



Northern Ireland  
Assembly

**Committee for Regional Development**

# Inquiry into the Benefits of Cycling to the Economy

Together with the Minutes of Proceedings of the Committee Relating to the Report,  
Minutes of Evidence, Written Submissions and Research Papers

Ordered by the Committee for Regional Development  
to be printed 14 January 2015

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**REPORT EMBARGOED UNTIL  
COMMENCEMENT OF DEBATE IN PLENARY**





# Powers and Membership

## Powers

The Committee for Regional Development is a Statutory Departmental Committee established in accordance with paragraphs 8 and 9 of Strand One of the Belfast Agreement and under Assembly Standing Order No 48. The Committee has a scrutiny, policy development and consultation role with respect to the Department of Regional Development and has a role in the initiation of legislation. The Committee has 11 members, including a Chairperson and Deputy Chairperson, and a quorum of five.

The Committee has power:

- to consider and advise on Departmental budgets and Annual Plans in the context of the overall budget allocation;
- to approve relevant secondary legislation and take the Committee Stage of relevant primary legislation;
- to call for persons and papers;
- to initiate enquiries and make reports; and
- to consider and advise on matters brought to the Committee by the Minister of Regional Development.

## Membership

The Committee has 11 members, including a Chairperson and Deputy Chairperson, and a quorum of five members. The membership of the Committee is as follows

- Mr Trevor Clarke MLA (Chairperson)<sup>12</sup>
- Mr Sean Lynch MLA (Deputy Chairperson)<sup>6</sup>
- Mr Joe Byrne MLA<sup>11</sup>
- Mr John Dallat MLA<sup>5</sup>
- Mr Alex Easton MLA<sup>8</sup>
- Mr Ross Hussey MLA<sup>4</sup>
- Mr Chris Lyttle MLA<sup>1, 10, 13</sup>
- Mr Declan McAleer MLA<sup>7</sup>
- Mr David McNarry MLA<sup>2, 3</sup>
- Mr Stephen Moutray MLA<sup>9, 14</sup>
- Mr Cathal Ó hOisín MLA

- 1 With effect from 06 June 2011 Mr Stewart Dickson replaced Mr Trevor Lunn
- 2 With effect from 26 September 2011 Mr Michael Copeland replaced Mr Mike Nesbitt
- 3 With effect from 06 February 2012 Mr David McNarry replaced Mr Michael Copeland
- 4 With effect from 23 April 2012 Mr Ross Hussey replaced Mr Roy Beggs
- 5 With effect from 23 April 2012 Mr John Dallat replaced Mr Joe Byrne
- 6 With effect from 02 July 2012 Mr Seán Lynch replaced Mr Pat Doherty as Deputy Chairperson
- 7 With effect from 10 September 2012 Mr Declan McAleer was appointed as a Member
- 8 With effect from 01 October 2012 Mr Alex Easton replaced Mr Stephen Moutray
- 9 With effect from 16 September 2013 Mrs Brenda Hale replaced Mr Ian McCrea
- 10 With effect from 01 October 2013 Mr Kieran McCarthy replaced Mr Stewart Dickson
- 11 With effect from 07 October 2013 Mr Joe Byrne replaced Mrs Dolores Kelly
- 12 With effect from 24 September 2014 Mr Trevor Clarke replaced Mr Jimmy Spratt as Chairperson
- 13 With effect from 29 September 2014 Mr Chris Lyttle replaced Mr Kieran McCarthy
- 14 With effect from 06 October 2014 Mr Stephen Moutray replaced Mrs Brenda Hale



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## List of Abbreviations and Acronyms used in this Report

ALB	Arm's Length Body
BCR	Benefit-to-Cost Ratio
CRC	Chain Reaction Cycles
CTC	Cyclists Touring Club
DCAL	Department of Culture, Arts and Leisure
DHSSPS	Department of Health, Social Services and Public Safety
DOE	Department of the Environment
DRD	Department for Regional Development
GWG	Great Western Greenway
HEAT	Health Economic Assessment Tool
ISNI	Investment Strategy for Northern Ireland
KPI's	Key Performance Indicators
NDPB	Non Departmental Public Body
NHS	National Health Service
NIAO	Northern Ireland Audit Office
NIEL	Northern Ireland Environment Link
NITB	Northern Ireland Tourist Board
NITHC	Northern Ireland Transport Holding Company
PfG	Programme for Government
PHA	Public Health Agency
UCI	Union Cycliste Internationale
WHO	World Health Organisation

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# Executive Summary

1. The increase in the number of cyclists over the past few years, even from the very low base within Northern Ireland, is welcomed by the Committee. The work undertaken by the likes of Sustrans, Cyclists Touring Club (CTC) and Outdoor Recreation has undoubtedly had a positive impact in respect of the education and development of cycling in Northern Ireland.
2. The Committee also believes that the “Bike to Work” schemes introduced by public sector and other bodies have proven to be a catalyst in encouraging people either to take up or to return to cycling. The Committee is keen to see programmes such as these and the Active School Travel enhanced, made less restrictive, both in terms of availability of the scheme to lower paid individuals and extension of the application period, and, particularly within the public sector, made compulsory. This, in line with the provision of appropriate changing facilities, tailored cycling parking and a safe cycling environment will, the Committee believes, bring about significant sea change.
3. The Committee is content that the potential for significant contributions to the economy through cycling can be achievable. The impacts of cycling transport can be environmental, social and economic, and the benefits of promoting cycling occur in society as a whole, as well as on an individual level. The reasons to start cycling are varied and include health, fitness, concern for the environment, traffic congestion, the cost of fuel, parking availability and enjoyment of cycling. The Committee recognises that this and other barriers to cycling can include weather, social constraints and physical infrastructure.
4. The Committee would agree that the greatest barrier to cycling is concerns about safety – after all the first documented bicycle crash was alleged to have been a motor vehicle–bicycle conflict in New York City in 1896. However, other, perhaps overriding barriers to cycling in Northern Ireland, are political commitment and funding, particularly in the fiscally restrained circumstances that face Executive Departments at present and in the next few years.
5. The Committee welcomes the establishment of the Cycling Unit and is encouraged by the enthusiasm and knowledge of the officials staffing it. However, the Committee remains concerned that, without the joined up approach and financial commitments that are necessary to enable and empower it, it’s strategic and operational capabilities will be severely restricted.
6. The Committee delayed the publication of this report to allow for the development of the draft Bicycle Strategy and consultation thereon. Unfortunately, the Committee is not convinced that the document, as published, will go anywhere near to achieving the concept of a “cycling revolution” first espoused by the Mayor of London and then by the Minister for Regional Development. Aside from the absence of political commitments and funding, the strategy reads more as a statement of intent (a fact acknowledged and accepted by senior officials within the Cycling Unit), the vision reads more as an aim and the document is totally devoid of any objectives and targets. The Committee notes that the latter has been significantly commented on by respondees to the departmental consultation on the draft strategy. The Committee applauds the honesty of the Head of the Cycling Unit who, at the Committee meeting of 7th January 2015, accepted that there would be a need for major revisions to the draft strategy. This report makes recommendations that aim to enhance the strategy.
7. Another difficulty is the perception that the strategy is anti-motorist. It is important to remember that there is always going to be a section of the population who simply do not wish to cycle. The Committee accepts that costs resulting from car dependence include adverse effects on community sustainability and social exclusion and that the encouragement of cycling leads to a more-equitable transport choice, reductions in community severance, and increased community interaction. However, this should not be to the detriment of the motorist. The Committee believes that the strategy needs to be more fluid and balanced. Increased fares for public transport, coupled with cessation or reduction of services, particularly in rural areas, leave commuters little other option but to place a heavy reliance

on cars, particularly as there are little multi-modal opportunities available to commuters. This needs to be recognised within the draft strategy.

8. Undoubtedly, proximity to a dedicated cycle path increases cycle use, as supported by evidence from footfall on the Comber, Connswater and Great Western Greenways. This is not an endorsement of greenways, per se, although the Committee would support further exploration of such provision. Rather, it is evidence that a safe, segregated and well-designed provision will attract people, of all abilities, to cycle (or walk)
9. Specific research for cycling is also emerging. In 2011, a research report by Dr Alexander Grous, 'The British cycling economy'<sup>1</sup>, provided a single overview of the cycling sector and many of the associated benefits. In summary, the report concluded from an evidence base that, in 2010, 3.7 million bikes were sold, 208 million cycling journeys were made, and there were 1.3 million new cyclists, half a million of whom were frequent or regular cyclists. The investigation showed that many factors play a part in driving that growth. These are examples that we in Northern Ireland can learn from: expansion of the national cycle network; dedicated cycle lanes in urban and city areas; success in major sporting events for cycling, which promote and encourage participation, and large-scale organised cycle events.
10. The Committee congratulates the Executive and the relevant Executive departments on the staging of the Giro d'Italia and securing the Gran Fonda over the next three years. The Committee believes that there are other events that could be catered for within Northern Ireland, particularly in the mountain biking and downhill sectors. The Committee has made a number of recommendations in respect of this particular theme.
11. The Committee has received substantial evidence about the positive impact cycling could have in respect of tackling obesity. Evidence from the Chief Medical Officer<sup>2</sup> stated that just 53% of adults meet the current physical activity guidelines, whilst research shows that children in Northern Ireland are the least physically active anywhere in the United Kingdom, with 50% of seven-year-olds here not getting the recommended one hour of physical activity each day.<sup>3</sup> These statistics support the fact that physical activity is number four in the global causes of mortality.
12. It would be erroneous to claim that cycling is a "cure" for obesity; it is, however, if properly targeted, a powerful tool in encouraging physical activity. The Committee commends the Departments of Regional Development (DRD) and Health, Social Services and Public Safety (DHSSPS), along with Sustrans, for the Active Travel schools programme. The Committee does, however, make recommendations in respect of the targeting of cycling initiatives by means of health impact assessments.

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1 Grous, Alexander (2011) The British cycling economy: 'gross cycling product' report Sky and British Cycling

2 Committee for Regional Development, Official Report, 11th June 2014

3 Millennium Cohort Study and University College London and Committee for Regional Development, Official Journal, 11th June 2014.

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## Introduction

13. At its meeting on 8 January 2014, the Northern Ireland Assembly's Committee for Regional Development agreed to commence an inquiry into the Benefits of Cycling to the Economy.
  14. The Terms of Reference for the Report were agreed as follows:
    - a. Consider the structure and operation of the cycling network and its capability to deliver against Departmental and Executive objectives in respect of health, sport and the environment;
    - b. Identify and quantify appropriate measures of the Department and Executive success or shortfalls against the stated objectives;
    - c. Analyse opportunities available to best achieve future objectives;
    - d. Develop a short list of recommendations or reforms for short term (1-2 years), medium term (3-4 years), and longer term (5 years +); and
    - e. Identify any additional funding/funding sources required to deliver agreed objectives.
  15. On the 11 February 2014 the Committee inserted signposts in the Belfast Telegraph, Irish News and News Letter seeking written evidence on the Inquiry by 21 March 2014. The Committee also wrote to key stakeholders with the same request.
  16. During the period covered by this Report the Committee considered written submissions from in excess of 13 individuals and organisations. A copy of submissions received is included at Appendix 3.
  17. The Committee also heard oral evidence at meetings between the 8 May 2014 and 2 July 2014 from the following organisations:
    - The Great Western Greenway
    - Connswater Community Greenway
    - Outdoor Recreation Northern Ireland
    - Sustrans
    - CTC
    - Northern Ireland Environment Link
    - Sport NI
    - Public Health Agency
    - The Department of Culture, Arts and Leisure
    - The Department of the Environment
    - The Department for Regional Development
    - The Northern Ireland Tourist Board
    - The Northern Ireland Assembly All-Party Group on Cycling
  18. The relevant extracts from the Minutes of Proceedings are included at Appendix 1. Minutes of Evidence are included at Appendix 2. The Committee would wish to thank all those who provided both written and oral evidence.
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19. The Committee also undertook two Study visits in the duration of the inquiry. The relevant organisations visited were:

- The Great Western Greenway
- Chain Reaction Cycles

The Committee would wish to thank all those who provided presentations and tours during the study trips.

20. 20. The Committee also attended two seminars in the duration of the inquiry. The seminars were:

- Maximising the Potential of Walking and Cycling Infrastructure in Touristic Areas (Clifden, Galway)
- NI Changing Gear (Belfast)

21. The Committee planned to publish its report into the Benefits of Cycling to the Economy by the end of September 2014. However, on 27 August 2014, the Minister for Regional Development, Mr Danny Kennedy MLA, launched a 12 week consultation on a draft Bicycle Strategy.

22. One of the main weaknesses Members had discussed during the course of the evidence sessions was the absence of any cross-cutting strategic approach to cycling in Northern Ireland. In light of this, on the 10 September 2014, the Committee agreed to postpone the publication of its Inquiry report until the completion of the draft bicycle strategy consultation process.

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## Summary of Recommendations

23. The Committee recommends that the Department considers re-working the vision and respectfully suggests the following as a starting point:

*“A Northern Ireland where people from all sectors of the community cycle for transport and enjoyment”.*
24. The Committee believes that striving towards this vision will help to ensure a healthier population, connected and cohesive communities, and a more affordable, integrated, safe, responsive and sustainable transport system (paragraphs 46 - 48).
25. The Committee recommends that the Department urgently establishes objectives and targets within the revised strategy document which are relevant to the vision espoused in the revised document (paragraph 49).
26. Whilst the draft Bicycle Strategy does not contain any targets, as yet, the Committee recommends, those baselines specific to Northern Ireland are established before the implementation of any proposed actions arising out of the draft Bicycle Strategy. This will allow for a meaningful measurement of the success (or otherwise) of the strategy and progress against other Executive strategies, such as reductions in levels of obesity and reductions in green-house gases (paragraph 50).
27. The Committee recommends that the Minister seeks to ring-fence an appropriate level of funding for the delivery of the strategy as opposed to individual projects (paragraph 51).
28. The Committee recommends that rural proofing be undertaken as a matter of urgency to ensure that the draft strategy achieves a more equitable balance between urban and rural provision (paragraph 52).
29. The Committee recommends that the Department provides a more meaningful and authentic definition of what constitutes a rural cycle route to allow for accurate measurement of future performance targets for provision of cycling tracks and lanes in rural routes (paragraphs 53 - 54).
30. The Committee recommends that the reference at Section 4.1.2 in respect of piloting greenways is amended in the revised strategy to clarify that the Department’s intentions are focused on connecting the existing greenways rather than piloting a new one (paragraphs 55 - 57).
31. The Committee recommends that all roads should be designed to protect all users and recommends that, where cycling provision in urban centres is being considered and designed, there should be an emphasis on providing some form of segregation from other vehicular traffic (paragraph 58).
32. The Committee recommends that Translink establish targets within their corporate plans with respect to increasing the number of bicycles accessing trains and buses (paragraph 59).
33. The Committee recommends that the Cycle to Work Scheme should, in the first instance, be compulsory in the Northern Ireland Assembly, all Executive departments, Arm’s Length Bodies (ALBs) and Non Departmental Public Bodies (NDPB). In line with this, the Committee further recommends that all public sector organisations ensure that adequate cycle parking and changing facilities are available for their staff (paragraphs 60 - 62).
34. The Committee recommends that the Minister and his Executive colleagues explore the means by which the scheme can be extended and tailored for those on lower incomes (paragraph 63).
35. The Committee recommends to the Northern Ireland Assembly Commission and other public sector bodies that the schemes be open to applications throughout the year (paragraph 64).

36. The Committee recommends that the Minister adopts “Park and Cycle” facilities, including bicycle storage lockers, at all current and future Park and Ride/Share sites, railway and bus stations (paragraph 65).
37. The Committee recommends that any potential legislative changes are identified with the Action Plans deriving from the revised draft strategy (paragraphs 66).
38. The Committee recommends that the Department explore its options for delivering Primary Legislation similar to the Active Travel (Wales) Act 2013. This might ensure a coordinated and joined-up approach to cycling (and walking) within Northern Ireland (paragraph 67).
39. The Committee recommends that the Department establish a baseline showing the current value of cycling to the economy. Regular monitoring of this baseline should be undertaken to assess progress (or otherwise) (paragraphs 68 - 71).
40. The Committee recommends that, in the light of the restrained budgetary period facing the Executive departments, DRD produce imaginative proposals and appropriate bids to enhance the cycling experience within Northern Ireland. At a minimum, the Department should ensure that funding is ring-fenced for the Active Travel schools programme. Consideration should also be given to funding, for example, a cycling equivalent to “Walking with Communities”, currently being delivered by Outdoor Recreation (paragraphs 72 - 75).
41. The Committee recommends that, as a matter of urgency, NITB produces and publicises the Giro Legacy Plan (paragraphs 76 - 79).
42. The Committee recommends that, as a matter of urgency, particularly given the success of securing the Gran Fonda for the next three years, the NITB should compile a Cycling Tourism Strategy (paragraphs 80 - 83).
43. The Committee recommends that the Department for Culture, Arts and Leisure (DCAL), NITB, Sports NI, Outdoor Recreation and other relevant organisations proactively pursue the hosting of UCI World Cup and other prestigious mountain bike events in Northern Ireland (paragraphs 84 - 86).
44. The Committee recommends that other trails, in particular Roe Valley, Redburn and Scrabo Country Parks are developed to allow for mountain biking (and walking) trails (paragraphs 87).
45. The Committee recommends that future roads capital investment projects, cycle trails and lanes should be “health-proofed” by means of a health impact assessment tool, such as the World Health Organisation (WHO) Health Economic Assessment Tool (HEAT) to ensure that health and wellbeing benefits are to the fore of all cycling provision (paragraphs 88 - 92).

## Key Issues

### The Strategy

46. In their response to the DRD consultation exercise on the draft strategy, Sustrans have likened the vision within the draft strategy as reading more like an aim than being truly visionary. The Committee endorses this stand as it supports their view that the draft is more comparable to a “statement of intent”, a view supported by departmental officials, than a strategy. In addition, the Committee does not believe that the vision, in its current form, clearly addresses the important aspect of using cycling as an alternative form of transport.
47. **The Committee recommends, therefore, that the Department considers re-working the vision and respectfully suggests the following as a starting point:**
- “A Northern Ireland where people from all sectors of the community cycle for transport and enjoyment”.*
48. **The Committee believes that striving towards this vision will help to ensure a healthier population, connected and cohesive communities, and a more affordable, integrated, safe, responsive and sustainable transport system.**
49. The Committee is critical of the fact that the draft strategy does not contain any objectives or targets and does not accept the assertion contained in Section 5 that DRD “...have consciously chose not to set an arbitrary NI wide target for % of people cycling as we do not think it would encourage people to use a bicycle at a local level”. The Committee believes that objectives and targets are essential to provide clarity in respect of the end vision, to drive the strategy and subsequent delivery plans forward and, very importantly, makes the Department accountable for the success or otherwise of the strategy. **The Committee recommends that the Department urgently establishes objectives and targets within the revised strategy document which are relevant to the vision espoused in the revised document.**
50. Evidence provided to the Committee very often quoted wider UK and EU research and baselines. Organisations providing evidence then extrapolated “anecdotal” evidence from this and applied it to a Northern Ireland perspective. **Whilst the draft Bicycle Strategy does not contain any targets, as yet, the Committee recommends, those baselines specific to Northern Ireland are established before the implementation of any proposed actions arising out of the draft Bicycle Strategy. This will allow for a meaningful measurement of the success (or otherwise) of the strategy and progress against other Executive strategies, such as reductions in levels of obesity and reductions in green-house gases.**
51. The draft strategy does not make reference to the funding provision or sources of funding. Whenever the draft was initially presented to the Committee, DRD officials indicated that they anticipated focussing on “10 or a dozen” projects. This is not necessarily strategic nor the best use of what is known to be a limited budget allocations. The Committee is concerned that the funding will be requested almost on a “case-by-case” basis during the Monitoring Rounds. **The Committee recommends that the Minister seeks to ring-fence an appropriate level of funding for the delivery of the strategy as opposed to individual projects.**
52. The Committee believes the focus of the draft strategy to be urban-centric, with the Department supporting the provision of “masterplans” in Belfast and other towns and cities. Whilst the Committee understands the argument that the greatest numbers can be effected where the greatest population concentrations are, the Committee does not believe that sufficient cognisance is contained within the draft strategy of the fact that rural areas have less access to cars and worse public transport links, leading to isolation and exclusion. The Committee also believes that this is exacerbated by the fact that the draft strategy has not been rural-proofed. **The Committee recommends that rural proofing be undertaken as**

**a matter of urgency to ensure that the draft strategy achieves a more equitable balance between urban and rural provision.**

53. The Department states at Section 4.1.2 that, “Where it has been possible to provide cycle tracks and lanes on main roads in rural areas we have done so”. The Committee queried this by correspondence, asking the Department for examples of such provision. In their response<sup>4</sup>, the Department stated that, “Transport NI Divisions do not uniformly keep records by Urban/ Rural split; therefore some roads have been classed as rural roads as they are subject to a speed limit of greater than 40mph, while urban roads as those subject to a limit of 40mph and under”. Examples of this “rural” provision included the Sydenham Bypass, A55 Parkway, Hollywood Road, Saintfield Road and Belvoir Road, all of which are in Belfast.
54. The Committee finds the definition of rural provision as stated by the Department, at best, misleading. **The Committee recommends that the Department provides a more meaningful and authentic definition of what constitutes a rural cycle route to allow for accurate measurement of future performance targets for provision of cycling tracks and lanes in rural routes.**
55. Section 4.1.2 also states that, “We plan on developing specific interventions, including greenways, and piloting them in rural areas so that we can measure the impact of such interventions”. The Committee queried why the Department felt the need to pilot greenways whenever there was already a plethora of existing research on the success of greenways, including the Comber, Connswater and Great Western greenways.
56. In their response dated 7th October 2014, the Department replied, “The reference to piloting Greenways in section 4.1.2 is an error. We are not proposing a pilot Greenway. We are proposing connecting the existing Greenways to provide a continuous Greenway route across Northern Ireland that will provide opportunities to extend to other areas including cross border links that have the potential to reach as far as the Great Western Greenway in County Mayo”.
57. **The Committee recommends that the reference at Section 4.1.2 in respect of piloting greenways is amended in the revised strategy to clarify that the Department’s intentions are focused on connecting the existing greenways rather than piloting a new one.**
58. The Department has indicated that it wishes to “...develop new, best practice design guidance which will be used by those designing for cycling” (4.2.1). The Committee does not believe that new, best practice guidance is necessary as there are existing examples of best practice already in existence. The Committee believes that the focus on designing for cycling only, combined with the use of a roads hierarchy specifically intended for new housing developments, loses sight of the fact that roads should be designed for use by all relevant modes of transport, including cycling. **The Committee recommends that all roads should be designed to protect all users and recommends that, where cycling provision in urban centres is being considered and designed, there should be an emphasis on providing some form of segregation from other vehicular traffic.**
59. Whilst the Committee notes the Department’s comments in Section 4.3.1, Interchange between Modes, Members are agreed that there is not sufficient effort being made by Translink to accommodate multi-modal travel on the public transport provision. Members were particularly concerned to hear that cyclists wishing to attend Giro d’Italia events were refused access to trains because they could only allow one bike into carriages. **The Committee recommends that Translink establish targets within their corporate plans with respect to increasing the number of bicycles accessing trains and buses.**
60. Section 4.3.2 of the draft strategy addresses the Department’s promotion and support for a number of initiatives, including the Cycle to Work scheme. Members believe that, whilst events such as the Tour de France in 1998 and, more recently, the Giro d’Italia converted

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4 Departmental Letter re: Committee Queries, 7th October 2014

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a significant number of people towards cycling, this scheme provided the initial surge in the number of people using the bicycle as a viable alternative to the car or other forms of transport.

61. The Committee commends these initiatives but has concerns that the Cycle to Work Scheme is not being operated as extensively as it should be, does not incentivise those on lower incomes and in a large part, has a limited period for submission of applications. The Committee is disappointed that the latter point is applicable to the scheme currently being operated in the Northern Ireland Assembly.
62. **The Committee recommends that the Cycle to Work Scheme should, in the first instance, be compulsory in the Northern Ireland Assembly, all Executive departments, Arm's Length Bodies (ALBs) and Non Departmental Public Bodies (NDPB). In line with this, the Committee further recommends that all public sector organisations ensure that adequate cycle parking and changing facilities are available for their staff.**
63. **The Committee recommends that the Minister and his Executive colleagues explore the means by which the scheme can be extended and tailored for those on lower incomes.**
64. **The Committee recommends to the Northern Ireland Assembly Commission and other public sector bodies that the schemes be open to applications throughout the year.**
65. **The Committee recommends that the Minister adopts "Park and Cycle" facilities, including bicycle storage lockers, at all current and future Park and Ride/Share sites, railway and bus stations.**
66. If the entire gamut of actions suggested within the draft strategy were to be achieved, there would be the need to bring legislation to change, for example, the Highway Code (cycling access at roundabouts/traffic lights, right of way etc). **The Committee recommends that any potential legislative changes are identified with the Action Plans deriving from the revised draft strategy.**
67. In addition, **the Committee recommends that the Department explore its options for delivering Primary Legislation similar to the Active Travel (Wales) Act 2013. This might ensure a coordinated and joined-up approach to cycling (and walking) within Northern Ireland.**

## The Economy

68. There is almost universal acceptance that cycling and an improved cycling infrastructure can have a significant contribution to the economy. A recent UK report<sup>5</sup> stated that some cycling schemes having a benefit-to-cost ratio (BCR) of up to 35 to 1. To put this into perspective, the £43 billion HS2 proposal has a BCR of 2 to 3.
69. There is no definitive evidence currently in respect of the value of cycling to the Northern Ireland economy. During its oral evidence to the Committee, Sustrans stated, *“We simply do not know the present value of cycling to the economy in Northern Ireland. The best estimate that we can make is based on a London School of Economics study, which came up with a figure of £2.9 billion for the whole of the UK. On a pro rata or per capita basis, that equates to about £87 million in Northern Ireland”*<sup>6</sup>.
70. In their oral evidence to the Committee, CTC stated, *“With regard to the economic benefit, cycling is contributing a little short of £3 billion to the UK-wide economy so, on a pro rata basis, Northern Ireland will be somewhere between £300 million and £400 million”*.
71. The fact there is no definitive research available to delineate the current value of cycling to the economy is of concern to the Committee. Whilst the Committee has indicated their desire to see appropriate baselines established to measure the success of the draft strategy, specifically, **the Committee recommends that the Department establish a baseline showing the current value of cycling to the economy. Regular monitoring of this baseline should be undertaken to assess progress (or otherwise).**
72. During the course of the inquiry, the Committee conducted a site visit to Chain Reaction (Table One below refers), during which the Managing Director stated, *“From our perspective as a business, it would be great to see an increased level of investment in facilities and infrastructure here in Northern Ireland because that would help to support the growth of cycling globally and tourism coming into the area”*<sup>8</sup>.

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5 Department for Transport, “Value for Money Assessment for Cycling Grants”, August 2014

6 Committee for Regional Development, Official Report, Sustrans, 14th May 2014

7 Committee for Regional Development, Official Report, CTC, 28th May 2014

8 <http://blog.niassembly.gov.uk/2014/05/committee-gears-up-for-more-cycling.html>

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**Table One: Case Study – Chain Reaction**

Chain reaction cycles (CRC) is the world's largest online cycling product retailer, selling over 600 Brands and 60,000 products to more than 1.5million customers in over 100 countries. The company is listed as one of Northern Ireland's top 100 companies with approximately 500 employees and turnover in excess of £150 million. Through employment, mail distribution, capital investment and taxes, CRC contributes around £40m to the Northern Ireland economy annually.

CRC was established by George and Janice Watson as a bricks-and-mortar bike shop (Ballynure Cycles) in the County Antrim village of Ballynure in 1984. It was only as the company grew and relocated to Main Street Ballyclare (1990), that the name was changed to 'Chain Reaction Cycles' (CRC). CRC continued to grow as it ventured into the mail order business and the company was quick to recognise the potential offered by the internet, launching its website: www.chainreactioncycles.com in 1999.

Although CRC were not the only company in this market seeking to establish a presence online it differentiated itself by approaching the emerging world of ecommerce in an innovative way. CRC recognised that people needed to be able to navigate easily through their website and find the products they were looking for quickly. CRC worked closely with a Belfast technology partner, later to become known as Export Technologies, to develop a product that would enable this.

The launch of the website had an immediate impact on the business with over £110,000 total online revenue generated in the first 6 months; by April 2002 online revenue had broken £100k per month. Driven on by new technology, CRC hit a landmark £1m in online revenue in August 2005, and ended that year with 75% growth on the previous calendar year. Continuing to grow, monthly online sales reached £2m by January 2007 and by March 2008 that figure was £3m, growing to £5m by August of the same year. From 2008 to 2012, Chain Reaction Cycles tripled its online revenue, finally reaching over £170m in annual turnover by the end of 2012.

Despite its international presence, demonstrated by the fact roughly two thirds of CRC's sales came from outside the UK, at its core CRC is still a family owned and managed company with a strong sense of connection to Northern Ireland. All CRC's operations continue to be based here, from the show room and 70,000 sq. ft. warehouse in Doagh, County Antrim to the 10,000 sq. ft. office at Mallusk. CRC's sustained growth has seen it acquire a further 100,000 sq. ft. warehouse in Carrickfergus in 2012 having launched a 10,000 sq. ft. flag ship retail store on Boucher Road Belfast in 2011.

In addition to its economic contribution CRC is actively involved in promoting cycling across Northern Ireland. It is a regular supporter of Northern Ireland's non-competitive cycling 'sportive' events, such as Lap the Lough. The company is a major sponsor of Northern Ireland's new mountain bike trail centres.

73. Undoubtedly, the current fiscal restraints will limit the degree of investment available to DRD and other Executive departments, particularly as many of the solutions that will most likely effect a significant change in cycle numbers must correlate to the nature and consistency of the existing and future infrastructure. The provision of the current cycling infrastructure is often an ad hoc provision, resulting in it being fragmented and under-utilised.
74. A research paper commissioned by the Committee supports the view that spend in Northern Ireland on cycling infrastructure is historically significantly inadequate; *"A strong pro-cycling rhetoric is one thing, but to-date this has not been backed up financially. For example, €410 million was spent on cycling related projects in the Netherlands during 2012, equivalent to approximately €25 per capita. In Northern Ireland, on average, less than £1m is spent per year, while the £1.36m that was spent on cycling in 08/09 equates to around 70 pence per capita. This is less than the £1 average spent by local authorities in GB (modal share 2%), and significantly less than the £10 per head spent in London where cycling levels have doubled since 2000 and the UK's cycle demonstration towns (£10) where increased spend has resulted in a 27% increase in cycling between 2005 and 2009. By comparison the city of Copenhagen has consistently spent an average of £20 per capita on cycling over a number of years, while in Germany the figure varies across cities between £6 and £15. If the DRD were to adopt a similar approach to funding cycling, a per capita spend of £10 would require an annual spend of*



approximately £18m; £15 per capita requires £27m; and £20 per capita would call for £36m<sup>9</sup>. The Department intends bidding for £4.6m.

75. **The Committee recommends that, in the light of the restrained budgetary period facing the Executive departments, DRD produce imaginative proposals and appropriate bids to enhance the cycling experience within Northern Ireland. At a minimum, the Department should ensure that funding is ring-fenced for the Active Travel schools programme. Consideration should also be given to funding, for example, a cycling equivalent to “Walking with Communities”, currently being delivered by Outdoor Recreation.**

#### **The Tourist Market**

76. The potential for cycling tourism is significant, as is evident following the hosting of heats of the Tour de France in 1998, the “Grand Start” of the Giro d’Italia in 2014 and the future hosting of the Gran Fonda in 2015 – 2017 inclusive.
77. The Giro attracted audiences into the hundreds of millions to the spectacular vista of Northern Ireland, despite the rain. The event was a phenomenal success, one which should have laid the foundation stone for legacy projects. During oral evidence sessions, the Northern Ireland Tourist Board (NITB) spoke extensively about legacy projects. The Committee commends them and other relevant departments on securing the Gran Fonda for the next three years.
78. Officials from NITB stated, “*We have had conversations about producing a Northern Ireland cycling strategy, which is one of the visions in the legacy plan. That will look across tourism, the local infrastructure and right across the board. We have had those conversations about developing a holistic vision for cycling*”<sup>10</sup>. It is with regret that this purported “legacy plan”, despite being referred to on numerous occasions, has yet to materialise. The Committee considers this to be a major weakness that, unless urgently corrected, could result in significant tourism losses to the Northern Ireland economy.
79. **The Committee recommends that, as a matter of urgency, NITB produces and publicises the Giro Legacy Plan.**
80. The Committee conducted a visit and formal meeting in Mulranny, Co Mayo, to witness the spectacles of the Great Western Greenway, details of which are contained in Table Two.

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9 RAISE,

10 Committee for Regional Development, Official Report, NITB, 11th June 2014

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**Table Two: Case Study – Great Western Greenway, Co. Mayo**

In May 2014, the Committee visited the Great Western Greenway (GWG) in County Mayo. A multi-award winning walking and cycling trail, the GWG traverses 42 km of disused railway line between Westport and Achill Island. Three public bodies: The Department of Transport, Tourism and Sport, Fáilte Ireland, and Mayo County Council funded the greenway, whilst, critically, the council negotiated with 162 local landowners to secure permissive access to their land, eliminating the need for a compulsory purchase orders. Work began on the GWG in 2009 and was completed in June 2011 at a total cost of €5.6m.

The GWG was an instant success, attracting 170,000 users in the first year and local butcher, Seán Kelly, recognised the potential immediately. A world renowned black pudding maker, Mr Kelly developed a greenway pudding that has helped promote his business to passing tourists and has contributed to its expansion including the development of export markets in Northern Ireland and Great Britain.

Mr Kelly compared the impact of the greenway to the opening of a factory, based on the level of employment and income it has generated for the region. Evidence provided to the committee indicated 38 new jobs had been created in the area while there are many more jobs being sustained over an extended peak holiday season. Whilst Westport and Achill have always enjoyed a bustling tourist trade, the towns of Newport and Mulranny have been totally revitalised with new businesses opening to take advantage of the GWG. Mr Kelly's own daughter opened a café which turned over more than one quarter of a million euros in 2013. Prior to the greenway Mr Kelly described a quiet town that could not sustain a coffee shop, never mind a restaurant.

This restaurant and indeed Kelly's Butchers shop are now members of "The Gourmet Greenway food trail". This is an initiative designed to complement the greenway both for the benefit of visitors but significantly local food producers and food outlets. The food trail has 18 members that include a microbrewery, a farm growing edible flowers and a company that makes sea salt. In the past three years, the Gourmet Greenway initiative has generated in excess of €1.5 for its members.

In addition to the thriving hospitality sector, the GWG has fostered a highly competitive bike hire market. The committee heard from Mr Travis Zeray from Clew Bay Bike Hire who described the development of his business from a small, one-outlet, family run business with 60 bikes to a five outlet business with 500 bikes, and employs 26 staff. Although he was the first business of this type in the area there are now four competitors; despite this Mr Zeray welcomes competition and indeed uses it to drive improvements in his own business.

81. As can be seen, the economic benefits arising from cycling tourism can be significant, particularly if marketed properly. A research paper commissioned by the Committee identified, "...a number of benefits of developing cycling tourism:
- Cycle tourism can provide incentives for people to visit an area and can help to attract new types of visitor who stays longer and spend more in a destination;
  - Cycle tourism can support existing local trade (particularly in hospitality sector) and offers business start-up opportunities (such as bike-hire), particularly in rural areas;
  - It is an environmentally sustainable form of tourism with minimal impact on the environment and it can help reduce traffic congestion;
  - It utilises existing and often under-used facilities such as quiet laneways, canal towpaths and disused railway lines; and
  - Ultimately, those who participate in cycling while on holiday or as a leisure activity, may then be encouraged to cycle more frequently for other (utility) purposes"<sup>11</sup>.
82. It is disappointing, therefore, to learn that NITB has not produced a "Cycling Tourism" strategy.

11 Raise briefing paper, "Cycling for Leisure, Recreation and Tourism", 19th May 2014

83. **The Committee recommends that, as a matter of urgency, particularly given the success of securing the Gran Fonda for the next three years, the NITB should compile a Cycling Tourism Strategy.**
84. The Committee noted the progress that has been made in developing over 450 km of off-road trails in Northern Ireland over recent years, including international mountain bike rails in Davagh Forest just outside Cookstown in County Tyrone, Rostrevor and Castlewella in County Down, which attracted up to 82,000 visitors in the first year of operation<sup>12</sup>.
85. Figures from Scotland show that such trails can generate 1.3 million visitors per annum for mountain biking alone, staying 300,000 bed nights. In 2009, it was predicted that the economic value of mountain biking in Scotland would rise from £119 million to £155 million<sup>13</sup>. These figures do not take into account family cycle trails and multi-use trails such as Beech Hill in Londonderry and Castle Archdale in County Fermanagh.
86. **The Committee recommends that the Department for Culture, Arts and Leisure (DCAL), NITB, Sports NI, Outdoor Recreation and other relevant organisations proactively pursue the hosting of UCI World Cup and other prestigious mountain bike events in Northern Ireland.**
87. **In addition, the Committee recommends that other trails, in particular Roe Valley, Redburn and Scrabo Country Parks are developed to allow for mountain biking (and walking) trails.**

#### **The Health Sector**

88. *“Walking and cycling are the principal means by which we can build physical activity into our lifestyles and so stay healthy, become more healthy and/or reduce our risk of developing 20 conditions and diseases; including coronary heart disease, stroke, type 2 diabetes, cancer, obesity and mental health problems. These health impacts are not only a drain on the NHS but on the economy not least through absenteeism. So, a healthier population makes for a more robust and prosperous economy. So, improving health through cycling and walking benefits society at large”<sup>14</sup>.*
89. Cycling is probably one of the most accessible activities for people of all abilities and ages. It is not, however, the panacea for obesity, as has been suggested throughout the course of the inquiry. Whilst it is a powerful tool, other modes of physical activity are also equally as effective in tackling conditions such as obesity.
90. DHSSPS involvement in the Active Travel schools programme is commended by the Committee. Other initiatives, such as the new Public Health Framework, are equally applauded. The Committee welcomes these as intuitive programmes which, if supported, will make significant inroads towards the health and wellbeing of the citizens of Northern Ireland.
91. The Committee noted the Chief Medical Officers comments that, *“The new public health framework has been approved by the Executive. It is the Executive’s policy to improve the health and well-being of the population of Northern Ireland. It is not just the Department of Health, Social Services and Public Safety’s policy; it is an Executive policy owned by all the Ministers”<sup>15</sup>.*
92. In light of this, **the Committee recommends that future roads capital investment projects, cycle trails and lanes should be “health-proofed” by means of a health impact assessment tool, such as the World Health Organisation (WHO) Health Economic Assessment Tool (HEAT) to ensure that health and wellbeing benefits are to the fore of all cycling provision.**

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12 Committee for Regional Development, Official Report, Outdoor Recreation, 14th May 2014

13 Committee for Regional Development, Official Report, Outdoor Recreation, 14th May 2014

14 Department for Transport, “Claiming the Health Dividend: A summary and discussion of value for money estimates from studies of investment in walking and cycling”, November 2014

15 Committee for Regional Development, Official Report, Chief Medical Officer, 11th June 2014

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93. The Committee commends this report and the recommendations contained within the Northern Ireland Assembly.





Northern Ireland  
Assembly

Appendix 1

# Minutes of Proceedings (Extracts)



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## Wednesday 8 January 2014

### Room 21, Parliament Buildings

**Present:** Mr Jimmy Spratt MLA (Chairperson)  
Mr Sean Lynch MLA (Deputy Chairperson)  
Mr Alex Easton MLA  
Mrs Brenda Hale MLA  
Mr Declan McAleer MLA  
Mr Kieran McCarthy MLA  
Mr David McNarry MLA  
Mr Cathal Ó hOisín MLA

**In attendance:** Mr Paul Carlisle (Clerk to the Committee)  
Mr Gavin Ervine (Assistant Assembly Clerk)  
Ms Tara McKee (Clerical Supervisor)  
Ms Alison Ferguson (Clerical Officer)

**Apologies:** Mr John Dallat MLA  
Mr Ross Hussey MLA  
Mr Joe Byrne MLA

**10:13am** The meeting commenced in open session

**6. Draft Terms of Reference: Inquiry into Benefits of Cycling in Northern Ireland**

*Agreed:* The Committee agreed the draft Terms of Reference for the Inquiry. Members also agreed to write to other Statutory Committees who may have an interest in this area of work, to seek input and agreement for the Committee to undertake this Inquiry.

**Mr Jimmy Spratt MLA**  
Chairperson, Committee for Regional Development

15/01/14

**[EXTRACT]**



## Wednesday 22 January 2014

### Room 21, Parliament Buildings

**Present:** Mr Jimmy Spratt MLA (Chairperson)  
Mr Sean Lynch MLA (Deputy Chairperson)  
Mr Joe Byrne MLA  
Mr John Dallat MLA  
Mr Alex Easton MLA  
Mrs Brenda Hale MLA  
Mr Ross Hussey MLA  
Mr Declan McAleer MLA  
Mr Kieran McCarthy MLA  
Mr David McNarry MLA

**In attendance:** Mr Paul Carlisle (Clerk to the Committee)  
Mr Gavin Ervine (Assistant Assembly Clerk)  
Ms Tara McKee (Clerical Supervisor)  
Ms Alison Ferguson (Clerical Officer)

**Apologies:** Mr Cathal Ó hOisín MLA

**10:02am** The meeting commenced in open session

#### **7. Inquiry into the Benefits of Cycling to the Economy**

*Agreed:* The Committee agreed the Forward Work Programme in relation to the Inquiry.

*Agreed:* The Committee agreed the wording of the signposting advertisement and agreed that it would appear in the press week commencing 3rd February 2014.

#### **Mr Jimmy Spratt MLA**

Chairperson, Committee for Regional Development

05/02/14

**[EXTRACT]**

## Wednesday 26 March 2014

### Room 21, Parliament Buildings

**Present:** Mr Jimmy Spratt MLA (Chairperson)  
Mr Sean Lynch MLA (Deputy Chairperson)  
Mr John Dallat MLA  
Mr Alex Easton MLA  
Mr Declan McAleer MLA  
Mr Kieran McCarthy MLA  
Mr David McNarry MLA  
Mr Cathal Ó hOisín MLA

**In attendance:** Mr Paul Carlisle (Clerk to the Committee)  
Mr Gavin Ervine (Assistant Assembly Clerk)  
Mrs Tara McClafferty (Clerical Supervisor)  
Ms Alison Ferguson (Clerical Officer)

**Apologies:** Mr Joe Byrne MLA  
Mrs Brenda Hale MLA  
Mr Ross Hussey MLA

**10:07am** The meeting commenced in open session

#### **6. Inquiry into the Benefits of Cycling to the Economy**

The Chairperson highlighted the written submissions received in relation to the Inquiry. The Committee also discussed the Forward Work Programme in relation to the Inquiry.

*Agreed:* The Committee agreed a list of organisations to invite to provide oral evidence.

*Agreed:* The Committee agreed to undertake an external evidence session in the Ballyclare area.

*Agreed:* The Committee agreed to undertake a study visit to County Mayo as part of the Inquiry into the Benefits of Cycling to the Economy.

*Agreed:* The Committee agreed to undertake a study visit to Dublin, Amsterdam and Copenhagen as part of the Inquiry into the Benefits of Cycling to the Economy.

#### **Mr Jimmy Spratt MLA**

Chairperson, Committee for Regional Development

02/04/14

**[EXTRACT]**

# Thursday 8 May 2014

## Mulranny Park Hotel, Mulranny, Co Mayo

**Present:** Mr Sean Lynch MLA (Deputy Chairperson)  
Mrs Brenda Hale MLA  
Mr Ross Hussey MLA  
Mr Declan McAleer MLA  
Mr Kieran McCarthy MLA

**In attendance:** Mr Paul Carlisle (Clerk to the Committee)  
Mr Gavin Ervine (Assistant Assembly Clerk)  
Mrs Tara McClafferty (Clerical Supervisor)  
Mr Michael Donaghy (Clerical Officer)

**Apologies:** Mr Jimmy Spratt MLA (Chairperson)  
Mr Joe Byrne MLA  
Mr John Dallat MLA  
Mr Alex Easton MLA  
Mr David McNarry MLA  
Mr Cathal Ó hOisín MLA

**9:38am** The meeting commenced in open session

### 5. **Great Western Greenway Briefing: Inquiry into the Benefits of Cycling to the Economy**

**9:41am** The following representatives joined the meeting

Padraig Philbin – Enterprise and Investment Unit, Mayo County Council

Suzanne O'Brien – Managing Director, Construction Employers Federation

Sean Kelly – Kelly's Butchers, Newport

Travis Zeray – Clew Bay Bike Hire

The representatives presented to the Committee in respect of the work of the above.  
Following the presentation, Members put questions.

**10:01am** Mr Hussey left the meeting

**10:14am** Mr Hussey re-joined the meeting

**10:23am** Mr McAleer left the meeting

**10:37am** Mr McAleer re-joined the meeting

**10:51am** Mrs Hale left the meeting

**11:01am** Mrs Hale re-joined the meeting

**11:10am** Mr Hussey left the meeting

**11:16am** Mr Hussey re-joined the meeting

**11:25am** Mrs Hale left the meeting

**11:31am** Mrs Hale re-joined the meeting

**11:49am** The representatives left the meeting

**11:51am** The meeting was adjourned

[EXTRACT]

## Wednesday 14 May 2014

### Room 21, Parliament Buildings

**Present:** Mr Jimmy Spratt MLA (Chairperson)  
Mr Sean Lynch MLA (Deputy Chairperson)  
Mr John Dallat MLA  
Mr Alex Easton MLA  
Mr Ross Hussey MLA  
Mr Kieran McCarthy MLA  
Mr Cathal Ó hOisín MLA

**In attendance:** Mr Paul Carlisle (Clerk to the Committee)  
Mr Gavin Ervine (Assistant Assembly Clerk)  
Mrs Tara McClafferty (Clerical Supervisor)  
Mr Michael Donaghy (Clerical Officer)

**Apologies:** Mrs Brenda Hale MLA  
Mr Declan McAleer MLA  
Mr David McNarry MLA

**9:34am** The meeting commenced in open session

#### 5. **Connswater Community Greenway Briefing: Inquiry into the Benefits of Cycling to the Economy**

**9:43am** The following representative joined the meeting

Wendy Langham – Programme Manager, Connswater Community Greenway

Gerry Millar – Director of Property and Projects, Connswater Community Greenway

Sammy Douglas MLA – Project Champion, Connswater Community Greenway

The representatives presented to the Committee in respect of the work of the above. Following the presentation, Members put questions.

**9:58am** Mr Hussey joined the meeting

**10:16am** Mr Easton joined the meeting

**10:34am** Mr Lynch left the meeting

**10:35am** Mr Lynch re-joined the meeting

**10:43am** The representatives left the meeting

*Agreed:* The Committee agreed to write to Connswater Community Greenway to request further information on the numbers of people using the recently built Sam Thompson Bridge.

#### 6. **Sustrans Briefing: Inquiry into the Benefits of Cycling to the Economy**

**10:44am** The following representatives joined the meeting

Gordon Clarke – National Director for Northern Ireland and Republic of Ireland, Sustrans

Steven Patterson – Deputy Director for Northern Ireland and Republic of Ireland, Sustrans

Andy Cope – Head of Research and Monitoring Unit, Sustrans

The representatives presented to the Committee in respect of the work of the above. Following the presentation, Members put questions.

**10:57am** Mr Lynch left the meeting

**11:03am** Mr Lynch re-joined the meeting

**11:23am** Mr Hussey left the meeting

**11:25am** Mr Ó hOisín left the meeting

**11:31am** The representatives left the meeting

*Agreed:* The Committee agreed to write to Sustrans to ask for further information on the 18 rural villages involved in Active Travel pilot schemes.

**7. Outdoor Recreation Northern Ireland Briefing: Inquiry into the Benefits of Cycling to the Economy**

**11:32am** The following representatives joined the meeting

Chris Scott – Activity Tourism Manager, Outdoor Recreation Northern Ireland

Aideen Exley – Marketing Manager, Outdoor Recreation Northern Ireland

The representatives presented to the Committee in respect of the work of the above. Following the presentation, Members put questions.

Mr Spratt declared an interest as a former Assistant Warden for Redburn and Scrabo Country Parks in the Environmental and Heritage Service.

**11:57am** Mr Lynch left the meeting

**12:02pm** The representatives left the meeting

*Agreed:* The Committee agreed to write to Outdoor Recreation Northern Ireland to ask for further details on the scoping papers being prepared on countryside activities in forest parks.

**12:08pm** The meeting was adjourned

**[EXTRACT]**

## Wednesday 28 May 2014

### Hilton Hotel, Templepatrick

**Present:** Mr Jimmy Spratt MLA (Chairperson)  
Mr Sean Lynch MLA (Deputy Chairperson)  
Mr Joe Byrne MLA  
Mr John Dallat MLA  
Mr Ross Hussey MLA  
Mr Declan McAleer MLA  
Mr Cathal Ó hOisín MLA  
Mr David McNarry MLA

**In attendance:** Mr Paul Carlisle (Clerk to the Committee)  
Mr Gavin Ervine (Assistant Assembly Clerk)  
Mrs Tara McClafferty (Clerical Supervisor)  
Mr Michael Donaghy (Clerical Officer)

**Apologies:** Mrs Brenda Hale MLA  
Mr Kieran McCarthy MLA

**9:30am** The meeting commenced in open session

#### **8. Northern Ireland Environment Link Briefing: Inquiry into the Benefits of Cycling to the Economy**

**9:47am** The following representatives joined the meeting

Dr Stephen McCabe – Policy and Projects Manager, Northern Ireland Environmental Link

Dr Joanna Purdy – Institute of Public Health in Ireland

The representatives presented to the Committee in respect of the work of the above. Following the presentation, Members put questions.

**9:59am** Mr Byrne joined the meeting

**10:10am** Mr Lynch left the meeting

**10:15am** Mr Lynch re-joined the meeting

**10:15am** Mr McNarry joined the meeting

**10:15am** Mr Dallat left the meeting

**10:19am** Mr Dallat re-joined the meeting

**10:30am** The representatives left the meeting

*Agreed:* The Committee agreed to write to Northern Ireland Environment Link to ask for further information regarding the number of schools with cycle storage facilities.

#### **9. CTC – The National Cycling Charity Briefing: Inquiry into the Benefits of Cycling to the Economy**

**10:31am** The following representatives joined the meeting

Roger Geffen – Campaigns and Policy Director, CTC

Barry Flood – Council Member for Northern Ireland, CTC

Roy White – Chair of the Northern Ireland Cycling Initiative

The representatives presented to the Committee in respect of the work of the above. Following the presentation, Members put questions.

Mr Hussey declared an interest as a member of the Policing Board.

**10:40am** Mr McAleer left the meeting

**10:41am** Mr McAleer re-joined the meeting

**11:02am** Mr Dallat left the meeting

**11:11am** Mr McNarry left the meeting

**11:14am** The representatives left the meeting

*Agreed:* The Committee agreed to write to CTC for further information regarding how a change to cycling short journeys can reduce the carbon footprint.

**10. Sport NI Briefing: Inquiry into the Benefits of Cycling to the Economy**

**11:15am** The following representatives joined the meeting

Nick Harkness – Director of Participation and Facilities, Sport NI

John News – Participation Manager, Sport NI

The representatives presented to the Committee in respect of the work of the above. Following the presentation, Members put questions.

**11:15am** Mr McNarry re-joined the meeting

**11:17am** Mr Spratt left the meeting

**11:17am** The Deputy Chairperson assumed the role of Chairperson

**11:21am** Mr Spratt re-joined the meeting and re-assumed the role of Chairperson

**11:25am** Mr Hussey left the meeting

**11:43am** Mr Hussey re-joined the meeting

**11:49am** Mr Ó hOisín left the meeting

**11:52am** Mr Ó hOisín re-joined the meeting

**11:57am** The representatives left the meeting

*Agreed:* The Committee agreed to write to the Northern Ireland Environment Agency to request a briefing regarding access to Country Parks for active travel.

*Agreed:* The Committee agreed to write to Sport NI to request further information regarding the Cycling Ireland High Performance Strategy.

*Agreed:* The Committee agreed to write to the Department to request further information regarding what interaction has taken place between the Cycle Unit and Sport NI.

**12:30pm** The meeting was adjourned

**[EXTRACT]**

## Wednesday 11 June 2014

### Room 115, Parliament Buildings

**Present:** Mr Jimmy Spratt MLA (Chairperson)  
Mr Sean Lynch MLA (Deputy Chairperson)  
Mr John Dallat MLA  
Mr Alex Easton MLA  
Mrs Brenda Hale MLA  
Mr Ross Hussey MLA  
Mr Declan McAleer MLA  
Mr Kieran McCarthy MLA  
Mr Cathal Ó hOisín MLA  
Mr David McNarry MLA

**In attendance:** Mr Paul Carlisle (Clerk to the Committee)  
Mr Gavin Ervine (Assistant Assembly Clerk)  
Mrs Tara McClafferty (Clerical Supervisor)  
Mr Michael Donaghy (Clerical Officer)

**Apologies:** Mr Joe Byrne MLA

**10:08am** The meeting commenced in open session

**7. Department of Enterprise, Trade and Investment Briefing: Inquiry into the Benefits of Cycling to the Economy**

**10:19am** The following officials joined the meeting

Kathryn Thomson – Chief Operating Officer, Northern Ireland Tourist Board

Aine Kearney – Director of Product Development, Northern Ireland Tourist Board

Susie McCullough – Director of Business Support and Events, Northern Ireland Tourist Board

The officials presented to the Committee in respect of the work of the above. Following the presentation, Members put questions.

**10:56am** Mr Dallat left the meeting

**11:03am** The officials left the meeting

*Agreed:* The Committee agreed to write to the Department for Enterprise, Trade and Investment to request a copy of the Northern Ireland Tourist Board's Events Strategy.

**8. Department of Health, Social Services and Public Safety Briefing: Inquiry into the Benefits of Cycling to the Economy**

**11:04am** The following officials joined the meeting

Dr Michael McBride – Chief Medical Officer for Northern Ireland, DHSSPS

Mary Black – Assistant Director, Public Health Agency

The officials presented to the Committee in respect of the work of the above. Following the presentation, Members put questions.

Mr Easton declared an interest as Private Secretary to the Minister for Health, Social Service and Public Safety



**11:04am** Mr McNarry left the meeting

**11:11am** Mr McNarry re-joined the meeting

**11:18am** Mr Dallat re-joined the meeting

**11:27am** Mrs Hale joined the meeting

**11:29am** Mr Easton left the meeting

**11:38am** Mr Easton re-joined the meeting

**11:40am** Mr Hussey left the meeting

**11:42am** Mr Ó hOisín left the meeting

**11:47am** Mr McCarthy left the meeting

**11:52am** Mr McAleer left the meeting

**11:57am** Mr McCarthy re-joined the meeting

**11:59am** The officials left the meeting

**9. Department of the Environment Briefing: Inquiry into the Benefits of Cycling to the Economy**

**12:00pm** The following officials joined the meeting

Iain Greenway – Director of Road Safety and Vehicle Regulation, DOE

Angus Kerr – Director of Planning Policy, DOE

Wesley Shannon – Director of Environmental Policy, DOE

Bob Bleakley – Assistant Director for Regional Operations, DOE

The officials presented to the Committee in respect of the work of the above. Following the presentation, Members put questions.

**12:11pm** Mr Ó hOisín re-joined the meeting

**12:18pm** Mr Lynch left the meeting

**12:20pm** Mr Dallat left the meeting

**12:28pm** Mr Lynch re-joined the meeting

**12:32pm** The officials left the meeting

*Agreed:* The Committee agreed to write to the Department of the Environment to request further information on funding provided to Outdoor Recreation Northern Ireland.

**12:33pm** The Committee adjourned

**1:16pm** The recommenced in open session

The following Members were present: Mr Jimmy Spratt MLA (Chairperson), Mrs Brenda Hale MLA, Mr Declan McAleer MLA, Mr Kieran McCarthy MLA

**1:16pm** The Committee was inquorate

**10. Department for Regional Development Briefing: Inquiry into the Benefits of Cycling to the Economy**

**1:16pm** The following officials joined the meeting

Tom Reid – Director of Transport Policy, Strategy and Legislation, DRD

Andrew Grieve –Head of Cycling Unit, DRD

John Irvine – Transport NI, DRD

The officials presented to the Committee in respect of the work of the above. Following the presentation, Members put questions.

**2:06pm** The officials left the meeting

**11. Department of Culture, Arts and Leisure Briefing: Inquiry into the Benefits of Cycling to the Economy**

**2:07pm** The following official joined the meeting

Sinead McCartan – Head of Sports Branch, DCAL

The official presented to the Committee in respect of the work of the above. Following the presentation, Members put questions.

**2:25pm** The official left the meeting

**2:26pm** Mr Ó hOisín re-joined the meeting

**2:26pm** The Committee was once again quorate

**2:28pm** The meeting was adjourned

**[EXTRACT]**

## Wednesday 2 July 2014

### Room 115, Parliament Buildings

**Present:** Mr Jimmy Spratt MLA (Chairperson)  
Mr Sean Lynch MLA (Deputy Chairperson)  
Mr Joe Byrne MLA  
Mr John Dallat MLA  
Mr Alex Easton MLA  
Mrs Brenda Hale MLA  
Mr Ross Hussey MLA  
Mr Declan McAleer MLA  
Mr Kieran McCarthy MLA  
Mr Cathal Ó hOisín MLA  
Mr David McNarry MLA

**In attendance:** Mr Paul Carlisle (Clerk to the Committee)  
Mr Gavin Ervine (Assistant Assembly Clerk)  
Mr Michael Greer (Clerical Supervisor)  
Mrs Sharon Young (Clerical Officer)  
Miss Georgia James (Work Placement Student)

**10:03am** The meeting commenced in closed session

**10:06am** The meeting moved into open session

#### 5. **All Party Group on Cycling Briefing: Inquiry into the Benefits of Cycling to the Economy**

**10:12am** The following Members joined the meeting

Chris Lyttle MLA – Chairperson, All Party Group on Cycling

Daithi McKay MLA – All Party Group on Cycling

Sandra Overend MLA – All Party Group on Cycling

The Members presented to the Committee in respect of the work of the above. Following the presentation, Members put questions.

**10:13am** Mr Byrne joined the meeting

**10:24am** Mr McNarry joined the meeting

**10:28am** Mr Easton joined the meeting

**10:45am** Mr Easton left the meeting

**10:55am** The Members left the meeting

**2:42pm** The meeting was adjourned

**[EXTRACT]**

# Wednesday 14 January 2015

## Ballycraig Primary School, Antrim

**Present:** Mr Trevor Clarke MLA (Chairperson)  
Mr Sean Lynch MLA (Deputy Chairperson)  
Mr Alex Easton MLA  
Mr Ross Hussey MLA  
Mr Chris Lyttle MLA  
Mr Stephen Moutray MLA

**In attendance:** Mr Paul Carlisle (Clerk to the Committee)  
Mr Gavin Ervine (Assistant Assembly Clerk)  
Ms Christine Dodson (Clerical Supervisor)  
Mr Barry McLernon (Clerical Officer)

**Apologies:** Mr Joe Byrne MLA  
Mr John Dallat MLA  
Mr Declan McAleer MLA  
Mr David McNarry MLA  
Mr Cathal Ó hOisín MLA

**09:51am** The meeting commenced in open session

### 3. **Inquiry into the Benefits of Cycling to the Economy: Draft Committee Report**

**09.52am** The Committee went into closed session to discuss a draft version of the Committee report.

**10:02am** Mr Lynch left the meeting

**10:02am** The Committee adjourned

**10:03am** The recommenced in closed session

**10:03am** Mr Lynch re-joined the meeting

**10.13am** The meeting recommenced in open session

**10:14am** Mr Lyttle joined the meeting

**10:14am** The Committee was once again quorate

### 10. **Inquiry into the Benefits of Cycling to the Economy: Draft Committee Report**

*Agreed:* That the Committee is content with the section entitled "Powers and Membership".

*Agreed:* That the Committee is content with paragraphs 1-5 inclusive.

*Agreed:* That the Committee is content with paragraph 6 as amended.

*Agreed:* That the Committee is content with paragraphs 7-39 inclusive.

*Agreed:* That the Committee is content with paragraph 40 as amended.

*Agreed:* That the Committee is content with paragraphs 41-45 inclusive.

*Agreed:* That the Committee is content with paragraphs 46 as amended.

*Agreed:* That the Committee is content with paragraphs 47-59 inclusive.

- Agreed:* That the Committee is content with paragraphs 60 as amended.
- Agreed:* That the Committee is content with paragraphs 61-74 inclusive.
- Agreed:* That the Committee is content with paragraphs 75 as amended.
- Agreed:* That the Committee is content with paragraphs 76-93 inclusive.
- Agreed:* That the Committee is content to include an extract of today's Minutes in the Bill Report.
- Agreed:* That the Committee is content that the Report, along with the associated Minutes of Proceedings and Appendices, are ordered to print.
- Agreed:* That the Committee is content to forward a manuscript copy of the report to the Minister.

**Mr Trevor Clarke MLA**

Chairperson, Committee for Regional Development

28/01/15

**[EXTRACT]**



Northern Ireland  
Assembly

Appendix 2

# Minutes of Evidence



## 8 May 2014

### Members present for all or part of the proceedings:

Mr Seán Lynch (Deputy Chairperson)  
 Mrs Brenda Hale  
 Mr Ross Hussey  
 Mr Declan McAleer  
 Mr Kieran McCarthy

### Witnesses:

Mr Travis Zeray	<i>Clew Bay Bike Hire</i>
Mr Seán Kelly	<i>Kelly's Butchers</i>
Mr John O'Donnell	<i>Mayo County Council</i>
Mr Pdraig Philbin	
Ms Suzanne O'Brien	<i>Mulranny Park Hotel</i>

**The Deputy Chairperson:** I welcome Suzanne O'Brien, marketing and sales manager of Mulranny Park Hotel, and Seán Kelly of Kelly's Butcher's, Newport — I think some of us experienced Kelly's Butcher's products last night. We were later going to be joined by Travis and Pdraig. You are all very welcome. Please give us the presentations, and we will have some questions afterwards.

1. **Mr Seán Kelly (Kelly's Butchers):** I am an artisan butcher from Newport, in the heart of the greenway. Our business started in 1930 and is today run by 20 people. My brother, two sons and daughter are in the business with me. Our main products are black pudding, white pudding and sausages, but we are, as I said, artisan butchers. We have our own abattoir; we start at the field and we do it all ourselves. Over the years, I have entered competitions with the black pudding and white pudding. Some people play golf; I entered competitions, and I won awards in not only this country but all over the world. I see a name over there: "McCarthy". There is a George McCartney, from Moira.
2. **Mr McCarthy:** This boy here?
3. **Mr Kelly:** Yes. I have met George a number of times. I call him the king of the sausage-making. Three years ago, I was made a Knight of the Boudin Noir

— a Knight of the Black Pudding — in France. I might as well tell you that there is no pension out of that job, so I have to keep making the pudding. This year, I started exporting into England and the North of Ireland, and it is going very well for us. On Tuesday morning, we turned the sod on a new factory, and I hope it goes from strength to strength.

4. I got involved with the greenway because I live on the greenway. My business is right in the heart of the greenway. I remember, when it was not even opened, a young man from Dublin coming into the shop one Saturday morning and said, "I heard that there is a cycle track between Newport and Mulranny". I said there was and told him where it was. He came back to me after about two hours and said, "Will you do me a favour?". I said, "If I can, I will". "Don't tell anybody about it," he said, "It has been the best morning's cycling ever I had". It was in August, and it was a beautiful morning. I said, "What do you mean?". He said, "It's going to be the start of something big". So, since that morning, many people have done the greenway. As I say, if you are walking the greenway, it is 26 miles long; if you are cycling, it is 42 kilometres. I always say that.
5. It is unbelievable the number of people it has brought. In the first year, it was 170,000. The last figure I got was over 200,000, and that figure went into my head. They all have to pass my door, and I said to myself, "If I could take a euro off each one of them." Then I said to myself, "If I can take 50p." You can work out yourselves how much that is. Newport is a very small town. We had a restaurant next door, and it was closed for a number of years. My daughter was in Australia. She came home, and she is running the restaurant now. Last year, she turned over €252,000 in the restaurant. That is a small little restaurant in Newport. That is what the greenway has meant to me.



6. It is bringing a lot of people to the west of Ireland. When I say “the west of Ireland”, I mean Westport and down to Achill Island. It is unbelievable and, as I say, they have to spend more. They stay in hotels, as Suzanne can tell you, and it is, as I have said a number of times, as good as a factory of 500 people in this part of the world, given the amount of money that it has generated — so much so that, two years ago, I brought out a greenway pudding. That sounds daft, but I did it because I had people coming into the shop. When I was a young fella many centuries ago, you went to Dublin or Belfast and got a stick of rock. This man over here knows what I am talking about. People were coming in and buying five or six little puddings off me and saying, “This is for uncle Michael” and different people. They were bringing them back from the greenway. Seán said to himself, “I could put a map of the greenway on it and call it greenway pudding”. Seaweed was an ingredient in it. Instead of spending €2, they spent €6 because the pudding was bigger, and it has worked.
7. As anybody in business knows, given the economy that we are in today, the hardest thing for Suzanne or anybody else is to get people into your business. We will not get them into our businesses in Newport, Mulranny, Achill or Westport unless they come here, and, when they come here, we have to look after them. That is true of anybody on the greenway. Pdraig was the engineer on the whole thing, and it intrigues me how he got 162 farmers to agree to give over their land. I maintain that if our Lord came down from heaven, he would not get them to agree. It was unbelievable. It is fantastic. I can see it going from strength to strength. I will say one thing and be a bit parochial. In this country, we have an awful lot of publicity about the greenway, but I do not care where the greenway is from now on or where the walk is; it will definitely not be called “the greenway” like this one has, because it has been the first. We got an unbelievable amount of publicity from it. I got into ‘The New York Times’ and the ‘Los Angeles Times’. Different reporters came. It is unbelievable how it has improved my business over the past three or four years. Any questions?
8. **Mrs Hale:** It is lovely to meet you this morning, Seán. I was one of those visitors who came in August because of the greenway. It was the first time ever. I go to Sligo a lot, but had never been to Mayo. I came to Achill because I was with young children. I am absolutely delighted to be here today with the Committee. You talked about how your business grew in relation to the greenway. Was the greenway a catalyst for the growth of your business, and have your staffing figures increased because of the greenway?
9. **Mr S Kelly:** Yes.
10. **Mrs Hale:** Definitely. You said that your daughter’s restaurant turned over €252,000. Is that just tied to the seasonal traffic of the greenway that comes in and out?
11. **Mr S Kelly:** As I said, the restaurant was closed three or four years ago because there were no tourists. There was nothing. If you wanted to get a cup of coffee in November in Newport, you could not get it. I am only talking about Newport now. That was the reality of it. Now there are six or seven places selling coffee. I know that it is only a small thing, but that is because of the greenway. Our little town is only a small town, and I maintain that if you are driving through Newport and you close your eyes, you have missed it.
12. **Mrs Hale:** You are over the bridge and out of the way.
13. **Mr S Kelly:** Exactly. That is it. It has improved our town. Everybody from any business that you talk to is geared into the greenway.
14. **Mrs Hale:** Have there been financial benefits?
15. **Mr S Kelly:** Of course there have.
16. **The Deputy Chairperson:** Like Brenda, I was down last year. I did not go on it, but I was aware of it, Seán, because I saw a thing — I think it was nationwide

- on RTÉ after the news, and it struck a chord with me as somebody who does a bit of cycling but not that much. I did more yesterday than I do in a couple of months. I said that I would do that some time when I went down to the west of Ireland. You said that it will go from strength to strength. How do you see it developing and growing? What are the next steps?
17. **Mr S Kelly:** The greenway is being extended from Turlough Park House to Castlebar and being brought into different places. I can see it, because more people know about it now. I have done the craft fair in Dublin for the past three years. Last year, the amount of people who came up to me and said, “Oh, you are from the greenway” was great. They did not say that I was from Newport, but from the greenway. That was in Dublin. Two years ago, they had not even heard of me, but now they are saying that I am from the greenway. I met a lot of people at the craft fair. It has broadened this part of the world, and people now know about the greenway. It will improve for the simple reason that more and more people are cycling; it is a big thing now. Last week, four people from my town went to Spain. What is the walk there called?
18. **Mr Padraig Philbin (Mayo County Council):** El Camino.
19. **Mr S Kelly:** That is the word. They went to that. Why? They could have stayed at home and walked, but they had heard so much about it and wanted to do it.
20. **The Deputy Chairperson:** Do many local people use the greenway?
21. **Mr Philbin:** About a third.
22. **Mr S Kelly:** I will answer that with a personal story: my wife lost two and a half stone on it.
23. **The Deputy Chairperson:** Very good.
24. **Mr McCarthy:** Thanks very much for your welcome. I joined the rest of the guys and girls yesterday — well, I do not know whether there were any girls. Seán, I and the big fella — what do you call him? Gerard? — did the whole greenway out to Achill Island, and it was absolutely brilliant. It was superb. It is amazing how you got the cooperation of all of the landowners. We know by doing it yesterday that there was cooperation with them. There had to be. Was there any opposition from any of the landowners to it?
25. **Mr S Kelly:** Padraig can touch on that, but my answer, purely from an outsider’s position, is that there were 12 apostles and one of them was bad — Judas. No matter when you are dealing with people, there will always be one Judas. I do not know; Padraig dealt with them.
26. **Mr Philbin:** I do not have any comment on that one. We are not far away.
27. **Mr S Kelly:** We will not comment on that, but there has to have been. To get 162 to agree was phenomenal. Padraig can fill you in on that; I would not know that. From my point of view, I think that it has been unbelievable.
28. **Mr McCarthy:** You are the butcher, and there are obviously other providers of services —
29. **Mr S Kelly:** Yes.
30. **Mr McCarthy:** They are all benefiting from it.
31. **Mr S Kelly:** Yes, everybody.
32. **Mr McCarthy:** Had the greenway not been constructed, that would not have happened and it might not have been —
33. **Mr S Kelly:** I do not believe that a lot of us would be in business.
34. **Mr McCarthy:** Right.
35. **Mr Kelly:** The Galway greenway was the brainchild of the hotel, and the amount of national coverage we have got from it has been unbelievable. If you are leaving Belfast and have heard about Kelly’s in Newport or the Park Hotel, you will make a point of stopping. I was in Belfast lately and I called in to see George McCartney, just because I know of him.
36. **Mr McCarthy:** What about the local council’s involvement in the investment

- and maintenance of what you have here? What is that?
37. **Mr S Kelly:** Kieran, I think that you will have to leave these points —
38. **Mr Philbin:** I will do that during the presentation.
39. **Mr S Kelly:** Yes. He is the man from the council.
40. **Mr McCarthy:** Good luck, and congratulations on the work that you have done.
41. **Mr S Kelly:** Thank you.
42. **Mr McCarthy:** It has been unbelievable. Well done.
43. **Mr Hussey:** Your wife may have lost two and a half stone; I think that I have gained a stone. The quality of the food since we arrived here has been excellent — first class. Clearly, I am not into cycling or walking; all I can do is eat and breathe, which I do very well. I went to see the track yesterday, the location and everything around it, and you cannot use that track without admiring what you see — the natural beauty . You cannot buy that or create it; it is there. That is what took my breath away. When I was coming here, I wondered where the hell I was going. I was driving along the road and I could see absolutely nothing. Then, foolishly, you try to use two different lanes for the area, but that did not work, and I still managed to get here. You have got buy-in here, not just from the 100-odd farmers but from the entire community, and that is very hard to come by. I congratulate you on that. I take it that people are spreading the word. There is a man that spreads the word just by being there; clearly he is attached to this. There are proposals to develop the buildings here and that little bit extra. It is not just about people who want to come and cycle; you could have railway enthusiasts as well. There might not be a railway, but there are those who follow that all through. You have cracked it. If everybody else could do the same, there would be a lot more places like this.
44. **The Deputy Chairperson:** Do any other members have questions?
45. I will bring you in at this point, Pádraig, to answer some of the questions.
46. **Mr Kelly:** Can you excuse me? I have to go.
47. **The Deputy Chairperson:** OK. Thanks, Sean, for your presentation.
48. **Mr Philbin:** You are very welcome. It is very nice to have a delegation from the North. We have had delegations from all over Ireland, particularly in the Republic of Ireland. We operate here on a county council system, and I think that, at this stage, nearly every county council has come to look at what we have done with the greenway. It is very nice to see that word of the greenway has gone past the borders of the state and into Northern Ireland. A lot of the publicity of the greenway has been done through the newspapers, by word of mouth, television and so on. It is a surprise to us that its name has gone beyond it.
49. Interestingly enough, when we started to look at the greenway, we were looking at Northern Ireland and the good work that has been done up there. We visited the Comber greenway and the Newry canal, and you had some of the same issues that we have had. I will talk a little bit about the greenway and how it fits into the tourism product in Mayo, and a little bit about where tourism started, focusing in on the walking and the cycling, particularly the cycling market and those who are interested in it. I will then talk about the greenway and our next steps and opportunities. Suzanne will talk about how the community has got involved — it is very much a community project, and that was one of the key constraints — and the involvement of the businesses. Travis will obviously give an example of his own case study of bike hire.
50. Historically, the west of Ireland showcased Ireland from a tourism point of view. It had those quintessential views of Ireland — stone walls, thatched cottages, lakes, castles and mountains. From a Fáilte Ireland point of view, the

tourist board tried to promote the west of Ireland as the entry into the Irish market for overseas visitors. Going back to the early 1900s, the areas were very much inaccessible, particularly Connemara and the Achill areas. One of the reasons why the railways were extended into those areas was to open it up for tourism. Even this hotel is a consequence of that. The early touring journalists would have written about the area and stayed in this part. The two railways that were found here are the Galway/Clifden line, which we will talk about in a few minutes, and the Westport/Achill line, which is obviously this one here. Connemara and Achill became popular on the strength of what they offered — beaches, the Irish way of life and the traditions. However, it has declined over the years, as has all of rural tourism. The market is for visiting cities and so on.

51. Traditionally, Mayo's attractions would have been primarily here in Achill, but also at Knock shrine and Croagh Patrick. The pilgrimages to the Knock shrine are still very big, but it has been taken over by activity tourism. It has grown on its own, to a certain extent, over the last 30 years. It is now a very important part of where we are going here in Mayo in relation to tourism. You have activities, whether it be climbing a mountain, cycling, walking or paragliding — that chap there is paragliding over Croagh Patrick — and obviously we have the sea here, which is a big natural attraction for surfing. Windsurfing and kite surfing are very important to Achill.
52. There are a couple of pictures of the different festivals. We are lucky here in that we have a couple of very good adventure centres north and south of the Westport area. That one at the top is the Gaelforce festival. There are two participants kayaking across Killary harbour. After they do that they will get on to their bikes, cycle to Croagh Patrick and climb it, and then there is a big race into Westport. Adventure tourism is very big and has grown here for us. It sounds quite grand, but it involves all of the things that we do, including walking, cycling, equestrian trails, kayaking, paragliding and more of the extreme stuff as well, like bungee jumping and so on — stuff that we are not as involved in. In this county alone, we estimate that there are about 30,000 participants who participate in those festivals and adventure races every year.
53. It is an objective of ours here in the council in Mayo to become a national outdoor adventure destination. We fit in, in a country where there are many other destinations and locations that have the same aspirations. Even in the North, excellent work has been done, particularly in developing outdoor activities in the Mourne area. Here, for the last 20 or 30 years we have had a number of very good and well-known adventure centres. We have also developed a number of well-known challenges, like Gaelforce or the Sea2Summit challenge in Westport. *[Inaudible.]* It is a national campaign; we are very much part of that. Last year, Achill held the world championship for kite surfing. We are lucky here in that we have 13 Blue Flag beaches generally. We have 12 this year, because we lost one. We have a very good national park here, Ballycroy national park, which is about 10 km from here at the back of the hotel. All of that is national park area. The owner of that, the National Parks and Wildlife Service, in conjunction with Coillte, which is the forestry board, is developing the Wild Nephin wilderness area. It is a huge area that they are proposing to re-wild. Mayo has 130 national approved walks, which is really impressive compared to other counties in the state. We have 60 km of greenway, which is way ahead of anyone else at this stage, including the Great Western Greenway, which is 42 km of that.
54. Fáilte Ireland estimate that the market for adventure tourism is worth €1.2 billion annually. The participants in adventure tourism tend to be very good. They stay longer and spend 45% more on average. It is particularly very good for tourism businesses. There is a great crossover between the different

- activities. You have lots of activities. People who are interested in cycling are typically interested in surfing, walking and hiking as well. What is the next generation of tourists going to be interested in? That is the \$64 million question, I suppose, but they are most likely going to be interested in something connected with that.
55. Here is a breakdown of what people do when they come to Ireland for active pursuits. You can see that, by a long mile, hiking is the most popular activity that people participate in — some 776,000 people participated in it in 2011 — and it is followed then by things like golf and cycling. Cycling is way down, at 178,000. You can see from the table that there are other things, which are kind of niche, but they have huge potential.
56. Let us look a little bit at the figures in relation to hiking. You can see that in 2011, 776,000 people participated in it. That was worth €650 million-odd. It is by far the most popular activity that people participate in. Here in Mayo, we wonder whether Ireland is underperforming in relation to that when you compare it to other European countries, in particular European walking destinations. And, you know, we probably are. A lot of that has to do with our low population, for a start, compared to, say, the UK. Walking is a recent product in Ireland; it is only in the last 10 years that we have really got involved in putting in the infrastructure that surrounds it. We have access costs, and we have some very good competition, particularly in the UK, in Scotland and places.
57. Just a little bit about the walker. The walker is typically middle-aged, affluent and discerning. Walkers stay over a week, and for us the best markets are the UK and mainland Europe. Walkers are looking for a variety of scenery, high- and low-level walks with good facilities and services. Loop walks and themed walks are the most important. Obviously we are lucky here in the west with the scenery, which makes it one of the most popular destinations; however, we are competing with all those destinations. You are well familiar with those.
58. Let me give you a bit about cycling. It is a completely different story. The figures are very low: 178,000 people participated in it in 2011. We are underperforming there, compared to the European markets. Fáilte Ireland did a report back in 2006, and satisfaction levels have dropped, according to the people who were surveyed. The main reasons were primarily road safety, lack of defined routes, lack of greenways and competition from other areas which had invested in the cycling product. Again, the profile of the cyclist is young to middle-aged, affluent and well educated. They travel in pairs and stay an average of two weeks. They are high spenders, and typically spend 45% more. For us, according to Fáilte Ireland, the best markets are Germany, with 11 million potential cycle tourists, followed by the UK and Holland.
59. What is the cycling visitor looking for? Long continuous routes through scenic and wilderness areas, attractive towns and services, and cycling facilities. So it is a combination of many different things. Add onto that that they are also looking for the Irish way of life, the craic in the pubs and all the culture that goes with it as well. They are able to deal with on-road and off-road routes, so long as they are not very busy roads. And, obviously, we are competing with the routes in the UK, the Via Verde in Spain and the Atlantic coast cycling route in France, the Vélodyssée. I have also given you an example of the New Zealand cycling network, which I will come back to in a few minutes.
60. A little bit different for the domestic tourist. Essentially, people who come here, particularly to the greenway, are of all ages, from the very young to the very old. The greatest category is between the ages of 31 and 39. They tend to come with their families. For us, the biggest market in the state is Dublin, which is the biggest centre of population. Fáilte Ireland estimates that, in Ireland alone, 1 million people are interested in cycling — and we are



- getting a lot of them, to be quite honest. Obviously, there is huge scope.
61. The biggest difference here is the domestic cyclist — who did not cycle, by the way, prior to 2009 — is looking for a green route through the scenic areas, attractive towns, with all the services and cycling facilities, but they want all greenway. They are completely spoiled. They tend not to cycle on low-traffic roads.
62. This is what we are competing with. There is the Timber Trail in New Zealand. It was completed just last year. The bridge cost NZ\$300,000. It is very attractive; you would want to go there immediately just to have a look at it and to experience it. There is a little shake in it, so it is more than just the track; it is the experience of going over that.
63. France has loads of very good greenway networks. There is the Vélodyssée. It is along the EuroVelo route number 1, which I will talk about in a minute. You can see the services. There is a very good greenway network going through really attractive areas. They have bike facilities, such as bike parking. They have a cross-border product, which is Cycle West. It runs from Nantes up to Morlaix, and it connects to Normandy and on over into the south of England. They got funding of £7.4 million through the INTERREG project for that.
64. There is the Via Verde in Spain. We took a trip on that prior to starting work on the greenway. There is no better experience than going through the tunnels and coming out into the fresh air again and going across a curved viaduct miles up in the sky. It is a really good product. The place we were in was in northern Spain. It was a really exhilarating experience. There is also the Danube cycle track. You can even get cycle tracks in Germany that are cobbled, with stone cobbles and separate paths for walkers and cyclists. There are very good facilities. You can catch a boat across the Danube and pick up a cycle way on the other side of the river. They really are years ahead in investment.
65. These are very interesting to us because there is a huge market. The German market, for example, has 11 million potential visitors. Why would they come to Ireland? They probably come to Ireland primarily because of the Atlantic coast. To be able to cycle on any part of the Atlantic coast route, from Cork up as far as Larne, and then to catch a boat and go onto the Scottish part of the network afterwards, is a really good long-term project. Obviously, our greenway here will become a part of it.
66. We have another route in Ireland — the capitals route — that runs from Dublin to Moscow. These are all proposed by the European Cyclists' Federation, which is essentially a lobby group for cycling. It is a combination of a number of different national lobby groups. It has the ear of the European Parliament and of agencies and departments in certain states. For example, the Department of Transport in France has completed its section from the south of France up to Brittany. It has the ear of our Department in Dublin. These things will happen in time.
67. I will say a little bit about promoting cycling tourism in Ireland and where it all started for us. In 2006, Fáilte Ireland undertook a study on Irish cycle tourism that looked at why the small number of cycling tourists we would have been used to had all gone. It produced a strategy for the development of Irish cycle tourism. Essentially, that is our bible in terms of how we are developing our network. Smarter Travel and the national cycle policy framework document are primarily interested in sustainable travel; kids cycling to school and workers and commuters using cycle routes and sustainable travel as part of their daily activities. The proposed national cycle network is what we are working from at the moment. The yellow line is the Fáilte Ireland idealistic tourism route, and the black lines are the inter-urban connections. We would have a cycle way, for example, running from Castlebar to Westport and beyond.
68. The 2006 report proposed that we develop cycle hubs. The cycle hubs

- in the west of Ireland were to be for Westport, Achill and Clifden. They are shown here by the red routes. You can see the Clifden one followed by Westport and then Achill. We have also developed one up in Belmullet. There was a proposal for a linear route — which is shown by the black line — running up along the coast. This one is from Galway up as far as Ballina and on to Sligo. It then proposed a small number of greenway developments. There was one from Westport town to the quay, which is about 3 kilometres, and one from Westport to Achill. It was actually Newport to Achill in the report, but it has since been changed.
69. Here are examples of the work that we have done to develop the cycle hub in Achill. It is mainly cycling on no-traffic roads. It is about defining the route and giving people options so that they can cycle for anything from a couple of hours to a couple of days. The Westport one also involved some construction of cycle paths adjacent to a busy regional road.
70. Within a year of opening, the greenway won the European Destinations of Excellence award. Suzanne might talk a little bit about that. It was very much the whole community here, particularly Mulranny, showcasing the greenway, what it was doing and all the add-ons that it was adding to it at the time. It was a great award to win because it is backed by the European Union and Fáilte Ireland and gives the whole thing a very good international status. It has won many awards, to be quite honest. You do not win awards for a route or scenery. You win it for everything. It is a combination of all the things that are good about the greenway. In 2013, it won first prize at the European Greenways Association awards in Portugal. It also won an Irish Times InterTradelreland Innovation Award in 2012. It gets great publicity. For example, last year, 'The New York Times' put it as one of its top three favourite bike journeys. There was a little bit of the tourist board getting behind that — it probably did not just happen — but it is great publicity.
71. I will give a couple of the greenway's key features. It is 42 kilometres long. It is a dual route for walking and cycling. It was funded as a demonstration model for other counties in the state to follow and as the first part of the national cycle network. As I said, it won the European Destinations of Excellence award. It is very much a smarter travel corridor, with 30% of local people using it. It connects right into Westport. It sweeps right around the town and connects to as many estates as we could connect it to. The whole idea there is that the kids and people will use it from early morning to late evening and that it is not just a recreational route for the town.
72. One of the key things is the partnership and community involvement. It was partnership with landowners, the community and businesses. You are going to see that today, please God. We asked the landowners whether they were interested in this. There was no way that we were ever going to be able to purchase the land from Westport to Achill. Some people will just not sell, so you would then be into an option of coercion. We were not going to do that, and, even if we had decided to do that, it is not that simple. You would nearly have to do the whole thing and it would be a different product altogether. Essentially, without all the community involvement, it would be just a route.
73. Generally, people thought that it was a very good idea. They all owned their land. The state railway company had sold it back to each of the individual landowners. So there was no issue about ownership; they owned it. This is not unusual either. There has been a lot of publicity about how good the landowners were. However, I was talking to the manager in Mourne recently, and it was something similar with Newry canal. It might have been publicly owned, but there was so much involvement with landowners. There were a lot of hidden negotiations that people either did not see or have forgotten about, but there is always negotiating with landowners when you are doing any kind of development that

- impacts on them. Generally, people are very good. In my experience, they are very good.
74. The greenway has been tremendously popular. We have counters on the greenway that estimate that there were over 300,000 trips last year. We can deduce from that that approximately 200,000 people used it in 2013. The big surprise about the greenway is that, when you put in the basic infrastructure, a number of things happen in relation to enterprise, innovation and regeneration of the place. Suzanne is going to talk an awful lot more about that. You can see the next view from a plane; I must change that. That is a typical Achill landscape, including Mulranny here and other very pretty towns, Newport and Westport being the main hook for the greenway, to be honest. There was an official opening; we had two openings because we built the thing in two phases. Phase 1, between Newport and Mulranny, was opened in April 2010 by the then Minister for Transport, Tourism and Sport, Noel Dempsey. Phase 2, which comprises the connections to Achill and Westport, was opened by the Taoiseach in 2011. So, this is our fourth year of operation. It has massive appeal; it appeals to everybody. It is a mass-market attractor, because it attracts everybody, from cyclists and walkers to joggers, young and old. We have people who are well into their later years who use electric bikes on the greenway, as well as really young ones in buggies.
75. I will give you an example of the profile of the traffic on the greenway. It is primarily cyclists; 78% of the traffic is cyclists, and you can see that that is growing every year. Travis is waiting every year to tell me how we are doing, but we are waiting to see when this product will level off and there is no sign of it doing that at the moment. I mentioned it earlier, and you can see that the biggest age profile is 31 to 49. Seventy eight per cent of the traffic is cyclists. Three quarters of them come from Ireland and the remainder from abroad. John O'Donnell does the surveys on the greenway, and these findings are from our questionnaire. Last year, he did an online survey of 800 users, and the year before he surveyed about 700 people, so we have an idea of what is happening. It is very important to track what is happening on the greenway. It is very popular with cyclists. Dublin in particular, with about 30%, and Mayo are our biggest markets. Roughly half of people hire a bike and the others bring their own.
76. We have seen a couple of changes. In 2011, in our second year of operation, an estimated 145,000 visitors used the greenway and that went up to 208,000 last year. As it did nationally, the number of international visitors has increased. They increased from 16% in 2012 to 24.5% last year, but the UK figures stayed the same, at 9.5%. People are looking to cycle longer journeys; Travis might talk a little bit about that and about where they are going and what they will want next year. We need to be aware of that and the fact that they are also using the on-road routes more, particularly down in Achill.
77. The maintenance of the greenway is being carried out by the council, but primarily by a local community group and a local rural social scheme and a Tús scheme. We do that with the cooperation of the LEADER office in Newport. For us, it is very important that the greenway is maintained by local people. It does not suit a county council operation as much. You need to have an ongoing presence on the greenway; you need to be there nearly every day. It is not just about maintenance. There are questions from tourists to be answered. You need to be very knowledgeable about the area and the trail itself so that you can deal with that. Ideally, we would like people to be trained in first aid in case anything goes wrong. As part of the development, we have plans to use the station house and to have a number of bases for people and for the scheme along the way. To do anything on the greenway, particularly in relation to festivals, you need a lot of volunteers. The Great Western Greenway 10k run,



- which was held last year, is an example of that. The number of volunteers that are needed to keep all the road crossings manned is quite significant.
78. I will say a little bit about where we are going. The diagram shows the existing network in Mayo. We now have a greenway that runs from Westport to Achill, and you can see that it also runs just south of Westport towards Croagh Patrick. We are doing a network over in Castlebar as well. The orange and red lines on the diagram are on-road routes, which include loop-cycle networks at Belmullet, Achill, Louisburgh and Westport, and the idea is that all these will combine and link in. It is also very important for us to link back into Galway as part of the Atlantic coast route. Galway has just had an announcement of funding. From Galway to Oughterard, there is a section that got money last week. Clifden also got money. It is a matter of linking all our places with the best of the scenery and the best of the towns. It is not just tourism; it is the smarter travel element and giving a facility to people that they can cycle on as part of their daily activities. The greenway will go to the museum of country life in Castlebar. The idea is that you will be able to cycle from Westport to that facility, which is one of our premier tourist attractions in Mayo.
79. It is very important for us that we extend the greenway to Clifden and Galway and also north towards Belmullet and Sligo. The N59 is a busy road, but if you cross the estuary with a bridge that has a little bit of a shake in it, it would be an attraction in itself. It would not be the same as Carrick-a-Rede, but it would not be far behind. It would be a tourist attraction in itself, and people would be willing to go that extra couple of miles to experience that. If we cross that estuary, it means that we could use a load of other greenway tracks or existing county roads. Again, it goes through very nice scenery.
80. In relation to the green patrol, we need a number of activity services centres. Typically, people need toilet and shower facilities. We have one that we have funding for in Westport, which is the smarter travel building. For the station house, the idea is that we will renovate that, in conjunction with the hotel, and provide services there, particularly toilets, showers, drying rooms for clothes and a facility for hiring bikes.
81. The Blueway is a pilot project. It is a water-based trail. It is being piloted at a number of different locations in Mayo, and we are looking at extending a trail that will go along the coast from Clifden as far as Belmullet. It involves all the typical water-based activities such as surfing, snorkelling, canoeing and so on.
82. The big thing for us at the moment is the Wild Atlantic Way. It is being marketed as the longest coastal drive in the world. It runs from Cork up as far as Derry. It will link in with the northern coastal route. It is a Cork/Belfast route. We are currently signing that route. The idea is that you will have destination stops along the way. Rather than just stopping for a minute or not being able to stop at all, you will be able to spend a bit of time there and partake in some of the activities. So, you will be able to walk down to the beach, walk on a coastal path, a loop walk or the greenway or just experience some really good scenery. It will all be defined. It is being marketed this year by Fáilte Ireland, and the interest in the trail has been phenomenal. That is where we are at the moment in relation to that. That is it. Thank you very much.
83. **The Deputy Chairperson:** Thank you. Members want to ask questions.
84. **Mrs Hale:** You have really captured my imagination. I am a cycling fan, having followed the Tour through France last summer and seeing small villages, such as Alpe d'Huez with its 21 bends, swell beyond belief with the number of tourists coming in. What struck me was that, as well as the cycling support teams, there were lots of families following the Tour through. Although your profile for cyclists is higher than for walkers, cycling abroad in Ireland is not as big as in the rest of Europe. Given the imminent arrival of the Giro d'Italia into Northern Ireland in the next couple

- of days, did you look at advertising the greenway, given that a worldwide market will be arriving literally a few hours from your doorstep?
85. Secondly, the development of cycle lanes will have an impact on road infrastructure. How much would that cost, and who would pay for it? Is it to come from local government or central government?
86. **Mr Philbin:** In relation to the international race in the North, we did not advertise. You can never do enough advertising. We tend not to advertise ourselves transnationally, because primarily, to date, that has been done by Fáilte Ireland. We tend to focus on trade shows and local advertisement. We attend a lot of events throughout the country such as the Ploughing Championships. We have stands there, and we are involved in programmes such as 'Tracks and Trails'. Suzanne will talk a bit about this. So, it has been very targeted marketing, and, primarily, it will be television, if we can, or newspapers. Fáilte Ireland does a lot of advertising in relation to inviting journalists, travel writers and so on. Again, Suzanne will talk more about that later on.
87. On the issue of road infrastructure, the greenway was funded primarily by the state. There was no EU funding involved. Smarter Travel is similar. It was not part of the Irish Government's submission to Europe back at the time when they were doing their most recent development plan. So, a lot of the money has been put into it by the Government themselves. They are looking at that for the next lot to see how they can increase the level of cycling and how they can put elements of Smarter Travel and sustainable travel into the national development plan. We have been encouraged to look at INTERREG funding an awful lot more. Obviously, the border counties are really in a great position because, under INTERREG, particularly the a fund, they are very geared towards infrastructure. They are a lot more geared than we are to the INTERREG funds that we might have access to here in this part.
- In the past month, funding has been announced by the state of €6.5 million to cover two years to fund a greenway in Kerry, a greenway in Galway and a greenway in Waterford. If they could add two noughts after the €6.5 million, they might have enough to satisfy the demand that is there currently. The funding available is very low, but they are looking at ways of increasing it for the future. This is futuristic stuff, and it will probably become mainstream in our roads funding projects. The National Roads Authority (NRA) is the body that is charged with developing the road network in Ireland, and it is now mandated to provide a cycle network as part of any road improvement that it does, excluding the motorways. It does not have to do it for motorways, but it does have to do it for any realignment. In our area, you may have seen on the way between Westport and Newport that the NRA had taken charge of a section of the greenway there that is adjacent to the road. Once you touch a road, building a cycle network is very expensive. It is way more expensive than any greenway on a railway line. A greenway itself is a gravel path, and, once you go into macadam, you are into more expensive materials. You would not feel a few million go. You go a long way with a couple of million in a rural setting with gravel materials.
88. **Mrs Hale:** It is interesting. Thank you.
89. **Mr McCarthy:** Thanks very much for your presentation. Again, I go back to the question that I posed to the butcher. You talked about the cooperation that you got from the local community, particularly landowners. You said in your presentation that the railway was owned by the state and that, when it was abandoned, the state sold it back to the original owner. Therefore, the landowners were in control, and they could have said yea or nay to the proposal. However, you have everyone on board to provide what we saw yesterday and today.
90. **Mr Philbin:** The section between Newport and Mulranny is the first section that we did. We had 85 people

- involved there, and I think that there was just the one chap who was not interested. We were able to go around them easily enough. There was another landowner who could not cooperate, but some people cannot cooperate. We were not buying the land, so that kind of thing could mean that some people might suffer a financial loss. However, this landowner in particular could not cooperate, but he could give half, so he gave us half his railway. He owned a good stretch of it, which meant that we had to go into adjoining commonage land. It actually meant that 13 more people were brought in, because it was the commonage. However, people were very good.
91. We have been asked, "Why do people do this?". We have to say that they genuinely thought that it was a good idea. I think that they had probably walked on the railway line in their youth and seen that, from a farming point of view, it was not the best of land. There are a lot of different reasons, I suppose, but I think that the whole idea excited them. They may not have thought that we would get the money as well, so it was easier to say yes. I think that we have a bigger problem getting money for the farms.
92. **Mr McCarthy:** What is Mayo County Council's role in providing and maintaining what you have now?
93. **Mr Philbin:** Obviously, we give the commitment to the landowners that we will maintain the route, and we have a budget of €50,000 per annum set aside for that. That is for things such as spraying the grass, keeping the weeds under control and making little improvements here and there. We are responsible for the fence maintenance as well. John does some of the work on that, but, for us, there are other schemes, such as rural and social schemes. There is no employment cost relating to those. They tend to involve local people and, in a lot of cases, local farmers. We are really keen that they be encouraged as much as possible. That is because, from a financial point of view, you get an awful lot more value from it, but many more other things also come from it. It makes people prouder of the whole project as well. They feel part of its development and feel that it is a great success. People are quite proud of it, whether they own the railway or not. The railway might have been owned by the 160 landowners, but people in this area have a connection with it, because their grandparents or great-grandparents may have travelled on it or built it. So, it is really part of the whole place.
94. **Mr McCarthy:** Finally, I think that you said that you were on the Comber greenway.
95. **Mr Philbin:** Yes.
96. **Mr McCarthy:** That is in my constituency, and I am very proud of it.
97. **The Deputy Chairperson:** There are no votes down here, Kieran. *[Laughter.]*
98. **Mr McCarthy:** I support it 100%, despite the fact that there was some suggestion that there might be a rapid rail running beside it. That has not happened, thank God, because anyone that uses it knows that, right there, you have complete freedom, you are breathing fresh air and you are not breathing any fumes from passing trains or buses. What you have here and what we have up in the Comber greenway are fantastic, but you have the exposed scenery, whereas Comber is nicely protected by hedges and whins and so on. However, I think that it has been a success.
99. **Mr Philbin:** First, we went there with a purpose. When you are faced with building a converted railway, the engineering is not awfully difficult when you know how to do it, and a lot of the relay structures have been built already, so it is there for you. So, there is nothing really complicated about it.
100. **Mr McCarthy:** I am glad, because it was wilderness anyway; it was doing nothing for anybody.
101. **Mr Philbin:** Absolutely. In making a lot of decisions about the type of surfacing, signage, fencing, gates and all those things, the trips North were great. They

- started the whole thing for us. I suppose that the greenway that you see there is a combination of a couple of different trips to different places. Maybe the Comber greenway does not have our scenery, but it has Belfast. *[Inaudible due to mobile phone interference.]* The tourist who comes in is looking for long distances and connectivity. In fairness, in the North, you come off the greenway and you are on to a defined route on a road. In a way, you are miles ahead of us. We may have the greenway here of 42 kilometres *[Inaudible.]* to Mayo. Typically, it has not happened around the country, except in *[Inaudible.]*
102. **Mr McCarthy:** Does Sustrans do any work?
103. **Mr Philbin:** No, only the report that it did for Fáilte Ireland. It had no involvement in the cycling element.
104. **Mr Hussey:** I will not mention Comber greenway, because I am from Tyrone, and it is far from Comber. We were never really that fussed about Comber in the first place. *[Laughter.]* There is a farming connection here, and there has been buy-in, but clearly the sheep have not bought in to it, as they still walk the roads occasionally. I do not know whether you noticed that, but there are always contrary sheep, no matter where you go. Have some of the farmers expanded their businesses, perhaps into B&Bs? Has that happened, or is it possible?
105. **Mr Philbin:** The first thing is that you will probably find that the odd farmer is a taxi driver, so his business has increased. Yvonne's Cottage springs to mind immediately. That is run by a farmer.
106. **Mr John O'Donnell (Mayo County Council):** The children are employed here in the hotel as well.
107. **Mr Philbin:** The hotel is the big engine of the area.
108. **Mr O'Donnell:** So, you can see the benefit of it.
109. **Mr Philbin:** There is also bicycle hire.
110. **Ms Suzanne O'Brien (Mulranny Park Hotel):** Absolutely. Also, as I remember Kathleen telling me, there are farmers out there who may not have had that many visitors coming in the week. They may have seen the postman, but they would not have had a huge network of communication. However, they have other people passing and standing chatting at the back gate. Some people are growing cabbages or carrots and selling them along with eggs or other little bits and pieces. That has changed their life, because it has brought new life into the area. So, it may not be huge money, but it changes the quality of life for some people.
111. **Mr O'Donnell:** One businessman here employs 15 or 16 people. That is where spin-offs come from. That is just one example.
112. **Mr Hussey:** That particular one is certainly successful. Obviously, when you are going through all these things, you see that they have a planning process. We are seeing many long days when planning applications can last forever. Do you have a county council here to deal with planning issues? I take it that that was fairly easy to override.
113. **Mr Philbin:** Yes. Depending on the location and the party, the process is typically straightforward, to be honest. We are currently doing one for Killala, which is in the north of the county, and we are inviting submissions from the public. The councils have the control. So, once they decide that that is it, I think that it goes to judicial review after that. It is very clean-cut. Likewise, we tend not to have any problem. Again, "Mayo greenway" is a very good phrase. It may not be in other parts of the country, but in this county it gets a good response from the public.
114. I know that, when we went to the museum in Castlebar, we did not get any submissions from the public at all. That is quite difficult when you are dealing with permissive access. With permissive access and planning, you are opening it all up, even for landowners with whom you may have agreed certain things. You are inviting everybody in, but we keep talking and



- asking whether it is under way. It is all about communication, keeping people informed and maintaining that little bit of contact all the time. To be honest, even afterwards, we are still in contact with our landowners. I did not mention that we have a landowner committee for the greenway. That is a key part of it and something that we will get into more in the next year or two. That is because it prevents any problems from happening, because the smallest little things can sometimes be big issues.
115. **Mr Hussey:** Given the location of something like this, the problem is that sometimes you get an environmental impact assessment that can perhaps find that frogs that have been bouncing about here for 40 years can no longer do so.
116. **Mr Philbin:** It is not an issue, because this is the lowest-impact engineering work that you can do. That is the key point. Remember that the Connemara Greenway went through a very heavy planning process. I think that that is all true, especially in conservation. Every single area from Oughterard to Clifden got through last year — maybe it was the year before that. It is low-impact, and I think that people accept that. On a grander scale, it is sustainable. It is an alternative to road and to commuting and all that.
117. **Mr Hussey:** It is not only that; it is the fact that you fit them as you see. As an outsider coming in, I see that everyone involved has their hands in it to a certain degree; it is theirs, and they want it to succeed. That is evident to me as an outsider coming here. Yesterday's visit was a prime example of that. We saw what we saw, but there was more to it. It was not a case of, "There's a drop of water over there." It was sold to us, and it was very, very positive. I have to say that I found that to be very positive from your perspective.
118. You talked about advertising. One of Ireland's biggest tourist conferences is the Clare tourism conference. Everybody and their granny seem to go to Clare.
- Have you ever sold your greenway at that conference?
119. **Mr Philbin:** Yes. Last year, our county manager presented at Clare on the greenway. I think that that was the first time that it was done, but it will definitely not be the last. The greenway was one of the topics at the conference last year or the year before — I think that it was last year's. We have had a lot of visits from people from Clare. The biggest numbers have come from Clare, Cork and Kerry. We could have four delegations from each county.
120. **Mr O'Donnell:** We have had two from Cork.
121. **Mr Philbin:** It is the councils and the trade that are coming. They are the real people who drive the greenway development across the country.
122. **Mr Hussey:** The bridge is the last thing that I want to comment on. It looks so natural and as though it should be there.
123. **Mr Philbin:** We were going to soften it a bit more.
124. **Mr Hussey:** It really looks as though that is where it should be. There has been a very wise use of materials and everything else. I would not cross it if you paid me, but it looks good.
125. **Mr Philbin:** If that actually happens, or when it happens, we will bring you down to it, so you will have no choice.
126. **Mr Hussey:** A very strong wheelbarrow would not get me across.
127. **The Deputy Chairperson:** OK, Ross. Now, from one Tyrone man to another: Declan.
128. **Mr Hussey:** He is not my brother.
129. **Mr McAleer:** We have different political colours. I want to commend this facility. It is amazing. I was on it yesterday, and I was one of the people who cheated by having the battery-powered bicycle. Dealing with the landowners must have been a Herculean task. Did you do this without exercising your powers of vesting? I presume that the county council has the power to vest. I noted

- the bigger plan for the Atlantic route. Is there a national plan? You are doing this, but are the Government driving a national plan, whereby other county councils will fill in the missing links?
130. **Mr Philbin:** I will take the question on the national plan. I showed the slides with the black lines. It was probably not a very good one, but there were black and yellow lines. That is our proposed national cycle network. We cannot afford to build it; it is just so extensive. It is a first draft. Take the commuter lines, for instance. We know that there are places where we could put in that infrastructure but where it would never be used. That is because the distances are too great from one town to the other, for example, and commuters would not travel that far. People will walk for 20 minutes every day, and that is about it. They will cycle three times more. They will cycle 5 kilometres or walk a mile. That is all that you are getting from the mass market of the commuting section. The national plan is that national cycle network that is shown in the diagram. I suppose that we are just looking beyond it, in that we are looking at the EuroVelo. Departments are looking at it as well, as is Fáilte Ireland. However, they do not have the money for it. If you look at the money that they gave out in the last month, you will see that the Kerry project is on the national cycle network, the tourism cycle network and the EuroVelo. Galway is the same. I do not know where the Waterford project is; we will have to look at that one. So, although they did not have much money, they put it into very good schemes.
131. Of course, there was a big task for landowners. We are very careful when people from other parts of the country come here and we say, "The way to build those things is to use permissive access, so you will get your landowners, no problem". Of course, you will not. First of all, we had to look at our county here. We had done some research on whether people would sell. Some would, but it was no good. That is because the issue was not the number who would but the number who would not. The permissive access was an easier sell for this area and county. However, we would not advocate it as the way to do this across the country.
132. We have had problems. There have been a few closures. We have been kicked out of bed, so to speak, a few times. You have to deal with that, and we do not like it. However, please God, it is very rare, and generally there is a really good reason behind all that. Was it a big task? Absolutely. Only a few of us were involved. We probably needed a bigger team. You needed certain people who were suited to it — ideally people who talked a lot, and that includes me.
133. There other thing was that this was the Westport to Achill Island railway line. It is famous across the county. There was no way that, after getting the money, we were going to lose it. We would do whatever it took. That meant working all hours and days. For it to happen, you woke up on a Monday morning thinking about the railway and you went to bed on a Sunday night thinking about the railway, how you would get permissions and how it would be delivered. As far as we were concerned, there was absolutely no way that it was not going to happen.
134. **Mr O'Donnell:** We worked weekends, early mornings and very late nights — Pdraig especially.
135. **Mr Philbin:** We got more money.
136. **Mr McAleer:** Going by what you have here, it was obviously worth it.
137. **Mr Philbin:** It was. It was worth it for County Mayo. If you just look at this area, you can see that the hotel was the biggest change here. It was probably the biggest change for all of Achill Island. I showed the lovely picture of Achill Island on the first slide. It has been in decline. Generally speaking, all the rural western counties have been in decline from a tourism point of view. The greenway stopped people in their tracks from the first time that they saw it. People want to do more than just look at the scenery. They want to enjoy it.

138. The other thing that I suppose is interesting in Ireland is that nobody was cycling in 2009. We were applying for funding in Westport for people on bikes. It was that bad that you had to stage pictures. It would not be too far wrong to say that there was absolutely nobody on the roads. Suddenly, we put a cycleway in, and we see people on it. I remember that before we had even finished the greenway, people were cycling along it. They were passing by our machines. We could not keep people off it, and they had bought bikes. It came at a very good time, when we had a bike-to-work scheme.
139. Another thing was that we were very lucky that this chap here, Travis, arrived. That is the other side: like all the figures, it is about not just the track but accommodation and bike hire. I want to point out Clew Bay in particular, because it is not just about setting up bike hire and hoping that it will work, charging plenty, letting them off and using sites for 20 years or whatever. It is about going in, just as you do in Clew Bay, where there is customer service from the minute that you walk in the door. All the ideas were new, such as the trailer to carry all the bikes and the collection. That was good for a country that did not cycle, as was even getting the business to set up shop in Westport in a premier place and paying rates, not knowing how you would get to the end of the year financially. I do not know how you did it, Travis. Every place needs an entrepreneur like that who will follow through. From the council's point of view, we said that we would do whatever it took. In their business, the same kind of principle of saying "whatever it takes" can apply.
140. **The Deputy Chairperson:** I have just one last question. There was a great rail network in Ulster that covered Donegal, Tyrone and Fermanagh. It was taken out in, I think, the 1950s. However, it has mostly been built upon, and trying to retrieve it would be very difficult, because the land there is better than that here. Did farmers lose the single farm payment as part of your taking the line for the greenway? Any of us who deal with rural areas know that the single farm payment is a key issue.
141. **Mr Philbin:** I would be quite confident in saying that it is a massive task to take away a railway, no matter where it is. You will find that bits are gone and an odd house is built here and there, but generally you will find that the vast bulk of the track is still there. You will probably find that the ones that are gone were taken for roads. I know of one in Louth, where the whole thing was taken as part of a new road scheme.
142. We had our problems here. We had houses on the line, roads that had taken sections of it and the odd guy who would not let us in. However, you will never be running a train on it; you will be running a bike, so you can weave, duck and dive to overcome whatever problems are in the area.
143. The single farm payment was not really a problem. A lot of farmers have a document from CIÉ to say they own the railway, but it is not on the land registry map, so when they go for farm payments, they tend not to put it in. That is our experience, and it might not be the same in Tyrone. So, some farmers included some sections of the railway and others did not bother. I think that our REP scheme and single farm payment were coming to the end of the cycle, and some farmers were staggered that the cycle had ended for them and they were not getting any payment for it anyway, while others had another two years to go.
144. The single farm payment is also worked out on the basis of the amount of land you own. If you take out a certain portion, you will find that they may have had so much land that it did not matter, particularly between Newport and Mulranny. It was commonage, but they had so much ground that it did not affect them, while closer to Westport it did. Even though it is a loss, it is small money, and they tended to get over that.
145. We compensated them and gave them extra gates, for example. We did not

- ignore that, because it was a loss to people. We were also hoping, although it never happened, that we would get what we call the Walks scheme, which is a scheme here in the state for certain loop walks and long-distance linear walks in the country. I am not too sure of the numbers that are in the Walks scheme. I know that farmers participating in the Burrishoole loop walk near Mulranny get an annual maintenance-related payment for being part of it. A contract is signed every five years and farmers do small maintenance work and get funding. Permissive access for greenways needs the Walks scheme or a greenways scheme. The two go hand in hand.
146. Another reason why are very keen on the rural social scheme or the Tús scheme is because they are all in the one family. It would be good if we could keep it all like that, rather than just saying, “We are doing the maintenance, and there is no option for anybody to get a maintenance scheme or to be part of other rural schemes.” We do not want to jam that up. We have €50,000, and we tend to give that out to for wages. For example, John’s wage would be charged to it, and we also give money to those schemes so that they can buy materials and so on.
147. **The Deputy Chairperson:** OK. Thanks very much for that, Pdraig. At this stage, I want to bring Suzanne in for her presentation.
148. **Ms O’Brien:** I am glad that Pdraig spoke about the work that he put in. To be honest, they drank more cups of tea, and he is underselling how difficult it was and the amount of work that went into it. It is so easy for me to stand up here and talk. That is the easy part, because you have left us with the legacy of a piece of infrastructure and what we can do with that as a business on the greenway.
149. So, welcome to Mulranny. It is a little cloudier than it was yesterday, but we can look out on Croagh Patrick from the other side. I will talk about the infrastructure as a tool for economic and community development from a community point of view. Where are we? You know where we are. Pdraig mentioned briefly that Mulranny and the greenway are on the Wild Atlantic Way, which is Fáilte Ireland’s new coastal drive. The other big thing is that, back in 2011, Mulranny and the greenway were awarded a European Destinations of Excellence (EDEN) award. I do not know whether you are aware of those awards from the EU. Fáilte Ireland administers them, and there is a different theme every year. In 2011, the theme was the regeneration of physical sites, and, between us, we had regenerated the hotel, the greenway, the causeway — I do not know whether any of you walked down it yesterday towards the beach — and the old Victorian loop walk. Fifteen years ago, all those sites were completely derelict. It was because they were all regenerated that the area was awarded a Europe Destinations of Excellence award, which was a great kick-start for the area.
150. I will give you a brief outline of where the Mulranny story is at now in building the product and developing experiences around it. I do not know how many of you come from a hospitality background, but that is roughly what I will be talking about. I will outline the challenge now that we have the infrastructure in place, what you do with that infrastructure — the tapestry that you can build on — and what we have learnt along the way: the good, the bad and all the rest.
151. Obviously, the hotel was built with the railway line. The railway line was built in 1895 and the hotel in 1897. Therefore, it has been here an awfully long time. It went through great phases during the 1910s, 1920s and 1930s, and then the railway line closed in 1937. Throughout the 1950s and 1960s, the hotel traded really well, but, eventually, the roads and whatever else got better, and people started to go on foreign holidays. The investment was not here, so the hotel gradually went down and down until the point in the early 1990s that it completely closed. I am showing you a picture of what the hotel looked



like 10 years ago, and it is quite a sorry sight. There was very limited activity and heritage in the area, with a derelict and underdeveloped tourism infrastructure. Basically, Mulranny was a place that you passed through on the way to Achill Island, and people may not even have remembered doing so. From a community point of view, great people in the community were completely underutilised. There was nothing there to work with and a lack of vision. The picture that I have shown you is what the hotel was like 10 years ago, and that went for everything: the greenway and the whole lot. We have come a long way in 10 years.

152. As I mentioned, the railway line was sold way back in 1937. Padraig mentioned that and the permissive access. The hotel was bought by local people and Galway people and reopened in 2005. They invested €18 million in the property itself and in the housing complex behind. The greenway started to come on from 2010. Padraig mentioned that the railway station that you saw is in hotel ownership. It is a sorry sight at the moment, but we hope that we will get funding in conjunction with Mayo County Council and that the construction can begin. I am now showing you an artist's impression of what it may look like in future.
153. The hotel is a four-star hotel. It is McKennas' Guides-listed for 2014, a publication that details the top 100 places to stay and eat in Ireland, and I hope that you agree after last night's hospitality. It has a great fine-dining restaurant, with some of the top 10 dishes in the county, and has a top 10 placing for walkers. To put all of that in context, 10 years ago there was very little here, and we are now one of the top five wedding venues in Ireland, the best in Mayo and one of the best in Connacht.
154. We also started to do other things. When you look at the hotel, you ask, "What are we?" We are bricks and mortar. I used to work in Westport, and I live there, and you can almost sit back and let Westport do the work for you when it comes to selling rooms

and experiences. In Mulranny, you have to do things differently. You cannot just sit back and promote the hotel as a stand-alone business, because that would never work. We tried to re-imagine the role of the hotel in partnership with the greenway. We have this phenomenal piece of infrastructure literally at the back door and are one of the landowners. We thought about what we could do with it. We came up with various community initiatives. It is always key to say that they are "community initiatives". They are not hotel initiatives; they are about working with the community. We have three initiatives at the moment. The Gourmet Greenway food trail is one of our main ones, so I will talk about that a little bit more in a minute. We have Greenway Adventures, which again is harnessing the greenway and all the adventure activity that Padraig was talking about a few minutes ago. All of that is on the doorstep, and we take in the whole of the Clew Bay area, right round from Louisburgh, Westport and into Achill. We then have the Mulranny Walking Experience, as well as Wild Atlantic Walking, which is our new initiative for this year. We launched the website just a couple of weeks ago, and it is all about promoting walking in the area. We are piggybacking again on the greenway and this whole Wild Atlantic Walking trail.

155. Where are we now? You can see some of the stunning images. You are right. You were travelling on the greenway yesterday. The location around it is beautiful. What can we do with the greenway as a blank canvas? We started coming up with different types of things. We obviously had the hotel as a product, but we had to come up with more different types of things for people to do. When you go on holiday, you want to be coming back to your family and friends saying, "My God, that was great". It is not just about the bedroom and whatever else but about what you did, the people whom you met when you were there and the memories that you bring home. Therefore, we went about developing the initiatives.

156. The Gourmet Greenway food trail is the main one. You have the brochure in front of you. It started off with six members. We basically took the greenway, which is 42 kilometres long, and thought, “What food producers are there? What are we serving in our restaurants on a daily basis for breakfast, lunch and dinner? Let us work together with those producers to highlight what is going on in the area”. Obviously, food trails are not new. We did not invent them — there are food trails all over the world — but there was none in this area, so we started our own. We started with six producers. Seán was one of them. Today is a really busy day, because tonight we are launching the third year of the Gourmet Greenway. We have a sold-out dinner celebrating a nine-course tasting menu. I am not having lunch, because the dinner is going to be fabulous. We will have all nine courses tonight. We are launching the food trail for 2014. We have gone from having six members to 18. We have everybody now from Seán, who makes sausages, to people who are brewing beer. We have others who make sea salt, plus phenomenal people who are growing edible flowers. It is all here, and it is giving people a platform for the different types of things that they are doing. For the customers it is: see, smell, experience. There is real traceability. You come here, get your brochure, and go out and visit all the different providers. You actually get to meet Seán, who will tell you how he makes his sausages, or your kids will get to plant seeds or collect eggs and different types of things, and they then come back to the hotel and perhaps have the eggs that they collected yesterday for their breakfast. It is all about that kind of experience.
157. For Greenway Adventures, we have 16 different world-class activity providers with us. Travis is one of them. We have everything: kitesurfing, kayaking, cycling, walking, rock climbing and so many other activities. That gives people lots of different imaginations and different things to do from the walking experience. The other thing that the greenway has brought about — this is not a hotel initiative but is worth mentioning — is that a group of artists are working together. Some 15-plus artists live and work in the area and have combined and branded themselves as the “Greenway Artists”. They have studios and different things in Achill, Westport and Newport, so they are also doing something on the greenway side of things.
158. With the Gourmet Greenway, we could not have asked for better. I do not know whether anyone has heard of John McKenna. He is based in Cork, but he produces and writes probably the most admired books on Irish hospitality and the best places to stay and eat. He is one of the leading voices in Irish food, and he said that Gourmet Greenway is inspired and inspiring and is one of the best things in Irish hospitality. We will take that. We are quite happy with the fact that he said that. None of that would be possible without having the greenway to work on.
159. Especially after the whole horse meat scandal, people want a story behind the food on their plate. They want to know what they are eating. When I am giving my kids sausages, I want to know what is in them. People are more conscious of what they are eating these days. The Gourmet Greenway is a food experience made real in a unique way. Then there is the fact that we have created our own food trail, which I have mentioned.
160. Here are the key figures for Mulranny. Again, I will have to rejig the figures in the presentation. To put it in context, Mulranny is a very small village, with 604 people living in it. It is very small, but we have had 208,000 people come through Mulranny in the past couple of years. Ten years ago, you could not even have envisaged that number coming through. It is phenomenal, but it is not only that. There is also the fact that all the businesses have gained from those visitors. A Fitzpatrick Associates report, which was commissioned by Fáilte Ireland a couple of years ago, gave the estimated value to the local economy. I would argue that that figure is very dated and probably needs to be done

- again. However, a couple of years ago, visitor numbers were estimated at being worth €7.2 million to the local economy. I would definitely argue that the figure is higher at this stage.
161. The marketing initiatives that we have been able to do because of the greenway contributed to a 19% increase in occupancy and a 15% increase in people coming into the Waterfront Bar and getting food, coffee and sandwiches or whatever. That is delivering again this year, and the figure is growing all the time. In the past three years, the Gourmet Greenway initiative alone has contributed in excess of €1.5 million in publicity, regeneration and increased tourism to the area. Again, that is a huge figure.
162. Then there is the walking experience. You talked about the publicity around the greenway, and I will talk about it in a minute or so. Fáilte Ireland especially is always looking for stories and for something to sell to the public. It has picked up on the greenway and run with it hugely. It has sent lots of journalists. We have done that ourselves. We have gone walking and cycling with journalists. The area has got a great publicity boost because of the greenway. Visitors do not necessarily always come to walk on the greenway. We have a group of 50 people here at the moment, and they are walking in the Nephin Beg mountains, in Achill and in various other places. They may not touch the greenway, but it has highlighted the area to them.
163. On the walking experience, a couple of years ago, we sat down with Mayo County Council — it has a walking officer called Anna, who works very closely with Pádraig — the National Parks and Wildlife Service, the LEADER partnership and a couple of the walking guides in the area. We came up with an idea of putting a brochure together. We have a Mulranny walking experience brochure that highlights all the walks. It has brought to us in excess of 2,000 bed nights in the past two and a half years. That is business that we would never have had before. We never had a walking product before. It is basically a case of harnessing all that is out there into one focal area and putting it out so that people know about it. You saw it on ‘Tracks and Trails’ a couple of years ago. Pádraig worked very closely with Jim on that. ‘Tracks and Trails’ has had over one million viewers. The team behind it has, I think, been here twice to cover the greenway and Achill. The programme has been repeated on RTÉ over and over again. A huge amount of people see that and come here because of it.
164. I highlight the euro signs in the slide because that is what the programme is delivering. There are five new businesses, and that number has increased again. Travis one of the bike-hire people, and there are other bike-hire companies in the area as well. As Seán mentioned earlier, the village of Newport has been transformed. There is 15% of new businesses in the area. People are really taking a pride in how their shop fronts look. As Seán said, his daughter Shauna has opened a cafe, and it is doing phenomenally well.
165. The greenway is sustaining employment. There have been 38 new jobs created, but that figure does not count all the jobs that the greenway is sustaining. In the hotel alone, we employ over 100 people. We employ 50 people full-time and over 100 people in the summer. Our season is extending. Traditionally, we were very busy from June to September. Now, because of all the publicity, we are very busy from February to mid-November. The greenway has contributed to, I would say, 90% of that. It has been phenomenal.
166. We have got so much press in recent times. My job is marketing and sales, and I have a very small budget, as everybody has budgets these days. The cheapest way in which to get people to come back is to get them to come back because they want to and for them to tell their friends about it. However, the other way is to get all this press. I could never have paid for this kind of press. We get journalists here and give them a reason to talk about different things. Tonight, for example, we have lots of journalists attending. We have people

- here from ‘The Sunday Times’ and ‘The Independent’. We have food bloggers. Tonight is not a money-making night; rather, it is about showcasing Mayo food and the Gourmet Greenway food trail to all those people. That is the type of thing that has resulted in nights such as tonight.
167. Take, for example, the “Greenway Goes Gourmet” newspaper feature. The journalist wrote:
- “A wonderful offshoot of the Great Western Greenway is the spawning of creative and exciting cuisine by ... food producers along the route.”*
168. That gives a different dimension to the greenway. Last year, if somebody had asked, “What would be the ideal thing you’d like by the end of the year in publicity?”, I would have said a double-page spread in ‘The Sunday Times’. We got a double-page spread in ‘The Sunday Times’ because we had something to sell to those journalists. As you can see, Seán is pictured here. He is a real character; he is definitely one of the leading lights. That is just fantastic coverage. The amount of business that we got because of that was phenomenal.
169. This is an e-zine done by Tourism Ireland. It was sent out to 60,000 people interested in the Tourism Ireland e-zine in Canada. Two people came and stayed because of it. I was surprised that even two people came. I know that it was only two, but they were from so far away. That is the power of something such as that. The e-zine said to follow the Gourmet Greenway in Mayo, and they did.
170. This feature was the ‘Irish Examiner’, and it came through from Fáilte Ireland. Back in 2010, journalists started to come because of the walking and cycling. That was their primary interest. They kept coming back to us and saying, “I’d love to come back, but have you got anything else or another angle?” That is where the activity and food side of things came in. Dan McCarthy fell in love with the landscape of Mulranny in that feature.
171. This was in the ‘Sunday Independent’ a couple of years ago. Again, it came out after a night such as tonight. Lucinda O’Sullivan is one of the leading critics. The best thing about the article is what she said at the beginning:
- “It is amazing what can be done if everyone in a community pulls together.”*
172. That one sentence says it all about the community of the greenway and this whole area. That sums it up.
173. This is Diarmuid Gavin and his little daughter, Eppie, who were on ‘Tracks and Trails’, so we had a celebrity-type person who went on a trail. He loved it when he was here.
174. The greenway employs staff, and we have great staff here. Long may that continue, and long may the success of the greenway continue. As I was saying, the Committee Clerk was wondering about coming back in the summer. I said, “Gosh, when would you think of coming?” He replied, “Maybe July”. We do not have any availability left for the family apartments from the last week in June until the first week in September. We are fully booked. That is phenomenal; we cannot put a price on that. We have a great kids’ club, and that is all great, but people put their bikes on the back of their car and they stay for a week. It is not cheap, but they are here for a week and cycle every day. That is cheap and healthy for the kids. People are so busy doing stuff with their family all the time. The fact that they can go out on a piece of infrastructure and do not have to worry about cars or anything else because it is completely safe is phenomenal.
175. None of this is done without working in partnership. We say this over and again: we may be able to stand up here — Travis will do the same thing — and give great results and say, “Gosh, isn’t this great?”, but we did not do this alone. All these people have worked together, including Mayo County Council and Fáilte Ireland. The list goes on and on. Obviously, the greenway landowners are involved. There is the rural social scheme (RSS), Foras Áiseanna Saothair



- (FÁS) and Tús schemes, and the Foxford Woollen Mills are involved. Lots of different things from a community point of view go on in the area.
176. We have learnt along the way that infrastructural investment can leverage community and private buy-in. It creates momentum, but it needs direction and coordination. That piece of infrastructure was put in place. In the majority of cases, you will have community buy-in. Work with the energy, and others will follow. There is huge strength in community, because you will say, “OK, he’s doing really well. Perhaps I’ll have a little piece of that pie”. There will always be naysayers and people who will say, “Oh no, that’s not for us”, but you follow the people who are doing something on the ground, and you work with that, and all the energy will flow from that. Infrastructure can re-energise an area and bring back its sense of pride and place. That cannot be more obvious. You saw the picture of what the hotel was like 10 years ago, and, I am not making it up: it was dire. There was nothing happening. Last year, the Mulranny community was asked by Mayo County Council to represent Mayo at the Pride of Place awards. I do not know whether you have those in the North, but those are awards for small communities. We came second, and we were really proud of that because Mulranny is a phenomenal place. The pride has really been brought back into the area. Yes, the greenway and the hotel have been part of that, but all those things snowballing and working really well has done that.
177. We encourage people to take the initiative and highlight the financial rewards. The bottom line is that, if I do not make some money for the hotel, I do not have a job. Travis has to pay staff, everybody else has to do different things, and it is highlighting what people can gain out of it. We want to create experiences and packages and get people to come back time and time again. We have people who come back. Some who are actually in this week are on their 25th stay. You have to have some reason for people to come back again and something new to give them.
178. Collaboration, collaboration, collaboration: I cannot go on more about that. None of this can be done on our own. The key thing is about working together. I work really well with Padraig, Seán and Travis all of the time. One of Mulranny’s hugest achievements happened last year. Fáilte Ireland and Tidy Towns run a Tourism Town award, and we entered with 150 other towns and villages. We were shortlisted in the final 10, and Mulranny won the all-Ireland best small tourism town. That was phenomenal for us. We do all of this stuff, and it is great, but it has come from nothing, really. We help one another. There will always be critics, but when anyone is willing to help others for no payback or reason, that benefits everybody in the end.
179. I have one last thing that I always have to say: “In the innovative age,” — an age that we all think that we are in at the moment —
- “a deep sense of the past is central to creativity, contributing to wholeness, integrity, civic responsibility, aesthetic sensibility and ecological stewardship.”*
180. Looking after that past is very much in our future, so if we look after it, it will look after us.
181. **The Deputy Chairperson:** Thanks very much for that, Suzanne. It is a hugely successful story, there is no doubt, getting to now from the situation 10 years ago. It has certainly worked out for you. I think that we missed things by one day here. We have arrived today and have seen some people, and Paul said that if there was any money in the kitty, we would have stayed tonight. *[Laughter.]* Does anyone want to ask Suzanne a question?
182. **Mr McCarthy:** I want to congratulate her on the enormous strides that have been made in this place. As she said, 10 years ago, the place was derelict, and you have the pictures to show it. It is absolutely phenomenal where you are at today. Well done. It is a lesson that

- we can take away from here: success can happen if everybody works together, from the councils right through.
183. **Mr McAleer:** I have to say, Suzanne, your enthusiasm is infectious.
184. **Ms O'Brien:** I am very enthusiastic about this place, because working in this community is wonderful.
185. **Mr McAleer:** From my perspective, I chair a project at home that is a microcosm of this, and today has given me food for thought for when I get home. It was a brilliant presentation and very thought-provoking.
186. **Mr Lynch:** I know that you stressed community buy-in and having integration with the community. What benefits has the greenway given to the community?
187. **Ms O'Brien:** Around five years ago, Mulranny started a process, along with Mayo County Council, called a community futures process. It is a Scottish model, which I think is being used only in Kerry and Mayo, but it surveys every single member of the community to see what they want in their area and what they want for their children. One of the big things said was that, in 20 years' time, if the people have kids, they would love to see them stay in the community, have jobs in the area and not have to emigrate. One of the things that came out of that was a tourism committee. Lots of local people who have no tourism background but have a real grá for the area have joined. What they have got up to and what they have put back into it has been a marvel. You can see that the hotel and the shops are doing well and people are coming back. Barbara Daly, for example, is coming to take over her place down here, and she was gone for a long time, but she can see the benefits of it. It is definitely about getting people to stay in the community.
188. **Mr McAleer:** I am seeing all the various components here: you have businesses; local buy-in from the community sector; and the hotel. Who joins it all together? Is there a coordinating committee? Who has the master plan?
189. **Ms O'Brien:** That is a big question. We all do our bit; there is no greenway office that rolls it all out. We all feel free to pitch in.
190. **Mr O'Donnell:** It is a jigsaw that just fits.
191. **Ms O'Brien:** It just works. Like I said, it is about collaboration and talking to one another. We all talk to one another on a regular basis about different things. For example, I was saying yesterday that 'Nationwide' has been back on again — you said you had seen it on 'Nationwide' — and we had asked them down tonight. They want to come back again, so they are going to film a piece on the greenway in July and August. We will all feed into that and I, Padraig or John will pick up the phone. It just seems to work.
192. **Mr Philbin:** It does. We had looked at maybe having an office for the greenway, and the railway station at the back would be an ideal place for that, but it is a long greenway: there is Westport doing their bit; Mulranny doing their bit; Achill doing their bit; the bike hire offices doing their bit; and then you have to work with the council.
193. You can stifle people if you have an office that suddenly puts responsibilities on them. It is a piece of infrastructure that people can use and market as much as they can to get as many people here as they can. It gives that freedom to people to be able to do what they want. Nobody owns the greenway except the landowners, and they own only certain sections. We are very conscious that nobody's name should be associated with it, and we have done that from the beginning. Whether that is a good or a bad thing I do not know.
194. **The Deputy Chairperson:** OK. Finally, we will bring Travis in to talk about bike hire.
195. **Mr Travis Zeray (Clew Bay Bike Hire):** Thanks for having me, guys. Obviously, I am not Irish; I am Canadian. I moved here about eight years ago. We got started with the bike hire company when we saw the works going on and had no idea what was going on. We asked around a few locals and found out that a greenway was being built

with a walking and cycling trail. Being Canadian, I have worked in the outdoor industry for about 20 years, and we spotted the potential of the greenway and the infrastructure that was going to be put there. I have seen these sorts of projects work in Canada, so I sat down, ran a few numbers and decided that somebody was going to need to service the infrastructure once it was put in place. I had a few conversations with Pdraig and Suzanne at the hotel and a few people around Westport.

196. The beauty of this greenway is that it is such a community project. Pdraig and John were not telling lies; I would get phone calls from Pdraig on a Sunday at 11.00 pm because he had come up with an idea or had a question. Still, to this day, five years on, I will get phone calls asking how many bikes I had out today, how things are looking and that sort of thing.
197. At first, everybody thought I was crazy. I quit my job and decided to set up a bike hire shop — not a bike store — in Westport. Our very first location was in Westport, and there were only three of us: me, my partner and his brother. We started with 60 bikes. Last month, we opened our fifth location, which is our second in Westport. We work out of here as well. We have a small shop in Achill and one in Newport. We now have just about 500 bikes, and we have 26 staff at the moment. We should probably have 27, one being a PA — Suzanne. *[Laughter.]* It is very easy to say that what we do is bike hire. I do not like to think of myself as a bike hire operator; I like to think of myself as an experience provider. It is very easy to have a few bikes in the back of a HiAce van, hire them out for a tenner a day and say, “Good luck”. We have always tried to make the experience much more intimate. Even though we have 500 bikes and we have 500 people out every day in the summer, we still know exactly what each person is doing. When you get to those levels, logistics can become an issue, because we offer a free return shuttle service. Because it is a linear run, people can start in Westport or in Achill and go in either direction. We have buses that pick them up and drive them back to where they started. Doing that makes it a lot more accessible to all ages, including older people. We have had 90-year-olds pulling a baby trailer with their great-grandkids. Guys like that would not be able to do that if they had to cycle 80 kilometres; whereas, that guy did 40 kilometres from Achill to Westport. There is nothing better than seeing that. That is what we really thrive on. We thrive on seeing the kids coming in with their families from Dublin. Dad works all week and works hard all year. It is the smile on the kids’ faces. All they did was ride a bike, but it is spending that time with their parents that really keeps us going.
198. As Suzanne mentioned, obviously, when things are going well, you are going to have other businesses starting. Thankfully, we were about three years ahead of everybody else, and we are still three years ahead of everybody else. Thinking of the future, the Wild Atlantic Way and the Blueway were mentioned, so we have obviously tried to stay one step ahead of everybody else, and we are offering sea-kayaking tours now out of Westport. We will hopefully be doing that in Mulranny and Achill as well. Those things will all start to grow.
199. We grew sustainably. We did not just go out and, on day 1, open five shops with 500 bikes. At the end of the second year, I think we had two shops. At the end of the third year, we had four. We are going into our fifth summer now. We go by summers, not years. We have our fifth location up this week.
200. Like I said before, quality is what we thrive on. We like to think that we offer a fantastic service, and we just keep ourselves moving in the right direction. We have been very fortunate because the greenway has been so successful. We have sort of piggybacked on all the media attention. Thankfully, most of the media people who come through the area tend to choose us. I do not know whether they are directed from the hotels. A lot of times, they are; a lot of times, they find us on their own. We just try to keep that going.

201. Obviously, there are challenges along the way. Competition always brings a challenge, but, again, like I said, we are trying to stay ahead. Being the premium supplier helps us. I think the expression is, “Often imitated, never duplicated”. We have guys popping up. We opened a shop in Westport quay and, two weeks later, we had a direct competitor open directly beside us. Everybody is following us; I suppose that is the good thing. They are watching what we are doing and they are trying to do the same thing, but, thankfully, until now, nobody has been able to do it.
202. Pdraig mentioned people coming down from Cork and Kerry. They are coming from all over. I had another gentleman from the North down with me about three weeks ago. He was from Newry, just north of Carlingford. They are building a new towpath. Where was he from, Pdraig?
203. **Mr Philbin:** He is the manager of Mourne tours.
204. **Mr Zeray:** People are coming all the time. Honestly, I could sit in the office and just answer phone calls all day from people who are looking to set up bike hire companies. It has got to the point where I say, “Come down and meet me”, because so many call just fishing for information. If they cannot be bothered to get in the car and drive to see us and how we operate, I do not have time for them.
205. You guys might know Michael Dawson, CEO and founder of One4all gift vouchers. He has just opened a bike hire place in Howth. Again, it is the dedication and the people who are going to make the effort to do things. He came down five or six times. He would leave Dublin at 5.00 am, get to me by 8.00 am, have a meeting for a couple of hours and head back to Dublin. He is launching his product this weekend at the Giro in Dublin, so he is up and going.
206. If you are working on projects up there and anybody wants to come down to see how we do it, I have no problem helping people who are genuinely interested. Often, there is no point in reinventing the wheel. We have a system that seems to work, so I am more than happy to help anyone out.
207. I will go back to the experiences involved with being not just a bike hire company. We come up with different experiences. We try to get something new each year. Last year, we introduced what we called the Greenway to Seaway. People could start their cycle at Westport, go to Mulranny, leave the bike at our Mulranny depot and hop on a fishing boat, which brings them back to Westport, or vice versa: they could get on the boat at Mulranny if they were staying at the hotel here, take the boat to Westport, get a bike and cycle back to Mulranny. We have also done sea-kayaking tours.
208. The length of the greenway is hugely important. The 42 kilometres is great for a single-day cycle. I was in Munich with Fáilte Ireland and have been to a few trade shows. The Germans were saying, “OK, that’s great, but what do we do after lunch?” [*Laughter.*] They would do the 42 kilometres before dinner. So, we put together a package called the Pirate Queen discovery, which is a four-day tour. You start at Westport, go out to Achill, get a boat from Achill Island to Clare Island and spend a day out on Clare Island. You then get a boat to Inishturk and back round to the far end of Clew Bay to cycle back into Westport.
209. We are trying to add the length. Thankfully, more greenways are coming. The Connemara greenway is coming soon. We toyed with the idea of putting a few shops on that one to keep a consistent flow, but we will just have to see how the greenway goes and whether it is feasible for us. People can be fairly territorial.
210. **The Deputy Chairperson:** Not in Ireland. [*Laughter.*]
211. **Mr Zeray:** Sometimes, the Canadian coming in does not always work. A section of the website is entitled “Challenge”. That is another experience that we are introducing this year. In hindsight, I wish I had not called it the Wild Atlantic Way Challenge, but I did.



- Everybody is using “the wild Atlantic way” with everything, and I wish I had called it just the greenway challenge.
212. Most people who come to this area cycle the greenway and climb Croagh Patrick. We added our sea-kayaking trip. It is the only leisurely adventure challenge in the country. They can take five days to complete it. They can climb Croagh Patrick and take a day off; do the greenway and take a day off; and do a sea-kayaking tour. There are no tags on your wrist timing you. It is just a matter of completing the experiences and walking away with a T-shirt. A lot of people have done it already. It is just that sense of accomplishment that people are looking for, just to get out there and be a part of something and say that you did something.
213. It is a question of just staying ahead of the pack. At the moment, with the new towpath, we are getting a lot of phone calls from Dundalk and Carlingford. There is a bike hire war going on up there. They will not speak to each other; it is getting very messy. I suppose the biggest thing is to work with your partners. Here, it has been community led, and we all work closely together. We have competition, but we do not fall out with them. To be honest, we could not handle all the business; we could not possibly take care of everyone. The other five or six bike hire companies around probably have about 50 or 60 bikes each, and they are sold out every day as well. There is no way that we could do 1,000 people a day; it would not be possible. You have to nip that stuff in the bud quickly, because, eventually, that tension and those bad feelings get to the tourists, and that is not a place that anybody wants to be in. My advice is to keep everybody working together.
214. **The Deputy Chairperson:** Thank you very much; that was excellent. It adds to the success of the previous presentations. No doubt, it is growing. The Giro is in our neck of the woods today; is it? What day of the week is it? It will be there tomorrow and Saturday. It is only going to have greater success because of the Giro. People are cycling more
- anyhow. Anyone who travels can see that throughout the country. Clones, just across the border from my own neck of the woods, County Fermanagh, has a club. It is a small town, but there are 90 people in the cycling club. They are cycling on Sunday mornings and Wednesday evenings. It is only going to go from success to success. I was in Westport last July. Every third car had a bike, maybe a kid’s bike, strapped to the back of it. Does anybody have any questions?
215. **Mr McCarthy:** Thanks very much for your presentation. Well done. On my journey yesterday, the Deputy Chair and Des occasionally went on, and I was left on my own. “What do I do if I get a puncture or if a wheel comes off?” did go through my head.
216. **Mr Zeray:** Were you on one of our bikes?
217. **Mr McCarthy:** Aye, well —
218. **Mr Zeray:** That is the question. We have free roadside assistance with every bike hire.
219. **Mr McCarthy:** How do you get from where you are to where I am?
220. **Mr Zeray:** There are access points all along the greenway. We have a fleet of drivers, and we have five vans out at all times. One of the advantages of our system is that we are never more than a couple of minutes away from people. Believe me, we are out there. There are 10 or 12 punctures a day, somebody comes off the bike or a derailleur gets stuck in a spoke, for instance. We are usually there within 10 or 15 minutes. When people go out, they are given a business card that has emergency contact details, our emergency breakdown service details and our shuttle service number. The roadside assistance is one of the benefits of going with a bike hire provider as opposed to bringing your own bike. At the front of our shop, you will see a lot of people with bikes on the back of their cars, because they have decided to come in to use ours. They brought their bike all the way from Dublin or Cork, but

- they are coming in to use our service because of the service.
221. **Mr McCarthy:** The more punctures and wheels that fall off, the more people you have to employ to do those repairs.
222. **Mr Zeray:** Exactly. I was talking about competition. They say that imitation is the greatest form of flattery, but, when you start getting too much competition, you start to have a race to the bottom. You have people slashing prices, and they are doing this or that, but, all of a sudden, the quality of the services start to go downhill because they are charging only €7 as opposed to €15. We have never lowered our price, to be quite honest. When it got to three or four bike hire providers, we increased our prices and increased the quality of the service. We just started to separate ourselves more and more. The price went up, but again, you are sorted out quicker. We change our bikes every year. One of you rode the electric bike, which is close to €3,000 a bike. Our standard hybrid bikes retail at about €750. We do not get the bargain-basement bulk-buy bikes. We use two brands: Kona, which is a Canadian bike; and Giant, which is the biggest bike manufacturer in the world and has top-quality stuff.
223. **Mrs Hale:** When you purchase the bikes, obviously you approach different cycle companies. We have a really good company in Northern Ireland called Chain Reaction Cycles. I do not know whether there is bike hire by the Comber greenway, but I know lots of very active people and ex-military people for whom this would be an amazing business opportunity. They could come and see you and the pathways to how you contacted people, and bike manufacturers as well.
224. **Mr Zeray:** Absolutely. I am more than open to that. With regard to bike manufacturers, the bike game is very different from any other sort of business. If you were selling Kelly's sausages, he would be happy to have Kelly's sausages available in every shop nationwide; whereas, bike manufacturers tend to have one supplier of their brand in a town. In a city the size of Dublin, only three shops would be able to sell Giant, for example. They are very territorial. You have to really get in. When we first opened, we had to buy all our bikes from a shop because we could not get a bike distributor to deal with us. The year after, we had them all knocking on our door. Nobody, including the bike manufacturers, believed that we were not going to sell bikes; they thought that we were daft. Basically, they said no, that we could not make a living from renting out bikes and that we would have to sell them. To this day, we have never sold a bike.
225. **The Deputy Chairperson:** Does anybody else wish to ask a question? If not, that is it. It is my duty to thank you all. It was an excellent presentation and very interesting. It would encourage most people. We were talking with the staff last night and said that we would come back at some time as a result of the experience that we had yesterday. We are conducting an inquiry on cycling, and this is part of it, which has been excellent. We have been looking in different directions, and this has been one of the better presentations and experiences, and I thank you all for that. I thank you for facilitating us yesterday on the cycle route on the greenway and for the hospitality last night. It was excellent. As you said, Suzanne, it is within the top 10 and top five of everything, and we experienced that ourselves. We will bring that back home to the North of Ireland. Thank you.



# 14 May 2014

## Members present for all or part of the proceedings:

Mr Jimmy Spratt (Chairperson)  
 Mr Seán Lynch (Deputy Chairperson)  
 Mr John Dallat  
 Mr Alex Easton  
 Mr Ross Hussey  
 Mr Kieran McCarthy  
 Mr Cathal Ó hOisín

## Witnesses:

Mr Samuel Douglas MBE, MCA	<i>Connswater</i>
Ms Wendy Langham	<i>Community</i>
Mr Gerry Millar	<i>Greenway</i>

226. **The Chairperson:** I welcome the witnesses from Connswater Community Greenway. At least one of you is no stranger to this place.
227. **Mr Sammy Douglas (Connswater Community Greenway):** Thank you, Chair.
228. **The Chairperson:** I have been reliably informed that he is not here as an MLA. He is here as a —
229. **Mr Douglas:** An ordinary civilian.
230. **The Chairperson:** Yes, an ordinary civilian member of the greenway. Sammy, you are very welcome. Gerry, you are very welcome, and Wendy, you are very welcome. I look forward to your presentation. If you could make a short presentation and, more importantly, leave yourselves open for questions about the event. All three items of business today are being reported by Hansard, so whatever you say will be in Hansard and will form part of the Committee inquiry.
231. The presentation is in the tabled papers, and you have a video to play. Without anything further to do, I ask you to carry on.
232. **Ms Wendy Langham (Connswater Community Greenway):** Thank you for inviting us here today to give an update on the Connswater Community Greenway project.
233. The first thing to say is that the project, when we developed it, was based on an area of need, as we are trying to tackle some of the multiple deprivation in the most deprived areas of east Belfast, especially in relation to health and physical environment.
234. If you look at the first slide, the greenway is to the right in the green, which shows it alongside the River Lagan and gives you some idea of the size of the project that we are delivering. Within the project, we have 16 km of cycleways and walkways, and there is effectively a 9 km linear park from the hills down to Belfast lough, following the courses of the Knock, Loop and Connswater rivers.
235. The outcomes we are trying to achieve include the promotion of community safety and cohesion and the creation of a stronger, safer community and a welcoming place in east Belfast. It has been a community-led project since I started working on it in 2005. Apparently, it had been talked about for over 50 years before we took it on. We are working with the community to create opportunities and tackle the problems that affect their quality of life.
236. It is very important to us to try to promote health and well-being, create spaces and places for recreation, and get healthier and more active people and communities.
237. We have also incorporated the flood alleviation scheme, because when we developed the concept of the project we had not had the serious floods of 2007, 2008, 2010 and 2012. It has been really important to the local people for us to incorporate a flood alleviation scheme, and we have worked with DARD and Rivers Agency to do so.
238. Work has already commenced on phase 1, which is the Victoria Park and Orangefield Park sections. I will

talk about those briefly. In Victoria Park, we have upgraded the network of paths. We are putting an observation area into one corner of the park and we have built the new Sam Thompson Bridge. We have also put in an outdoor gym facility, so we are really creating a park that people can use for cycling, walking and recreation. The bridge has been very important in linking it to the Harbour Estate and the cycle network that links to the Titanic Quarter and the River Lagan.

239. [A video was shown at this point.]Also, in phase 1 of the scheme — this is the Orangefield Park section — you can see, in the slide, the black line at the back of the people’s houses. That is where the river was. That is the Knock river. We have moved it to the centre of the park, and it provides a much better amenity for people to cycle and walk along. We have three new bridges in this section, creating links between Clarawood and Orangefield and down to Grand Parade. You can see the line of the new river in this section. There are some photographs showing the construction of an outdoor education area for schools to use as part of that section. We are about to award the contract for phase 2 of the project, which is all the bits in between in both sections I showed you. It includes a new civic square at Holywood Arches, which is the intersection between the Comber greenway and the Connswater greenway. A new centre will go in there, and we are looking to put a cycle cafe adjacent to the civic square.
240. Importantly, in what we are doing, we have worked with Queen’s University, and it has developed the PARC study. It is doing an evaluation of our greenway and is spending up to £1 million to look at the impact that the Connswater community greenway will have on physical activity and health. The funders are very keen for us to try to demonstrate the health benefits from the greenway, and without Queen’s we would have found that very difficult to do. We are all aware of the problems with physical inactivity, and Queen’s

has been able to show us that there is quite a lot of physical inactivity among the people along the greenway. It has also showed us that, if we can get 2% of the people who are currently inactive to become active along the greenway, the project will more than pay for itself and its management and maintenance over a 40-year period. We think that is fairly significant. That work is really important and has baselined all the communities along the route before we put the scheme in place.

241. For us, it is very much about connecting people and places through a community-led regeneration scheme that we think will totally transform this part of the city. We hope to develop a greenway that many people will come and visit. You said that you have visited many projects, but we think that this has huge potential for the whole city and for Northern Ireland.
242. **Mr Gerry Millar (Connswater Community Greenway):** Members, you will probably hear about the benefits of cycling over the next day or so. This slide sets out what it means to the individual. The thinking behind a lot of the actions in Belfast City Council is about health inequalities in the city, and we are supporting the Connswater greenway for a number of reasons, including cycling. That is one of the underlying issues, and the PARC study will help bring that further to the fore. Our whole leisure transformation is based on the health inequality issue, but we think that cycling is a fairly cheap and cheerful way to address some of those big issues in the city. At city level, there are all sorts of benefits if we can get more and more people involved. It is about building momentum, and, if you go to places in Holland, Denmark and so on, you will see the difference it makes. You can tell by the reaction to the Giro d’Italia that this is the time to really push and build the momentum of cycling.
243. I will give you some ideas of a couple of things that we are doing. We worked with Sustrans, the partnership board, the DRD, and the Harbour Commissioners and coordinated and delivered the connection into the Titanic

link. We are talking to Sustrans, and the other councils — and this has probably gone into abeyance while the dust settles around the local government reform — about the management of the Comber greenway and, obviously, it will cross the Connswater greenway. So, we will need to think that through. We have mentioned the Connswater, but the big thing for us is trying to connect this across the city. We are working quite closely with the DRD on a new pedestrian/cycle bridge across the Lagan at the Gasworks, which will make the Ormeau Park basically a 15-minute walk or 10-minute cycle from the City Hall and will create a new city park. The bigger issue for me is how I, the DRD, or anyone else, will connect with that, once you are in the Ormeau Park, to, for example, Ladas Drive and the Connswater greenway? At the minute, you will have to come into the city centre and go back out. So, there is another east-south link that we could do.

244. The last one I want to mention, to make sure you are aware of it, is the public bike hire scheme. The DRD has provided us with the capital funding to acquire a lot of bikes. We are about to go on site with that, and there will be 300 hire bikes and 30 different venues around the city centre. Our politicians are very excited about this; the only thing is that they want to expand it to the other parts of the city. We have done a sensitivity analysis on the cost of that and we think that it will begin to make money after about two years. We have some private sector sponsorship but we are looking at the model in Dublin, which started in the city centre and has gone citywide. That is about to start. We think that there will be a big benefit if we can expand that and get support from wherever. The urban villages were recently announced, and cycling will be a big way to help interconnectivity in those new areas. That is a quick run-through to tie in with the work that we are doing on the Connswater greenway.

245. **The Chairperson:** I will start with a couple of areas. In the presentation, you mentioned upgrading a number of

crossing points on the greenway, and I travel across some of those on a regular basis. What is the extent and estimated cost of those crossings? You mentioned working with the DRD on some of the issues. Perhaps you could give us a breakdown of the Department's role and where the funding is coming from. Coupled with that, you could maybe tell us how the DRD, which we have to oversee, has supported the design and development of the Connswater community greenway. It is important that we know that because there is a new cycling unit in the Department now. Could somebody tackle those questions first?

246. **Ms Langham:** You asked about the crossings. The whole ethos behind the scheme is about connecting people and places. We have a lot of interfaces with roads along the way, and we are trying to change the priority so that pedestrians and cyclists will have a safe journey along the greenway. We have a major traffic upgrade at the A55 to link to the Cregagh glen, where there is currently no green man crossing to get people safely across. It is quite dangerous to try to get across the road with a bike or a buggy. We have five puffin crossings, four toucan crossings, two pelican crossings and 34 uncontrolled crossings plus we are putting in street lights, kerbs and pavements along the way. A lot of investment from our grant-given money is going towards those crossings. That is the first point.

247. You asked about our partners and funders. The Big Lottery has invested £23.5 million. Belfast City Council has invested £4 million, DSD has invested £3 million, and DARD is putting in at least £11 million towards the flood alleviation scheme. That is the breakdown for our main partners. It is worth mentioning that the council has agreed to manage and maintain the greenway for 40 years, which is really important for us because building it is one thing, but managing and maintaining it is a huge responsibility, and we are working very closely with the communities to work with the council in looking at how we do that.



248. You asked how we have worked with the DRD. We have gone to the DRD with the various design iterations, because it is a huge scheme to design. We recently met the cycling unit to discuss a couple of areas where the crossings in place are either in the wrong place and we want to move them, or where we want to change the crossings. The cycling unit has been really useful to us in that it is now established and can hopefully help us to try and tackle some of those issues. We also have a meeting with the Minister on 4 June to talk to him about contributing towards upgrading the pavements that we will have to do to make the greenway look pretty special. We are funded to deliver a living landmark. We want the quality of the materials, the lighting, benches, pavements and crossings to be much higher than maybe Roads Service would normally use. We will talk to the Minister about whether they will contribute towards the bill for the crossings. The estimated cost of the crossings alone, and this is before we construct them, is £1.3 million.
249. **The Chairperson:** Do I take from what you just told me that the DRD has not been forthcoming with money. You told us that DARD gave over £11 million and that DSD gave £3 million. So, central government has already provided, but the very Department that is promoting cycling in a big way or is wanting to promote cycling in a big way has not ponied up any money at all?
250. **Ms Langham:** In its defence, it has not done so yet, but we are very hopeful.
251. **The Chairperson:** I hope that it will. You cannot speak out of each side of your mouth or with a forked tongue in relation to this. There is no point in promoting cycling, having a cycle unit, and then not coming up with the lolly at the end of the day. This is an exciting scheme and joins up with many other schemes, such as the Comber greenway, which has been an absolute success in south-east Belfast.
252. **Mr Douglas:** The Minister has been very supportive, and I spoke to him a number of times, as we have. I wrote to him and asked him for some support. To be quite honest, some of the work that we are doing is departmental work, and we should be working together. Up to this point, we have not had any support, speaking to some of the officials. So, we hope that the Minister will be open when we meet him on 4 June. We should be getting a bit of encouragement from the Department for the very fact that we have brought in £23.5 million from outside Northern Ireland.
253. **The Chairperson:** I understand that the Department has not ruled out anything to the Committee. I suspect that the Committee will be encouraging, because we want to encourage cycling and cycling routes, so we would be wanting to encourage the Department as well. I would be shocked if it did not offer support at the end of the day, but, hopefully, fingers crossed, you will have success there and I am sure it will not be for the want of trying.
254. **Mr Millar:** I want to be more specific with regard to the overall Department and not just the cycling unit. Part of the route is going along the Cregagh Road. We are going up and down over the front of people's houses and access points. It is going to cost a lot of money to change levels because of the work that is going on. We would like to see the DRD coming in for that sort of thing to make it look serious rather than just putting down a green strip.
255. The rest of the design stuff that Wendy showed went through parkland, so it will be to a fairly high standard. However, the part of the route on the main street is really a DRD issue and we would like to see the Department taking a bit more responsibility for that.
256. **Mr Douglas:** Chair, you know that George Best was born and bred in the Cregagh estate. Part of the scheme will link to his house, which we have acquired. You will be aware of the number of tourists and Manchester United supporters who come from all over the world for matches here and go to the house. This is also about tourism and encouraging people to come into the area.

257. **The Chairperson:** The Minister reiterated in past days that he was committed to the cycling revolution, as he called it. That, of course, could be demonstrated clearly with some financial support for cycling routes, no matter where they are. The Committee is keen on that, too.
258. Has there been any funding commitment from the Department of Health? This is a cross-cutting matter with respect to health as well. Can you tell us about any discussions regarding health issues, which obviously come into your project?
259. **Ms Langham:** We have not had any direct funding from the Department of Health, Social Services and Public Safety, but we are working very closely with Active Belfast and other bodies to ensure that we tie in with the health benefits. It was hard for us to describe what the actual health impacts of this would be, and I think that the studies that Queen's has been doing, and the information it has been giving us, will really help us in future.
260. We are working with local GPs and the health practice at Holywood Arches, looking at social prescribing. That includes looking at prescribing exercise as opposed to medication in many cases and looking at programmes that we can start introducing to get people more physically active. Queen's has come back to us with the barriers that people find to engaging in physical activity, so we are working with the council and with Active Belfast around programming along the greenway to try ensure that we can support physical activity, which I think is in everyone's benefit. Maybe with the programming, we can look at getting some additional funding from the Department of Health, Social Services and Public Safety.
261. **Mr Millar:** Queen's drew down the guts of a million pounds in research grants to undertake the PARC study, which Wendy mentioned. The outcome of that study will, hopefully, really articulate the health benefits and, in the future, make it much easier to make arguments to the Health Department and so on to put money into preventative measures as opposed to trying to solve things after the problems have occurred.
262. **Mr Lynch:** Thanks for the presentation. I did not know much about this because it is in Belfast. We saw a greenway on our travels in Mayo, and it is different because it goes through the countryside and does not have the same expense as yours, which goes through the city, with traffic lights and so on, making it much more expensive. Maybe Kieran and I would like to go and get a spin on it as well some time.
263. **Mr McCarthy:** No problem.
264. **Mr Hussey:** Thank God you did not volunteer me.
265. **Mr Lynch:** I did not see you coming in, Ross.
266. **Mr McCarthy:** Not even the electric one?
267. **Mr Lynch:** Wendy, you talked about promoting it on a wider scale than just in Belfast, and that was one of the successes of the scheme in Mayo. It was promoted Ireland-wide, then to the islands and worldwide, and that is where its success came from. How do you propose to do that? I think that it is a good idea and a great scheme. I know that the one in Mayo is mostly for leisure tourism and does not bring anyone to work. You can see that, along the coast, it is bringing no one to work. Does yours have a mixture of leisure tourism and possibly bringing people to work or to school and, therefore, tying in with the Education Department?
268. **Ms Langham:** Very much so. Thank you for your questions. We have six tourism heritage trails along the way, three of which we have already developed. Those are George Best, C S Lewis, and one that we are currently working on, plus a general one around east Belfast. Tourism is really important for us in the east of the city, and I think that we have a very strong product based on the people from this part of the city and what they have been able to achieve.
269. We think that the civic square is a really important place for us to start



- encouraging visitors and tourists to come to, and we have funding for a new centre on the edge of the square. That will facilitate visitors and tourists and the story. Through the product, we can start promoting externally and get people to come and visit. It is kind of important that they have a place to start their trails and tours from. The centre will be built by next summer, and the civic square should be finished by late next year. That is really good for us, and we are developing that product.
270. I think we have 25 — it was 26 — schools and colleges linked by the route. That is huge. I think that you saw in the video that the schools are already making use of the areas that we have developed. We worked with the Field Studies Council in moving the Knock river, and we have turned that into an educational project that Key Stages 1, 2, 3, 4 and 5 can use as a live project. So, instead of studying flooding in Tewkesbury, which is what is on the current curriculum, they can use a local project on their doorstep — moving the Knock river, a green and sustainable solution to flooding. Education is very important for us, and we have two education areas already established under phase 1 in Orangefield Park and Victoria Park, where school groups can start and stop their tours. We have also built an eco-trail into Victoria Park which kids can use for orienteering. Having as many uses as possible and having as many people as possible using the greenway for different reasons makes the project much more sustainable for us. We are investing heavily in the tourism product and the educational benefits, which we think are really important for the project and for this part of the city.
271. **Mr Lynch:** Thanks.
272. **Mr Douglas:** Seán, I was delighted that you and Kieran were out on your 26 kilometres. I took up cycling about 18 months ago because of trauma in my family and other situations. My blood pressure was sky-high — at a dangerous level — but it is now down to normal. So it was purely out of wanting to do something about my own health that I got involved. So I am out cycling quite a bit. It is interesting; part of this inquiry must be about changing people's perceptions and raising awareness about education, dare I say it, particularly among MLAs.
273. I will give you an example: on Monday I was with one of my constituents from the Dee Street area who was looking to get his young daughter into a school. He talked about going over to south Belfast and the difficulties in getting across in the car. I asked him whether he ever thought of getting his daughter a bike, because where he lives, in Newcastle Street, she could get onto the greenway and go to a school two miles away. You cut across two crossings, and that is it. A couple of years ago I would never have thought in those terms, so we need to start rethinking the whole thing.
274. I was out this morning at the Sam Thompson bridge, which has opened up a new world to many people. You talked about people walking around there. I was there this morning at 6.30 am and I met people who were walking in the park and getting across to Shorts Bombardier. Obviously, some of them were shipyard workers and contractors; people who would otherwise have had to get a taxi. I met a woman a few weeks ago at 6.45 am, and I asked her whether she was going to work. She told me that she used to get a taxi every morning but now she could walk to work. So it is also about opening up the whole area around the greenway and the cycle tracks; it is about cyclists and walkers, but it is also a great opportunity for tourism.
275. I will finish by saying that a few weeks ago my wife suggested that I go somewhere for a long weekend for my birthday. I decided to go to Utrecht in the Netherlands. I know that the Committee may be looking at that.
276. **Mr Dallat:** *[Inaudible.]*
277. **Mr Douglas:** John, I would say to you: go to Utrecht. It was one of the best experiences of my life. I saw a mother

- on a bicycle with three children; one in the front and two on the back. I saw an elderly woman looking after kids, and she had them in what looked like one of those ice-cream boxes on her bike with three wee children in it. You talked about a revolution, Chairperson, but cycling has revolutionised my life. To be honest, my biggest regret is that I did not take up cycling many years ago.
278. **Mr Lynch:** I agree with you. I started cycling recently myself, but the roads are the danger. It is about safety, and down where I am, it is the roads. I want to ask Gerry about the bike rental scheme. Can you elaborate on that a bit more? We got a really good presentation in Mayo. There is a proliferation of cycle shops and there is a turf war on, we were told, because cycling has become so popular.
279. **Mr Millar:** Various people have put ideas forward at council over the years, saying that we should have a bike hire scheme because London, Dublin and — *[Inaudible.]* — have them. DRD, to be fair, had grant moneys available, and we made a case: if it gave us the capital we would enquire into a bike scheme and we would try to look after the revenue consequences of paying for these things. While people will pay to use the bikes, it is about the take-up. You need to get a critical mass built up to begin to make any money on it.
280. DRD made the grant award, and we went through the tendering processes. It went over our capital, but we got a further award from DRD to cover that. We have been talking to a number of commercial companies to sponsor the scheme and we have done an analysis over a six-year period. We think that it will break even and begin to go into profit after about three years. The council has supported that and will subsidise it for the first couple of years in terms of revenue. At the moment, we have all the sites identified and we have a contractor appointed to supply the bikes. Of the 30 sites in the city centre, about 28 are in council ownership or about to come into council ownership with the reform of local government. Two are in private ownership, and I am involved in negotiations to acquire those over the next couple of months.
281. **Mr Ó hOisín:** Thanks, folks, for the presentation. Like others, after about 20 years, I purchased a bike about a month ago. I will admit that it has fairly low mileage to date —
282. **Mr Douglas:** It is as new.
283. **Mr Ó hOisín:** Well, not quite, Sammy, but the mileage it has done has confirmed to me that cycling has changed dramatically since I was younger. You take your life in your hands when you go out, particularly on rural roads. I was down at the conference that led to the Mulranny visit about a month previous to that, which examined the establishment of cycle routes right across Europe, and that was an eye-opener. Seán and I were at a cycling conference last year in Derry which was also an eye-opener. The examples of the Connswater and Comber greenways are there — you were there at 6.30 am, Sammy, but my colleague Daithí McKay is normally there at 5.00 am, whatever he does — and it would be good for the Committee to make a practical visit just to see what is best practice here. We obviously want to roll this out elsewhere, not just in Belfast but everywhere.
284. My only concern, Wendy, is that in your presentation you mentioned a pay-back time or an economic lifespan of some 40 years. That seemed quite long; do you want to tell me a bit more about that?
285. **Ms Langham:** To secure the £23.5 million funding from the Big Lottery Fund, we had to get a commitment from the council to manage and maintain it for 40 years. That is the figure that we have worked with, and it is the figure that Queen's University has looked at for payback. Obviously, if we got 5% of the people active, then we would recover those costs — from inactive people becoming active — a lot quicker, but that does not look at other investment that is going to come into the area. The economic returns are something else, but that is just about getting people

- active and the return from doing that over a 40-year period. That is just one quote, but they have many other figures in their study which, hopefully, we will be able to publish in the next few months.
286. **Mr Ó hOisín:** You mentioned a cycle cafe and cycle hire and all that type of thing.
287. **Ms Langham:** Those are not included in that figure at all. That was just looking at physical inactivity.
288. **Mr Millar:** Just to add to that answer, it is not all about payback. You understand the situation: the Lottery required the backstop of the council to look after this. There are six parks along that greenway which need to be maintained anyway, so it is not necessarily as bad as you might think.
289. **Ms Langham:** Things such as the tidal surge that we experienced in January through the project, and resolving the flood threat, for example, causes a huge saving. Some of the properties that you saw along Orangefield were previously uninsurable because of the recent flooding in the past decade. Those properties are now protected and those people can now get insurance. There are lots of monetary returns and, through the study, we will be able to bring those out.
290. **Mr Dallat:** Sammy, I have heard you talk in the Assembly with great passion about C S Lewis, and I am sure that he would be extremely happy with this project and with what is happening. I have memories of an uncle who was a Hibernian speaking about sneaking up to east Belfast on a Saturday morning to buy musical instruments for their band. Clearly you are getting beyond that stereotyping. How important is that in breaking down images of the past and integrating east Belfast into the city as a whole?
291. **Mr Douglas:** A very good question, John. In fact, when the assessors from the Lottery came over to look at our bid, a major question was how, if east Belfast was predominantly Protestant, we would make this accessible not just to east Belfast but to other parts of Belfast.
- One thing we did right from day one was to engage the whole community.
292. The reason we beat Belfast City Council and the Titanic Quarter and won the bid was because we had community involvement. When the assessors came, we had lunch on the Short Strand with a range of others. We have built a cross-community network with people from across east Belfast but beyond as well. It is important that these assets are accessible to all communities. We have been conscious of that from day one, but it is an area that we need to keep concentrating on.
293. **Mr Dallat:** Certainly, that reaching out captured my imagination. Wendy, you honestly said that maintenance and upkeep were important. All of us know of good projects that were inspired by good people at a particular time, but then comes another generation and no identified source. Is that an issue that needs support and needs to be addressed?
294. **Mr Millar:** Well, the way this works is that the council acquired all the land, so, in effect, we own it when it is finished. We have given an undertaking to do maintenance and management for 40 years. We are not turning it into the old-style “The council will manage the park and open and close the gates”. We work closely with the community. We created the Connswater Community Trust, which will do a lot of the management and animation of it. However, the council has committed to cut the grass, pick up litter, keep the lights working and resurface roads. We have adjusted our parks budget to reflect that.
295. **Ms Langham:** We are looking at the Comber greenway as well, because we have a huge following of volunteers, as does the Comber greenway. Rather than having Comber greenway and Connswater greenway volunteers for events, trails or animation — you saw quite a few of them at the Sam Thompson bridge opening — we want a coordinated response so that local people can get involved in helping us to manage and maintain and have some

- local ownership of the facility, which is there for everybody to enjoy.
296. We also have youth groups and community gardens established, and eco-schools using it as a practical way to learn, teach and get involved. All those layers are important. By maximising the social, economic and environmental benefits, we create something that is special and sustainable.
297. **Mr Millar:** It is like rebuilding civic society. You will get people interested, and the council is just the backstop for the hard-end stuff.
298. **Mr Dallat:** I am inspired by the amount of community effort involved in that. I have no doubt that the whole city of Belfast — everybody rises on the tide, so this project is a critical part of that jigsaw. I support it fully.
299. **Mr Douglas:** Because we have been successful to date, we are not there yet. We have not finished, John, but other groups from across Belfast, particularly from west Belfast, have a natural hinterland there they can link in to. We also want to link in with north Belfast and the new bridge over the gasworks will link us in. It is about bringing Belfast people together.
300. **Mr Dallat:** The more bridges, the better.
301. **The Chairperson:** Can I just clarify a point that came up, Gerry, in terms of the 40 years and the maintenance? I think you mentioned ongoing discussions with the other councils, which obviously will be Ards, North Down, Castlereagh, Lisburn etc. It is important to maintain a high quality on the Comber greenway leading into the whole thing. What stage are those discussions at?
302. **Mr Millar:** There were a few earlier discussions with Sustrans, the DRD and the councils about the future of the Comber greenway. It was very much at a political level. However, it has gone into abeyance a bit because of the changeover of councils. Specifically, our main concern relates to a place called Walkway in east Belfast, where they wanted to use parts of the greenway for football pitches and stuff like that. We were involved at that level, and the management came up out of those conversations. However, it has just stalled at present. I think that people are waiting to see who is who on the new councils before it is started up again.
303. **The Chairperson:** I think that it is important for some sort of dialogue to keep going. Perhaps you could be the umbrella body. Certainly, Belfast City Council will be the lead council for most of it.
304. **Mr McCarthy:** Thank you for your presentation, and congratulations on where you are at the moment. Sammy said that you are not finished yet, and I have no doubt that there is a lot of work to be done. Gerry, you said that the council has acquired all the land, and somebody referred to crossing over people's driveways. Is there no problem there?
305. **Mr Millar:** Just to clarify, we have acquired as much land as we can acquire. Where we cannot acquire land or we do not want to acquire land, we can use a public path creation order, which gives us a right of way, and we have done that on a number of points. With regard to the driveways, the greenway itself goes through the parkland. We put in new trails, and we are in control of all that. However, there is a strip on the Cregagh Road which is actually on the footpath. We can get the right of way along that, but the entrances into people's houses are all there. We do not want to get into a big civil engineering job and have Roads Service come in and make us change standards. However, we think that it could come in, and that is where the DRD question with the Minister is going to come up in June.
306. **Mr McCarthy:** Going back to our visit to Mulranny, it was amazing to find that they eventually got the consent of all the landowners. We went over the place, and we saw where the different gates were. Getting agreement was fantastic,

and I hope that that applies in this case. The hotel at Mulranny was on the track. It had been a hotel when the railway was running, and it had been lying derelict for about 10 years. Suddenly, because of the greenway, it is a flourishing establishment; it is fantastic. Is there anything like that that you can see in your work? It brings people in to use the greenway and all the rest of it, and it creates business through the cycle provision, etc.

307. **Ms Langham:** An example is the Park Avenue Hotel, which hosted the Sky cycling team as part of the Giro. A lot of the people who stayed there as part of the Giro used the Victoria Park section of the greenway, went over the Sam Thompson bridge and linked into Belfast that way. We have also been contacted by a number of investors who want to move into the civic square area because they know that that will be the intersection of the two greenways, and they see the potential for a real sustainable eco-hub there. We think that a lot of development opportunities will come. Hopefully, it will also sustain some of the businesses along the route that are struggling. People have done quite well out of it, even during the construction period. However, we are definitely looking for investment on the back of this.
308. **Mr McCarthy:** That was another question — the private investment.
309. Finally, when you are ordering the bicycles, make sure that a percentage of them have an electric mechanism. One or two customers will need a wee extra push. Thank you very much. Well done, and keep up the good work.
310. **The Chairperson:** I have ordered cardiac machines. *[Laughter.]*
311. **Mr Hussey:** First, Chair, I apologise to you and to our guests for being late. Technology was not working for me, and I had to get reconnected. If anyone believes that I cycled the 26 kilometres, I have to remove that myth immediately. In fact, the photograph that shows me with a bicycle is of a stuntman, because

I was not able to do it. From what we saw in County Mayo, you automatically assume that a greenway will be in a rural area — back to the perception. I have to say that, from what I see here, you are very fortunate that you have an environment that can be adapted. Although it is in the city, you also have all of the little bits and pieces that make it that little bit more. I want to ask you a bit more about how you got the community involved in this. Clearly, in Mayo, they all bought in. Farmers bought in. Going along the track in Mayo, you will find sheep and lambs. I do not think that you will have that problem here. How did you get the community to buy in here?

312. **Ms Langham:** We have been working on it since 2005, and construction has only really got off the ground in the past year. We have had a stakeholder forum, a community engagement officer and community activity grants, and we have worked with schools and groups throughout that period. We also have someone working on our social media, so half of our resources on this project have gone towards community engagement and social media, which is an ongoing project. It has been the easiest project ever to sell to people because everyone can see some benefit in it for either themselves, their families or their organisations. There has been very little negative reaction to any of what we are doing here, because people see it as an investment in the future and a legacy for the families and their children. It is an area where some of the river, parks, pavement and roads are in poor repair. Who would turn down an investment of £43 million in their local environment? Everyone just sees this as an opportunity and cannot wait for it to actually reach their particular community. Investing heavily and having different activities and programmes throughout the past nearly 10 years has been a way that we have kept people engaged throughout.
313. **Mr Hussey:** To have thrown out the line and caught them and kept them involved for so long is a credit. There is no doubt



- that you see people getting fed up after a year. In the second year, they will certainly fall off, but you certainly seem to have buy-in.
314. **Mr Douglas:** Ross, that is a very good question. One of the things that we did was about community engagement in the early days, and that certainly helped when we got the £23.5 million from the Big Lottery. Since then, we have had stakeholder forums, as Wendy said. We had them in Short Strand, in the Cregagh estate and on the Newtownards Road. You tend to get people coming to those because they want to know what is happening. It is a good way of keeping them on board and keeping them informed. Probably more importantly, it elicits their views, and we have adapted and changed as we have gone along.
315. **Mr Hussey:** Prior to my accident, believe it or not, I walked about 12 miles a day and thoroughly enjoyed it. I come from Omagh, which is not a city environment. As you said, if you can encourage children to cycle two miles to school and you are still in a city environment and are able to do it, that is positive, without a doubt. What is the size of this site altogether, roughly?
316. **Ms Langham:** I think that it is 9 kilometres in length as a linear park. There are 16 kilometres of cycle and walkways throughout. I think that there are 124 hectares of green and open space, or something like that. I am not very good at hectares. There are 26 either new or improved bridges or main crossings. It is a huge green lung through this part of the city. We have seen how the River Lagan has regenerated the city centre and made such an impact there. Not many people know that there are three rivers in east Belfast, which are part of the Connswater system. So, it is huge.
317. **Mr Hussey:** You are using the rivers as part of this.
318. **Ms Langham:** Absolutely. The greenway has been built around the three rivers, and there are paths on both sides where possible. The rivers have acted as a bit of an interface and divided communities in the past, and that is where it is very important for us to put the bridges in place and open the gates. Queen's did a very important piece of work for us called a walkability index, which is now being used in places such as Derry to look at a park or an area and work out where the connections need to be, where the bridges need to be, where the gates need to be and where the lights need to be to connect people and places. That is really at the heart of what we are doing.
319. **Mr Hussey:** There is a good example in Londonderry where you will see people suddenly walking across the old barracks, across the bridge and into the city centre. That opened up, without a doubt. I will not ask whether there is access for cars so that I can go and see this, because it would ruin the whole image. However, from what we have seen and what you have said, it is very positive. A greenway in Belfast is the last thing that you would think of. Congratulations and well done.
320. **The Chairperson:** No other members want to ask a question. I want to clarify two interesting points that came up during our conversations. The re-routing of the river has hopefully alleviated the flood problems in Orangefield Park. I know about the tremendous devastation that was created twice or maybe three times by that river. Those benefits have to be added into the scenario. The other interesting thing, Sammy, was when you talked about the amount of people who are using the Sam Thompson bridge to go to the other side of river to get to work early in the morning. That has health benefits, apart from anything else. Are there any indications of the numbers that are using the bridge on a daily basis since it opened? Is there a possibility of a survey at some stage to find out how many people are using it, and stuff like that? That is an important point to make to Departments and to government, and if you have those figures before the inquiry closes or even now, you may let us have them.

321. **Ms Langham:** The first point, around the flooding in Orangefield Park — we have literally changed people’s lives there. People were suffering a huge amount of stress caused by the flooding of their properties, which became nearly an annual event. We have definitely resolved that flooding problem and are currently extending the culvert at Grand Parade. I do not know if you ever go down there.
322. **The Chairperson:** I know all about it; it is in my constituency.
323. **Ms Langham:** There will be a bit of disruption while we do further culverts and river work along the way. There is an interesting point about the Sam Thompson bridge. We did not know exactly how many people would use it, but we thought that it was a really important connection through to the harbour estate, linking through to Titanic and then the city. In the first month of opening, we had over 28,000 crossings, and the counter is at a place that you were not able to access before. It is where the bridge lands in Victoria Park. So it is not people who had been using Victoria Park anyway through the main car park. It is really useful for us to have that information. On average, there are 1,000 crossings a day, and that is a mixture of cyclists and walkers. That is throughout the day, and we can get that information to you. That is really encouraging for us because, at the harbour estate end, not a huge amount has been developed yet, but we know that it will come over time. It is worth mentioning that Belfast harbour has been really supportive and has put a small car park in there.
324. **Mr Hussey:** I can watch.
325. **Ms Langham:** So, you can park your car there, get over the Sam Thompson bridge and access Victoria Park from that side. The access is particularly poor at the moment.
326. **Mr Douglas:** Chair, can I say a couple of things? I talked earlier about the number of people I have met coming from east Belfast into the harbour estate and Shorts. The other important aspect is that, overnight, thousands and thousands of people who work in Shorts Bombardier and other companies were able to access Victoria Park for the first time ever. They could go over at lunchtime or maybe get up early in the morning. It has huge health benefits. If you open it, people will use it.
327. I will finish with this point. I mentioned earlier that, when I cycle down the Airport Road in the morning, I cycle on the footpath. It must be 10 feet wide, and I do that because it is a scary place, even at 6.30 am, with the number of cars and articulated lorries there. However, there is nobody on the footpath. I have spoken to Roy Adair of the Belfast Harbour Commissioners, who have been very helpful. They are looking at redesigning that area. It does not take that much money to implement measures that will provide access and confidence for cyclists, along with security. I remember writing to the Minister about the Dee Street bridge, just at the roundabout. That is a horrendous place; I am sure that you appreciate that when you are driving past it. We are looking to do something there. It will take very little to make that accessible to cyclists. In fact, the week after I wrote to the Minister, I fell off at that roundabout, but I was not too badly hurt.
328. **Mr Hussey:** You strengthened your case.
329. **Mr Douglas:** Yes. I was in Victoria Park on Saturday with the First Minister. Unfortunately, he got a puncture when going around the park. He said to me that, now, when you cycle around Victoria Park, the quality of the surface is first class. So, in this inquiry, I encourage the Committee to do our best. This is not just for cyclists but for tourists and walkers. Let us do the best we can when we are implementing these measures. As I said earlier, some of these measures will not cost much money and will make places much safer and will build confidence for people.
330. **The Chairperson:** Thanks, Sammy, Wendy and Gerry. It has been a very



worthwhile presentation. Perhaps before the inquiry closes, we might be able to get to close proximity to that place. We might be able to get a quick run down and have a look at it. I think that would be worthwhile for members, and we could probably arrange that with you, I am sure, at reasonably short notice. It will not be before the summer recess, but possibly shortly after that.

331. I wish you well and, given the comments that you have heard from the Committee, you know that every member wishes you well. It is important that we get these things right across the whole Province.



## 14 May 2014

### Members present for all or part of the proceedings:

Mr Jimmy Spratt (Chairperson)  
 Mr Seán Lynch (Deputy Chairperson)  
 Mr John Dallat  
 Mr Alex Easton  
 Mr Kieran McCarthy  
 Mr Cathal Ó hOisín

### Witnesses:

Ms Aideen Exley *Outdoor Recreation*  
 Mr Chris Scott *Northern Ireland*

332. **The Chairperson:** From Outdoor Recreation Northern Ireland, I welcome Chris Scott, the activity tourism manager, and Aideen Exley, the marketing manager. You have about 10 minutes to make a presentation; we have been prescriptive on that so far today. We ask that you leave yourselves open for questions after the presentation.
333. **Ms Aideen Exley (Outdoor Recreation Northern Ireland):** Thank you, Chairman. Good morning, everybody, and thank you very much for the opportunity to present as part of this evidence session. On behalf of Outdoor Recreation NI, I will begin the presentation, and my colleague Chris Scott will continue. I want to tell you a bit more about the organisation and what we do — it is much wider than cycling — and about some initiatives and work that we are involved in to do with cycling and our recommendations for the future.
334. Outdoor Recreation NI was set up in 1999. Its remit is that it is responsible for the strategic development, management and promotion of outdoor recreation across Northern Ireland for the local community and for visitors and tourism. We are core funded by four government bodies: the Northern Ireland Environment Agency, the Department of Culture, Arts and Leisure, Sport Northern Ireland and the Northern Ireland Tourist Board. Aside from that, we also seek project funding for a number of projects and initiatives from programme money. To date, we have secured about £9 million for outdoor recreation projects.
335. To give you a flavour of our work, I will set out some of our key initiatives over the past number of years and our current projects. There are four main areas of work. On product development, we have developed over 450 kilometres of off-road trails in Northern Ireland. This include walking trails and off-road family cycling trails. We have trained, recruited and actively managed over 200 active volunteers to audit and manage the trails. On widening participation, we have led various community-based projects, encouraging people with disabilities, those from ethnic minorities and those in disadvantaged communities to take part in outdoor recreation. We also proactively promote and raise awareness of the opportunities to participate in outdoor recreation to everybody in Northern Ireland as well as to visitors. We do that through our websites. We run a number of websites, two of which are CycleNI and WalkNI. We also do it through digital e-marketing programmes and various events that we run.
336. We directly meet a number of the objectives of three Programme for Government priorities. We believe that we help to meet the objectives of priorities 2 and 4 through the Sport Matters and A Fitter Future for All strategies. We do that through a number of initiatives, including our cycle training for community leaders, our volunteer scheme, our community paths network and the CycleNI website. We also meet some of the objectives of priority 1 of the Programme for Government through DETI's tourism strategy. We do that through the development and marketing of mountain-biking trails and off-road family cycling trails, as well as a number of our events. First, I will take you through some of our

- initiatives under priorities 2 and 4. My colleague Chris will take you through the tourism initiatives under priority 1. Outdoor Recreation Northern Ireland led a cycle leadership programme targeting community groups and under-represented groups in the community. Our aim was to create champions and cycling leaders so that they could encourage people to become more active and involved in outdoor recreation and to cycle as part of everyday life. Funding for the initiative has now ceased, but we are looking for funding so that we can continue it.
337. We have 173 walk and cycle volunteers. We recruit, maintain and work with them, and they create detailed audits pinpointing the remedial work required to keep our trails at a very high standard and make sure that they are appropriate for all. These are our family cycle trails and multi-use trails such as Beech Hill in Derry/Londonderry and Castle Archdale in County Fermanagh. We also have 51 mountain bike volunteers, whom we manage, and they audit and repair mountain bike trails in our national trail centre in County Down and County Tyrone.
338. We are initiating a new programme called the community path network scheme, which will be central to our work in the next six years — we are putting together our strategy for the next six years. The scheme aims to create cycling and walking trails for local communities. Essentially, it is about creating trails on their doorstep. They could be looped cycle and walk trails in small towns, villages and rural communities throughout Northern Ireland. It is also about connecting the community by linking small hubs throughout Northern Ireland with cycle and walk trails.
339. We have just started work on a feasibility study for Derg Valley in County Tyrone, following the River Derg from Ardstraw to Lough Derg. This is a pilot study that we are doing with Sport Northern Ireland and Strabane District Council to assess the cost and understand the benefits of creating that local pathway. Another example, also in County Tyrone, that we have looked at and will seek to look at again is linking Gortin village to the Gortin Glen Forest Park. That, too, is about linking communities to places of outdoor recreation and has the potential to tie into the active travel policy. Significant investment would be required to realise this.
340. As I mentioned, we run the website cycleni.com, which tells you everything about cycling. It is targeted at family cycling and people new to the sport rather than club cyclists or people at that level. It contains information about all the routes in Northern Ireland where you can cycle on- and off-road. It is a very successful website that has over 80,000 visitors every year, 43% of whom are from Northern Ireland.
341. That is everything on priorities 2 and 4. I will now hand over to Chris, who will talk about priority 1 from the tourism angle.
342. **Mr Chris Scott (Outdoor Recreation Northern Ireland):** Thank you very much, Aideen. I will concentrate on priority 1, which is growing a sustainable economy and investing in the future. I will look at two areas: cycling in general, which we have already heard about this morning, and, as a slight aside, mountain biking and its potential in Northern Ireland.
343. Last year was quite a big quite year for mountain biking in Northern Ireland. Over 100 kilometres of purpose-built mountain bike trail was built in 2013 across four new centres and one extended centre. It has left us with some very iconic tourism product, including Davagh Forest just outside Cookstown in County Tyrone and Rostrevor and Castlewellan in County Down. Those have been developed as national trail centres, which are centres that we can confidently promote to the out-of-state market in the Republic of Ireland and Great Britain. It means that we can confidently move forward as a mountain biking destination. It has been a very positive start. The figures are calculated by electronic counters on each trail. Our presentation also shows the estimated figures from the economic

- appraisal for each trail. The combined estimate for the first year was 40,000 visitors. The actual number, measured from the 10-month period from June March, sits at about 62,000. Ratcheting that up to the end of the 12 months brings me to a figure of about 85,000. The interest in and visitors to the trails since investment were more than double that expected in the economic appraisals.
344. So the past year has been a very bright start for mountain biking in Northern Ireland. However, we still have a little way to go. Figures from our competitors in Scotland show that it generates 1.3 million visitors per annum for mountain biking alone, and they stay 300,000 bed nights, which is significant. In 2009, it was predicted that the economic value of mountain biking in Scotland would rise from £119 million to £155 million. I know from sources in Scotland that they will exceed that. So the question for us is this: with a similar landscape and similar opportunities in Northern Ireland, how do we confidently move forward as a destination?
345. We have a few key recommendations. First, we talked earlier about heroes and inspiration, and events such as the Giro certainly have both. Mountain biking also has great opportunities. The UCI World Cup is akin to Formula One, with events in different countries forming a series. A similar four-day event in Fort William, which was a downhill race in the UCI World Cup, had an economic impact of £2.5 million in quite a rural area. The other figures in our presentation show the additional impacts. Not only does it have an economic impact but it inspires people to get out on their bikes, as we have seen from the Giro over the past couple of days. Mountain biking events are definitely a key route to take forward.
346. We need to continue to promote what we have confidently. Product development alone is simply not enough. Our paper includes examples of newspaper and magazine advertising, online and offline advertising and PR that we have generated over the past year for mountain biking, mainly for titles in Great Britain. We have done that with limited resources. Additional money would allow us better to promote the product that we have invested in here.
347. Further development is also required. I mentioned some of the centres developed over the past year, which was a fantastic start. However, research shows that a mountain biker stays one or 1.2 nights in Scotland; a holidaymaker stays 4.4 nights. So, even with the product that we have now, we do not have the wealth of product to suit the holidaymaker who wants to come and stay longer and spend more money. Luckily, we have a range of beautiful sites in Northern Ireland that have fantastic potential for mountain biking — Glenariff, Gortin Glen, Lough Navar and Binevenagh. So we are keen, as part of our mountain bike strategy to 2020, to extend the product offering in Northern Ireland.
348. I will move to cycling in general. Aideen referred to CycleNI and its website, and it is important that, when we talk about events such as the Giro and how fantastic that was over the past couple of days, we consider the steps needed to move forward and achieve success. Small events should not be forgotten. We also run a sportive, which is to cycling what running is to a marathon. It is a mass participation event, and nobody is too worried about the prizes. We run the Giant's Causeway Coast Sportive in Ballycastle each year. For a small investment of around £30,000, it has an economic impact of £170,000 in the Ballycastle area over that weekend, so it is roughly a one in four return. It attracts 1,100 participants to the Ballycastle area in the shoulder season, September. So small events should not be forgotten among the grander spectacles such as the Giro.
349. Earlier, the Committee had a presentation from Sustrans, which has done some great work developing long-distance touring routes. Those are generally multi-day trips along roads or sections of off-road trails. We have a strong product in Northern Ireland. Perhaps further work is required with

- businesses in the area. You have really good experience from your trip to Mullranny of how the local businesses really interacted with the product. There are prospects. The best figures that we have are those provided by Fáilte Ireland. Its figures from 2003 show that, in Germany alone, 11 million people demonstrated an appetite to partake in cycling while on holiday in Ireland. So there is definitely a strong market demand. However, we can go forward and progress only through targeted marketing and campaigning by NITB and Tourism Ireland.
350. Family cycling has been talked about quite a lot this morning in the various presentations. A recent Mintel report said that bike sales in Great Britain will increase by 23% in the next five years and amount to £870 million by 2017, so that is a massive market in the UK.
351. I was delighted to hear that the Committee had taken a trip to the Great Western Greenway. I endorse Sustrans's comment that, if we want to move forward confidently as a tourism product — there is an obvious overlap with active travel as well — we need to make a statement in Northern Ireland and hang our hat on something. I will not go into detail on the Great Western Greenway because I think that I would be preaching to the converted. The Republic of Ireland has been able to incorporate it in Fáilte Ireland and Tourism Ireland campaigns and make it a key tourism promotional tactic for the area. Gordon from Sustrans talked to you about key railway and waterway opportunities throughout Northern Ireland. I firmly believe that that is the tourism product for the future.
352. In summary, I will leave you with a list of recommendations. For mountain biking and growing a sustainable economy, events are key. We believe that Northern Ireland should hold two international mountain biking events by 2020. For continued and further investment and to sustain promotion, our target is to generate £25 million per annum by 2020 for mountain biking alone. Promotion and product development are required to meet that target, so further mountain biking trails and investment to develop the trails will be required. As I said, for cycle tourism, it would be great to make a big statement with something akin to the Great Western Greenway for Northern Ireland and endorse that with a sustained marketing campaign. We have seen the potential in countries such as Germany.
353. Community path networks are immensely important. I come from Fermanagh but have lived in Belfast for the past five or six years. I cycle and walk on the roads when in Belfast. I have quite a lot of green space. I think that a lot of rural communities do not have an opportunity to do that. So community path networks are vital for those areas. They need to be backed up by having champions who have undertaken cycle leader training in the various youth and other organisations to ensure that steps can be taken, and maybe even as a pathway to Bikeability, which we talked about earlier.
354. That was quite a whirlwind. I hope that we have kept to our 10 minutes, Chair. We are more than happy to take questions.
355. **The Chairperson:** I think that you are a bit over the 10 minutes, but it was a very interesting presentation. Thank you. You mentioned earlier, Aideen, that the NIEA, the Department of Culture, Arts and Leisure, Sport Northern Ireland and the Northern Ireland Tourist Board are your funders. You referred to the very successful outdoor pursuit mountain biking trails. Most are in forest parks, which are under the control of the Department of Agriculture and Rural Development through the Forest Service. I declare an interest as an assistant warden in the former Environment and Heritage Service. When I was responsible for the Redburn and Scrabo country parks for a time, a major mountain biking event in Redburn was turned down flat by one or two senior people in the Environment and Heritage Service, which is now the NIEA. It jumps off the page that none of those parks are still being used. In fact, the agency



- is reluctant even to allow horse riding in what are country pursuit areas. That is absolutely over the top, in my view and, indeed, in the view of many who work there. Given the good work of the other Departments, what pressure has been put on the agency, and what pressure have you come under, to use parks such as Redburn, which would be ideal for mountain biking? What discussions have taken place with the NIEA on that? Is there still reluctance at the top of that agency to allow progress and see the bigger picture as opposed to the inward-looking picture that it saw in my day?
356. **Mr Scott:** I have worked on that project. The good news is that we have worked quite closely with the NIEA in the past number of weeks. It has asked us to look at a scoping study for nine NIEA-owned properties. I can get you a list of those, but I do not have them in my head at the moment.
357. **The Chairperson:** It would be good if you could do that.
358. **Mr Scott:** I can pass that on. The idea is to look at a scoping study of each park to see how mountain biking, walking, horse riding and all of the various elements of outdoor recreation can be pieced together in one master plan. We will take a snapshot of what is already in park and identify the potential. The answer to the last part of your question is that I do not know. We will pitch together based on the terms of reference of the NIEA. We may pitch mountain biking for some of those parks. The reaction to that will be interesting.
359. **The Chairperson:** Maybe the dinosaurs have gone now, but I am not quite sure.
360. **Mr Scott:** I think that Northern Ireland is moving that way, thankfully. We had issues in the forest parks over the past 10 years, but we have made massive strides in the past year. The other Department that you referred to has been very helpful in that. I feel that the energy and motivation is there. We are more than happy to pass on to you the outcomes of the scoping studies.
361. **The Chairperson:** You will want to see that in other places, too.
362. **Mr Scott:** Very much so. Master planning is so important. People get anxious about mountain biking because, to be blunt, they are petrified of a mountain biker crashing into a walker or vice versa.
363. **The Chairperson:** Obviously, a competitive event would take place when a lot of people were there.
364. **Mr Scott:** Absolutely. Two weekends ago, the single speed European championships were held in Castlewellan Forest Park. That was at the end of the Easter break, so the forest park was packed full of families and so on. Through good management and planning, there was no conflict at all between the normal users of the park and the mountain bike visitors.
365. **The Chairperson:** We are still basking in the glory of the Giro last week, and you mentioned the UCI World Cup. Do we have the infrastructure to host that here? If not, what do we need to do to secure such events, given your very clear presentation on the economic benefits to towns, rural villages etc in other areas? There is a very clear history of that happening.
366. **Mr Scott:** We have come a long way in the past year. Our ambition is to look at Rostrevor for a downhill event. Rostrevor has the only purpose-built downhill trail in Ireland, so it has the trail network. Castlewellan probably has the potential for a cross-country UCI event as well. Our issue in both sites is the surrounding infrastructure. As you probably saw with the Giro, the cyclists take up a very small space, but the entourage, the media, the team mechanics and so on are equally important. Some of those forest parks are quite compact sites, so money needs to be invested more in the infrastructure for the start/finish areas. We are in a fairly good place with the trails. People who have hosted these events in Scotland have come over here, and, when we brought them to Rostrevor,



- they could not believe the facilities there. With tweaks here and there, we can certainly have a strong platform.
367. **The Chairperson:** Are there any discussions with other Departments to try to secure some of the legs of the UCI World Cup?
368. **Mr Scott:** We presented to the NITB events team, which was inextricably linked to the Giro, and we were well received. They asked us to look at costs and the steps needed to host the event, and we hope to have that ready by the end of the financial year. The UCI bid is made three to four years in advance. If we made a bid next year, the event would come in three or four years' time.
369. **The Chairperson:** That is helpful, Chris.
370. **Mr Lynch:** Thanks for the presentation. You spoke about having a scheme similar to the greenway at Mulranny. I know that you have something at Lough Navar at Derrygonnelly. Like you, I come from Fermanagh and have been thinking about whether there is any potential in the Erne area. In Mulranny, we were told that they compete with walkers, who are much greater in number than cyclists. Is there anywhere in the North with the potential for such a project?
371. **Mr Scott:** The Mulranny programme is a successful tourism project. The active travel element has been less successful because of the rural nature of the area. The Great Western Greenway project works so well because it was already in a tourism destination, albeit that the Mulranny Hotel had gone through hard times. You arrive in Westport and Achill, which have always been tourism destinations, and that is important.
372. Another key aspect of the Great Western Greenway is that it has stops of almost equal distance along the way: at Newport and various other villages. It is not a matter of creating a massive project that is alien to the tourism industry or, in the case of the Connswater greenway, to the urban environment. I will not give you a precise destination. A feasibility study, with the terms of reference that I have just given, would be necessary to determine whether anywhere in Northern Ireland was suitable for a similar project.
373. Gordon from Sustrans spoke about the map of disused railways. There are also opportunities around waterways. We have numerous potential sites, but a feasibility study would be required to take that forward.
374. **Mr Lynch:** A point that I made in Mayo was that most of the disused railway lines have been built on, which I know has happened in Fermanagh, and become part of developments. Most of them have gone.
375. **The Chairperson:** I take it you do not want the train down in Fermanagh now. *[Laughter.]*
376. **Mr Lynch:** I will not be waiting for it. *[Laughter.]*
377. **Mr Ó hOisín:** I welcome the opening up of many forest parks, not only for mountain biking but for horse riding and even walking. A few short years ago, many of those areas were no-go areas. What is the overall mountain biking product worth to the local economy in hard cash?
378. **Mr Scott:** I do not know at the moment. The trails were finished only in May last year, and we will work with the NITB on a research project this summer. We are waiting for the tourism innovation fund to open and hope that our application will be successful. I hope that we will have a research report ready by March or April next year, which would give us hard figures, and exactly the figures that I want to know, too.
379. An economic appraisal for the two trail centres at Rostrevor and Castlewellan, a project funded largely by DETI and the NITB, showed £670,000 in the first year. Ramping that up over Northern Ireland, the economic impact might be quite high.
380. **Mr Ó hOisín:** Maybe you will come back with those figures when they are available.
381. **Mr Scott:** Absolutely. We would be keen to do that.

382. **The Chairperson:** Yes, if we get those figures, you can come back to the Committee. We will also send you a number of further questions in due course.
383. **Mr Ó hOisín:** An issue that came up over the Giro was Translink limiting its bicycle-carrying capacity to four. I wonder whether there is an opportunity for various interest groups to look at that. That would probably widen bicycle use across the board.
384. **Mr Scott:** It is an issue for us even in our mountain biking projects.
385. **Mr McCarthy:** In your presentation, Chris, you said that funding for cycle training had been withdrawn at some stage. Is that right?
386. **Ms Exley:** That was me.
387. **Mr McCarthy:** However, one of your recommendations is investment in cycle training for community leaders in under-represented communities. Can you see that happening after the withdrawal of funding?
388. **Ms Exley:** We ran a three-year project funded by Big Lottery called Venture Outdoors, and cycling was an intrinsic part of that. That was all about targeting under-represented communities, and we trained cycle leaders in those groups. That has now come to an end, and, because of the popularity of walking, we have managed to secure some programme money for that. It is called the Walking in Your Community initiative, but we want to extend that to cycling.
389. **Mr McCarthy:** Will you go back to the Big Lottery?
390. **Ms Exley:** There is nothing open to us there at the moment, so we are looking at various grant programmes. We have a small amount of programme money to continue with the walking, which is relatively low cost and very effective, and we hope to seek more money for cycling when other programmes open.
391. **The Chairperson:** Finally, your resource requirement for the implementation of your operational plan is just under £650,000 for this financial year, which is quite low. Do you feel that you are adequately resourced, and is there an appropriate level of investment in the sector?
392. **Mr Scott:** We are working up our operational plan for the next six years to cover two periods of comprehensive spending review, and we will require around £4 million over the next six years. We are bidding for 60% of that from public support, so 40% has to come from elsewhere: for example, our carrying out consultation processes. We have interactions with private sector sponsorship and so on, but the more of the 40% we have to get, the more it diverts some of our staff from doing the work that we really want to do. That is a real challenge for us. As you said, it is quite a low amount. More public support would certainly make our lives a lot easier. It would mean less diversion and that we did not have to spread ourselves so thinly in other areas. Further support would be appreciated.
393. **The Chairperson:** As I said, a number of questions will come from the Clerk's office in writing, and they will be part of the inquiry. Thank you both for coming along and giving evidence to the Committee today. We look forward to your input, which will be included in our final report.
394. **Mr Scott:** Thank you very much.



## 14 May 2014

### Members present for all or part of the proceedings:

Mr Jimmy Spratt (Chairperson)  
 Mr Seán Lynch (Deputy Chairperson)  
 Mr John Dallat  
 Mr Alex Easton  
 Mr Ross Hussey  
 Mr Kieran McCarthy  
 Mr Cathal Ó hOisín

### Witnesses:

Mr Gordon Clarke                      *Sustrans*  
 Dr Andy Cope  
 Mr Steven Patterson

395. **The Chairperson:** We welcome Gordon Clarke, national director of Sustrans; Steven Patterson, deputy director; and Andy Cope, head of research and monitoring. You are all very welcome; some of you are no strangers to the Committee. I ask you to make a short presentation and then leave yourselves open to questions. Perhaps, when it comes to questions, one person as opposed to three could answer, because we have another briefing immediately after yours as part of the inquiry.

396. **Mr Gordon Clarke (Sustrans):** Thank you very much, Chairperson, for your welcome. I was listening to the previous presentation. When I was a student in 1970, my project was the Connswater linear park, and it is great to see it actually happening after all these years. It really is exciting and it fits into what we are saying.

397. We sent you a very comprehensive report. There is an awful lot of information in it. We do not think that we can summarise that in 10 minutes. We would like to focus on where we are with respect to cycling and the economy; say little bit about the potential; and maybe focus on one or two aspects of our suggestions for the future. So we will give an edited version of the report. I am sure that there will be questions in due course. As with the previous

submission, cycling, walking and public transport play a part in all that we say. So, although we are talking about cycling, walking and public transport are also part of it. I will ask Dr Andy Cope, head of monitoring and research, to introduce our presentation. His team of 30 are internationally recognised and do work for the World Health Organization and so on. It is a very important group in Sustrans, which builds the evidence to make our case.

398. **Dr Andy Cope (Sustrans):** Thank you. I am sorry about the slide equipment. We will use the paper version.

399. We simply do not know the present value of cycling to the economy in Northern Ireland. The best estimate that we can make is based on a London School of Economics study, which came up with a figure of £2.9 billion for the whole of the UK. On a pro rata or per capita basis, that equates to about £87 million in Northern Ireland, which we suspect may be an underestimation for reasons that I will come to.

400. The direct benefits are fairly obvious. There are retail impacts, many examples of which we have listed in the report. We have many more examples; it is an emerging area. There are lots of better and more interesting examples from elsewhere in Europe. Then there is the leisure and tourism component, which was estimated to be worth £167 million in the Republic of Ireland in 2011. In the previous session, you mentioned the impact of the Great Western Greenway in Mayo. Of course, the job creation element is really important as well, and a part of that is to do with construction. Investment in cycling and walking is evidenced to be more efficient in stimulating the local economy than investment in bigger road-type schemes.

401. There are also indirect benefits, which are less obvious. Those are in health, tackling obesity, mortality,

- absenteeism — well-being components, which also have a value — and traffic decongestion. We found a study that estimates that congestion costs businesses in Northern Ireland £250 million a year, which is about 1.5% of the economic productivity of the region. Of course, there is also the issue of carbon emissions. I note that you have four air quality management areas in Belfast, and there is the possibility of carbon emissions fines from the European Union.
402. I will move on to the next slide entitled “Investing in cycling — value for money”. We used the example of the Comber greenway, which links to the Titanic Quarter. I think that the figures speak for themselves. The most striking figure for those of you who are familiar with benefit-to-cost ratios is that we have a ratio of £32.50 for every £1 of investment, which is close to unprecedented in transport terms. That is the exception rather than the rule. The greenway is part of the Connect2 cohort of schemes. Overall, the programme has a benefit-to-cost ratio of 6.3:1. The fact is that it is a relatively low-cost investment. It is exactly the type of scenario that you were talking about in the previous session in that it has a relatively low cost but a high deliverable impact.
403. I will move on to the next slide entitled “The potential”. This is just a very simple modelling exercise and a simple form of expression. Two thirds of trips are less than five miles, and 1% of those are currently made by bicycle. If we could treble the amount of cycling in Belfast alone, we would end up with something like 5,000 new cyclists, each worth about £600 a head, based on a study by SQW for Cycling England. That amounts to about £3 million worth of additional benefit. We have other examples from elsewhere in the UK on favourable benefit-to-cost ratios.
404. The next slide on potential looks at tourism. I mentioned the Irish economy figure earlier. Spend on cycling tourism is very considerable and is possibly higher than that for golf, horse riding, angling and those kinds of things. Again, we have numerous examples, the most striking of which is the value of cycle tourism in Scotland, which is estimated to be possibly upwards of £600 million a year. We are potentially talking about some very large figures. I will hand over to Gordon.
405. **Mr G Clarke:** The next slide is entitled, “A vision for the future”. Andy highlighted the fact that cycling delivers and is delivering substantial economic benefit. The potential in urban and rural areas is huge. It is just incredible what can be delivered. We feel that, going forward, the Committee should consider a vision for cycling in urban and rural areas in the Province. It touches on all aspects of governmental objectives. It delivers improved health and quality of life for all; it delivers a stronger economy — Andy indicated some of those potential opportunities — and it significantly enhances the environment.
406. We need a collective vision that everyone can sign up to. It is not just cyclists; the whole community needs to sign up to it because, as we heard about Connswater, it is a community engagement. It is not just cyclists who need to be involved. It needs to be owned by health, tourism, the voluntary sector and all parties, and it is a long-term commitment. We need a vision that is not just for the next five years but is probably for the next 30 years, and it should embrace good transport, good public space and a general safe and high-quality environment. We need a shared vision.
407. On our vision for 2020, we have set out some suggested targets for the Programme for Government such as increasing commuting by bicycle to 10% in Belfast, 5% in Derry/Londonderry, and 3% regionally. There is quite an imbalance in the age group in cycling and a differential between males and females. There are inequalities that need to be addressed.
408. Obviously, the starting point for all our work is in schools, and we want to see 50% of primary school pupils and

- 25% of post-primary pupils cycling and walking to school. We also want to see 75% of them receive on-road cycle training, and that is an ongoing issue in the Department of the Environment. It is reviewing that at the moment, but on-road cycle training is a key element of developing cycling. At the moment, it is very much playground based but it needs to be out in the real world to give people experience. Feedback from Bikeability, which is the on-road cycle training initiative, demonstrates great confidence from parents and children through that programme. It is also about doubling the economic benefits, and Andy has alluded to those. We do not have a proper baseline at the moment. We need to try to quantify exactly what the baseline is at the moment and then set targets against it. We have extrapolated figures, but we need to have a baseline to work from. Obviously, we suggest a commitment to expenditure to deliver that. I will come to that in a minute.
409. How do we achieve the vision? There is a slide on joined-up actions. In that, we say that you need to provide infrastructure but that infrastructure alone is not enough. Alongside that, you need to work with communities. We call it behavioural change. It is about working with schools, workplaces and communities to give them the information and the motivation to switch from their current mode of transport to walking and cycling.
410. You need to have infrastructure, but you also need behavioural change and you need policies, such as those on active travel, in government to help to deliver that. The Welsh Government recently introduced the Active Travel Bill, which obliges statutory planning process to incorporate walking and cycling routes. We are at a timely point to do that with the reorganisation of local government and new planning processes coming in. As well as that, you need marketing and monitoring. Feedback from communities was mentioned. An essential part of any vision for cycling, going forward, is that you measure it and count the number of people cycling but, more importantly, seek opinions. DRD has signed up to a UK-wide initiative called the Bicycle Account, which is biannual report that will produce statistics on cycling and give people a summary and a chance to say what they think needs to happen. Therefore, it is about a vision for going forward, infrastructure, behavioural change, policy, marketing and monitoring.
411. You asked for an action plan, and we have given you that. A key issue in that is delivery and who will lead on cycling, going forward. We suggest that DRD be the lead Department but that every other Department should have the opportunity to contribute because cycling, if you think about it, deals with health, education, arts, culture, leisure etc. Therefore, there is need for a coordinated approach in government to deliver and maximise the benefits. We have indicated the level of funding that is required. We looked across the UK at other cities to see what they are putting into the development of cycling. We have some figures for that. We are suggesting — this is money directed solely towards the development of cycling — funding of £10 million in urban areas and £2.6 million in rural areas. That comes from looking at the figures for Edinburgh, London and other cities across the UK. As other projects develop, such as road projects, there should be associated expenditure that relates to cycling. Obviously, for new developments, planning represents another opportunity to get investment in cycling.
412. I move on to communities, which represent the building block for cycling in the future. We are particularly focused on schoolchildren. We have to get them motivated and cycling. At the moment, the school active travel programme, which DRD co-funds with the Public Health Agency, delivers motivational work in 60 schools. That will rise to 180 schools over the next three years. We would like to see that programme developed; it is really important work. Equally, going back to my three elements, we need infrastructure, so we



- need to be investing in infrastructure in and around schools. There are ongoing discussions about that. The Department of Education should provide cycle parking within schools, with DRD supporting the infrastructure of safe routes to schools that parents require to give them the confidence to get their children cycling to school. So, there is behavioural change, the school active travel programme, the infrastructure that goes with it, and on-road cycle training, which is the policy element. All those things need to happen and, when they do, they will start delivering significantly for the economy. That will take the school run off the roads and start decongesting roads. There will be air quality benefits and health benefits, particularly for children, for whom obesity is a number one issue. If we get children active, we begin to deal with that problem before it becomes a serious issue for the health service. Developing communities is crucial to the future of cycling and the development of economic benefits that go with it.
413. At another level, it also brings in social enterprise. In working with some schools, we have found that children have difficulty affording and looking after bikes. In one or two places, local communities have developed social enterprises that help to service the bikes, provide them, recycle them and so on. Therefore, a lot of interrelated things can happen when you start to develop cycling at the community level. You develop links to schools and then you link into shops, places of employment, leisure centres and so on. That is the building block. Whether it is a rural town, a city or a small village, that approach, around schools, for delivering cycling is crucial.
414. On commuting in and out of town, again, we need to invest. We heard mention of routes such as the Comber greenway. As it is situated in Belfast, the number of people cycling in the wards along that route is substantial. When you establish good infrastructure, people will take up cycling. Routes into the cities and main towns are really important. In continental Europe, they now call them cycling superhighways, where the volume of cyclists, rather than the number of cars, changes the traffic lights. We have a long way to go, but there is a vision in our document for communities, commuting and links into the city.
415. The final point in our summary — I am really just scratching the surface of our report, in which there is a lot of detail — is on investment in long-distance routes. You mentioned the Great Western Greenway in County Mayo, which I understand you visited. I was challenged to cycle it from end to end in March this year, when the wind was blowing and the rain was coming down.
416. **Mr McCarthy:** No excuses. You are not Sean Kelly. *[Laughter.]*
417. **Mr G Clarke:** I completed it. It is a really good example for what we can do here on long-distance routes and rural regeneration. I am not sure whether you have the map of Northern Ireland in front of you that shows potential routes equivalent to the Great Western Greenway but on our own doorstep. The old railway line from Derry/Londonderry to Burtonport is a perfect example. The route from Enniskillen to Manorhamilton and on towards Sligo is another. The Ulster canal along the Blackwater, through Cavan, Clones, Monaghan and on towards Lough Erne is another wonderful potential cycle route.
418. Newry to Carlingford is another potential route. The Comber greenway could go on in one direction to Donaghadee but on to Saintfield, Ballynahinch, Downpatrick and Newcastle along the old railway line there. That could become the “great eastern greenway”. The north Down coastal path around the shores of Belfast lough could be developed. There is also Lisburn to Lough Neagh. There is fantastic potential to have our own versions of the Great Western Greenway.
419. There is huge potential economic benefit to the farming community, businesses along the routes and new operators who hire out bikes. One route that we have not shown on the map is the EuroVelo route. There is a European



- map with a route that comes from northern Scandinavia right down through Scotland, Northern Ireland, the Republic, across to Wales and on down through France, Spain and Portugal. We are on that route and that needs to be thought through at another level. However, that EuroVelo route could be developed.
420. I have run through a presentation that perhaps you have not been able to see, which makes things difficult for you. However, there is an awful lot of information in our report.
421. **The Chairperson:** Members have the report.
422. **Mr G Clarke:** That was a quick summary of the key highlights, but there is a lot more. We welcome questions.
423. **The Chairperson:** Thank you. You estimate that cycling contributes £87 million to the economy of Northern Ireland. How current is that figure and what proportion is direct economic benefit?
424. **Dr Cope:** That work was done in 2011, so it is based on 2010 data. It is current-ish. In terms of what is direct, I cannot break it down by proportion. As I said, the work was done by the London School of Economics; it is not our own material. However, it includes a calculation of health benefits, which is not direct spend but savings on healthcare costs. I cannot give you a precise answer, I am afraid.
425. **The Chairperson:** I am thinking of the clear economic benefits to the business of providing the equipment and parts required for cycling. When you look at the Comber greenway, for example, I regularly hear about substantial economic benefits for businesses, for instance in Comber, Dundonald and now coming through to the Titanic Quarter and other areas in the city. There are very substantial economic benefits, and I suspect that that figure is actually a lot higher.
426. **Mr G Clarke:** I agree with you, Chairman. One of our recommendations is that we need a baseline and need to do work to measure that. No figures were available to us. Chain Reaction is the biggest online cycling retailer in the world. It is based in the Province, and that alone would probably make a substantial difference to the figures. We need to measure it. I am a Comber greenway person, and I put a lot of money into the local economy at the coffee shop in Comber and the one in Dundonald.
427. **The Chairperson:** That must be where I have seen you. *[Laughter.]*
428. **Mr G Clarke:** We need a baseline to work from, because that is how we can set targets for ourselves to double those figures. The potential is incredible.
429. **The Chairperson:** You mentioned the Copenhagen cycling vision in your report. I will ask you a question, although I am not sure that you will want to answer it. Are you prepared to say how you would rate the Executive and the Department for Regional Development's cycling vision?
430. **Mr G Clarke:** First, setting up the cycling unit is a fantastic step forward; it is hugely important. I know that the Minister visited Copenhagen recently, in March. Anybody who goes there will be really blown away when they see the infrastructure. I was criticised for standing out because I was wearing a high-visibility jacket. I started to put on a helmet, and a guy said to me, "Do you not think that this is safe?" There is a different culture there. However, they have been working at it for 30 years, and that is why we say in our report that you are not going to get there quickly; it is going to take a long-term commitment, and that is a real challenge. It goes beyond the five-year term of a Government; it goes on and on. It has been embedded into the culture of Denmark — Copenhagen in particular — and that is the benchmark that we should be aiming towards. However, it requires a commitment that everybody is signed up to so that it is not a debating issue; this is where we are going, and this is the sort of city that we want.
431. You can see the vibrancy of the centre of Copenhagen. My wife, who was with me and who did not cycle, was going

- round the shops, and she said that she did not see a single vacant shop in the centre of Copenhagen. Do not take that as an accurate survey, but the point is that it was really vibrant. The majority of retail sales in Copenhagen are made by cyclists; that is where it has got to.
432. **Mr Steven Patterson (Sustrans):** With regard to the current Northern Ireland situation, page 18 of our report points out that a range of permanent bicycle counters have been installed on the routes in Northern Ireland over the past 15 years. That shows quite clearly that, where the Department and others have invested in high-quality routes, the usage has been very good. The Department, along with Sustrans and others, has built very high-quality greenways right across Derry/Londonderry and along the Newry canal. However, there was a really good route and quite progressive work in Belfast during 1996 to 2000, when four traffic lights were installed on the bridges across the river at the Ormeau bridge, the Albert bridge etc, to build a really high-quality greenway. The figures are highly impressive for the route right through the middle of the town; over 10 years, usage went up by 226%. Where high-quality routes have been built, they are being really well used.
433. The Committee visited the active school travel project a few years ago. Now that there is a commitment in the Programme for Government, there has been reasonable investment from two Departments and that project is starting to get to a good scale. We need to add infrastructure to it and more cycle training etc. There have been good examples in Northern Ireland over the past 15 years. However, I think we would all agree that there needs to be a step change with the infrastructure of our road network, in part so that we can get away from the position where 85% of cyclists are male and only 15% are female. There have been good examples in the past, and there will be good examples in the future. Nevertheless, the cycling unit is very encouraging, and one of the key challenges is developing the infrastructure and the behavioural change together.
434. **The Chairperson:** On your comments about the setting up of the cycling unit, I have to say that the Department set up the unit after the Committee announced an inquiry into cycling, so we take the credit. Pressure from us made the Department wake up and smell the coffee. I will not ask you to comment on that. It is strange that it happened all of a sudden.
435. **Mr Patterson:** The Committee was supportive during the discussions on whether active school travel would end up in the Programme for Government, and it came to Gilnahirk Primary School and listened to the pupils and the teacher. I think that that had an influence on progressing the cycling unit.
436. **The Chairperson:** Steven, parents still have issues about road safety and kids using cycles. I regularly pass the school that you mentioned, and there are cars parked in the middle of roundabouts and every place. They are abandoned, basically, in the mornings. It does not enhance children's safety in using cycles, and perhaps some gentle, persuasive enforcement measures may need to be taken to encourage more people to use cycles.
437. **Mr G Clarke:** This year's Sustrans campaign is about safe journeys to school for children, and we are very keen to push that. The issue is that the Department of the Environment is responsible for road safety. It has had a review of its cycle training. The cycle proficiency scheme is largely playground based, and we have found that you can take Bikeability out onto the roads and give children on-road cycle training. Andy can back up the point that that happens in England. That gives children confidence, and the feedback is that it also gives parents confidence. We are engaged in a consultative process with the Department of the Environment to encourage it to take this step and develop on-road cycle training. That is an issue, and, unless it is cracked, there will always be that difficulty and parents

- saying that it is not safe for their child. The Committee can certainly pick up that issue and talk to the DOE about it.
438. **Mr Lynch:** You said that, by 2020, you will achieve 50% of primary school pupils and 25% of post-primary school pupils cycling and walking to school. Are those figures realistic, and is that doable? What progress has been made over recent years on those figures?
439. **Mr Patterson:** Between 2008 and 2010, we ran a project in 18 rural primary schools. The project was co-funded by DARD, DRD and DE, and, in a way, that was a model project for the way that we would like the active school travel programme to go forward. Of a £1.3 million project, roughly £1 million was for infrastructure such as cycle tracks, pedestrian crossings, 20 mph zones and for school infrastructure such as cycle parking and improved pathways. There was £250,000 for behavioural change programmes and for officers to support pupils, teachers and parents. It was a joined-up model, and it also piloted the on-road cycling training. The project was run mostly in villages within 30 mph zones. It saw a reduction in car use, and the combined walking and cycling figures rose from 25% to 40%.
440. As for hitting the 50% target for walking and cycling, that depends on the amount of investment and support that the active school travel programme gets. When you go into schools and support and encourage pupils, you get results. We know that, when you ask pupils how they would like to get to school, 46% of them say that they want to cycle to school but that only about 1% or 2% do cycle to school. If the investment is made, there is huge potential. The programmes that we have run in partnership with government and others prove that they work, so I think that there is the ability to get modal shift. In rural areas, we are talking about combination journeys, which might involve a drive to the edge of a village and letting the kids walk the last half-mile on a pavement. We are being realistic about it. With the right level of investment, we could achieve that. The level of investment would have to be higher than it currently is. Our vision of every child being offered on-road cycle training would need considerably more investment from the DOE or whichever Department.
441. **Mr Lynch:** Are you saying that it depends on the level of investment?
442. **Mr Patterson:** Yes.
443. **Mr Ó hOisín:** Thanks for your presentation, gentlemen. It was fairly breathless — not unlike the peloton going by last Saturday. I want to go back to what Steven said. Perhaps part of the problem is one that we have right across the board, which is that, because cycling is such a Broad Church, it is multi-departmental: there is the DOE, DETI, DCAL, DRD and DE. That is just the nature of the sport or activity.
444. Sustrans looks at cycle routes, roads and greenways, and I know that the Committee for Culture, Arts and Leisure has looked at the delivery of a velodrome. I listened to a radio discussion yesterday morning about the value of a velodrome; this was after our visits to a number of other ones. We were looking at delivery costs of anything between £3 million and £14 million. Like all sports, you need heroes as well. You need your Martyn Irvines and your Nicolas Roches. Then, of course, we saw the value of the Giro last weekend. I do not know how you square that circle. We have looked at the Great Western Greenway, which was delivered at a cost of €5.3 million and is now worth an annual €7.1 million to the local economy. I know that not everything has a price on it, but how do you square the economics of that? What is the best way forward? Are we getting value-for-money delivery in developing cycle routes on roads, or should we concentrate more on greenways, where people are safer?
445. **Mr G Clarke:** That is a very big question. I was part of that debate yesterday, although I did not get a chance to say very much. As far as we are concerned, we need heroes, and we need to invest in elite sport, but our position is that we

should invest in the greatest number of people. We have suggested that that should be at community and school level, the reason being that that is an investment in the future. Some of those people might ultimately become track cyclists. Our schools programme needs to progress up through to post-primary level, and we need to get young people engaged in sport and to develop in that way. That is our position, and that is where we want to invest. Any investment in cycling, however, as Andy has, hopefully, demonstrated, has a significantly better economic return than any other type of investment.

446. **Mr Ó hOisín:** I know that people might not believe it, but, when I was at school in Maghera, which is on the other side of the Glenshane Pass, I cycled it on a number of occasions. However, I would not trust my son at the same age now even to go to his local school. The cycling proficiency test, or cycling training — it is not a proficiency test now but it was in our day — is incredibly important. How much do you envisage being invested in that across the board?
447. **Mr Patterson:** There are 23,000 pupils in six programmes on average for the year in Northern Ireland. It costs about £35 a head to give them the training. We envisage, for example, an opportunity for the private sector to be brought in for appropriate sponsorship. We think that it would be very attractive for sponsors to be seen on high-vis jackets going into every house in the North. It is an exciting time at the moment. It is very timely that the Committee is having this inquiry because DOE's road safety branch published a review of Northern Ireland's cycling proficiency in January 2014, which recommends that the current cycling proficiency test be changed to be more in line with the English, Welsh and Scottish model of Bikeability. It keeps teachers involved in the background and teaches basic bike-handling skills, but then it goes onto the roads. It is a very important time, but there is an issue about resources because the DOE, under current budgets, does not seem

to have the resources to roll it out that widely. The DOE needs more resources. There is interdepartmental potential with DRD and Health, and also the potential of the private sector coming in. It is a timely project.

448. I will go back to your point about where we start. Each of the six or eight Departments that can play a role needs to have its own plan. DRD is developing its plan under the cycling unit, and the Health Department is well engaged with the schools and communities programme. There are opportunities for DETI and the Northern Ireland Tourist Board to look at the route product, marketing and promotion, and there could be private sector involvement in current and future routes. Departments should join up. DSD does a lot of urban regeneration work in villages and towns, but it is not designing in cycle routes. For minimal extra money, through the cycle audit principle, if DSD designed in cycle routes, joined-up government could genuinely do it.
449. **Mr Ó hOisín:** On behalf of the Committee, I attended that conference in Clifden in March. One of the subjects touched on was the EuroVelo route and the huge amount of disposable income that cyclists have, particularly those who do that type of touring. How much work has been done on that?
450. **Dr Cope:** We have specific examples from other routes in the UK. We have data, for instance, from the Way of the Roses route, which is one of the routes that crosses from Lancashire to Yorkshire. It is a relatively new route and has been open for only a couple of years. It is worth about £3 million a year and is already supporting some 60 jobs, whereas a more well-established route, the C2C, or coast-to-coast, route, which crosses from Cumbria to Tyne and Wear and has been in place for about 15 years, is worth over £10 million a year and supports about 173 full-time-equivalent posts. There are some very good precedents.
451. **Mr Easton:** Thank you for your presentation, and I agree with everything



- you say. How did you figure out that cycling is worth £87 million to the economy of Northern Ireland?
452. **Dr Cope:** That is a direct derivative from a London School of Economics report. We have simply taken a per capita of the £2.9 billion that it estimates across the UK economy. It is a very rough and ready figure.
453. **Mr Easton:** The figure could be more, or it could be less.
454. **Dr Cope:** Yes. My feeling is that it is an underestimation, based on a knowledge of what is going on in the rest of the UK and, in particular, having businesses such as Chain Reaction based here. We would love to know about the situation here in more detail.
455. **The Chairperson:** Ross Hussey had to leave the meeting as he has another appointment. You mentioned a pilot, and he wanted to know about the 18 rural villages that were involved. I am not asking you for the 18 names now, but would you let the Committee Clerk know where those villages are throughout the Province?
456. **Mr Patterson:** We have a concise 10-page report, and I will forward a PDF to you.
457. **The Chairperson:** That was the point that Ross wanted to make before he left the meeting.
458. **Mr Patterson:** DARD did an independent post-project evaluation on that project, which may also be of interest.
459. **The Chairperson:** That might be worthwhile. If you forward it to the Committee Clerk's office, all Committee members will get it.
460. **Mr McCarthy:** Your submission states:  
*"Higher average spend than golf, equestrian, angling or walking".*
461. That is a tremendous statement. What value can you put on that? It seems unthinkable that cycling would be higher than those.
462. **Dr Cope:** I think that that is based on data from Fáilte.
463. **Mr G Clarke:** Fáilte Ireland.
464. **Dr Cope:** Yes, Fáilte Ireland. I do not know the ins and outs as we did not generate the material ourselves. The supposition is that, if you are a cycling tourist and are making a longer stay of your visit — perhaps playing golf for a long weekend or something like that — the spend is cumulative over the period that people are in the vicinity.
465. **Mr Patterson:** Those are Fáilte Ireland's figures, and it is the average spend for each trip. The average spend for overseas visitors to the Republic of Ireland as a whole is £391 — that figure is in sterling, so I assume that it was converted — and the average spend for cyclists is £966 a trip.
466. **Mr McCarthy:** There is certainly a bit of a difference.
467. Finally, I congratulate you on the Comber greenway. It is a fantastic facility. However, I have complained about one thing previously. When the bridge was put across the Ballyrainey Road at Comber, it blocked off the access; there is a park on the main road where you park your car, but you cannot get onto the greenway for a walk. When are you going to get that sorted? I have been promised it before.
468. **Mr Patterson:** We were in discussions with the Department about that on Monday afternoon, and we are meeting the Department again this afternoon on a different issue, so I will relay your interest in that. It was a mistake.
469. **Mr McCarthy:** You can get onto the greenway, but you have to struggle over a bank, and you put yourself at risk.
470. **Mr Patterson:** It was certainly not the intention for the ramp to have been taken away. We are looking at that, and we are also looking at the potential to link it into the town centre by a traffic-free route to tie in with the end of the river path.
471. **Mr McCarthy:** Good, excellent.
472. **The Chairperson:** I was going to say that jumping over a fence is nothing to a man who can cycle 26 kilometres.

473. **Mr McCarthy:** Absolutely, but there is the potential for danger if one were to slip.

474. **The Chairperson:** I have one or two points. We will send further questions to you to answer for the report in due course, and those will come from the Committee Clerk's office. I want to go back to one of your points, Gordon, about the use of old railways, and you had all sorts of fancy names for them. Are you aware of any discussions that have taken place with the Department or with Northern Ireland Railways? It is the long-term vision of the Committee that some of the rail network in rural areas of Northern Ireland should be re-established. I know that it is about money and all the rest of it. However, close consultation is needed with the Department and with Northern Ireland Railways. Members have voiced their support for an increase in the rail network in the Province. That needs to be borne in mind in any discussions. One could complement the other.

475. **Mr Patterson:** I understand that. When that was raised previously, ownership of that type of project has been problematic. No one Department has said that it would develop those long-distance routes. In Mayo, it was the local authority, Mayo County Council, within one administrative area. It was able, through the county manager, to deliver something, because it dealt with planning, the environment, and so on. When we raised the matter before, questions were asked as to whether it was a tourism project and whether tourism should take the lead, whether it was a DRD project or a DOE project. We are recommending an immediate look at all those routes and factoring in the possibility that they might become transport routes in the future. However, that has to be brought together, and one Department needs to take ownership and say that it is not solely responsible, but it will lead it. There is the feasibility of looking at the potential and factoring in long-term use. They are looking at a route in the South that is frozen and not totally abandoned, and they are putting

in a greenway over the tracks. I cannot remember what it is called. However, the track is there, and they are filling in stones over the top of it and putting in a greenway so that, should the rail route be reopened at some point, they can do that. Our recommendation is that one Department takes ownership, and it should probably be DRD.

476. **The Chairperson:** We will leave it there. Thank you for your evidence. I am sure that we will speak to you again in the not-too-distant future.

## 28 May 2014

### Members present for all or part of the proceedings:

Mr Jimmy Spratt (Chairperson)  
 Mr Seán Lynch (Deputy Chairperson)  
 Mr Joe Byrne  
 Mr John Dallat  
 Mr Ross Hussey  
 Mr Declan McAleer  
 Mr David McNarry  
 Mr Cathal Ó hOisín

### Witnesses:

Mr Barry Flood	<i>Cyclists' Touring Club (CTC)</i>
Mr Roger Geffen	
Mr Roy White	<i>Northern Ireland Cycling Initiative</i>

477. **The Chairperson:** I welcome Roger Geffen, the campaigns and policy director of CTC; Barry Flood, a CTC council member for Northern Ireland; and Roy White, the chair of the Northern Ireland Cycling Initiative (NICI).
478. Before we start, I note that you have dedicated your presentation to the late Tom McClelland. I paid tribute to Tom McClelland after the Minister did so in the Chamber on the day of his funeral, but I will place it on record that Tom was a friend to this Committee and a frequent guest at your end of the table. He was extremely knowledgeable and passionate about cycling. I had the pleasure of opening a seminar in Londonderry around February last year, during the year of the City of Culture. Unfortunately, I had to leave quickly to come back to Belfast, but Tom persuaded three of my Committee colleagues to cycle over the Peace Bridge and back again, over the Foyle and back, and had them suitably attired for the journey. We note that you have dedicated your presentation today to his memory. I applaud you and join with you in those sentiments, and I am sure that other members do likewise.
479. You have 10 minutes to make your presentation, and then leave yourselves open for questions.
480. **Mr Roger Geffen (CTC):** Thank you, Chairman, and thank you to the Committee for inviting us here this morning. Thank you for those very kind words about Tom. I cannot echo them more strongly. Tom was an amazing character, and he is very greatly missed. A phone call from Tom was always a good spiritual uplift to the day. He was an incredible guy — fantastic. I cannot think of anybody who was more full of life. It is remarkable that he is no longer with us. He is greatly missed, and I hope that we can do justice to his memory today and with the outcome of your report, which, I hope, will effectively be his legacy.
481. **I want to run through a bit of background and to introduce CTC:** The National Cycling Charity. We are a membership organisation. We have been around since 1878 and have around 66,000 members. We have an elected council for which Barry Flood is the elected member representing Northern Ireland. We have local campaigners around the UK, as well as my team, which heads up on national campaigning at a UK-wide level. We have local volunteers throughout the UK. Roy has been very closely linked with us and also worked with Tom through the Northern Ireland Cycling Initiative. As well as campaigning, we run various membership services. We provide a magazine, legal support, activities for local ride groups, activities for people to take up cycling, such as people with health problems and people with disabilities. There is a whole range of activities, and we are a pretty wide-ranging organisation.
482. The extraordinary thing about cycling is the number of political boxes that it ticks. It is good for the economy, the



- environment and people's quality of life, it makes for safer streets and for places where children want to be and businesses want to locate. We outline a whole range of benefits in the briefing.
483. I will pick up specifically on the economic benefits, the first of which is the obvious one of reducing congestion. A typical lane of a typical road can carry 2,000 motor vehicles an hour or 14,000 bicycles, which is the more effective way to get people to where they want to go. There is a range of local economic benefits. Those are outlined in the briefing and include house price values, retail footfall and businesses being able to cluster and have synergetic benefits from being able to feed off one other. It also creates a more resilient national economy, reducing our dependence on foreign oil supplies. There are economic benefits from other types of benefit, notably the health benefits.
484. I will move on to the health benefits, and it is worth highlighting current transport costs. The UK Cabinet Office produced a report about five years ago that stated that congestion and road injuries, air quality and physical inactivity all have economic costs in English towns. I am sorry that the evidence is from England, but it gives you a feel for the sheer scale of the magnitude of the effects. They all typically cost the economy around £10 billion. We have been planning transport as if congestion is the only thing that matters in relieving congestion. In fact, we also need to relieve the other three: physical inactivity, injury collisions and poor air quality. Their economic costs are of comparable magnitude to congestion, so we need to plan our transport systems accordingly.
485. The really large figures for increasing cycle use in pound signs come from the health benefits. A person who cycles regularly in mid-adulthood has a level of fitness that is equivalent to being 10 years younger with an extra two years of life expectancy. It has been documented that CTC members have a life expectancy of two years longer than the average: join CTC and get two extra years on your life expectancy.
486. That also has huge economic costs. Cardiovascular disease costs the UK healthcare system about £14 billion annually. Overweight and obesity healthcare costs are about £5 billion, which is set to double by 2050 if we do nothing about it. Cycling could make huge inroads into those costs; UK-wide, we are talking about tens of billions of pounds. In Northern Ireland, if we got more people to walk and cycle, that would mean hundreds of millions of pounds at the very least.
487. I will move on to the local economic level. Business interests sometimes think, "What happens if we lose all those cars?" For one thing, cycling shoppers spend more. They spend less on individual shopping trips, but they make more shopping trips. When you introduce good cycling provision, retail values skyrocket. I will bring in some US evidence. As a country that is associated with low levels of cycle use, it was found that, when high-quality cycle provision started to be introduced in New York on 9th Avenue, Manhattan, retail sales increased by 49% compared with 3% in the surrounding area. That was the effect of a quality cycle facility. In Australia, a car parking space has been found to generate \$27 of sales per hour. Use the same space for cycle parking and that becomes \$97 per hour. So it really is of massive benefit to local economies. Recently, Boris Bike stands have even been found to increase house values. Of course, that is before we even begin to touch on the economic value of tourism. Scotland found that cycle tourism contributes £258 million to the economy annually. Mountain biking contributes £237 million in addition to conventional cycle touring. So we are talking about large sums.
488. I do not have a great deal of time to outline in detail the solutions. The booklet circulated to you is a recently produced campaign document titled 'Space for Cycling'. We are running this UK-wide campaign to encourage local politicians to sign up to high standards of cycle planning and design and the funding needed to implement that.

489. Broadly speaking, we are talking about three broad categories of solution. For main streets — the faster or busier roads — there needs to be some kind of protected space. There is a variety of solutions for providing that protection. The higher the traffic volumes and speeds, the greater the need for protection. That is, however, the minority of the road network. For the majority of the road network — the local streets or rural lanes — it is about lowering speed limits and reducing traffic volumes, reducing “rat running” through residential streets, reducing motor vehicle access to town centres and creating more attractive town centres and nicer places for people to live. Supplementing a cycle-friendly road network are the traffic-free routes — the greenways. When done well, they are, if you like, the deluxe element of a cycle network. They must, however, be seen as additional to a cycle-friendly road network because, let us face it, most of the places where people want to start and end their journey are on the road network. So it has to be cycle friendly, and comprehensively so.
490. It is not just about the physical infrastructure. It is important to tackle safety; address people’s fears of road danger and tackle the sources of that danger; promote responsible driving; liaise with the police to tackle bad driving; and tackle the threats posed by lorries — they may not injure many cyclists per mile driven, but they are a major killer of cyclists. All of that must be complemented with positive promotion: good advertising and awareness campaigns; activities in schools and workplaces to encourage people to cycle; and projects such as those that CTC runs for patients, people with disabilities and disadvantaged groups to broaden not only the number of people who cycle but their diversity. That will start to get us from being a low-cycle-use country to a high-cycle-use country. That would have huge benefits for our health, our streets, our communities and the wider economy.
491. **The Chairperson:** Thank you very much for that presentation.
492. **Mr Lynch:** Roger, you mentioned that lots of people have been killed, particularly by lorries. Recently, in London, several cyclists were killed in one week. When trying to get people to take up cycling, such casualties can be fairly off-putting. The safety of cycling among cars and lorries is a huge issue. I, like other members, come from a rural area. It was OK to cycle to school 30 or 40 years ago, when it was safer and cars were not as fast. Now, you take your life in your hands on most roads. What is the best way to alleviate those fears?
493. **Mr Geffen:** There is no single magic bullet for improving cycle safety. Key issues include tackling the volume and, in particular, the speed of traffic, with 20 mph speed limits for the majority — not all, but certainly the majority — of urban streets. For rural lanes, we would like much greater use of networks of 40 mph zones. That is an important part of it, as is tackling driver behaviour, as I said, through a combination of driver awareness campaigns to promote responsible driving. People do not like to be lectured about bad driving. They like to be encouraged with messages about good driving. That needs to be complemented by good traffic law and enforcement. The police need to be behind all of this, including the enforcement of 20 mph speed limits and, more generally, to enforce road traffic law to ensure that the messages about responsible driving stick.
494. The threat from lorries needs to be tackled. As I said, they are a major killer. In Britain as a whole, they account for around one fifth of cycling fatalities. In a city such as London, that rises to about half. Better designed lorries will, hopefully, come through from legislation that has just gone through the European Parliament, but driver training and routing solutions are also required. We need to find solutions to reduce the number of lorries getting into town centres and then tackle junctions as well as the main roads. Those

- are the infrastructure solutions that help, particularly with major roads and junctions.
495. **Mr Barry Flood (CTC):** It is also worth adding that, time and time again, figures from London show that, as cycling increases, the per capita casualty rate decreases markedly. In Amsterdam, for example, that number is virtually zero. That is an easy model: the more people there are cycling, the safer it gets.
496. **Mr Geffen:** There is very good evidence of what is known as the safety in numbers effect. We ran a campaign on that around five years ago.
497. **Mr Roy White (Northern Ireland Cycling Initiative):** In London, there was a spike of cycling deaths, but, overall, that year was basically the same as the year before.
498. **Mr Geffen:** It was a statistical freak for which no one has an explanation. People have looked at every possible explanation. There is no evidence that it was connected to the experience of the cyclists. It happened in winter, but there was no similar spike in November in other years. No one has found an explanation for that sudden spike of five fatalities in just under a fortnight.
499. **Mr Flood:** When Dublin banned lorries from the city centre during the day, its lorry-related casualties fell off the edge. Recently, the traffic control division in Dublin told me that cycling casualties as a result of lorries simply disappeared.
500. **The Chairperson:** You would agree that when it comes to road safety, it is not always a lorry or another vehicle at fault. I often see cyclists disregarding traffic signals.
501. **Mr Geffen:** As an organisation, we are not in the business of defending irresponsible cycling, any more than you would expect the AA or the RAC to defend irresponsible driving. We promote responsible road use by all. Statistically, though, we should not exaggerate the contribution of cyclists' misbehaviour to their or anybody else's injuries. In London, and I am sorry for using London statistics again, of the pedestrians injured when on a pavement, 2% involve cyclists; the other 98% involve motor vehicles. Similarly, of the pedestrians injured in an incident involving jumping a red light, 4% are injured by cyclists and 96% by drivers of motor vehicles, so let us not exaggerate this.
502. **The Chairperson:** I was not exaggerating; I was making a point about something that I see frequently as a road user. I think that all of us around the table frequently get complaints about cyclists using footpaths and disregarding pedestrians on footpaths. All of those issues need to be put on record as well.
503. **Mr Geffen:** We are very much in favour of road policing. We have a campaign called Road Justice, which is all about strengthening the legal system's response to irresponsible behaviour. We want more policing of the roads; more driving that causes danger to be treated as dangerous driving; and the greater use of driving bans rather than long prison sentences. We are fully in favour of increased policing of the roads because that is in the interests of cycle safety. If someone comes down on the errant cyclists, that is fair game.
504. We are also very keen on cycle training. Teenage cyclists in particular often behave irresponsibly because they have never been taught the skills to have the confidence to ride safely within the law. Cycle training is a very good way of getting through to people why it is important to respect the safety of pedestrians, particularly those who are older and/or more vulnerable.
505. **Mr Flood:** Over the past few months, I have been out with the PSNI's cycle patrol on the Lagan embankment. We had speed cameras, and we stopped and gave gentle reminders to cyclists whose behaviour was not all that it might have been, so we are very alive to that. However, there is a difference between someone misbehaving on a bicycle and someone misbehaving in something that weighs three quarters of a ton and moves at 30 mph. It irritates

- us to see bad cycling behaviour, but it is not usually lethal.
506. **The Chairperson:** I was going to say was that it is not usually professional cyclists who misbehave; it is those who are probably not regular cyclists or who might not use them for the enjoyment that most others do.
507. **Mr Ó hOisín:** As one of the few Members who took up the cycle-to-work scheme, I have an increasing interest in matters cycling. However, I live 60 miles from Stormont, so I do not know about the practicalities of cycling to work. A colleague who lives further away takes his bicycle on the train. There is an issue with marrying public transport and cycling. I think that, currently, the trains take only four bicycles at any one time.
508. **Mr Flood:** No; the new ones take eight. However, you are quite right that the majority take four.
509. **Mr Ó hOisín:** Thank you for that. Someone should certainly take that up with Translink in order to encourage perhaps not professional cyclists but those who want to take a cycle to, say, the likes of the north coast or the Fermanagh lakeland. What work, if any, have you done on that matter?
510. **Mr Flood:** I work with Mal McGreevy, the director of trains. He is from Portadown and a keen cyclist, so I got lucky there. The new trains that he ordered doubled the cycle capacity to eight. Mal is very alive to the possibilities of linking bicycles with trains. It is a natural link. In the London commuter belt, it is natural for people to cycle to a station and take the train. Ballymena station is being remodelled. I talked to the staff there last night and asked them about the provisions for secure cycle parking. They laughed and asked why I did not talk to my mate Mal. So I will send him an email this afternoon to ask whether the plans at Ballymena station involve secure parking, preferably with a CCTV camera focused on the bicycles. It is a tremendous disincentive if you think that your bicycle could be nicked.
511. **Mr Geffen:** It is not just cycles and trains, although I agree entirely with that. Cycles and buses are one of the great under-used combinations, though it is one that works pretty well here in Northern Ireland. Few people know that, in the United States, there is a rack on the front of buses, usually inter-urban buses. American cities are, of course, quite sprawling, so the distances are quite long. I refer not to the urban bus services but to the inter-urban buses serving the rural hinterland of a larger town. In the States, those buses would normally have a rack for a couple of bikes. That could be very useful for supporting not just cycling and public transport as a day-to-day travel option but the rural tourism economy.
512. **Mr Flood:** We have the lead over GB on this. In fact, Goldline buses routinely take bicycles. I was in Newry the other day and took a bus to Belfast and then one to Ballymena. It is a brilliant service.
513. **Mr Ó hOisín:** Do any of the park-and-ride schemes and parks have —
514. **The Chairperson:** That is one of the issues we need to bear in mind for the next evidence session with the Department.
515. **Mr Ó hOisín:** Perhaps, Chair, you will forgive me for publicising a unique challenge being undertaken by two friends of mine on 22 June. One, who is quite an accomplished cyclist, will cycle from Derry to Belfast, and the other will take the train. The challenge is whether the cyclist can complete the journey more quickly than the two hours 20 minutes that the train takes. That will be interesting, and we might want to follow that.
516. **The Chairperson:** We will watch the programme to see how it works out.
517. **Mr McNarry:** Londonderry to Belfast?
518. **Mr Ó hOisín:** That is too long.
519. **The Chairperson:** OK, members. I am pushed for time, as you know. I really want to move on.



520. **Mr Dallat:** The integration in New York and Plymouth is mentioned in this excellent booklet. Is there any integration in Northern Ireland in how the cycling programme, the road maintenance programme of roads or even the capital programme for roads is evolving?
521. **Mr Flood:** I can give you a figure that might answer your question in an oblique way. Last year, the budget for the eastern roads division in the Department for Regional Development (DRD) was about £250 million. Of that, £100,000 was allocated to cycling facilities. Do the maths: less than 1% is not a serious involvement. Look at the cities that have spent money, such as London and Dublin. We have watched cycling take off in Dublin and London over the past few years. If we want a return, there has to be some seriousness — dare I say it — in political circles about the amount that we spend. It cannot be done for nothing. You get us for nothing, and we are here to try to encourage people, but I am afraid that, without the help of people like you, we can do only so much.
522. **Mr Geffen:** I think that the point was specifically on the use of maintenance funding to deliver cycle provision. Did I catch that right?
523. **Mr Dallat:** Yes.
524. **Mr Geffen:** There definitely needs to be a distinct capital budget and a revenue budget for cycling. My director, who has just left, spoke to DRD staff about that very point, and they were very receptive. I am heartened that DRD has now set up a cycling unit that seems keen to act. In that respect, the inquiry is very timely and should help them to forge new plans to take over from the previous cycling strategy. One element that would be very useful is a recommendation to seek to synergise the road maintenance and cycling programmes. In other words, when a street is being resurfaced, can it be redesigned to be more cycle friendly? That is how New York introduced some of its really high-quality cycle schemes in recent years. It is a very cost-effective way to introduce new high-quality cycle provision at marginal extra cost.
525. **Mr Dallat:** Your booklet includes a very interesting picture of how cycling could be promoted in rural areas. Have you asked or can you influence DRD to run a pilot that might be used to encourage the wider public to support it?
526. **Mr Geffen:** I gave a presentation to DRD staff about two years ago, but I cannot remember whether it included that picture. I have brought with me plenty of copies of the booklet, so I hope that we can get some to DRD staff. I encourage the Committee to recommend exactly that point. Cycling needs to be seen as both an urban solution and a rural solution. It can work in so many different settings.
527. **Mr Dallat:** I asked this next question of the previous witnesses as well: do we need legislation to bring all of this about? These booklets are nice and glossy, but you know where they will go.
528. **Mr Geffen:** Legislation can undoubtedly help and provide impetus. The Active Travel (Wales) Act spurred on local authorities to start planning, identifying and prioritising their cycle networks. However, it cannot provide the funding, which is, potentially, a serious weakness of the Welsh legislation. Some legislative or, probably more accurately, regulatory change is definitely needed to facilitate some of what is shown on page 4 of the booklet: a variety of solutions to give cycle tracks priority at junctions. The UK Government are looking at that. Some legislative changes for driving offences are required. Legislation would certainly help, but, crucially, it needs to be backed up by funding, which is the one element that the Welsh have not yet put in place.
529. **Mr Hussey:** Nearly everything that you are presenting here today is of a positive nature. You mentioned legislating against driving offences. What about bicycles that are not up to standard? Quite a few do not have proper brakes, a bell or the proper lights. I leave Omagh quite early in the morning to head to Stormont and see some bikes with only

- a reflector. Should the police enforce more legislation in cases like that? What about cyclists who cause an accident? You cannot take away their licence and stop them cycling.
530. **Mr Flood:** For a start, you do not need new legislation. The Road Traffic (Northern Ireland) Order 2007 covers everything that you mentioned. Therefore, police can currently prosecute for all of those things, and they should. Such people send out a bad message for the responsible people whom we represent. We talk to the police constantly about it. They are, let us face it, well down in strength from what they used to be. Their resources are stretched, so cyclists on pavements are not the highest priority for them, much as we would like them to be. We have no sympathy for the people whom you were talking about.
531. **The Chairperson:** The police may be down in numbers but there are still more officers per head of population in Northern Ireland than in any other part of the United Kingdom. However, I do not want to get into that; I am just making a point.
532. **Mr Flood:** Can I tell you one funny thing? Northern Ireland has far fewer speed cameras than any other part of the United Kingdom, and you do not need police for those.
533. **The Chairperson:** Thankfully, but remember that they are a tax-collecting measure for local councils across the water. That is why they are there.
534. **Mr Flood:** That is undoubtedly true.
535. **The Chairperson:** That is why I am opposed to them and will remain so. I am opposed to having any more speed cameras in Northern Ireland, given that they are just a revenue-gathering device.
536. **Mr Flood:** Sorry, I did not respond to your second point about the damage that a cyclist can cause. Any member of the CTC is automatically insured for third-party damage. In other words, we have the same cover as a motorist. If we damage a person or thing, we are covered.
537. **Mr Hussey:** Having an insurance background, I assure you that most people with home contents insurance have similar cover.
538. **The Chairperson:** Let us move on.
539. **Mr McNarry:** I very much welcome what you said about the contribution to health. I would like to see some evidence, if you can provide it at a later date, on how you propose to save hundreds of millions of pounds in Northern Ireland. It is quite a sweeping statement, so I would be more convinced if I could see the evidence.
540. You say that spending on cycling is cost-effective. I am particularly interested in this idea that you propose of reallocating money from local transport and economic development. Particularly when money is tight — it is not going to get any better — how do you propose going about reallocating funds from local transport and economic development? In our case, that would mean taking funds out of the Executive Budget. How will you do that?
541. **Mr Geffen:** That is a political decision.
542. **Mr McNarry:** Hang on a second. You have it here — this is your manifesto.
543. **Mr Geffen:** Sure.
544. **Mr McNarry:** You make a sweeping statement that you will reallocate funds. I would be hung out to dry were I to make a statement like that, so I am asking you to back it up. How will you reallocate the funds?
545. **Mr Flood:** The figure that I gave you earlier was that £100,000 out of the £250 million went to cycling. If that figure was raised to £2 million, it would make an enormous difference to cycling, and it would not make an enormous difference to motoring.
546. **Mr McNarry:** You are talking about taking money out of local transport and economic development budgets. How will you do it? That is what I am asking.



547. **Mr White:** David, should we not choose projects with the best benefit:cost ratio? Often —
548. **Mr McNarry:** I am asking you the questions.
549. **Mr White:** It is often the case that cycling schemes offer the best benefit:cost ratio.
550. **Mr McNarry:** We are short of time. OK. I do not mind advocating or making an argument for something that I do not agree with; that is part of my job. I would like to hear from you how I can explain to communities in my constituency that, for the benefit of cycling, I want to take money out of economic development funds. That is just such a sweeping statement.
551. **Mr Geffen:** A lot of economic development infrastructure tends to be road-based. That provides less benefit to local communities. It certainly has fewer quality-of-life benefits. That is not the best value for money when it comes to places where businesses want to locate and people want to live. It is certainly counterproductive in the health costs that we talked about. So that is why —
552. **Mr McNarry:** You need to stack up those figures etc with evidence. Can you tell me — I hope that you can — how many people cycled to work this morning?
553. **Mr Flood:** In Belfast?
554. **Mr McNarry:** In Northern Ireland.
555. **Mr Flood:** Well, have seen figures, but I do not particularly trust them. The way in which we gather the figures here is by having volunteers like me stand on Ormeau Bridge with a clicker. Can I tell you how they do it in Dublin? They have transponders in the roadways that count the cyclists as they go by, and they can tell you that information on a daily basis.
556. **Mr McNarry:** To take your argument further and make it more convincing, you need to be able to tell me how many people cycled to work this morning —
557. **Mr Flood:** I can send you that.
558. **Mr McNarry:** — and what benefit, if any, that had on the economy.
559. **Mr Flood:** I can easily give you the figures for our last survey; that is not a problem. With regard to your second question —
560. **Mr McNarry:** How many?
561. **Mr Flood:** I do not know at the minute. I can send them to you.
562. **Mr Geffen:** It is around 2%.
563. **Mr McNarry:** Of all the people who went to work, 2% went on a bike.
564. **Mr White:** That is a UK figure. The figure for Northern Ireland would be slightly less than that, probably about 1%.
565. **The Chairperson:** There are figures. In the presentation that we had from Connswater, there are figures on some of the cycleways. One of the conversations at the last meeting was about how many people use the new Thompson Bridge to go to the shipyard. However, we do not know how many of them were workers and how many cyclists out for an early morning ride. That is hard to define.
566. **Mr McNarry:** That is interesting information. Just finally —
567. **Mr Geffen:** With regard to the economic benefit, cycling is contributing a little short of £3 billion to the UK-wide economy so, on a pro rata basis, Northern Ireland will be somewhere between £300 million and £400 million.
568. **Mr McNarry:** That is very interesting. Finally, the thing that we need to be capable of is not making an argument. There are many motorists pissed off with cyclists, let us be honest. Absolutely, just the arrogance of them —
569. **The Chairperson:** Do you know how to spell that, Hansard? *[Laughter.]*
570. **Mr McNarry:** Sorry, I forgot that you were there. *[Laughter.]*
571. **Mr Ó hOisín:** It will be substantially verbatim.

572. **Mr McNarry:** I know that you are doing a very good job, but the question that I have to ask is how can we ensure that being pro-cycling is not being anti-motoring? I see “a them-and-us” problem developing.
573. **Mr Geffen:** It is very helpful that the AA agrees 100% with us that the tribal them-and-us thing is entirely unhelpful to everybody. I have made parliamentary inquiry appearances alongside the AA president and had many media interviews where we basically said exactly the same thing: we need to promote responsible road use by all road users. The higher the rate of cycling, the more likely cyclists will also be drivers and, conversely, over time, drivers will also be cyclists. Even as things stand, I think that 80% of CTC members also have a driving licence, so most adult cyclists are also drivers.
574. **Mr McNarry:** You are not saying that cycling is a replacement for motoring; it is a temporary alternative.
575. **Mr Geffen:** It is for some trips. It is not as if your whole life has to switch from being a driver to being a cyclist.
576. **Mr White:** It is a reduction.
577. **Mr Geffen:** Exactly.
578. **Mr White:** It is fewer miles being driven and fewer cars being parked in city centres.
579. **Mr McNarry:** With that, you are able to change the weather for us and make it all better.
580. **The Chairperson:** Let us not get into the weather forecast now.
581. **Mr Geffen:** I will provide some figures on the extent to which even switching short commute trips would reduce the average Brit’s carbon footprint. It is significant.
582. **Mr McNarry:** That would be very helpful, thank you.
583. **Mr Byrne:** Thank you, gentlemen, for your presentation and the initiative that you have taken with the national cycling charity and the Northern Ireland cycling initiative. It is really apt at this time. About 15 years ago, a doctor was killed after he was hit by a lorry outside Strabane at about 6.00 am. I have great sympathy still for the lorry driver. It was a wet and windy morning, and the cyclist was blown out in front of the lorry.
584. How successful, or otherwise, have you been in your discussions with Roads Service about having the junctions realigned to improve the position of cyclists? Secondly, the Committee is also considering having further 20-mph limits in urban environments, particularly in residential areas. What is your attitude to that, and have you made a submission on it?
585. **Mr Geffen:** We have made the case consistently over many years for 20 mph to be the default position. I must stress the distinction between a default limit and a blanket limit. We are saying that 20 mph should be the norm, but with Roads Service and local communities having a say. In the minority of the road network, the busier through roads would have a higher speed limit, but 20 mph should be the norm. That has a major impact, not just on cyclists but on pedestrian safety and communities’ quality of life.
586. Junction priority is one of the hardest things to tackle. We have been stressing to the UK Department for Transport the need for regulatory changes that would allow cycle tracks to have the sort of priority that they have in most of continental Europe. The Department for Transport recently announced a consultation on some of the rule changes that we are seeking. Assuming that that goes through — we expect it to take about a year to get the new regulations in place — that would add a new tool to the toolkit of what can be done to tackle cycle safety at junctions. Junction safety is important because 75% of cyclists’ injuries happen at or near junctions.
587. **Mr Byrne:** Is there any evidence that one-way traffic systems in town or city centres are better for cyclists?

588. **Mr Geffen:** On the contrary: they are thoroughly unhelpful because they reduce cyclists' permeability. I should make the distinction between one-way systems on main roads and one-way systems on backstreets. A multi-lane main road is a very hostile place for cycling, particularly if you need to make a right turn. If a road is to remain a one-way system, you need to put a contraflow cycle facility in place to allow cyclists to get the other way through the one-way system.
589. Better still, though, is to take out the one-way systems to create much safer conditions not just for cyclists but for pedestrians who are trying to cross the road. Permeability is important for allowing cyclists to ride two-way on one-way streets. That is the norm in most continental countries. Over here we have an attitude that it is dangerous, but there is no evidence that there are risks involved in allowing two-way cycling. Again, there is a range of solutions; the busier and faster the traffic, the greater the need for a contraflow cycle facility to be segregated, but it can be done.
590. **The Chairperson:** I have just one final point. Your road justice campaign contains a map that excludes Northern Ireland.
591. **Mr Geffen:** I apologise for that.
592. **The Chairperson:** However, it shows that the vast majority of the UK police forces have chosen not to implement all or part of your campaign. Why is that, and what discussions have taken place with the Police Service of Northern Ireland on your programme?
593. **Mr Flood:** Unfortunately, what you have here is a very poor substitute for Tom. Tom, as you know, is our principal Northern Ireland campaigner. I work more on the national scene with CTC; essentially, I am the business director. I am having to step in out of loyalty to Tom, so I do not carry the figures with me, and I am sorry about that. I have talked to the police, but every time I do so, they tell me that it is all about resources.
594. **Mr Geffen:** That is also what police forces around the rest of the UK are saying. Police forces generally have seen steep cuts in roads policing. Police force numbers have been declining in recent years but only back to where they were about 10 years ago; whereas in Britain as a whole, roads policing is down by about 29%. It has borne a particularly steep brunt of cuts, and that is very bad for road safety. It is important to restore roads policing to its rightful place in the importance of road safety policy tools. That is the case here. Roads policing is now basically non-existent, and in many areas, enforcement, even motor law, is basically non-existent as well.
595. **The Chairperson:** OK, gentlemen. Thank you very much for your presentation. You will eventually see a report from the Committee. The Hansard report of your evidence will be available in the next two or three weeks. Thank you.

## 28 May 2014

### Members present for all or part of the proceedings:

Mr Jimmy Spratt (Chairperson)  
 Mr Seán Lynch (Deputy Chairperson)  
 Mr Joe Byrne  
 Mr John Dallat  
 Mr Ross Hussey  
 Mr Declan McAleer  
 Mr David McNarry  
 Mr Cathal Ó hOisín

### Witnesses:

Dr Joanna Purdy *Institute of Public Health in Ireland*  
 Dr Stephen McCabe *Northern Ireland Environment Link*

596. **The Chairperson:** I welcome Dr Stephen McCabe, policy and projects manager of Northern Ireland Environment Link, and Dr Joanna Purdy of the Institute of Public Health in Ireland. You are very welcome to the Committee. You have about 10 minutes in which to make your presentation, and then we will open the meeting to questions. I remind you that what you say will be reported by Hansard and will be a matter of record at the end of the inquiry.

597. **Dr Stephen McCabe (Northern Ireland Environment Link):** Thank you, Chairperson, for your welcome. We thank the Committee for the invitation to provide evidence to the inquiry. We represent Northern Ireland Environment Link, which is the networking and forum body for non-statutory organisations concerned with the environment in Northern Ireland. Environment Link has 65 full members who represent more than 90,000 individuals. Members are involved in environmental issues of all types and at all levels, from local communities to the global environment. Environment Link brings together a wide range of knowledge, experience and expertise that can be used to help develop policy, practice

and implementation across a range of environmental fields.

598. By way of introduction, we want to emphasise that cycling and active travel in general contributes to all five priorities in the Programme for Government and to 20 of the 80 key commitments. I will not go into the detail of that now, but our written submission outlines how those five priorities are enhanced by cycling. A key point to make from the outset is that cycling brings multiple benefits to society that go far beyond the scope of cycling itself. For the Government, cycling delivers on policy objectives right across Departments.

599. I want briefly to consider the structure and operation of the cycling network in Northern Ireland and its ability to deliver against the Government's objectives for health, recreation and the environment. We commend cycling successes in Northern Ireland such as the Comber greenway and the very encouraging work in progress, for example the Connswater community greenway. Broadly speaking, cycling is on the increase in Northern Ireland, which can only be a good thing because of the benefits that it delivers for society in health, recreation and the environment. However, when compared with other areas of northern Europe, it is clear that a lot more can be achieved.

600. Retrofitting of the cycle network in many urban areas of Northern Ireland has led to access and safety issues that discourage many people from taking up cycling as a realistic mode of commuter transport. The 'Physical activity and the rejuvenation of Connswater' (PARC) study carried out by Queen's University Belfast has shown that approximately 60% of people in Belfast do not cycle because of fear of personal injury. Because of retrospective installation of the network, it is common to see, for example, cars parked across cycle lanes and the green cycle boxes often

- ignored by drivers of motorised vehicles. Many of those issues stem from our having a car-dependent culture in which awareness of cyclists is poor. As a result, many potential cyclists are discouraged from using that cycle network. That is symptomatic of the fact that Belfast has only 2.5 kilometres of protected, purpose-made cycle network, compared with approximately 80 kilometres on the roads.
601. With those issues in mind, creating the appropriate cycling infrastructure is crucial to realising the economic and social benefits that cycling can bring to Northern Ireland. Wherever we can, Environment Link promotes the creation of green infrastructure networks in towns and cities throughout Northern Ireland. Green infrastructure corridors and networks bring not only the obvious benefits associated with cycling, for example safer routes, better physical and mental health and reduction in greenhouse gases, but wider societal gains such as shared space for recreation, flood alleviation schemes and significant carbon sequestration and storage in urban areas. Those benefits may, at first, seem quite unconnected to cycling, but we would really encourage that kind of cross-sectoral, multiple-benefit policy thinking across government.
602. I turn to the environmental benefits of cycling. The Executive is committed to reducing greenhouse gases by at least 35% against 1990 levels by 2025. Reduction in greenhouse gases through transport is a policy priority of DRD's new approach to regional transport. Transport, especially private car use, is a key contributor to greenhouse gas emissions. Growing cycling as a commuter mode of transport is one clear way in which emission reductions can be achieved. Short car trips generally produce a higher rate of emission per mile than longer journeys. Therefore, replacing just 5% of car travel with cycling can reduce emissions by 8%. Northern Ireland is currently projected to fall short of its 2025 greenhouse emissions target, so we again encourage cross-departmental working on the promotion of cycling as one way in which we can make progress towards meeting those environmental targets. I will now hand over to my colleague Joanna.
603. **Dr Joanna Purdy (Institute of Public Health in Ireland):** Thank you, Stephen. Good morning, Chairperson and members of the Committee, and thank you for the opportunity to present to you today.
604. I would like, in the next few minutes, to highlight some of the health and related economic benefits of cycling. Cycling is an ideal mode of transport, particularly for short journeys. However, less than 1% of journeys of under one mile are cycled in Northern Ireland, compared with 37% taken by car or taxi. Current levels of physical activity in Northern Ireland are well below the Government's recommendation, with just over half of adults meeting the recommended 150 minutes or more of physical activity per week. That number is even lower for children, with less than half of seven-year-olds being physically active for at least 60 minutes a day. You will all be aware that physical inactivity is a contributory factor in obesity. With over 60% of the adult population overweight or obese, it is essential to look at ways in which we can address the issue at a population level. Obesity is known to contribute to a range of long-term chronic conditions such as hypertension, coronary heart disease, stroke and diabetes. Those conditions represent substantial financial costs to patients, the health and social care system, as well as a significant loss in productivity to the economy. A study by Safefood and partners estimated that overweight and obesity cost the Northern Ireland economy almost £370 million annually, of which 25% is direct healthcare costs. The indirect costs were estimated at £277 million, including productivity losses associated with work absenteeism and premature mortality.
605. In a previous evidence session, Sustrans highlighted the work done by the London School of Economics,



- which estimated that cycling contributes £2.9 billion to the UK economy through cycling-related sales and employment, work performance and savings to the health service.
606. Health benefits from cycling can save the economy approximately £128 million through reduced absenteeism. Regular commuter cycling has been shown to reduce the risk of cardiovascular problems, obesity and premature deaths. We link this to a number of existing strategies. Promoting physical activities is one of the Department of Health's pillars for tackling obesity, and the institute has noted that the scale of investment should be proportionate to the targets set for increasing physical activity in health policy guidance, such as the cardiovascular service framework and the obesity prevention framework for Northern Ireland. In light of this, true cross-departmental working and funding to encourage active travel can deliver real and measurable benefits for Northern Ireland.
607. I will highlight a couple of other pieces of work. One relates to the World Health Organization health economic assessment tool, otherwise known as HEAT. This has been developed to estimate the value of reduced mortality that results from regular walking and cycling. There are a number of examples from the UK and Europe where the HEAT tool has been applied. Applying HEAT to the Scottish Government's travel data estimated that, if 40% of Scottish car commuter journeys of less than five miles were switched to cycling, the annual economic benefit accruing after five years would be £2 billion per annum. A recent publication by the pan-European partnership on jobs in green and healthy transport estimated that almost 9,500 deaths could be avoided each year in the 56 selected cities, if we were to increase the modal share of cycling to the equivalent of Copenhagen's.
608. I will conclude with a comment around the link between cycling and local commercial activity. An American report by People for Bikes and the Alliance for Biking and Walking found that protected cycle lanes contributed to improved business among local traders. Although people who arrived to a business on bike spent less per visit, they visit more often, resulting in a greater overall spend per month. For example, in New York city, after the construction of a protected bike lane and other improvements on Ninth Avenue, local businesses saw up to a 49% increase in retail sales compared with 3% in the rest of Manhattan. I will hand back to Stephen to conclude.
609. **Dr McCabe:** I will bring together some of the things that we feel are key in addressing and bringing about positive change in cycling in Northern Ireland and all the associated benefits. On a long-term strategic level, we strongly suggest that land-use and transport planning be more fully integrated. For example, compact redevelopment in urban areas has been shown to increase active travel and encourage cycling, with development focused around integrated public and active transport nodes. Perhaps we are seeing that with the Belfast transport hub.
610. Shorter-term objectives include one essential need that must be met, which is for more dedicated, hence safer, purpose-built, off-road cycling lanes, particularly in the form of green infrastructure networks for working commuters and schoolchildren. We again commend the Connswater community greenway and urge the funding and development of similar green infrastructure corridors that run from suburbs to city centres. Although DRD is likely to be the main funder for such activity, other funding sources might include the social investment fund, DSD, Lottery funding and council grants, which can all add value. We support the development of intra-urban bike rental systems with appropriate pick-up and drop-off points. We know that that is under way and have seen the successes of such schemes in London and Dublin.
611. We recommend that an awareness and safety campaign, and associated training, be undertaken by drivers and, equally, by cyclists. We encourage



- the Department to adopt mode-shift targets aimed at reducing car journeys year by year so that progress can be measurable. Finally, we recommend the promotion and development of cycling tourism in Northern Ireland, especially building on the hosting of the Giro d'Italia.
612. **The Chairperson:** Thank you both very much indeed for the presentation. I will start with a couple of questions. You mentioned the PARC study of the Connswater greenway and the fact that 60% of people are fearful of cycling because of the risk of injury. What is your view on the design of new roads etc, in relation to cycling? What suggestions would you make to the Department to improve safety measures for cycling purposes?
613. **Dr McCabe:** Obviously, on-road cycling is not ideal, especially when cars park in cycle lanes, which forces cyclists to move out around them. I see two ways around that: partitioning the cycle lanes, which would, obviously, incur significant costs; and investing in more greenways so that people can cycle in corridors from suburbs to city centres off-road. Obviously, if people are cycling off-road, that takes the risk away almost completely.
614. **The Chairperson:** The greenway issue has been taken forward and is being improved. We had a presentation at our previous meeting from those involved in the Connswater greenway, which is a very exciting project that has involved the community and everybody else. As you know, funding for that has come in from right across the board from the Big Lottery Fund and various other organisations, and Belfast City Council is participating as well. I suppose that, with the new super-councils, there is the possibility of other areas joining the core cycling network.
615. It is pretty good around the city now, and the Department has finished the consultation on the additional bridge from Ormeau to the Gasworks, which will join up with the city centre. Overall, that is good, but I have heard what you said. I imagine that the money that would be involved for partitioned on-street cycling, with the need to widen streets and have bus lanes and all the rest of it would make it very difficult.
616. **Dr McCabe:** The other way to tackle that would be through dedicated training programmes for drivers and cyclists.
617. **The Chairperson:** How important are local transport plans for development, education and the promotion of cycling?
618. **Dr Purdy:** They are absolutely essential. Just to pick up on the point that Stephen made about connections, transport planning should include planning for road users of motorised vehicles but public transport in particular. We encourage a greater focus on the links between public transport and active travel. Sorry, will you repeat your question? I missed the end of it.
619. **The Chairperson:** I was thinking along the lines of transport plans. Let us use Belfast as an example with the rapid transport scheme and the development of a number of park-and-ride schemes, including one at Dundonald. Would it be helpful to have dedicated cycling facilities at those? When you go across the water and to other parts of Europe, there are dedicated boxes where people can put their cycles to secure them. What are your views on those issues?
620. **Dr Purdy:** You are absolutely right. It is important that the facilities are made available to cyclists at different points in their journey, whether it is facilitating space for bicycles on trains to make connections between public transport and active travel or facilitating cyclists, particularly for commuting. We know that it is important that commuter cyclists have safe storage places, whether that is in a city centre location or at their place of work, and that they have facilities for changing and showering. It is vital that those facilities are linked with available public transport facilities, such as park and ride, to make those connections and to make journeys smoother for commuters.
621. **The Chairperson:** Do you see the massive benefits that there might

- be from a health perspective to the economy?
622. **Dr Purdy:** I think that the figures I shared in the presentation speak for themselves. For example, on the cost to society of obesity, the study by Safefood estimated that the annual cost of overweight and obesity in Northern Ireland is £370 million. Some 25% of that is made up of direct healthcare costs related to the management and treatment of long-term conditions such as hypertension, coronary heart disease, stroke and diabetes. In some ways, it is a very logical approach. Let us look at the root cause of this particular problem. We know that obesity is a very complex issue, but physical activity is one way in which we can make a very real and measurable effort to reduce it. Cycling, particularly for short journeys and as part of one's daily activity by way of active travel, is a very real and achievable way of tackling those issues.
623. **The Chairperson:** OK. Thank you for that.
624. **Mr Lynch:** Thanks for the presentation. Joanna, you mentioned short journeys, most of which are taken by car. Do you not think that, looking at the European context, a real cultural mindset change is needed here? How can that take place?
625. **Dr Purdy:** You are absolutely right. We need a cultural change, and with cultural change comes behavioural change. Again, it is a multifaceted issue, and I think that one of the difficult factors is overcoming the safety issue and the perception that it is not safe to travel even short distances by bicycle. I think that we will make significant inroads in increasing our cycling levels if we made it safer for commuters in city centres to travel those short distances. Not only would we improve the health of those individuals, but we will help the environment by reducing emissions. Stephen, do you want to add anything to that?
626. **Dr McCabe:** No, I agree with everything that has been said.
627. **Mr Lynch:** A lot of parents buy cycles for their young kids, but they reach a certain age, still fairly young, and throw them to the side and do not continue cycling. There seems to be a difficulty with people not continuing to cycle into their teenage years. It may be not only about safety but because that they do not want to be seen on a cycle, whereas people in Europe go out for the night on a bicycle.
628. **Dr Purdy:** One way of helping to address that issue would be through cycle training. I know that the representatives from Sustrans also talked about that in their presentation. With a greater focus on embedding a culture of cycling from a very young age through children cycling to school, that culture and behaviour will be adopted over time. It will take time, and it is not something that we can expect to see in the immediate term. However, there are short-term measures that can make a contribution.
629. **Dr McCabe:** I think that there is an element of reconnecting children and young people to the environment. As you say, there is perhaps a perception of not wanting to be seen on a bike. If we could perhaps change the mindset to a more outdoors-focused youth, that would be a good thing.
630. **Mr Ó hOisín:** It is not perhaps very scientific, but I came through Antrim this morning at about 8.55 am and there was serious hold up ahead. When I got to the end of it, I realised that it was a primary school and most of the kids were being dropped off by car. Some were walking and there was one wee lad on a flicker scooter, which was about as near a thing as I saw to anyone cycling to school.
631. I am wondering whether there is any merit in trying to encourage, perhaps through the Department of Education, the boards or whatever, a different approach to cycling to school — it certainly was more popular in my day — and to allay parents' concerns and worries about their kids being out on the open roads. Would there be some merit in trying to set a priority time for cycling to school, say from 8.45 am to 9.00 am? That traffic issue this morning was

- obviously caused by the fact that nobody was cycling to school.
632. **Dr McCabe:** Potentially. We could also look at raising awareness of safe routes and designate some routes as safe and try to direct traffic in other ways.
633. **Mr Ó hOisín:** We had a presentation last week on the Connswater greenway, which is not entirely off-road. Some of it is on the roads, and there are priority routes. Perhaps work needs to be done on that right across the board.
634. **Dr Purdy:** I think that Sustrans is already engaged in a very helpful strategy around that in its active travel to school programme. That is a three-year programme, and it is already one year into it. It will be engaging with 180 schools in both the primary and post-primary sectors. That is a really good study to get us on the right track for promoting not just cycling but scooting and walking to school. That has a twofold safety benefit because the more people who cycle, the safer it becomes. That applies not just to cycling but to walking and scooting to school, because there is safety in numbers. There are a lot of walking buses and similar types of small local schemes. By increasing the number of cyclists, we reduce the number of cars that drop children off at school. That, by itself, has the benefit of making the environment for children who actively travel to school much safer.
635. **Mr Dallat:** Thank you for your presentation. It had all the ingredients, if only we knew how to bake the loaf. I think that John Boyd Dunlop, the famous Belfast doctor who invented the pneumatic tyre and went to Dublin and won all the races would turn in his grave if he knew how little progress we have made. You would not dream of putting up a public building today that was not disability-friendly. Will we need legislation to ensure that cyclists are accommodated on our new roads, footpaths and all that infrastructure? Niceties have not worked.
636. **Dr Purdy:** Whether we need legislation is a difficult question to answer. The environment is now right. We are in momentous era for cycling in that we have hosted the Giro d'Italia, and it is important that we build on that momentum and what was achieved through that. I am reluctant to suggest that we look to legislation. Instead, as far as practically and financially possible, we should implement measures that have been adopted in some of the European cities that have contributed to increased cycling. I know that the Committee has plans to visit some of those locations.
637. **Mr Dallat:** Joanna, you are an optimist, and I admire that. However, let us face the fact that our greenways are largely the beds of closed-down railway lines. We have not really made much progress, have we?
638. **Dr McCabe:** I have heard it said that it took several decades to introduce seat belts in cars so that everyone used them. That directly impinged on people's safety. That demonstrates that we need endurance and persistence on this issue and to be consistent in our message over a long period to bring about change.
639. **Mr Dallat:** The adoption of seat belts would not have happened had there not been legislation to make them compulsory.
640. **Dr McCabe:** Potentially.
641. **The Chairperson:** Do you want to go back to the question of legislation?
642. **Dr Purdy:** I am not sure that I am going to commit myself on that today.
643. **Mr Dallat:** I did not realise that it was a tough question.
644. **Mr McAleer:** I read some of your reports, and I listened to what you have said. It is important to try to achieve a modal shift. Where I live, people engage in a lot of cycling. They may cycle 50 miles and then drive to the shop for a loaf. It is about changing mindsets.
645. Before Easter, I was in Portland, Oregon, on private business, where cycling has been promoted for many years. Some

- 12% of people in the city cycle to work. They have been engaged in planning cycle networks for a long time. I was in one of the city's quarters where they have developed apartments for which there are not even any car parking spaces. They put in a cycle network ahead of that to facilitate cyclists.
646. Who do you see as being the main stakeholders in trying to encourage this modal shift towards more sustainable transport? Obviously, we are looking at the Department of Education and DRD. Cycling organisations encourage cycling per se but do not necessarily encourage a modal shift.
647. **Dr Purdy:** I will use the example of the Belfast Strategic Partnership for Health and Wellbeing. There is an Active Belfast strategy, and considerable work is going on there to link Belfast City Council and the relevant Departments. Those types of partnership are critical in helping to change the culture of cycling. You are absolutely right: there is a concern that cycling is being adopted by young males who invest in very expensive equipment and cycle for long distances but do not actually use their bicycle for short trips. Taking it back to council level and engaging with organisations in the community and voluntary sector is an important way of tackling active travel in local communities. It is about bringing it back to a local level.
648. **Dr McCabe:** The Department of the Environment has a vested interest, as do the Department of Health and the Department for Social Development. We should look to those sources for change.
649. **Mr Hussey:** I want to begin with a confession. I failed my driving test first time for not giving adequate clearance to a cyclist, and I have never forgiven them. *[Laughter.]*
650. **The Chairperson:** The cyclist?
651. **Mr Hussey:** The cyclist — I know who he is and where he lives. I used to cycle to school many, many years ago. I have concerns. We have seen the greenways, which are a wonderful concept. If we had provision for them, that would be the solution to all our problems. Cyclists who attempt to get into places such as Omagh, which is an old town that was not designed for today's motorcars, let alone bicycles, take their life in their hands. So they take the footpath, which creates problem number two: they are in direct conflict with pedestrians. Although I accept the concept and agree with having greenway areas, how can we tackle this in older towns? How will we get round that? What do you see as the solution to that?
652. **Dr Purdy:** We have to accept that those will be longer-term changes and will not happen overnight. As part of the recommendation that we highlighted on the longer-term approach, we envisage that land use and transport planning would take account of cycling and cycling provision. You are absolutely right: it is a concern that cyclists and pedestrians are sharing the pavement, which in itself presents its own challenges and potential hazards. However, I appreciate that, for some older towns that were not necessarily designed with cyclists in mind, the shared space between cyclists and road users is also very difficult. I do not think that we have a short-term solution. It will require structural changes over time, with the appropriate infrastructure for cyclists being developed. Unfortunately, I do not think that there is a quick win or a way in which we can change this quickly.
653. In the interim, while those longer-term changes are being achieved, we can look to more education programmes for cyclists, drivers and pedestrians so that pavements and road space are mutually shared; I know that Stephen will endorse that. Those things can be achieved, but there has to be respect for all three parties on their usage of the space available to them. Unfortunately, I do not think that there are any immediate answers. Stephen, do you have anything to add?
654. **Dr McCabe:** I agree with you completely.
655. **Mr Hussey:** You commented on training for cyclists and drivers. There are television campaigns on bicycles and



- motorcyclists, and motorists are inclined to give one glance and move on. How do you see that developing? Down the line, do you see that being part of a driving test? I failed my test because of a cyclist.
656. **Dr Purdy:** Drivers need to be very aware of cyclists, but, likewise, cyclists also need to be aware of other road users. If there are no designated lanes for cyclists, it is a shared space. Starting in schools, reaching children at an early stage and developing their awareness at that point is a key way of enhancing their knowledge and awareness of using the roads. Similarly, I am not familiar with what is included in the highway code on drivers' awareness of cyclists or even how that is assessed in the driving test, but I think that it is a valid point that perhaps there is scope to consider how drivers take consideration of cyclists on the road.
657. **Mr Hussey:** The cycling proficiency test of years ago is clearly not designed for today. Would you support a tighter type of cycling test before anyone can go onto a public road? It would be a type of cycle licence.
658. **Dr Purdy:** Stephen may correct me, but my understanding is that Sustrans is calling for training that is running in England that takes children out onto the road. Before children undertake any such test, the training involves taking them out onto the road.
659. **Dr McCabe:** I think that that is right. In response to your previous question, there has been a change of focus in the television campaigns towards the idea of mutual respect that Joanna mentioned, and that is a good starting point. Obviously, that needs to be rolled out more fully.
660. **Mr Byrne:** Apologies for being late. There has been growth in sports-related cycling and recreational cycling. I think that there are six wheelers clubs in my constituency. As someone who used to cycle three miles before getting a bus for another 20 miles to school, I can remember the pain of it. Today, pupils have so much headgear, wet leggings and so on, and it is important that schools have bicycle sheds and racks. How many schools in Northern Ireland have bicycle sheds or racks?
661. **Dr Purdy:** I do not know the answer to that, but I am happy to try to get figures for you if that would be helpful. I suspect that some schools may have dated facilities, but I acknowledge your point. In fact, a similar point was raised at a seminar on active travel by Belfast Healthy Cities earlier this year, at which one of the participants rightly highlighted the fact that young people cycling to schools, particularly post-primary schools, have a lot of gear, bags, sports equipment and so on to take with them. Those are practical challenges that we need to consider when promoting active travel and encouraging young people to cycle to school. Mr Byrne, I do not know the answer, but I am happy to find out for you.
662. **Mr Byrne:** I appreciate that. I think that very few schools have those facilities, but they should be encouraged. My second point is on cycle pathways, which members have already mentioned. As Cathal said, so many parents turn up at schools in cars. A cycle pathway within a one-mile radius of a school would help kids who want to cycle safely to school.
663. **Mr McNarry:** I apologise to everyone for being late. If someone else has asked my questions, I will get the answers later. I picked up on what you said, Joanna, about mutual sharing of road space. Does that mean that you think that cyclists should pay a tax to use the road?
664. **Dr Purdy:** There is a question.
665. **The Chairperson:** That is even more difficult than the legislation question.
666. **Dr Purdy:** It is.
667. **Mr Hussey:** It sounds like Farage.
668. **Mr McNarry:** Long live Farage. *[Laughter.]* Vive le Farage.
669. **The Chairperson:** I am sorry; the election is over.

670. **Dr Purdy:** Stephen might have a thought on the tax.
671. **Dr McCabe:** Road tax varies depending on the type of car you drive, and it is to do with emissions. I do not pay any road tax for my car because the emissions are so low. If you apply that to cyclists, they should not pay road tax.
672. **Mr McNarry:** So there should be no tax, irrespective of anything, to use the road?
673. **Dr McCabe:** Obviously, there are issues of maintenance. I was thinking purely from a greenhouse gas emissions point of view, but perhaps —
674. **The Chairperson:** Where does your tax disc go on your bicycle?
675. **Mr McNarry:** *[Inaudible due to mobile phone interference.]*
676. **The Chairperson:** I just saw a cartoon with that.
677. **Mr McNarry:** The idea of cycling and all the benefits it brings is a good thing, but it is transpiring that it is expensive to gear up to cycle. Many families will tell you that they could do a bit better, but buying a bicycle, a helmet and all the safety elements is quite a cost, particularly for a young family. Is anybody looking at any incentives or at how we could reduce the costs of purchasing cycling equipment, bicycles and whatever else?
678. **Dr Purdy:** I am not aware of any current incentive schemes. Some of the discussion and debate emerging, even in light of the Giro, is that many retail outlets are geared towards very specialist cycling at a professional level, and that gear and equipment is bespoke and can be very costly. In the discussion, I heard the point that you make about the need to ensure that the focus is not on having to purchase very expensive top-of-the-range bicycles and equipment, that you can cycle wearing comfortable clothing, and you do not need a lightweight carbon bike. I am not aware of any schemes, but I take your point, which is valid as part of encouraging cycling.
679. **Mr McNarry:** Thank you for taking my point. Having taken it, you might perhaps have a look at it to see whether something could be done.
680. What are the criteria for insurance for cyclists as road users? Cyclists can crash, bump into people and knock them down. They can do everything else that they should not do, the same as vehicle users. Is there an insurance policy for a cyclist to cycle on the road or the footpath? Sometimes you see abusive cyclists on greenways and tracks, where a walker has to dodge out of the road to avoid an accident. It is usually a pedestrian or walker who avoids an accident rather than a cyclist. Are there any insurance schemes so that the public can be protected from cyclists?
681. **Dr Purdy:** I am not aware of any. Are you, Stephen?
682. **Dr McCabe:** I am not.
683. **Mr Hussey:** Some people have public liability under their home insurance that would cover them. I know the answer to that question from my previous life.
684. **The Chairperson:** Thank you for helping out.
685. **Mr McNarry:** It would be interesting to find out how many people know that or would access it.
686. **The Chairperson:** It is an interesting point. That brings us to the end of your presentation. Thank you, Stephen and Joanna, for the presentation. You will be able to get a copy of Hansard in the coming days.





## 28 May 2014

### Members present for all or part of the proceedings:

Mr Jimmy Spratt (Chairperson)  
 Mr Seán Lynch (Deputy Chairperson)  
 Mr Joe Byrne  
 Mr Ross Hussey  
 Mr Declan McAleer  
 Mr David McNarry  
 Mr Cathal Ó hOisín

### Witnesses:

Mr Nick Harkness                      *Sport Northern Ireland*  
 Mr John News

687. **The Chairperson:** I welcome Nick Harkness, director of participation and facilities, Sport Northern Ireland; and John News, participation manager, Sport Northern Ireland. Gentlemen, you are very welcome. You have 10 minutes in which to make a presentation and then leave yourself open to questions. I remind you that what you say is being recorded by Hansard.

688. **Mr Nick Harkness (Sport Northern Ireland):** Thank you. I will start by explaining to the Committee our knowledge of the evidence base for cycling. I will then hand over to John, who will explain some of the recent interventions that we have made to secure a participation cycling legacy from the Giro d'Italia Big Start. Finally, we will look at our recommendations in consideration of furthering the case for cycling in Northern Ireland.

689. To begin, there is a general research base for active travel. There is an extensive and growing evidence base for how walking and cycling, also referred to as active travel, contribute to improved health and well-being, the economy and the environment.

690. On health and well-being, the National Institute for Health and Clinical Excellence (NICE) said that increasing how much someone walks or cycles leads to health benefits, including

reducing the risk of coronary heart disease, stroke, cancer and obesity, keeping musculoskeletal health and promoting mental well-being. Active travel has those impacts because regular physical activity of 150 minutes a week for adults and 60 minutes a day for children, as recommended by the Chief Medical Officer, is a key contributor in preventing obesity and type-2 diabetes. Obesity affects health in many ways; it can cause chronic disease, leading to early death.

691. The research findings suggest that creating an environment where people actively choose to walk and cycle as part of everyday life can have a significant impact on public health and may reduce health inequalities. In fact, walking and cycling are now seen as an essential component of a strategic approach to increasing physical activity. For example, research published in 'The Lancet' in 2012 concluded that increasing walking and cycling in urban Wales could save the National Health Service £17 billion, in 2010 prices, over a 20-year period. I am sure that members will agree that that is potentially a significant saving when applied to Northern Ireland. You will also note the correlation between improved health and well-being and economic benefits.

692. There are also many direct economic benefits to the economy, whether through increasing tourism, increasing footfall in town centres or reducing staff sickness. Evidence suggests that increased footfall in town centres increases visits to small traders and spend. Decreased absenteeism, as a result of better health through increased physical activity, could contribute to a saving of £197 million a year in Northern Ireland against the cost of absenteeism. A Cairns report in 2004 concluded that congestion costs the Northern Ireland economy £250 million. A report by the Department for

- Transport estimated that every pound spent on well-designed measures to encourage sustainable methods of travel could bring a £10 benefit to reducing congestion costs.
693. Moreover, there are environmental benefits to increasing active travel. A reduction in car travel leads to reductions in air pollution, traffic congestion and road danger and noise, as well as increasing the number of people using our streets and public spaces and the opportunities for social interaction.
694. Specific research for cycling is also emerging. In 2011, a research report by Dr Alexander Grous, 'The British cycling economy', provided a single overview of the cycling sector and many of the associated benefits. In summary, the report concluded from an evidence base that, in 2010, 3.7 million bikes were sold; 208 million cycling journeys were made, and there were 1.3 million new cyclists, half a million of whom were frequent or regular cyclists. The investigation showed that many factors play a part in driving that growth. These are examples that we in Northern Ireland can learn from: expansion of the national cycle network; dedicated cycle lanes in urban and city areas; success in major sporting events for cycling, which promote and encourage participation, and large-scale organised cycle events.
695. The report highlighted the many social and economic benefits of cycling to the UK: a total contribution of £2.9 million to the UK economy; a 28% increase in the volume of cycle sales in 2010, generating £1.62 billion worth of spend in the economy; and more than £500 million generated in wages in cycling-related industries. The health benefits were estimated to save the economy £128 million as a result of reduced absenteeism.
696. For the second part of our presentation, John News, our participation manager, will summarise some of our interactions with key partners to secure a legacy from the Giro d'Italia.
697. **Mr John News (Sport Northern Ireland):** Thanks, Nick. I will highlight some specific points to the Committee, and if you have any questions, I can go into more detail.
698. Our work with the Tourist Board and other partners on the Giro d'Italia Big Start 2014 was about trying to create a legacy that reached beyond the route of the Giro itself, important though that was. Specifically, we started by working with schools and building on the success of an intervention called Activ8, which we have had for several years.
699. Activ8 Big Start 2014 looked at increasing awareness, providing information to schools and creating new opportunities. In that respect, we did quite a lot of work to produce a series of resources that were available to download by every school in Northern Ireland through the Council for the Curriculum, Examinations and Assessment (CCEA) and C2k websites. The resources tried to raise awareness of the Giro d'Italia and could be used in a curriculum setting to promote cross-curricular learning. They looked at aspects of the history and geography of the Giro d'Italia, the maths and literacy aspects and the cultural aspects of the Giro d'Italia coming to Ireland for the first time ever.
700. There was a practical dimension to what we did. We produced a number of Activ8 big bags, which included the very practical resources that schools and teachers need to deliver cycling skills after school, including cones, high-visibility bibs, whistles or stopwatches. That was a very simple and practical support for schools. We complemented that by putting in some skill cards, which were adopted from Cycling Ireland's Sprocket Rocket skills. That resource was produced in partnership with Cycling Ireland and its local organisation, Cycling Ulster.
701. Resources are of no use without people with the knowledge, skills and competencies to use them. So we have been working with Cycling Ireland, the local clubs in Northern Ireland and

- Stranmillis University College to train coaches, volunteers and cycle leaders, and we have put them through cycling coaching foundation leadership courses. We are also working with Stranmillis University College and Cycling Ireland on a pilot project to train 35 undergraduates to take the Bike for Life and Sprocket Rocket resource back into their teaching practice next year and use it when they go into community sport settings in their future career.
702. Another intervention on which we are particularly pleased with the engagement that we got from schoolchildren was our design a jersey campaign. Activ8 has two mascots, Twist and Bounce, and 3,700 schoolchildren designed jerseys for the mascots, which were then worn by the mascots in all the Big Start interventions. The winning entries were also displayed in the Assembly outside the Senate Chamber as part of the art exhibition by Deepa Mann-Kler. We have been working with local artist Deepa to provide a workshop for one of the winning primary schools, Bunscoil an tSléibhe Dhuibh, in Ballymurphy, where Deepa will go in and create a piece of public art with the P7 pupils to be displayed in the school.
703. That work went on in the build-up to, and during, the Giro, and a key aspect for us will also be the legacy work. We are working with Sustrans, Active Belfast and other partners to look at a community cycle event on 30 to 31 August in Belfast. We are aiming to have hundreds of cyclists converging in a family fun environment to capitalise on that increased awareness and increased engagement with cycling across the community. We also plan to develop proposals with partners on a cycle amnesty scheme. When the all-party group on cycling looked at this issue recently, it identified several key issues, one of which was access to and ownership of a bike. We have started to speak to organisations such as East Belfast Mission and Cycle Recycle in Newry about recycling many of the bikes that find their way into amenity sites. We have been working with district councils across Northern Ireland. We hope to develop more proposals on that over the current financial year.
704. That is about on-road cycling. We worked previously with our partners Outdoor Recreation Northern Ireland, whom I believe you have heard from. I am very proud of the success that we have seen in the mountain bike trails over the past two years. It is a new product for Northern Ireland that has attracted not only additional spend in Northern Ireland but has retained consumer expenditure here that had previously leached out to mountain bike trails in Scotland. In the past 12 months, we have seen more than 76,000 participants on the four mountain bike trails in Castlewellan, Rostrevor, Barnett Demesne in Belfast and Davagh Forest.
705. **Mr Harkness:** Finally, notwithstanding the context of constrained financial resources, we at Sport Northern Ireland see some measures that might help to perpetuate the growth in cycling. These include ensuring that the needs of cyclists and pedestrians are given priority by planners at the early stage of all new developments, including housing and business developments, as well as traffic and transport schemes. Secondly, it includes the expansion of current cycling infrastructure, with dedicated cycling lanes, particularly in urban areas, physically separated from motorised traffic and connecting strategically with other forms of public transport, such as park-and-ride schemes. It includes initiatives designed to provide cycle training and support to primary and secondary schools, such as those that you heard about from John, across Northern Ireland and which actively promote cycling as a safe and normal activity for people of all ages. It includes increasing the number of public cycle events and measures to make the interface between cycling and motorised transport safer, such as changing attitudes and behaviours to cyclists, adjusting speed limits in city centres, car-free urban centres and the physical separation of cyclists and motorists in urban centres.

706. Finally, we cannot change the weather in Northern Ireland, so, if we want to increase cycling, we need to equip our places of work and education, public and private, with the facilities to support active travel. That includes places of work and places of education where there is covered and secure cycle parking, where changing facilities and lockers are provided. We collectively need to accept a more informal dress code for people in their places of work if we expect active travel to be a reasonable way to get there and get home again.
707. **The Chairperson:** Thank you very much for your presentation. I will take up a couple of points on the Giro d'Italia and the infrastructure for mountain biking and the fact that that issue was raised with the other folks that you mentioned. We hope, at some stage, to bring the mountain biking world cup here. If you look at the sites that are being used at present, you see that they have been provided by DARD's Forest Service, and in the case of Barnett Demesne, I think that Belfast City Council is the custodian of that particular area. Over the years, there has been a failure by the Northern Ireland Environment Agency, which was previously the Environment and Heritage Service. I worked for it for two and a half, nearly three years. For instance, there were regular requests for mountain biking at both Scrabo and Redburn country parks. There has been total and absolute failure because of a mindset in the hierarchy of that organisation previously to disallow that type of activity and to forbid even people on horses to go into the parks. Have you had any conversations with the Northern Ireland Environment Agency? If not, would you consider doing so? Given that mountain biking is a very popular sport now, it might be worthwhile if Sport Northern Ireland put some pressure on other Departments to try to get a change of mindset in these people.
708. **Mr Harkness:** I am not aware of the mindset that you refer to.
709. **The Chairperson:** I can assure you that it is very much there.
710. **Mr Harkness:** OK. The interface between different users in outdoor space is often a sensitive one. You have walkers, bikers and horse riders interfacing with each other. So, careful design of schemes and possible segregation or measures to slow down bike traffic as it approaches a pedestrian area are the sorts of measures that can alleviate some of the concerns that you have referred to.
711. **The Chairperson:** The same could be said of Forest Service areas, where different users cooperate with each other.
712. **Mr Harkness:** Absolutely. The scale of the facility often influences the potential close proximity of users of different modes of transport. I am not saying that it is not possible. I do not know enough about those specific areas. However, that could be one concern. I imagine that they are quite constrained spaces. There is no doubt that the interaction can be planned in. There are measures to, as I say, slow down traffic with very technical sections of cycling close to where pedestrians are. That makes traffic slower. However, that might not be the sort of cycling that communities want. It becomes more technical.
713. **The Chairperson:** That might be the case with Scrabo. However, Redburn is a sprawling country park. It would have been an ideal place for the two activities to take place.
714. **Mr Harkness:** We have a countryside access officer. We can certainly take that issue back.
715. **The Chairperson:** Given the increase, and our wanting to encourage an increase, in those sorts of activities, conversations need to be had and mindsets need to change on some of those issues. That is the point that I am trying to make.
716. Has Sport Northern Ireland been approached by the Department for Regional Development's cycling unit? If so, on what basis and what discussions have you had with it?

717. **Mr News:** I have worked with Travelwise and, more recently, the cycling unit over the past two to three years, first, on the creation of what was the active travel forum, which, I understand, is soon to be replaced by a cross-departmental cycling group —
718. **The Chairperson:** You do not seem to be aware that the group is already set up.
719. **Mr News:** Yes. Well, I got an email. The last meeting of the travel forum is scheduled for 12 June. The email refers to the fact that it is likely to be the last meeting of the active travel forum and that it will be replaced by the cross-departmental cycling group. We have been working with DRD, Travelwise and the cycling unit over a number of years now. As I say, I have been involved in the active travel forum. We have input to the creation of the active travel action plan and have fed into that regularly by providing updates on work that Sport NI has been involved with.
720. **The Chairperson:** The cycling unit has been set up only in the past number of months. Are you telling me on the record that the cycling unit has not been in touch with Sport Northern Ireland?
721. **Mr News:** No: I am saying that it has been. That is what I am saying. Through DRD, Travelwise and, now, the cycling unit, we have been contact with them, on an ongoing basis, over the past number of years.
722. **The Chairperson:** With all due respect, you cannot have been in contact with the cycling unit over the past number of years because it has only been set up in the past number of months.
723. **Mr News:** Absolutely.
724. **The Chairperson:** What conversations and participation have you had with that unit, which is supposed to be looking after cycling in the Department for Regional Development now? The Minister and the Department made a great hooray about the cycling unit being set up, and the Minister regularly refers to it. Are you telling me that there has been little discussion or that there have been no formal discussions with Sport Northern Ireland? I would find it very disappointing if the Department has not been in touch with you.
725. **Mr News:** We received an email from the cycling unit this week asking us for updates on the work that we have been doing. That is the most recent correspondence that I can recall.
726. **The Chairperson:** So, the cycling unit that was set up — I think, off the top of my head — last September, has only been in touch with you in the past week? Is that what you are telling me?
727. **Mr News:** I would need to check emails to see exactly how often we have had correspondence from the cycling unit.
728. **The Chairperson:** Perhaps you could let the Committee know that, because I think that it is important to this inquiry. The Committee Clerk will write to you about that, and you can tell us what indications and participation there has been. I take it from what you are telling me that there have been no face-to-face discussions.
729. **Mr News:** On a one-to-one basis?
730. **The Chairperson:** With the cycling unit.
731. **Mr News:** I personally have not had any one-to-one contact. As I said, a lot of our engagement with cycling over the past while has been about the Giro, as you will understand. That tended to involve collectives of people.
732. **The Chairperson:** I understand that. However, given that there is a cycling unit, which, with all due respect, you did not seem to be very aware of until I raised it with you —
733. **Mr News:** No, I am.
734. **The Chairperson:** Well, I will take it that you are aware of it, but you were talking about a number of years back and this cycling unit has only just been set up. I am not putting any blame on Sport Northern Ireland, but I am disappointed that the cycling unit in the Department for Regional Development is not having formal discussions from



- day one with you folk who are doing your bit for cycling, and you have done a lot. For instance, one conversation that took place after the Giro in the past couple of weeks included the indication that a velodrome might be anticipated for Northern Ireland. What conversations have been had and what are the indications of the viability of a velodrome? How viable do you think that a velodrome would be?
735. **Mr Harkness:** The truth of the matter is that the type of cycling that goes on in a velodrome is very different from the type of cycling that makes up active travel and so on. A velodrome is a particularly big investment. It is certainly the view of the Department and Sport NI that it would be the job of the cycling governing body, Cycling Ireland, to come forward with a proposal. I am aware that there are discussions with the Irish Government about sports campus Ireland and the potential for a velodrome. Cycling Ireland's website admits that two velodromes in close proximity would not be particularly viable.
736. **The Chairperson:** I would probably agree with that. I think that that is one of the areas of sport where we can very easily and freely participate together in projects. That is in a way perhaps similar to the cancer units in Altnagelvin and so on. I think that most people would be of that frame of mind.
737. Finally, I want to nail down the point. Sport Northern Ireland is responsible for the development of cycling as a sport. Do I take it, from what you have told me today and the evidence that you have given to this Committee, that the cycling unit of the Department for Regional Development has not yet sought a face-to-face meeting with your Department? Simple answer: yes or no?
738. **Mr Harkness:** I am not aware of that. That is something that we have undertaken to check and come back to you on through the Committee Clerk.
739. **Mr Lynch:** Thanks for the presentation. Nick, you said that one of the priorities was dedicated cycle lanes. What has been achieved? The other issue was about cycling events. We know that cycling is becoming more popular. Cycle clubs fundraise for GAA clubs and other sports clubs. There is a huge proliferation of cycle clubs. Can you see where Sport NI could become involved to assist those cycle clubs in any way?
740. **Mr Harkness:** There are a couple of things. In terms of infrastructure, we are really talking about public realm schemes. Sport Northern Ireland would not normally get involved in those. However, I sit on the Active Belfast group, which has a multi-organisational approach. Active Belfast, on behalf of Belfast Strategic Partnership, has been working on proposals for dedicated cycle routes around and into the heart of Belfast from outlying areas. There are proposals, but they would need to be taken through Roads Service in the main.
741. We have funded off-road cycle routes. If, for example, there were non-public realm schemes, there is the potential through our capital schemes to apply for those and seek funding.
742. **Mr McNarry:** A successful national team and individuals participating in sport helps awareness and support, particularly from spectators. How well supported financially is the Northern Ireland track cycle team that will participate in the Commonwealth Games in Glasgow?
743. **Mr Harkness:** I do not have the information at the minute as to which particular athletes are going, but Sport Northern Ireland uses its lottery fund to fund a performance focus programme. The governing bodies prioritise their investments through that programme to the athletes most likely to realise a performance success from an investment. Over the past 10 years, Sport Northern Ireland has invested approximately £2 million in cycling, most of which has been in revenue funding.
744. **Mr McNarry:** You will appreciate, as I do, that every sport could make a pitch for what they are, but we are

- on a bounce and are looking for an extra bounce from the Giro d'Italia as well. You talked about performance successes. If we are going to participate in national sport, particularly, in this instance, in the Commonwealth Games, our performances are bound to be low if we do not have the facilities. How do we enhance the potential for performances so that we send teams that are going to participate, which is part of sport, but also perhaps be successful? Are you able to tell me what proposals and strategies are currently under discussion to secure extra funding for cycling participation at a sporting level? You are Sport NI, which is why I am asking the question. What strategy can you outline to us that you think is worthwhile pursuing for the cycling sport?
745. From what I have heard so far, I think that mountain biking is fascinating. I think that it is going to attract an awful lot of spectators as well. However, with all due respect, you seem to want to do things on the cheap; you seem to want to get a bit of ground and share it with a horse, a cart or somebody walking in an anorak or whatever. When it comes to actually developing something that people can see, you seem to have withdrawal symptoms. What is your strategy for sport?
746. **Mr Harkness:** The first thing I will say is that Martyn Irvine, one of our most successful track athletes —
747. **Mr McNarry:** Indeed. He comes from a good part of the world.
748. **Mr Harkness:** Absolutely. He has been financially supported by Sport Northern Ireland considerably and, more particularly, in some of his recent successes and his post-success interviews, has given significant praise to the work of the Sports Institute Northern Ireland, which is set up and funded by Sport Northern Ireland to support some of our best athletes.
749. **Mr McNarry:** Nick, you and I have been at this business for a long time, so do not be evasive. I understand all of that. Martyn is the most obvious character.
- What I am saying is that here we have an inquiry into cycling and potential to develop interest in cycling in a number of categories, so what are we going to do for the next Martyn Irvines? Where are they coming from? There is the idea of a velodrome. It is a very expensive thing. It takes a long time to get it and build it. What is your strategy even for that?
750. **Mr Harkness:** There are a number of things. First of all, I referred to Martyn Irvine and the work he has done with the Sports Institute. The Sports Institute is also currently working with Cycling Ireland on a high-performance plan. High performance does not just happen. On some occasions it does, but it works better if it is well planned. There are nine pillars to a successful performance plan. The Sports Institute has been facilitating Cycling Ireland to develop that. I would be very surprised if, through our performance focus investments in future years, Cycling Ireland did not come back to seek our ongoing investments in the implementation of that plan, but it will undoubtedly be in competition with other sports. We use our lottery fund for that, which is required to be a competitive fund.
751. One of the other things Sport Northern Ireland is doing at the minute is developing a sports facility strategy for Northern Ireland. That will look not only at the needs of cycling but at the needs of other sports. As you quite rightly say, facilities like a velodrome are highly expensive, not only to build but to operate. What is actually required is an applicant organisation that is prepared to own, support —
752. **Mr McNarry:** OK. I understand all of that, and I think that it is all very good. Can you show me a piece of paper that demonstrates that you actually have a strategy that you are looking at and that you can set down and say, "This is how we're going to boost and attract people into cycling as a sport"?
753. **Mr Harkness:** Yes.

754. **Mr McNarry:** And you will provide that for us. That is great.
755. **The Chairperson:** You could perhaps provide that to the Committee. What is the document called?
756. **Mr News:** It is the ‘Cycling Ireland High Performance Strategy’.
757. **Mr Ó hOisín:** Martyn Irvine is certainly from a good part of the world, but Wendy Houvenaghel from County Derry is maybe from a slightly better part of the world, despite her name. Of course, if you are mentioning two cyclists from this part of the world, those are probably the only two you could mention, and they are both track cyclists. Wearing another hat, I visited the Eamonn Ceannt Park velodrome in Dublin, and I have a question with the Culture, Arts and Leisure Minister about the business plan for any velodrome. Where exactly is that and have any potential sites even been identified at this point?
758. **Mr Harkness:** In Northern Ireland?
759. **Mr Ó hOisín:** Yes, in the North.
760. **Mr Harkness:** If you refer to Cycling Ireland’s website, you will see that there are two potential venues for a velodrome in the Republic of Ireland: one in the National Sports Campus Ireland, and one in Dundalk in partnership with the council there and an FE college, I believe. Those are the sites currently being worked on. It appears from the information on the website that Cycling Ireland is prioritising the National Sports Campus Ireland site.
761. **Mr Ó hOisín:** There are two existing ones. There is one in Crumlin in Dublin — the Eamonn Ceannt stadium — and one in Cork, and then there is the Orangefield one here in the North. I think that some radio programme had it locked up over the Giro.
762. **Mr Harkness:** I understand that it is in poor repair.
763. **Mr Ó hOisín:** Is there nothing being identified? I heard some discussion about a site in Dungannon.
764. **Mr Harkness:** One of the things that we are doing — we are actually with the Central Procurement Directorate at the minute — is on the procurement process for a sports facility strategy for Northern Ireland, which will look at major facilities that are needed across a range of sports and also look at more local facilities at a district council level in terms of lower-level, participation-based facilities.
765. **Mr Ó hOisín:** What I am asking, really, is whether the possibility for a velodrome is still there.
766. **Mr Harkness:** That work is not done yet, but it appears that Cycling Ireland is prioritising the Dublin site.
767. **Mr Byrne:** Thanks, Chairman. Thanks to Nick and John for their presentation.
768. What sort of plans does Sustrans have for further development of cycle pathways and does it have the necessary funding for that? Secondly, I think that there are four mountain bike trails in Northern Ireland at the moment. What sort of costs are involved in setting one of those up, and what sort of participation is involved in the four existing trails?
769. **Mr News:** I am not aware of what plans Sustrans has for further development of the national cycle network. There is a network of waymarked ways, quieter country roads and some traffic-free routes across the whole of the UK, and there are some designated trails such as the Loughshore trail and the Kingfisher trail. I am not aware that Sustrans has plans to further extend that. That is not to say that there is not a need. As a cyclist myself, and someone whose children are interested in cycling, we are always trying to find additional routes and new roads to go down, country roads in particular. I think that when representatives from Sustrans were with the Committee, they referred to the potential to look at disused railway corridors and to follow the model of the Comber greenway. I know that you have heard from its representatives as well. There is undoubtedly potential in

Northern Ireland, but we have referred a couple of times today to the cost of everything. None of those things come free of charge. A lot of the evidence suggests that, when you invest in them, they return on a multiple in the years to come, but it is a saving that you make in the future rather than a saving that you make by not spending money now.

770. As for our existing mountain bike trails, we have gone from having a very poor dedicated mountain bike facility stock in Northern Ireland to having one that is starting to become world class. The trails and facilities that we have are recognised and acknowledged as being world class, particularly the downhill trails at Kilbroney. That is not a trail that you will share with anybody in an anorak. If you ever get a chance to go to the top of the Cloughmore there, you will see that the views from some of the mountain bike trails are amazing. Many mountain bikers who ride those routes frequently take time to stop and take photographs. We talk about the scenery and the natural environment in Northern Ireland: Sport Matters refers to our having a world-class natural environment. It is features such as Kilbroney and the mountain bike trails there that we were talking about when Sport Matters was being prepared. We now have the four trails at Kilbroney, the cross-country trails at Castlewellan, Davagh Forest park and Barnett Demesne. When some of the promoters from the mountain bike world cup races in Fort William have come over and visited Kilbroney, they have been blown away by the standard of trails and have said that they are world class.
771. There are other sites that have the potential to be similarly world class throughout Northern Ireland. If we think about not only the tourism but the participation aspects, there is potential for further mountain bike trails, particularly in the lakelands in Fermanagh and the Omagh area, tapping into places such as Gortin and going up to the north-west and places such as Binevenagh. There is undoubtedly a number of sites. We have been working

with Outdoor Recreation NI (ORNI) over the past number of years, and it is starting to look at the potential for recreation plans for some of those hubs. Those do not exist at the minute, but there is potential in some of those sites.

772. The latest figures that we have for the four sites that you referred to show around 76,000 users on those trails over the past 12 months. In 'Field of Dreams', Kevin Costner said, "Build it, and they will come". Well, we have built four of those trails in partnership with the district councils, the Tourist Board and DARD, and people have come. Those trails are heavily used. If you go down to Davagh Forest any Saturday morning now, you will see groups of children and young people, and that very much ties into the overall strategy for developing cycling. Many of those users on a Saturday morning are coming through a resurgent and vibrant youth cycling scene within our clubs in Northern Ireland. Many of those young people get introduced to cycling because their first bike is a mountain bike and they cycle off road and learn skills. Those skills and competencies transfer into confidence in later years when they get a road bike and they find, as they become teenagers, that the road bike gives them freedom to travel around the country that they might not otherwise be able to have. That is very much one of the messages with cycling; that it can be an inclusive form of transport. It can be a very inclusive sport.
773. We have seen a lot of very good work happening in the governing body over the past couple of years to encourage more people, particularly women, to get involved and towards more inclusive cycling. Work by the likes of Handcycling Northern Ireland and clubs like Bikedock Belles is trying to dispel the image that cycling is only for MAMILs — middle-aged males in Lycra — and show that cycling is there for everybody. The cycle community event that we are working on with Sustrans for the end of the summer is very much about trying to say that it is a family activity. Yes, we want to have more club-based cyclists in their Lycra.

- They may go on to race and become future Martyn Irvines and Wendy Houvenaghels. Another cyclist whom we have worked with over the past number of years is Philip Deignan, who lined up in the Giro d'Italia. Although Philip is originally from Letterkenny, his mother is from County Tyrone. Philip also came through the Sports Institute and talks about the support that he received over the past 10 years to help him to get on to Team Sky. There has been a lot of work. Mountain bike trails are part of that.
774. **The Chairperson:** I have to ask you to draw your remarks to a close. You can ask a very brief question, Ross.
775. **Mr Hussey:** I just want to follow up something that Cathal asked. He asked about velodromes in Northern Ireland. The answer was given that there were two in another jurisdiction. The question is whether we will have one in Northern Ireland.
776. **The Chairperson:** The answer was that there are ongoing discussions on the issue. I think that you were out of the room.
777. **Mr Hussey:** I found that vague, Chair. There was also reference to Orangefield. The comment was that the ground there was not up to standard. Maybe I did not hear or I am wrong. I am sorry; I missed that.
778. **The Chairperson:** What we took from the evidence was that there is ongoing discussion with Cycling Ireland, which covers the whole island, including Northern Ireland — so that unit. Am I right in saying that?
779. **Mr Harkness:** Yes.
780. **The Chairperson:** There are ongoing discussions. There are sites in the South and possibly up here. However, those discussions are at a very early stage. That is what I took from it. Is that fair?
781. **Mr Harkness:** That is fair.
782. **Mr Hussey:** Thank you.
783. **The Chairperson:** Thank you very much for the presentation. There is some interesting stuff.



# 11 June 2014

## Members present for all or part of the proceedings:

Mr Jimmy Spratt (Chairperson)  
 Mr Seán Lynch (Deputy Chairperson)  
 Mr John Dallat  
 Mr Alex Easton  
 Mrs Brenda Hale  
 Mr Ross Hussey  
 Mr Declan McAleer  
 Mr Kieran McCarthy  
 Mr David McNarry  
 Mr Cathal Ó hOisín

## Witnesses:

Dr Michael McBride *Department of Health,  
 Social Services and  
 Public Safety*

Ms Mary Black *Public Health Agency*

784. **The Chairperson:** I welcome Dr Michael McBride, the Chief Medical Officer (CMO) for Northern Ireland, and Mary Black, the assistant director of the Public Health Agency (PHA). Both of you are no stranger to Committees, although maybe not always this Committee.
785. **Mr Easton:** I declare an interest as the Health Minister's Private Secretary.
786. **The Chairperson:** That is noted. Michael, I ask you to go ahead and make your presentation and then leave yourself open for questions.
787. **Dr Michael McBride (Department of Health, Social Services and Public Safety):** Good morning, Chair, Deputy Chair and Committee members. First, thank you for providing Mary and me with the opportunity to come here today to talk to you about what we feel is a very important matter, which is the benefits of cycling to the economy.
788. Mary Black from the Public Health Agency will provide some input on the more specific work that the agency is doing with a range of stakeholders in Northern Ireland to promote cycling, given its undoubted health benefits,
- which, hopefully, I will evidence during my presentation.
789. We know that physical activity is absolutely vital to keeping both the body and the mind fit and healthy. We know that to be intrinsically so, but we also know on the basis of well-established bodies of evidence of the huge benefits of participation in physical exercise in boosting the immune system and in helping to prevent cardiovascular disease, strokes, type-2 diabetes and many types of cancer, such as colon and breast cancer. It is an important element in contributing to maintaining a healthy weight as well as in improving mental health by helping to prevent depression and promoting or maintaining positive self-esteem.
790. I know that the Minister has already provided written evidence to the Committee, including input from the Public Health Agency. There is an absolute wealth of research that demonstrates the long-term risks to health of physical inactivity. Indeed, the World Health Organization, in its 'Global Recommendations on Physical Activity for Health' report, published in 2010, states:
- "Physical inactivity is now identified as the fourth leading risk factor for global mortality. Physical inactivity levels are rising in many countries with major implications for the prevalence of noncommunicable diseases (NCDs) and the general health of the population worldwide."*
791. The truth of the matter is that physical activity is number four in the global causes of mortality, right behind high blood pressure and tobacco smoking. It is a major challenge for us.
792. In disease-prevention terms, it is important to note that even low levels of physical activity can reduce the risk of ill health. Major gains in reduced mortality and morbidity are possible by raising even slightly the activity levels



of those inefficiently active people. Our UK-wide CMO guidelines back in 2011 specifically mentioned the importance of that, even for people who take less than 30 minutes' exercise a week. Indeed, major gains could be made even if we were to target those individuals who undertake less than 30 minutes of physical activity a week. There would be significant gains for their health and well-being.

793. We have long known the benefits of physical activity to health. There have been many ongoing recommendations from Chief Medical Officers previously across the UK regarding the amount of time that people should participate in activity daily or weekly. In 2010, the four of us at the time decided that it would be beneficial for those guidelines to be reviewed. We established an editorial group to take that forward. Officials from all the Departments and I, with input from colleagues in the Public Health Agency and the respective Chief Medical Officers' teams in the four Administrations, developed those new guidelines, which were launched in July 2011 right across the UK.

794. The revised guidelines include new recommendations specifically for children under the age of five, taking into account whether they are walking or not walking — at the various stages of development — and also, importantly, for adults over the age of 65. Again, the guidelines take into consideration issues of mobility, balance and strength. I am sure that you are all aware that the guideline for working-age adults is to participate in at least 150 minutes of moderate physical activity a week. I will not ask how many of you actually fulfil that. It is important to note that that can be broken down into bouts of activity that last 10 minutes or more. Therefore, even doing 30 minutes of moderate exercise at least five days a week ensures that you maintain your level of physical activity, and that will have material benefits for your physical and mental health and well-being. Cycling to work every morning, for example, could be an excellent way to get enough

physical activity to provide real health benefits. I will touch on the links with active travel later, and Mary will expand on those. The results of the Northern Ireland health and well-being survey in 2012-13 indicate that just 53% of adults meet the current physical activity guidelines. That is just over half of the population. What about the other half? Even more worryingly, research from the Millennium Cohort Study and University College London shows that children in Northern Ireland are the least physically active anywhere in the United Kingdom, with 50% of seven-year-olds here not getting the recommended one hour of physical activity each day. That poses real long-term risks to their health and well-being. We are working right across government with colleagues in DCAL, the Department of Education and DRD to seek to address that. Furthermore, as you will also be aware, the population of Northern Ireland has the lowest level of cycling and walking anywhere in Europe, with half of all journeys of less than two miles and almost two thirds of journeys of less than five miles being made by car. That study was published fairly recently in Northern Ireland by the Institute of Public Health in Ireland.

795. Active travel, whether it be walking, cycling, jogging or using public transport, can be a very effective way to build physical activity into daily routine. That is really what we all need to ensure that the population is doing because that is how we will maintain it — by building it into our normal physical routine. Cycling is a very cost-effective way to travel for an individual. The only initial outlay would be for the bike and relevant safety equipment. Walking or cycling instead of taking the car can have other beneficial environmental impacts, such as reducing the level of traffic on the roads and pollution in large towns and cities, and even providing the opportunity to socialise for people who might not otherwise have the chance to do so. A number of studies show the economic benefits for small businesses due to increased cycling through towns and cities right across the United Kingdom.

796. The new draft strategic framework for public health, which was approved at the last Executive meeting, makes strong links with the active travel strategy and action plan to provide increased opportunities for sustainable transport options, such as walking and cycling. Space and place, which is a particular subset in that new policy, which will be launched very shortly, is about creating what we describe as “enabling environments” where people can be active and supported to meet. It is also identified as an area of work that lends itself particularly well to local partnership action. In the context of local government reform, there are exciting opportunities to translate that into real, meaningful benefits for local communities. The promotion of active travel has a major role to play in improving and achieving a fairer distribution of health as well as bringing economic benefits to individual communities and beyond.
797. I acknowledge that we face many infrastructural challenges with our roads and networks, which we may have to consider in order to fully integrate cycling into our transport culture. That might require a particularly large investment at the outset. The integration of cycling is unlikely to happen overnight as there are many other societal behaviours and perceptions that would also need to be further addressed in order to ensure the safety of all those who travel on public roads.
798. I also draw to your attention the Public Health England report back in November 2013, entitled ‘Obesity and the Environment: Increasing Physical Activity and Active Travel’. It noted the many benefits of participating in walking and cycling, including increased footfall for local businesses and vibrant town centres. In addition, the national cycling charity, the Cyclists’ Touring Club (CTC), in its report of May 2013, ‘Cycling in the Economy’, stated:
- “Cycling makes a positive contribution to the national economy and it is a cost-effective investment”*
799. by helping to improve public health, save money, create job opportunities and potentially increase the productivity of the workforce.
800. As you will also be aware, Sustrans and the Cycle to Work Alliance reported that investment in active travel is very good value for the health gains alone. They also noted that the manifestations of poor health as a result of physical inactivity not only impact on individuals but have a tangible effect on businesses and employers. In its April 2011 press room blog, PricewaterhouseCoopers (PwC) estimated that British businesses lose £32 billion in lost output each year as a result of absenteeism. In addition, it questioned whether UK employers should be investing much more in the health of their workforces, as is the case in the United States. This is something that I am very pleased to see happening increasingly across Northern Ireland. We have had recent examples in the work of Business in the Community in that respect.
801. What can we do? As I mentioned, creating an environment where people actively choose to walk and cycle as part of everyday life can have the most significant impact on improving the health of the population. It may reduce health inequalities and, ultimately, have a positive impact on the economy. Behavioural attitudes need to change if we are to encourage society to change its travel methods and embrace alternative modes of transport on the same roads.
802. Infrastructure changes to our roads must be made to accommodate increased numbers of cyclists, particularly during those times of the day when people are travelling to and from work. No one wants to get stuck in traffic when you are trying to get home after a long day. I must admit that, while I should be on my bicycle, I get alternative forms of exercise, but I feel a stab of jealousy when I am sitting in the car and I see a cyclist whizz past when the rest of us are stuck at a standstill. Increasing participation in physical activity can also begin by taking very small steps. These can include getting

- off a stop earlier when taking the bus or by using the stairs instead of the lift.
803. Cycling is one of the most accessible leisure activities for people of all ages and levels of fitness. That is why the Health Department and the Public Health Agency are working with a number of partners, including DRD, as I indicated, to increase physical activity opportunities. One aspect of this is to improve access to participation for cycling.
804. In a moment, I will hand over to Mary, who will say something more about the work that the PHA is doing. In conclusion, we hope to publish the new public health framework, which has been approved by the Executive, in the very near future. This framework will provide the strategic direction to reinvigorate cross-government action to improve health and reduce health inequalities and to inform cross-sectoral working. It has been developed through strong cross-departmental and cross-sectoral engagement. It adopts a wider determinant and life-course approach from early years through to later years, and it is based on the interrelationship between health, disadvantage, inequality, childhood development, education, employment, social and physical environment, and economic growth.
805. The framework will seek to create:
- “the conditions whereby all people are enabled and supported in achieving their full health and well-being potential through strengthened collaboration and partnership working at levels from strategic through to local”.*
806. It will be vital that we work with a range of partners, including other Departments and public, private and third-sector bodies, to take this issue forward and use the opportunity with local government reform to maximise the potential opportunities that it presents with its new powers, roles and responsibilities.
807. In short, this has been paraphrased many times before: any investment we can make now in preventative measures to ensure better future health for the population will inevitably be beneficial in future. You will all be too familiar with the pressures on our front line services, which may be reduced due to the reduction in the prevalence of long-term conditions due to increased levels of physical activity in the population.
808. **Ms Mary Black (Public Health Agency):** Good morning, members. Thank you very much for the opportunity to contribute to your inquiry. This is a very important opportunity for public health but also in terms of the contribution to the economy.
809. It is essential that it is based on partnership. Dr McBride outlined the partnership that is in place, but it is also important because of the opportunities to align agendas. The health agenda is also the economy agenda and the economy agenda is part of the health agenda.
810. The Public Health Agency has been, at a practical level, working out what it can do. I will describe some of the work that is under way in Belfast. Belfast is important not only as our regional capital but because it will drive the region as a whole. So, the effort that is going on in Belfast is partly to learn about good practice that we can share in other parts, and the work with local government that Dr McBride outlined is particularly important. It is also important that we look at the experience of other cities, notably Copenhagen, Freiburg and other places that are 40 years ahead of us in experience and can be a shortcut for some of our learning.
811. I will describe the work of the active travel task and finish group, which is chaired by chief executive, Dr Eddie Rooney. The group involves the Department for Regional Development, Department for Social Development, Department of the Environment, Belfast City Council, Healthy Cities, Sustrans and the cycling charity CTC. Actions are grouped under a number of headings, and I will spend a little bit of time talking about those because, as I say, it has implications for what we do in areas other than Belfast.

812. First, the Department for Regional Development is planning to take the lead on infrastructure: what we do to support cycling. The development of a cycling master plan for Belfast will scope out eight cycling demonstration routes into the city centre and three orbital routes around the city centre. We know that is not all going to happen at once, and we propose to look at east and west Belfast as a starting point. The idea is to connect and join up the city in a way that currently is not possible. The other point about that is that cycling routes are also walking routes. We can provide opportunities for people to walk, to connect neighbourhoods and to make physical exercise much more easily available. We can also add to things like park-and-ride facilities so that people do a little more exercise rather than feeling that they have to go cycling full out.
813. Secondly, we are looking at a number of practical programmes to support cycling. The first of those is around schools, and we have been working with the Department for Regional Development to support the Active Travel schools programme. We are working with Sustrans and making an investment of approximately £200,000 a year, which is matched by DRD. The aim is to work with 180 schools over three years. This involves training for staff, teachers, parents and, of course, children, as well as a little bit of infrastructure work so that there is somewhere for the bicycles to be lodged and looked after. That is working extremely effectively at the minute, and we aim to grow it over the next two years.
814. The second area of practical programmes that I draw your attention to is workplaces. Naturally, this is important for workers' access to the city centre. However, we also know that over half of those entering the city centre at the minute use public transport, so, again, there are opportunities to build on that. We hope to have a flagship programme that will involve working with a number of employers in the city centre. We are talking about the Belfast Health and Social Care Trust, the city council, the Public Health Agency and, hopefully, DRD staff developing a programme that makes it easier to cycle to work. We are looking at promoting, engaging, having active travel champions in the workplace, having somewhere to store bicycles, and potentially having a pool of bicycles that staff who travel by other means can access during the day.
815. The third area is communities. Communities along those demonstration cycle routes are very important. The routes will go through some of our most disadvantaged communities, so there is an opportunity here to build on the work that we are doing in those communities that will also connect into work around active travel.
816. Another area of work that the Public Health Agency is leading on is around small grants to support very local work. That involves working with a wide range of community and voluntary organisations to support and develop cycling, including cycling for those with disabilities. There has been growth in a number of programmes in different community areas to help support that.
817. Outside Belfast, there are a number of programmes such as Bike Week; Velo bikes for people with a disability, which were trialled in Derry as the City of Culture initiative was rolled forward; local cycle programmes with city and district councils; and the Lisburn cycling initiative. In the southern area, work is being done on cycle pods, where we are linking with the physical activity referral programmes that the Public Health Agency has with district councils. So, a range of initiatives are going on to support cycling and physical activity.
818. I will conclude by mentioning some of the benefits to the economy. I had the opportunity, and perhaps some of you had, to see the greenway in County Mayo. They have seen 200,000 people use the greenway in the past number of years. They have also seen growth in the use of local businesses, whether it be hotels, tea and coffee houses or craft businesses. In London and other cities, those who walk and cycle into



- the city spend more money in the city, particularly with local traders. We have hard evidence for that. It feels to me like there is a win-win here in terms of what is good for the economy being good for health and well-being.
819. One of the biggest and simplest wins we might have is that, when we are planning any new roads, we think about walkways or cycle ways at that stage. We would then start to shift the norm and what is possible for people and nudge them towards increasing their physical activity.
820. Dr McBride mentioned some costs. Congestion costs have been estimated to be £250 million in Northern Ireland and obesity some £400 million — 25% in direct health costs but 75% in indirect costs. Those are costs to our economy. In short, it is very important for public health and has an economic benefit for the population.
821. **The Chairperson:** Thank you both very much indeed. Has the new DRD cycling unit had any conversations with the Health Department in relation to future strategy?
822. **Dr McBride:** Yes, absolutely. Dr Eddie Rooney, who Mary mentioned and who is the chief executive of the Public Health Agency, is in ongoing discussions and in liaison with DRD. I met the permanent secretary in DRD and discussed the active travel policy and the potential for even closer working relationships between the two Departments and respective organisations and bodies. Dr Eddie Rooney attended that meeting as well, so we have been actively involved.
823. We could think of our obesity prevention strategy, which was launched in March 2012 by the Minister, just to show that seamlessness of joined-up working. We very much referenced at that stage the active travel strategy that DRD was finalising. There has been active engagement between the two Departments at senior official level but also at ministerial level. Minister Kennedy has written to Minister Poots. We have nominated a representative on Minister Kennedy's new committee
- in relation to enhancing further the opportunities for the Northern Ireland population to participate in cycling.
824. **The Chairperson:** Mention was made, I think by Mary, in relation to the £42 million or £48 million that is being spent on the Connswater greenway. We got an evidential presentation from that group. I think that all members of the Committee were impressed at how it had liaised with local communities on health and all the rest. Queen's University was carrying out a park survey in relation to health, particularly with some of the communities that would have major problems, as you described earlier, in terms of inactivity. Have you had input into the Queen's University survey?
825. **Dr McBride:** Yes, and Professor Kee, who is heading up that research study, has provided regular updates to me on its progress. The Department and the Public Health Agency were key strategic partners in securing the resource to take that study forward. Obviously, it provides a unique opportunity. Similar projects have taken place in Manchester and other large cities in the United Kingdom, and this work will add to the research evidence on the effectiveness of such approaches. So, we are actively involved in that work, and the PHA is a key partner in it.
826. **Ms Black:** It is a very important demonstration model, because of, as you said, the engagement with local communities. In a small way, we are trialling a further element of that in the Lisburn area, where people can have their physical activity incentivised. So, people get a little card with a counter on it and can build up points, which can be redeemed for fresh fruit, vegetables or money off participating in some other physical activity. The point is that you are incentivising physical activity. Those kinds of schemes and the research around them are terribly important because they are adding to the body of evidence on what will be effective. Rather than simply relying on individuals to make their choice, we have to make the environment as supportive and encouraging as possible.

827. **Dr McBride:** I had the opportunity to see the softer intelligence side. Hard intelligence and the research evidence are vital in informing government policy and how we commit resource to have the maximum impact to improve the health of the population and gain the economic benefits from that.
828. I also had the opportunity, as I am sure members had, to see some of the very innovative approaches in some of the most deprived communities — some of them are in east Belfast — that have been at the forefront of supporting cycling in areas of high unemployment. We have some older individuals in the community who are very actively involved in supporting younger children to acquire and maintain bikes. There is the men's shed approach, where older men in the community with a range of skills, who are not in employment but may have been employed in the shipyard or in a range of other light or heavy industries, are using those skills and feel that they are making a significant contribution to their own community.
829. So, there is a ripple effect from cycling in terms of the economic benefit, the physical benefit but also the sense of community cohesiveness. The opportunities for social interaction are immense, and we saw that well illustrated during the Giro. I cannot remember how many people I have seen cycling up that hill since we had the Giro visit to the Stormont estate. So, those sorts of things do have an impact and bring a real sense of community.
830. **The Chairperson:** You made a very interesting point in relation to future road investment and how cycling and the benefits that can come from it should be looked at. Should that be a multi-departmental approach? In other words, if there are new road schemes, should there be some input from the Health Department, for instance?
831. **Ms Black:** That is an excellent opportunity, because, in doing so, you will be automatically building an integrated planning approach. It is obviously much cheaper and it makes better economic sense to do it while we are planning it. Trying to do it afterwards will always cost a bit of money, but it will still be minor compared with what it will cost not to do it. If we do it when we are planning, it makes an awful lot more sense. So, you could foresee a situation where those plans are also “proofed” by other Departments in terms of health, well-being, social engagement and social regeneration. That would be very positive.
832. **Dr McBride:** I am reminded of the time when the Minister said to his Executive colleagues that he regarded everyone around the Executive table as Ministers for Health. The new public health framework has been approved by the Executive. It is the Executive's policy to improve the health and well-being of the population of Northern Ireland. It is not just the Department of Health, Social Services and Public Safety's policy; it is an Executive policy owned by all the Ministers. Most of the impacts that we can have on improving the health and well-being of the population are outwith the gift of the Department of Health, Social Services and Public Safety solely. They are in relation to education, employment opportunities, life opportunities and life skills etc. To ensure joined-up government, all government bodies are required to have equality impact assessments. Equally, they all should have health impact assessments to ensure that they are making a positive contribution to improving the health of the population. A healthy population is a more productive population, and, as Mary said, that supports economic development. If we have economic development, we have more people in employment, and being in employment is good for your health.
833. **Mr Ó hÓisín:** I heard what you said about local government reform and the encouragement for people to cycle to work. One of our research papers may be slightly dated in that it covers 2001 to 2011, but it shows that, in 20 of the 26 local councils, there has been a fall in the number of people cycling to work. That includes, shamefully I might add,



- my own council, which seems to have the biggest fall, of nearly two thirds. Are we doing the right things to encourage and incentivise cycle-to-work schemes? I know that, recently, it has been extended to Members here, and I am one of the Members to have taken it up. Are there a lot of workplaces where it is not being used and acted on?
834. **Dr McBride:** I will make a general comment, and Mary will talk to the detail of it. You are right, and I share your frustration. This is mentioned in the evidence that we have provided to the Committee and the Minister's response. The UK Chief Medical Officer guidelines on physical activity and the health survey report in 2010-11 showed that only 38% of the population of adults were meeting the recommended levels of weekly exercise. By 2012-13, the percentage had fallen to 35%. So, it is not going the way that we want and improving; you are absolutely correct. That absolutely speaks for the need to work more collectively to raise awareness of the real benefits that even modest levels of increased physical activity can bring about. It is about changing the culture. Cycling and walking etc are easy ways to build physical activity into your everyday life.
835. It is quite appropriate that, in Diabetes Week — I was here as Diabetes UK launched that in the Long Gallery earlier this week — I point out that 25% of cases of diabetes are probably directly caused by the consequences of physical inactivity. We know that that eats up 12% of the health service's budget. So, we certainly need to do more to increase levels of physical activity. Mary mentioned the work in schools. I launched my annual report this year in one of the schools in east Belfast that is in the Active Schools programme. Something like 70% of those children are either walking, cycling or scooting to school with their parents. We certainly need to do more to change the culture in society that cycling is something for men and women in Lycra — the enthusiastic individual. We need to ensure that the message is that it can be done in
- everyday clothing and is for going to the shop or work. The message must be that recreational cycling is part of the norm. Mary, you can maybe talk about some of the efforts that are being made with local councils.
836. **Ms Black:** Exhorting people to take physical activity will not, in itself, be enough. We have to make sure that the environment is supportive. Some of the local councils that you talked about are making moves and are making individual efforts that are bringing benefit, but we need to build up the critical mass of intervention, which is why the work in Belfast is important. It involves combining changes to the environment with education, schools, and community. It involves small engagement as well as major infrastructure change. Those changes on their own will be effective, but, together, they are much more effective and much more than the sum of their parts. They start to build a critical mass for change. That is what we do not have in some of the other areas, but we can build it. Shortly, we will have 11 councils. We have very good working relations with the existing 26 councils and will want to strengthen those. Some councils have entered into major initiatives to promote cycling and others have not seen those benefits. Partly, that has been in rural communities, where it will take longer to build up that critical mass that I have talked about.
837. It is interesting that, in Belfast, the Belfast on the Move study indicated that more than half of the people who travel into the city use public transport and active travel. That is a major change. The use of trains has gone up by 36% and people walk to and from stations. That is the city council obviously. We can do more and we should.
838. **Mr Ó hOisín:** I know Derry city particularly well. Cycle lanes and routes there have been increased to 72 km, yet there has been a fall in the number of people who cycle to work. There is a major piece of work to be done there.
839. **Dr McBride:** There is. One of the things that we discussed with the permanent

- secretary in DRD when we met him along with Dr Rooney was connectedness. Mary mentioned the work in Belfast to get one showcase end-to-end route, almost as a spine with all the ribs running into it and connected into places of work and schools. The difficulty is often in and around the infrastructure, and cycle routes come to an end and do not always take people where they need to go, such as a place of work, a school or, indeed, into an estate where they might live. So, I think that it is about getting that interconnectedness and making sure that there is that seamlessness, so that, as Mary said, people can cycle along it and walk along it. We can then build a supporting infrastructure around that.
840. I think that this is the start of a very long journey. It has taken us 30 years to develop a society in which everyone travels by car. We have a very sedentary society, and it is going to take quite a long programme of committed effort across Government and across the sectors to reverse that change. That includes changing how we all think about how we move around our society.
841. **Mr Lynch:** Thanks for the presentation. Michael, I think that the publishing of the public health framework is to be welcomed. It is about mindsets and changing people's ways and habits. As somebody who does a bit of cycling from time to time, I know that everything you have said about health and well-being stands to sense.
842. Other European countries are well in front of us. How much have you learned from them? Even Dublin is very much into cycling, as is London. London is not decades in front of us, but other European countries are. How much have you learned from them when outlining your strategy?
843. **Dr McBride:** We have learned from them. Certainly DRD and colleagues in the PHA — Mary can speak to that — have looked at some of the Scandinavian countries. We mentioned the real improvements in Amsterdam and in Freiburg in Germany. Closer to home, I know that Belfast City Council has a major initiative to try to put in place a bicycle-to-rent scheme that is similar to the one in Dublin. Representatives of the council visited Dublin and other European centres, and I wrote to the chief executive of Belfast City Council at that time to formally support the scheme from the point of view of its wider health benefits.
844. I think that we need to create the opportunities. It is about making bicycles available through bicycle clubs to deprived communities, and some work is going on with that. It is also about employers supporting their employees to buy bikes. We must also ensure that cycling is an option for those of us who want to travel around the city or, indeed, around the Stormont Estate from one Department to another that is not too far down the road. We need to think creatively to create the opportunities and provide options for people so that it becomes part of the norm rather than the exception.
845. You do not have to put Lycra on to cycle. We discussed that with colleagues in DRD, and we need to change the culture that you need to wear a flashy vest and Lycra and look super fit to get on a bicycle. Some people cycle like that, and that is how they enjoy cycling, but it is about ensuring that you can purchase a bicycle that has a basket on the front and the back so you can do your shopping on it without feeling that you need to get kitted out in Lycra. You can also use it to go to and from your workplace and go about your daily business. Mary, I do not whether you want to — maybe you wear Lycra when you cycle, I do not know.
846. **Ms Black:** No, I do not, but you never know. Your point about learning from others is critical. One thing that we can definitely learn from other countries is that they had a vision. They set a vision for where they wanted to be and broke it down into smaller steps in the immediate and medium term so that people did not get discouraged along the way. They saw the progress and could see the development happening over

- time. That is one key learning point from those countries.
847. Dr McBride has mentioned the bike rental schemes in Dublin and London. Also, if any of you have been to Paris, you will know that you can just get a bicycle; everybody does it. We have a lot to learn, but we also have fantastic resources. We have the people and the energy, but, if we start thinking about the leisure and tourism side of it, we have many disused railway lines. Given the experience in County Mayo, what about joining up some of those networks with the canal paths and so on? We have an absolutely amazing resource. That will take a lot more investment admittedly, but if we set a long-term vision, those are the sorts of things that we can do over time to build a really substantial network. In doing so, we will create an environment that encourages and supports people to become more physically active through walking and cycling.
848. **Dr McBride:** If I could just add to that, obviously I am not here as an expert on the economy or tourism, and my interest in developing the economy is the demonstrable evidence-based benefit for health from economic growth and development, but one of the figures that struck me — you have probably already considered it — was that there are apparently somewhere in the region of 2.795 billion cycle tourism trips in Europe each year, with a value of £54 billion. If I am quoting correctly, I understand that the research from Visit Britain shows that the event visitor spend in Northern Ireland is currently in the region of £98 million, which is just 2% of the event visitor market in the UK. There are projections that show that that 2% or £98 million could increase up to £162 million by 2020. That additional financial resource and economic benefit to Northern Ireland can translate into a huge amount of potential benefits to the population here. From a health perspective, let alone the economic benefits, there is huge potential, as Mary said, of learning from the examples of other parts of this island, of the United Kingdom and Europe.
849. **Mr Lynch:** I want to comment on that before we finish.
850. **The Chairperson:** Very quickly. We are running seriously behind.
851. **Mr Lynch:** I agree with you. We were down in Mayo, where a very small town has brought in €7.2 million.
852. **Ms Black:** Yes, that is right.
853. **The Chairperson:** Members, we are running very seriously over time, and I want you to keep any questions brief. If we can also have brief answers.
854. **Dr McBride:** Apologies, Chair. I shall curtail my answers.
855. **The Chairperson:** You are OK. It was the previous session. We are doing so many sessions in one day.
856. **Mr McAleer:** I will keep it brief. Cathal touched on what I was going to ask anyway.
857. Doctor, you made the point about the importance of incorporating cycling into our daily routines and as part of the transport culture. In some of the briefing papers that we have been provided with, I note that it is suggested that there has been an increase of 4.92% in people using cycling for utilitarian purposes across the North. In actual fact, there was only an increase in seven out of the 26 council areas, most notably in Belfast.
858. Interestingly — it draws me back to the previous witnesses — in the areas where there has been investment, such as Belfast, Castlereagh, Cookstown — where Davagh is — Newry and Mourne, and others, there seems to be a correlative link to an increase in using cycling as a way of travelling to work. Again, does that flag up the importance of focusing on other areas throughout the North as well as the areas that seem to have had quite a focus?
859. **Dr McBride:** It absolutely does. As I said earlier, we can do much better than we are currently doing. We need to do much better by improving levels of participation in physical activity. We are not where we should be. Having the

- lowest rates of participation of children in physical activity in the UK is nothing to be proud of. We need to change that. We need to take the examples that are working well and spread them right across Northern Ireland. That does not always require investment, but it requires targeted action. In some cases, it will require resource commitment.
860. **Ms Black:** The only point I reiterate is simply that the 11 new councils will provide a massive opportunity. Energy can be dissipated. In rural areas, we definitely face different issues in terms of infrastructure and making cycling safe, because of narrow country roads. However, that does not mean that we cannot do very many things to create opportunities, and we should do.
861. **Mr McNarry:** I really enjoyed your hard sell in trying to change the culture, as Mary Black put it. Without the vision, however, I am stuck in fantasy land with you. Does an increase in cyclists not suggest that there will be more accidents, and, therefore, extra pressure on the health service?
862. **Dr McBride:** More people cycling and walking makes for less traffic on our roads, which will improve figures in relation to road safety. I do not have the figures and statistics here to back that up, but if you look across Europe, we have seen a significant downturn in road deaths in recent years. Obviously, there are quite complex reasons underpinning that; it is often due to increased and enhanced road safety as a result of safer vehicles etc. However, one of the factors also thought to be impacting on that is the economic downturn and recession. With falling employment, fewer people travel to work by car. Anything that gets cars off our roads —
863. **Mr McNarry:** I do not really buy into any of that. There is a great danger in what you are talking about; you are trying to bracket the motorist in the same way as the smoker and the drinker, in that this is all bad, so we should all get on bikes —
864. **Dr McBride:** Absolutely not.
865. **Mr McNarry:** — and that will make us all healthier.
866. **Dr McBride:** Absolutely not. I am a motorist —
867. **Mr McNarry:** I am entitled to tell you what I am —
868. **Dr McBride:** You are telling me what I think and what I am telling you.
869. **Mr McNarry:** I am not telling you what you think; I am telling you what I think.
870. **Dr McBride:** No, you are seeking to re-express what I have said in a way that I did not express —
871. **Mr McNarry:** Do not put words in my mouth. No way am I seeking to express anything —
872. **Dr McBride:** You are re-expressing my comments. I am sorry.
873. **The Chairperson:** Mr McNarry, please. I will not tolerate arguments with the Chief Medical Officer. Smoking and all the rest of it very clearly has a detrimental effect on health —
874. **Mr McNarry:** I was not making that point.
875. **The Chairperson:** Well, smoking was mentioned. I am not going to get into an argument. If you can —
876. **Mr McNarry:** We just have to listen to all this tittle-tattle as if it is just all right. That is not acceptable to me.
877. **Dr McBride:** Sorry, Mr McNarry. Maybe I cut across you. My apologies. I am sorry, Chair.
878. **The Chairperson:** Do you have a question?
879. **Mr Dallat:** I am sorry that I was out for part of the session. The presentation was one of the most stimulating since I have been here. I am not here to give you sympathy, but you have the most difficult job in Northern Ireland; you watch the population piling on the beef, like me. You know that all these remedies are available, but you cannot really do anything about it. Let me go back to the culture. I come from a rural

- community. When I went to primary school, it was fashionable to get on a bike and maybe take my brother on the bar. There then came a time when it was not fashionable; it was not trendy, so you abandoned the bike. You mentioned Lycra, but that is the only people I see on bicycles. How do you get the ordinary population, such as in the Netherlands, Paris and other places, wearing a suit, a pair of jeans or whatever to get on the bike and put an end to the nonsense I see every morning on the Bangor Road, with one person and 10,000 cars going to work?
880. **Dr McBride:** Mr McNarry made the point about having mutual respect for everyone using our roads, whether they are in cars or cycling on the roads. DRD's recent campaign was about respecting the use of the road by all who use it. Everyone has the right to use the road, whether they are on a bicycle or in a car, and I fully respect and support that.
881. There is no doubt that it is quite challenging for those who do not cycle to begin to even contemplate it. If you look at the research that DRD and other stakeholders have carried out, many of the concerns are around road safety and weather. I think that this was the point that Mr McNarry was making: it is about making sure that we are respectful and that roads are safe for everyone who uses them without vilifying either cyclists who allegedly cut people up or allegedly irresponsible motorists. It is about seizing back cycling from the committed enthusiast with the Lycra and the Giro vest to the ordinary member of the public.
882. **Mr Dallat:** The people in the Lycra can handle things; they ride two abreast to make sure that the motorist goes onto the other side of the road. Poor me, who is not used to that, is constantly being shoved into the hedge.
883. **Dr McBride:** It is also about having the confidence. I do not know whether you have tried to buy a bicycle that has a basket in the front and back and on which you can sit upright; it is very difficult. You can go into bicycle shops on the Ormeau Road where I go, and they will either sell you a mountain bike or a road bike, but it is very difficult to get a bike that you can use to cycle safely wearing everyday clothes —
884. **Mr Dallat:** With a decent saddle on it.
885. **Dr McBride:** — with a decent saddle on it. There is much that we need to do. As Mary said, it is not just about one single action; it is important to have end-to-end cycle routes that allow people to go to their place of work or to school safely. It is about ensuring that other road users, such as car users, also feel that they can use those roads and that they are a safe space for everyone who uses them. I do not know whether Mary wants to make any other points about changing the culture.
886. **Ms Black:** Your point is well made. As well as a means to get to work, which we have focused on today, it is also a leisure activity that families can enjoy if we have the right kind of environment. As I said, it will take time to create environments that are truly safe for family enjoyment and so forth. Equally, however, changing the culture is about driver education as well as cyclist education, and there are moves afoot to do that. For example, the work in Belfast that I mentioned will also have a whole programme of education around the cyclist as well as other road users.
887. The Department of the Environment's director of road safety has initiated a discussion with the Public Health Agency and DSD in terms of the environment around combining the road safety, sustainable development and active travel agendas. That is an alignment that should come together naturally, certainly for cycling but also for walking. It is important that we ensure that walkways are safe and that they connect communities in ways that are very important.
888. **The Chairperson:** I thank you both very much indeed for your presentation; it will be a very worthwhile contribution to the inquiry. I have no doubt that some of the stuff you have talked about will come out in some of the recommendations.



889. **Dr McBride:** Thank you, Chairperson. I thank members for their attentive listening and their questions. I apologise to Mr McNarry, because I believe that I spoke across him. I should not have done so, and I should have heard the point he was making. I apologise to Mr McNarry for that.
890. **The Chairperson:** Thank you for that, Michael.





# 11 June 2014

**Members present for all or part of the proceedings:**

Mr Jimmy Spratt (Chairperson)  
Mrs Brenda Hale  
Mr Declan McAleer  
Mr Kieran McCarthy

**Witnesses:**

Ms Sinéad McCartan *Department of Culture, Arts and Leisure*

891. **The Chairperson:** Sinéad, I am sorry for keeping you waiting. The last session ran over time, and we have been running over time all day. Unfortunately, you come last, so you have suffered most, probably.

892. I welcome Sinéad McCartan who is the head of sports branch at DCAL. You are very welcome, Sinéad. I ask you to make a short presentation and then leave yourself open for some questions.

893. **Ms Sinéad McCartan (Department of Culture, Arts and Leisure):** Firstly, I would like to thank the Chair and the Committee for providing me with the opportunity to come here today to talk about cycling, at a time when the sport is riding on the crest of a wave, following the success of the Giro d'Italia. This is a really exciting time for cycling. The Giro was a fantastic event and has really brought the benefits of cycling to the front of everybody's mind, not just those who have been committed to the sport throughout the years.

894. I would also like to take this opportunity to apologise to the Committee that, due to a family bereavement, I was unable to attend the inquiry hearing on 28 May. I understand that Nick Harkness and John News from Sport NI were in attendance on that day and provided details of Sport NI's work to develop the sport of cycling.

895. I would like to take a minute to recap on some of the issues that they mentioned. Nick outlined the evidence base for

cycling, particularly in respect of how walking and cycling — also referred to as “active travel”— contribute to improved health and well-being, the economy and the environment. John went on to outline some of the recent interventions that Sport NI has made to secure a cycling participation legacy from the Giro d'Italia Big Start.

896. I am here in my capacity as head of sport for DCAL to provide you with information on the sporting benefits of cycling, emanating from the Sport Matters strategy. I would like to begin by detailing the policy context, and then I will outline some of the recent DCAL initiatives.

897. I will deal with the policy context first. Cycling, as a leisure or performance sport, can be enjoyed and accessed by all ages and abilities. It can bring important health, social, environmental and economic benefits to all our local communities, and it is important that we promote cycling as a lifestyle choice. The ‘Sport Matters: The Northern Ireland Strategy for Sport and Physical Recreation 2009 - 2019’ identifies 26 high-level targets and sets the key strategic priorities for sport and physical recreation over 10 years. Using that framework, government made commitments to:

*“promote the value, importance and priority of sport and physical recreation; secure the commitment of, and partnership working across, relevant Government Departments ... in realising the vision for sport and physical recreation in Northern Ireland; ... promote increased participation in sport and physical recreation among under-represented groups”.*

898. While Sport Matters is published by DCAL and Sport NI, its ownership extends within and across government, with each of the other 10 Departments having contributed to the development of the strategy. Government has worked closely with and through Sport NI to

deliver on the above commitments. The Department is taking forward a mid-term review of Sport Matters, which will consider how we have been doing against these commitments. The high-level targets set out in Sport Matters are structured to reflect the needs of sport and physical recreation at the time of the publication of the report and the anticipated needs at that time. The targets were clearly linked to three main pillars of the strategy: performance, places and participation. Taking each of those pillars in turn, I can give examples of the strategic work that is ongoing to support them.

899. On performance, Cycling Ireland, with support from Sport NI, recently developed a high performance strategy review document that sets out Cycling Ireland's vision and performance targets up to 2017. On the basis of this document, Sport NI has been able to allocate funding to Cycling Ireland under its performance focus programme, which will support athletes as they aim to excel within their chosen sport.
900. On places, Sport NI is currently taking steps to develop a sports facilities strategy, which will include consideration of cycling facilities. The strategy will seek input from other partners, including the new district councils, and will define existing sports facility provision, identify what is needed, enable investment to be prioritised, and provide the rationale for additional resources. The completion of this strategy is expected by the end of April 2015.
901. On the final pillar, participation, Sport NI works closely with the governing body for the sport of cycling to help increase participation in the sport and promote opportunities for people of all ages and abilities to get involved. A recent example is the legacy work taken forward through the success of the Giro d'Italia Big Start, which I know that John News referred to at your last meeting with him. Sport NI has also carried out and commissioned a range of research to inform the strategic decisions in relation to the development and promotion of cycling within the North of Ireland. I know that the Department provided you with some of that research in its letter to you.
902. Sport has a significant role to play in health and health policies. So, in addition to the three pillars of performance, places and participation, Sport Matters has encouraged a determined focus on the significant contribution that sport delivers to the health of the community. Through its headline objective of delivering a culture of lifelong enjoyment and success in sport, the strategy seeks to enable participants of all ages and social backgrounds to become participants in one or more of the wide variety of sports played here and, as a consequence, to derive personal health benefits for their physical and mental well-being.
903. As an extension of the Department's commitment to delivering the strategy by 2019 along with many other partners, DCAL has provided many of the key strands of the strategy's input to several of the key Executive strategic priorities on health. The immediate effect of this approach is to connect the positive benefits of sport to matters such as mental health, suicide awareness and prevention, learning disability, life transitions for those with mental or physical disability, CPR and defibrillation provision, and concussion awareness and management to name but a few examples.
904. On the actions that underpin this approach, listing the range of activity would more than exhaust the available time. However, I will give a flavour of the initiatives being pursued by DCAL. We are delivering, through Sport NI, suicide prevention training as a professional development priority for all accredited sports coaches and mental health and well-being through a sport pilot programme that is engaged with five of the governing bodies of sport. We are encouraging organisations in the culture, arts and leisure sector to support public information campaigns promoting physical, mental and emotional well-being and, with the Public Health Agency,

- delivered the mental health and well-being in sport programme.
905. I will move on to some of the recent DCAL initiatives. DCAL recognises that sport is an important vehicle that can help to promote equality and target poverty and social exclusion. Cycling can play an important role in this regard. An aspect of the World Police and Fire Games legacy is the support that DCAL has provided to local cycling clubs in the Shankill and Colin areas of Belfast for the provision of a children's cycle training and participation programme. With funding of just £10,000, VC Glendale has bought bicycles and equipment for the local children to use and has trained coaches and volunteers to run a cycling programme in the area. The next step is rolling out the programme to eight primary schools in the area, with 600 children already having indicated that they will take part. This project is already demonstrating how, with the commitment and buy-in from local communities, a small amount of money in the right place can generate big successes.
906. I have no doubt that the legacy benefits of sporting events such as the Giro and the World Police and Fire Games will be evident in the years to come. We will all have a role to play to ensure that these benefits are realised. Cycling can be affordable for all, and it is vital that both local communities and clubs can experience the benefits that it can bring.
907. **The Chairperson:** Sinéad, thank you very much indeed.
908. In your corporate plan for 2013-14, there is £25 million for capital investment in sport. How much of that went towards cycling?
909. **Ms McCartan:** How much of that went to cycling?
910. **The Chairperson:** You might not have that figure with you.
911. **Ms McCartan:** I do not have that information to hand.
912. **The Chairperson:** I assume that you could give us that information.
913. **Ms McCartan:** I can do; yes.
914. **The Chairperson:** The Committee Clerk will write to you in relation to that.
915. In relation to the Sheffield Hallam University report that is attached to your report, we have heard from a number of organisations and individuals, including the managing director of Chain Reaction Cycles, which is a fantastic local company. Members were very impressed by that company, which started with two people in a little bicycle shop in Ballynure and now employs over 800 people. They are saying that the development of cycling as a sport would have very positive economic benefits for Northern Ireland. Why are we not hearing that message from DCAL?
916. **Ms McCartan:** DCAL has primary responsibility for developing the sport of cycling. There is a range of benefits that we acknowledge through our Sport Matters strategy. The economic benefit of cycling is one of the many benefits that will be reflected in the strategy. That is not a message that we would avoid. We would happily promote that message.
917. **The Chairperson:** Sorry; I am having a bit of difficulty hearing. They have obviously got the wine now, and their voices are going up. *[Laughter.]* I am sure that Hansard are having a bit of a problem as well.
918. Anyway, in relation to the economy, we heard from DOE earlier. I must say that I was a bit miffed at some of the evidence that we heard about the country park end of it. You will be aware that downhill cycling, which now happens at Rostrevor, Castlewellan etc, is becoming a major activity sport. In some of the evidence that we have had over this past number of weeks, there have been conversations about the possibility of getting a leg of the downhill events at the Mountain Bike World Cup. Are you aware of that? What conversations have there been in DCAL in relation to that?

919. **Ms McCartan:** What I can tell you about what we do for mountain biking is that the development of mountain biking as a leisure activity features as a key activity in the outdoor recreation action plan. There are accompanying benefits to local communities in health, social inclusion, cohesion and economic development. Mountain biking as a sport is covered under provisions in the Sport Matters NI strategy for sport and physical recreation. Outdoor recreation activity, including mountain biking, has the potential for many health benefits and participative recreation in the natural environment.
920. The action plan that underpins our new strategy highlights the importance of making the outdoors accessible to everyone and the opportunities that there are to participate not only in rural areas but in urban fringes. The plan shows how it can help deliver the targets in Sport Matters to increase levels of participation. The delivery of the aims of these strategies is dependent on cooperative partnership between a range of Departments that support the strategies, local government, arm's-length bodies, and sports and leisure governing bodies that have a central role in delivery.
921. Much progress has been made, and DCAL welcomes opportunities to engage with other bodies to realise the optimum return for investments made in mountain bike trails for competitors and leisure participants. We recognise the need to demonstrate value for money in making sports investments in this sector. The public purse and the local economy benefit from very specific activities, such as mountain biking, through marketing the North of Ireland as a tourist destination, which, in turn, boosts the local economy through the promotion of outdoor recreation to out-of-state visitors and encouraging greater spend and economic activity. To answer your specific question about our involvement in the event —
922. **The Chairperson:** We do not have an event at the minute. My understanding of the Mountain Bike World Cup, although I do not know a terrible lot about it, is that it is downhill mountain biking, similar to the Giro, only for that particular sport, and various legs of it are held in countries throughout the world. I understand that there is a very real opportunity that one leg of that event could be brought to Northern Ireland. Have there been any discussions in the Department, and, if not, will the Department be proactive in trying to encourage that to happen?
923. **Ms McCartan:** The Department would certainly support the event coming to Northern Ireland. The management of events is a DETI responsibility, and we would absolutely engage with DETI to try to ensure that we promote the sport of cycling through the delivery of that event.
924. **The Chairperson:** I assume that you had conversations with DETI and the Tourist Board about the Giro, in which I know that you were very proactively involved. Here is another opportunity to be proactively involved. I am suggesting that we get out of our silos, join up and work together to try to get this major world event. On a number of occasions, we have proved that we can provide some of the best opportunities for high-class world events to come here, and the expertise, planning and all the rest of it is already there. There is an opportunity there. I am only mentioning it; I am not trying to put you in a spot, Sinéad. My understanding of it is that there is a fantastic opportunity.
925. **Mrs Hale:** My question is on the back of the Chair's question about mountain biking. A few months back, a world-class event involving downhill mounting biking was held in Kilbroney with over 10,000 competitors. The major sponsor was Red Bull. Was the Department aware of that or involved in it in any shape or form?
926. **Ms McCartan:** No.
927. **Mrs Hale:** It was not involved in marketing it worldwide.
928. **Ms McCartan:** No.

929. **Mrs Hale:** Was the Department even aware of it?
930. **Ms McCartan:** The function for events and the development of sport emanating from events will be through DETI and Sport NI. At a strategic level, we will prepare the strategy that will allow for the legacy support from those events to develop the cycling through the Sport Matters strategy, but we would not have been involved in opportunities to do that. It would have been Sport NI, in conjunction with DETI.
931. **Mrs Hale:** It just seems a shame that such an event has already taken place in Kilbroney, and we seem to have missed the boat and the opportunity, because nobody was even aware that Red Bull, worldwide television companies and competitors from all over the world were here in Kilbroney. Most of Northern Ireland — well, the Departments — did not know that they were here.
932. **Mr McCarthy:** In the first paragraph of your letter to the Committee, you seem to shift the responsibility away from yourself to Sport NI. Where does cycling sit as a priority in your Department, given that you said in the first paragraph:
- “Sport NI, an arm’s length body of DCAL, is responsible for the development of sport in the north of Ireland”?*
933. **Ms McCartan:** I am not too sure that I understand the —
934. **Mr McCarthy:** Well, you have passed the responsibility over to Sport NI, which is an arm’s-length body of DCAL, as I understand it.
935. **Ms McCartan:** Yes. That is correct.
936. **Mr McCarthy:** Where does your Department see cycling as a priority?
937. **Ms McCartan:** The Department has delegated responsibility for the development of sport to Sport NI. The policy aspects rest with the Department. Through the Sport Matters policy, we prepared the way for the development of all sports, for which Sport NI is the delivery agent. We do not prioritise sport. We rely on Sport NI to develop sport, and, through the facilities strategy and the Sport Matters strategy, we will look at the needs of each sport to address those.
938. **Mr McCarthy:** Your answer is a bit disappointing. Surely, the Department should have some say in what is a priority and what is not. We would like to see cycling as a priority and your Department pushing it in that direction.
939. **The Chairperson:** Declan, do you want to say anything?
940. **Mr McAleer:** No.
941. **The Chairperson:** OK, Sinéad, that has been very helpful for the inquiry. I appreciate your evidence to the Committee. Thank you. We have quite a bit of paperwork as well, which will all be included in the eventual outcome. I think that there were one or two questions. The Clerk will write to you with those, and we would appreciate it if you could provide us with some answers. Thank you.





# 11 June 2014

## Members present for all or part of the proceedings:

Mr Jimmy Spratt (Chairperson)  
 Mr Seán Lynch (Deputy Chairperson)  
 Mr John Dallat  
 Mr Alex Easton  
 Mrs Brenda Hale  
 Mr Kieran McCarthy  
 Mr David McNarry  
 Mr Cathal Ó hOisín

## Witnesses:

Mr Bob Bleakley                      *Department of the  
 Environment*  
 Mr Iain Greenway  
 Mr Angus Kerr  
 Mr Wesley Shannon

942. **The Chairperson:** I welcome Iain Greenway, director of road safety and vehicle regulation at the Department of the Environment (DOE); Angus Kerr, its director of planning policy; Wesley Shannon, director of environmental policy; and Bob Bleakley, assistant director for regional operations. I ask you to make a presentation of no more than 10 minutes and then be open to questions. When we get to the question stage, one person can answer.
943. **Mr Iain Greenway (Department of the Environment):** OK. Thank you very much, Chair, and I thank the Committee for your invitation to attend the meeting. You have done the introductions —
944. **The Chairperson:** I should have said that the session is being recorded by Hansard.
945. **Mr Greenway:** OK. You have done the introductions for me. The reason that a number of business areas in DOE are represented is that a number of aspects of cycling interact with the Department's work. It may therefore be helpful to take each of those aspects in turn.
946. First, there is the issue of road safety. Simply put, cyclists are vulnerable road users who are not surrounded

by metal that can protect them in the event of a collision. Road safety staff in DOE therefore work closely with colleagues in the Department for Regional Development (DRD) and in other Departments to seek to ensure that a larger numbers of cyclists on our roads do not lead to a larger numbers of casualties, which, in turn, could dissuade people from cycling.

947. This cross-working includes our membership of the active travel forum, which is led by DRD.
948. Our work to improve road safety for all road users, in particular those responsible for collisions, includes advertising campaigns to change attitudes and behaviours; the highway code setting out the rules of the road; and education, including the cycling proficiency scheme that is taken up by most primary schools. A number of the advertising campaigns refer to cycling casualties, including the campaign specifically focused on cycling that was first aired on Good Friday this year. These activities are in line with action measure 124 of the Executive's 'Road Safety Strategy to 2020', which states:
- "We will give consideration to measures that improve the safety of cyclists; including what cyclists can do to keep themselves safe and what other road users can do."*
949. Turning to environmental issues, more people shifting from car and public transport to cycling will assist the Executive in achieving their Programme for Government commitment to:
- "Continue to work towards a reduction in greenhouse gas emissions by at least 35% on 1990 levels by 2025".*
950. Cycling will help meet air quality targets by reducing emissions of certain pollutants, such as nitrous oxides and particulate matter, that impact significantly on health, particularly on those with coronary or respiratory

- disease. There is also a general health benefit from exercise.
951. A number of pieces of legislation cover rights to cycle and the Department of the Environment's role in the formulation, implementation and support for policies and projects that encourage the provision, improvement and promotion of enjoyment of the natural environment. The Northern Ireland Environment Agency (NIEA) uses and implements this legislation in a number of ways. This includes funding Outdoor Recreation NI to coordinate the development and promotion of facilities through the natural heritage grants programme. Other Environment Agency work includes funding through its grants programme the creation of other walking and cycling paths; participation in regional outdoor recreation forums; research, such as 'Assessing the Economic Impact of Outdoor Recreation in Northern Ireland', a report commissioned in partnership with Sport NI and the Tourist Board; and development of the outdoor recreation plan for Northern Ireland, again with Sport Northern Ireland, the Northern Ireland Tourist Board and the Department of Culture, Arts and Leisure (DCAL); and the management of country parks.
952. The Environment Agency seeks to manage its country parks to provide visitors with an environment that is visually, physically, intellectually, spiritually and emotionally stimulating. The Environment Agency recognises that outdoor recreation, such as cycling, has significant health benefits.
953. To develop the provision for recreational activity further, NIEA country parks staff recently met Outdoor Recreation NI to discuss the commissioning of a scoping study of recreational opportunities at a selection of country parks. The study, once completed, will assist in identifying opportunities for future recreation provision such as the provision of family cycling paths, subject to funding, and potential links to long-distance cycling trails. However, some country parks are considered to be unsuitable for safe cycling.
954. Cycling provision is an important consideration in the determination of planning applications for new developments and in the preparation of development plans. A number of policy statements include specific reference to cycling and advocate that accessibility by modes of transport other than the private car should be a key consideration in the allocation of land for development
955. The Department is bringing forward a strategic planning policy statement for Northern Ireland. The statement sets out the Department's regional planning policies for securing the orderly and consistent development of land under a reformed, two-tier local planning system. The statement reflects and updates in a strategic way existing provisions in relation to planning and cycling. It also includes a new core planning principle on improving health and well-being. This recognises that the planning system can play an active role in improving the lives of people and communities in Northern Ireland and that planning authorities should contribute positively to health and well-being in plan-making and decision-taking under the reformed two-tier planning system.
956. **The Chairperson:** Thank you very much. I want to start with country parks. From the briefing papers we got, particularly from the departmental Assembly liaison officer (DALO), and evidence that the Committee has heard, it seems that Forest Service has developed an extensive cycle network in Rostrevor, which I assume is just as dangerous as paths in country parks. Your briefing paper states:
- "Redburn Country Park at Holywood, County Down, has very steep and short paths and there is resistance from the local community to facilitating cycling in the Park after a cycling fatality."*
957. How many years ago did that fatality take place?
958. **Mr Bob Bleakley (Department of the Environment):** About 20 years ago. It is ingrained in the folk memory.

959. **The Chairperson:** The folk memory of the locals?

960. **Mr Bleakley:** Of the local people.

961. **The Chairperson:** Right. Maybe that leads on to my next question: when was the last time that the local community was consulted? Your statement goes on to say:

*“The North Down Coastal Path runs through Crawfordsburn Country Park, where NIEA is considering a cycle link from the Coastal Path to Crawfordsburn village. Consideration will also be given to possible cycle paths in parts of Peatlands Park and Ness Country Park.”*

962. What does “consideration” mean and how long has the Department been considering this? What difference is there between the health and safety issues that Forest Service has and those that the country parks might have? Is there not just a culture of not wanting cyclists, or even people on horses, in country parks?

963. **Mr Bleakley:** We have horses in Redburn and Crawfordsburn and horses available in Castle Archdale. There is not a culture of not wanting horses. It is a case of balancing competing demands. The worry about Redburn is that you could make provision for elite cyclists who want to go on downhill cycling trails and thrill rides. The risk is that unless that is routinely supervised, you get kids from the local area trying the same thing unsupervised. We do not have a permanent presence at Redburn.

964. **The Chairperson:** What is the difference between that and the forests? Forest Service does not have people there permanently either. Is it not that a series of excuses are being made, and that the wider picture and economy of Northern Ireland are being forgotten about?

965. **Mr Bleakley:** Many of the forests are more remote. Getting there is more difficult. Redburn is right in Holywood. It is much more difficult for parents to supervise. With regard to the willingness of Forest Service, many of their paths are designed for vehicles. Their property is of a much larger scale than ours. As

Mr Greenway explained, we have already asked Outdoor Recreation NI to look at where we could put in cycle paths. I will point out that we already have a cycle trail at Castle Archdale. The north Down coastal path is a Sustrans route, and it runs right through Crawfordsburn Country Park. I have asked within the last six months, or probably more recently than that, for the warden there to look at how we can make the link from Crawfordsburn village. There is a path that goes down beside the Old Inn, and I see no reason why it could not double as a cycle track. It is not that widely used by pedestrians, and the evidence shows that cyclists already use it.

966. The ideal would be if we could link a country park to an existing cycling route so that it is on a network of paths. As regards Peatlands Park, when the Lough Neagh cycle trail was being investigated — the one that goes right round Lough Neagh — we were approached to see if we would allow it to pass through Peatlands Park, and we said that we certainly would. However, making the link into the park proved to be impossible at that time. If the link could be made, we would be more than happy to have a link to that cycle trail. Whilst a lot of it is over peat bog and the paths are soft, there are some paths that would be suitable for cycling or where we could make some modifications to make them suitable. So, we have no culture of not wanting cyclists, but we want to be sure that cycle trails are in places where it is safe to put them and where it will not diminish the experience of other users. The sort of trails that we would be looking at would be family-type cycling trails rather than thrill-type cycling trails.

967. **The Chairperson:** Can I put on the record the point you made in relation to Redburn Country Park being in the centre of Holywood? As far as some of the other trails are concerned, one is in the middle of Rostrevor, which, I assume, has young people on bikes, and another is in the middle of Castlewellan, which probably has a lot of young people as well.

968. Mr Bleakley, I really think that the parks are way behind the rest of Northern

- Ireland and have not moved forward in seeing the benefits to the economy. We have just heard from the Chief Medical Officer about the benefits to health and all the rest of it. I think that you are just making a series of excuses not to allow it to take place. It will never be 100% safe. There will always be accidents in something like this, and it cannot be supervised 24 hours a day, but if other places can do it, why can you not do it?
969. **Mr Bleakley:** I have said that we already have done it in some parks, and we are looking at the possibility of doing it in others. You asked how long it was since we consulted on Redburn. It is within the last three months.
970. **The Chairperson:** How long have you been considering Crawfordsburn and other parks?
971. **Mr Bleakley:** I made the recommendation about six months ago.
972. **The Chairperson:** So, it has been considered only in the last six months. Has the cycling unit at DRD been in conversation with you since it was set up?
973. **Mr Bleakley:** Regarding Crawfordsburn, the only thing was the approach by Sustrans in relation to the north Down coastal path. We work closely with it, and it put in a new path for us that meant that the cyclists were not charging through the holidaymakers lining the edge of the beach. They went around the back of the grass area, and there is a cycle path from there through to the visitors' centre. It is now a case of going on further, partly out of the exit route and then taking it up into the village.
974. **The Chairperson:** Do you accept that a lot more could be done?
975. **Mr Bleakley:** Certainly, more could be done, yes.
976. **The Chairperson:** Will you consider talking to the Tourist Board and other agencies? For instance, the Tourist Board is looking at the possibility of a downhill leg of the Mountain Bike World Cup coming to Northern Ireland in the future. That event is not on a par with the Giro, but it is certainly up there. We know the benefits that the Giro has provided for the Province. Are you prepared to play your part, and is the Department of the Environment prepared to play its part in encouraging future tourism activity given the spend that it brings to the economy and the benefits it can have for future health?
977. **Mr Bleakley:** If there is funding available and we have suitable —
978. **The Chairperson:** It is not about funding. Sometimes you have to go and chase funding. There is funding available through the European Community. What moves have you made as a Department to try to get funding in for cycling through European money, which has been available? Many other countries, including the South of Ireland and parts of the rest of the United Kingdom have been very successful in drawing down major money. Through the lottery fund, for instance, £48 million is coming into the Connswater area. Have you done anything to try to get funding from elsewhere?
979. **Mr Bleakley:** In the light of the cycle trails that have been put in recently, particularly the one at Castle Ward on which my wife and I cycle frequently, it has come to our attention that funding may be available for us. That is what led us to approach ORNI to see what it reckoned. We have had experts look at Redburn, and you could put in a downhill cycle trail at Redburn. It is a very small park. We are putting in a running trail at Redburn, and I do not think that we can even get 5 kilometres of running trail. So, your downhill cycle will be over in seconds.
980. **The Chairperson:** To finish from me for the moment, €600 million was available for cycling infrastructure from 2007 to 2013. Have you been aware of that sort of funding being available from the European Community, which would be ideal for country parks, maybe the one at Limavady?
981. **Mr Bleakley:** We are aware that some funding is available. I was not aware of the scale of it.

982. **The Chairperson:** You have done nothing about trying to secure some of it.
983. **Mr Bleakley:** As yet, no, not directly, but we have engaged with Outdoor Recreation NI.
984. **The Chairperson:** You either have or have not.
985. **Mr Bleakley:** We have not sought the funding. First, you find where you would want to deploy it, and then you make your application. That is the situation that we are at.
986. **Mrs Hale:** Apologies for coming late. I was at a road safety event in Kinallen in my constituency. My question focuses on Planning Policy Statement (PPS) 13 and is on the Department's commitment to incorporating cycle paths into new developments and to promoting sustainable transport. Given that PPS 13 focuses on new developments and that, in the past decade, we have had a housing boom and a crash leaving many new developments with unadopted roads and footpaths, how do you see planning helping this retrospectively?
987. In Hillsborough, we have a medium-sized development being built on both sides of the village with no new road access because planning visualised that these substantial four-bedroom houses will all only have one car each and that everyone will walk and cycle. If you lived in Hillsborough, you would not walk or cycle, because it is not safe. It is a beautiful Utopia to think that planning will encourage this, but how do you realistically want to encourage people to, as Norman Tebbit says, get on their bikes and leave the cars at home?
988. **Mr Angus Kerr (Department of the Environment):** There are a number of things there. Clearly, PPS13 emphasises the importance of making provision for cycling and so on when dealing with planning applications, as does PPS3, which is a more operational policy that sits underneath it. The particular issue of dealing with existing developments that already have permission and maybe have been halted because of the recession is difficult. Obviously, if those sites come forward through an additional planning application, then new measures can be taken to look at cycling and modes other than the car in how we deal with particular planning applications.
989. The other aspect of that would be to look at the more forward-planning aspects of planning. As you are aware, we are about to hand over planning powers to councils, and there is an opportunity in that for a council to bring forward a development plan for an area, which could look at particular issues for a specific town, area or settlement and maybe come forward with individual policies that would suit that neighbourhood and community and suggestions as to how you could address some of those issues. That is even more the case with the new powers that councils are getting on community planning and the regeneration powers. There is a lot more scope for councils to be able to link those up with planning and begin to look at comprehensively developing an area, if there is a problem area within a particular settlement. That may be a way for that to be handled.
990. **Mrs Hale:** Thank you. Hopefully, they will do a better job.
991. **Mr Ó hOisín:** Gentlemen, I am sorry for missing your presentation. I had a local school in. The Chair touched on this subject with regard to the Roe Valley Country Park, which is in my own neck of the woods. I just cannot understand why cyclists are not encouraged; in fact, cyclists are actively discouraged in the country park, which, when you look at it, lends itself to cycling. If you imagine the figure eight on top of the figure eight, that is the way in which the country park is laid out. Part of it could be designated for cycling, or for cycling and walking, with appropriate warnings, for very little cost. Where are we with regard to opening that up? We had figures as recently as last week on visitor numbers, which were somewhere in the regional of 300,000. If cycling were allowed, I am sure that that number would increase accordingly.



992. **Mr Bleakley:** Again, we will be looking at the path network at the Roe Valley. Certainly, some paths involve steps, steep drops or are close to water, and that may be inappropriate. However, there are some paths that may be appropriate, and we are going to see whether there are any that we can open for cycling, but I do not think that you could do the whole figure of eight safely.
993. **The Chairperson:** Those are just more excuses, Mr Bleakley, quite frankly. How does the towpath operate along the side of the Lagan, for instance, with water on one side and a cycle path and people walking? From where we are sitting looking in, it appears that there is a total reluctance by the NIEA to even think outside the box. You have been so long inside the box that you cannot get out of the box.
994. **Mr Bleakley:** That is why we are getting other people to look at it who are outside the box.
995. **The Chairperson:** I am sure that you have had many surveys over the years, and there does not appear to be any movement. Other people can do it, the towpath can do it and the greenways can do it. The Comber to Belfast greenway can do it and accommodate cyclists and pedestrians. The towpath right through to Lisburn and right along the side of the canal in Lisburn can provide for cyclists as well, but all you do is make excuses about health and safety issues. Everybody must have the same health and safety issues. Have you even talked to them about how they got around that?
996. **Mr Bleakley:** Not specifically, but we have annual stakeholder forums in relation to our country parks, and we have not had pressure during those forums for provision of cycling in the parks.
997. **The Chairperson:** This is pressure from Northern Ireland plc. You are in a new era. Civil servants are no longer running the country. There is an elected Government here now running the country, and you have to listen to what is being said.
998. **Mr Bleakley:** I am listening, Chairman.
999. **The Chairperson:** Well, I hope that you are listening.
1000. **Mr Bleakley:** I am.
1001. **The Chairperson:** Various people have been along to give evidence on this. We are looking at the benefits of cycling to the economy, which are immense, as are the benefits to tourism in Northern Ireland. It is good, but it can be even better. We just heard from the Chief Medical Officer about the benefits to health.
1002. Now that we are in a new era with the 11 councils, it is perhaps time that Departments worked with the new councils to provide a network. So, people from many different aspects are going to have to think outside their boxes. Quite frankly, in the papers that we have in front of us, which will be published in the report, it appears that the NIEA is stuck in the Dark Ages.
1003. **Mr Bleakley:** I will certainly take account of what you are saying.
1004. **The Chairperson:** It is not what I am saying. I am trying to portray to you the evidence that we have.
1005. **Mr Bleakley:** And, as I say, we will have to weigh up the pros and cons in each individual case. As I said, we already have some cycle paths in our properties.
1006. **The Chairperson:** Some, but very few.
1007. **Mr Bleakley:** And we will look at what other ones we can put in.
1008. **The Chairperson:** Some but very few. It is only a token really, is it not?
1009. Cathal, do you want to continue?
1010. **Mr Ó hOisín:** I do not agree that Roe Valley Country Park, in particular, does not lend itself to cycling. Benone Beach is used for multiple purposes, including horse riding, wind yachting, dog walking and all sorts of things, but I think that the country park could, with a code of practice and perhaps some restrictions, be used for cycling. The country park has been open for 40 years. I am just wondering when that

- might be considered? Have we any sort of timescale for it?
1011. **Mr Bleakley:** Within about six months, we should have a view from ORNI on what we can do. After that, we will have to make cases and seek funding, because we do not have funding at the moment.
1012. **The Chairperson:** Is it not sometimes up to officials to make decisions? You are highly paid, are you not?
1013. **Mr Greenway:** As Bob said, the Department has brought in Outdoor Recreation, which has expertise in this area, to look across the estate to see where cycling could sensibly and safely be incorporated and with what restrictions. In limited cases, cycling would not be appropriate in the mix of usage that we described. As Bob indicated, in around six months' time, Outdoor Recreation will make its recommendations. Officials will come in at that point, having taken specific guidance from experts in the field on each of the pieces of the estate. At that point, recommendations can be made. There will almost certainly be costs involved. Ultimately, the Minister will need to consider how to take that forward. I think that it is about how, rather than whether, to take it forward. At the moment, we are, in a very specific way, getting evidence from a body that has agreed to give its expertise. The Tourist Board, DCAL and others are involved in that work as well to see how we can do this within the estate.
1014. **The Chairperson:** How much is the process costing?
1015. **Mr Bleakley:** We fund Outdoor Recreation quite considerably already.
1016. **The Chairperson:** By how much do you fund it?
1017. **Mr Bleakley:** I do not have the figure.
1018. **The Chairperson:** Perhaps you can let the Committee have that figure in due course.
1019. **Mr Bleakley:** I will do that, Chairman.
1020. **The Chairperson:** On the issue of road safety, which was raised earlier, and this is probably for you, Iain, there is a suggestion that any new roads or whatever being built by DRD should have cycle facilities, because it is cheaper to put them in now as opposed to doing that at a later stage. I hear what you say about the possibility of injuries to cyclists; you will never do away with that. However, the Chief Medical Officer suggested that the overall benefits would be pretty serious because of the money that would be saved in tackling diabetes and conditions like that. Do you think that you should be consulted on new roads in terms of the provision of cycle networking? I assume that you are consulted on road safety in major schemes taking place.
1021. **Mr Greenway:** My concern is that the number of cycling deaths and serious injuries, which is the key measure we use in the road safety strategy, roughly doubled between 2002 and 2012. As the Committee will be aware, most categories of road-user deaths and serious injuries have declined significantly over that period. Of course that is a concern. I emphasised how we see them as vulnerable road users without the metal around them. Increasing cycling is likely to lead to increased casualties; that is just a mathematical piece. The danger is that, if that level becomes such that people are put off cycling, it becomes a much wider ramification than the costs of those injuries to the health service or the individual families and so on.
1022. We are working very closely with DRD. It has active travel targets around walking and cycling to school, for instance. Minister Kennedy is very keen to develop a cycling strategy for Northern Ireland. The first meeting of that working group is later this month. I am the DOE rep on that cross-departmental working group. The point I will be making is that we want to be in this together and do all we can to ensure that we mitigate the level of those injuries so that we do not get to a point for cycling and walking — more people will walk in this country

than will ever cycle, so we must not lose the walking piece — where people are put off. If people are put off cycling or walking because of their perception of the danger, we all have a problem. I want to be in there at the beginning, as you have indicated. DRD is one of the road safety partners and is a member of the road safety strategy delivery board. That is on the Roads Service side of things. It is a member of Transport NI. It is very much working with us. There are a number of action measures in the road safety strategy around engineering. Road safety, as you are aware, is built around engineering, enforcement and education. DRD's piece is predominantly engineering, such as the nature of road surfaces, the positioning of road infrastructure and furniture and facilities for cyclists. You are quite right: generally, it is much easier to build those in than retrofit them.

1023. **The Chairperson:** Do members have any final comments or any more questions?
1024. Thank you very much for your presentation. There are a couple of things that we will ask you for, such as the survey that was carried out and the funding to Outdoor Recreation.
1025. **Mr Greenway:** Thank you, Chair and Committee.

# 11 June 2014

## Members present for all or part of the proceedings:

Mr Jimmy Spratt (Chairperson)  
Mrs Brenda Hale  
Mr Declan McAleer  
Mr Kieran McCarthy

## Witnesses:

Dr Andrew Grieve                      *Department for*  
Mr John Irvine                         *Regional Development*  
Mr Tom Reid

1026. **The Chairperson:** I welcome Tom Reid, who is the director of transport policy, strategy and legislation in DRD; John Irvine, Transport NI, DRD; and Andrew Grieve, who is the head of the cycling unit in DRD. You are all very welcome, gentlemen. You are no strangers to the Committee, of course. I just ask you to make a presentation and then leave yourselves open to questions, please.
1027. **Mr Tom Reid (Department for Regional Development):** Chair, thank you for the opportunity to come along today and provide oral evidence on your cycling inquiry. Obviously, this follows the written submission that we provided back in March. As you said, today I have John Irvine and Andrew Grieve with me, and we welcome the inquiry, particularly as it is making the link between cycling and the economy. Virtually everyone is able to readily understand the health benefits and even the environmental benefits of cycling, but there is a perception in some quarters that switching from the car to the bicycle undermines the local economy. That is a perception that we need to challenge if we are to see a transformation in attitudes towards cycling and build a cycling culture here in Northern Ireland.
1028. The Department has been involved in a number of initiatives that have sought to raise the profile of cycling over the past 20 years, starting in 1995 with the launch of the national cycle network in Northern Ireland. That was followed in June 2000 with the first Northern Ireland cycling strategy. The regional development strategy in 2001 and the regional transportation strategy in 2002 subsequently sought to set out a policy framework to promote walking and cycling.
1029. Last year the Minister set out a renewed focus with the publication of the active travel strategy and secured Executive approval for that strategy. The Executive also sought to underscore their commitment to active travel by including a target in the Programme for Government to increase the number of children walking and cycling to school. One of the key objectives of the active travel strategy was to build a cross-sectoral approach to addressing the barriers to cycling and to bring together a range of activities across Departments that have the potential, if better coordinated, to begin to build a cycling culture in Northern Ireland. That is why we work very closely with local government representatives and key Departments such as DOE, DHSSPS, DCAL, DETI and DSD, as well as some of the key stakeholder groups like Sustrans, to develop the strategy.
1030. A key focus of the work at that time was to set out the economic benefits of cycling to demonstrate that investment in cycling, while relatively moderate, had the potential for significant economic benefits, including, for example, our ability to attract high-value investment and talent into our urban areas in particular.
1031. The strategy and the forum have been fairly successful in that regard, in that we can see a growing emphasis on cycling in other Departments, particularly Health. However, we need to build on that and begin to deliver transformative projects. To reflect that, the Minister recently set up a dedicated cycling unit, and the Committee's support for that unit has been very welcome. More importantly, that support

has really helped the unit to engage key stakeholders and build momentum. I think that the outcome of this inquiry will be hugely beneficial in informing the unit's forward work programme, and we look forward to working with the Committee in that regard.

1032. Slide 3 of the Department's submission summarises the work that we have carried out over the past 10 or so years and seeks to capture some of the things that we have been doing. The slide reflects the fact that there is, of course, no single solution that can apply to all circumstances. The existing guidance literature sets out preferred types of infrastructure, for example for main roads, residential streets and town centres, and a lot of it is really down to traffic speed. When we look at cycling investment, the focus is often on infrastructure, but it is important that we do not lose sight of the fact that the barriers that prevent people cycling are as much about information, attitudes and confidence. So it is important that we work with other Departments to address some of those wider issues. Having said that, and having highlighted examples of what we have done to date, we need to ask this question: does it feel like we have been investing in our cycling infrastructure?
1033. The fourth slide sets out the national cycle network in Northern Ireland and some of the better cycling provision on that network. One of the criticisms levelled at the Department has been that much of the infrastructure is fragmented and needs to be joined up. We recognise that that is an issue, even in relation to the national cycling network, and that we need a more joined-up approach to cycling provision. That is a key aim of the cycling unit, as set out in the next slide.
1034. Even within DRD, there is a need for a more integrated or joined-up approach; for example, cycling needs to be integrated into network planning and development. A balance also has to be sought between conflicting transport priorities. Cycling provision needs to be recognised as a key element in our

strategy and delivery, and, indeed, in the wider strategies and initiatives across government, whether in health, urban regeneration or tourism. The promotion of active travel is, after all, an Executive commitment.

1035. The next slide sets out some examples of the infrastructure in Copenhagen and Malmö. As you are aware, the Minister had a fact-finding study visit to those two cities quite recently. He was impressed by the fact that cycling societies were also economically successful cities, in these examples. Indeed, these two cities effectively revolve around cycling. That was not always the case; there was a very deliberate effort to achieve that. The features and characteristics of those cycling societies are set out in that slide.
1036. One of the most impressive points was that the cycling infrastructure was highly visible. It was integrated throughout the city and had a safe feel to it. Cycle lanes were clearly identifiable; road space was shared; junctions were clearly marked to facilitate the passage of cyclists; and there was also extensive separate infrastructure, such as cycling bridges and high-volume off-road cycle networks, while the integration of active travel and public transport was also a high priority. You can see the result of that in the last picture on the slide. It shows the large number of people cycling in their everyday clothes. Cycling is as normal an activity there as driving or using public transport, and that is what we want to achieve here.
1037. The next slide illustrates that, as we set out in our submission, we have to have a more holistic approach across government to the development and promotion of cycling generally. Just as the barriers to cycling go beyond the provision of infrastructure, the benefits of cycling are not simply transport benefits; they also relate to health, economic, social and environmental benefits, all of which are key aspects of the Executive's Programme for Government. Copenhagen, Malmö and many other cities worldwide have recognised that cycling is not an



- end in itself, but part of the answer to this question: what type of city do we want? Do you want a car-focused city or a people-focused city? By planning their cities to promote a healthy and safe environment, Copenhagen and Malmö have given citizens a freedom of movement that is lacking in many other cities, together with town centres and open spaces that are inviting and heavily used. Cycling is a key and integral part of that, and the Department's ambition is that we in Northern Ireland work towards a similar holistic and integrated approach.
1038. Turn to the last slide in the presentation. In seeking to harness the potential of cycling, the Department, as you are aware, is developing a vision for cycling and a bicycle strategy. We have disseminated an issues paper for comment and have begun to work on a draft of the strategy. We believe that the Committee's cycling inquiry can make a key contribution to that strategy, and we look forward to seeing the report. We hope that the strategy and the Committee's inquiry will make a difference in securing a real commitment to cycling across government so that we can start the job of implementing significant change. Once again, thanks for the opportunity to speak to you today; we will be very happy to take any questions you might have.
1039. **The Chairperson:** Thanks, Tom. Since 2002, the Department has invested £10 million in cycling infrastructure. I do not expect you to be able to answer this question off the top of your head, but in relation to the same investment in roads over that period, what is the percentage spend of that £10 million? We want to see those figures for the report, but I suspect that you do not have them with you today.
1040. **Mr Reid:** I do not have them with me, but if you are happy enough, we will come back to you on that.
1041. **The Chairperson:** OK. I would like you to come back to us on that.
1042. I want to take on another area. The investments that are going to happen over the next period, particularly on the A2, the A8, the A26 and the A31, are pretty major investments. Has cycling been considered in relation to those areas? What infrastructure has been put in place for cycling?
1043. **Mr Reid:** It might be useful to ask Andrew to speak about the cycling unit's more general approach to identifying future projects, which I think picks up part of that.
1044. **Dr Andrew Grieve (Department for Regional Development):** The A31 Magherafelt scheme was published before we got a look at it. The plan there is to look at cycling infrastructure through the town, rather than on the bypass. Another scheme in its early stages is the A24 Ballynahinch bypass. Again, we have been involved in looking at the very early outline plans to see whether cycling infrastructure can be incorporated there. The plan is that cycling infrastructure will be incorporated there.
1045. We are in the process of setting up an understanding between the cycling unit and Transport NI to ensure that, as plans come forward, we have the opportunity to look at them from a cycling point of view to ensure that appropriate and adequate infrastructure is included in them from the concept stage. The unfortunate thing is that there are a number of schemes that are going to be delivered in the very near future that have got to the delivery stage before we have had an opportunity to look at them. Those will be schemes that do not appear to have been cycle-proofed. Is it right, John, to say that Transport NI, as a matter of course, considers cycling provision in its schemes?
1046. **Mr John Irvine (Department for Regional Development):** Yes, we do. I am not quite sure about the A8, A2 and A6; I will come back to you on that, because I just do not know. If you look at the slide showing the national cycle network, you can see a photograph of Cherrymount Link in Enniskillen, which has two very good cycle lanes on either side of the road. That is an example of a brand new



- road scheme on a greenfield site, and cycle provision has been provided. So it is in our thinking. I do not know whether we are doing it on the other roads that you mentioned, but I will find that out for you. We always take account of all modes of transport in our thinking. I will come back to you on that one.
1047. **The Chairperson:** We heard from the Chief Medical Officer this morning about the benefits of cycling for general things like obesity, which leads on to diabetes. We also heard about the tremendous amount of money that drips every day out of the health service in relation to some of these issues. The Public Health Agency was here with the Chief Medical Officer; as you know, the agency promotes good health, well-being, screening programmes and all the rest of it. They mentioned some committee, and they would be keen to be involved whenever new schemes come on board and to be consulted. Would you be open to that?
1048. **Mr Reid:** Yes. It is important to point out that, when we set up the active travel forum back in 2010-11, we identified all the Departments that had a role to play in cycling. The Public Health Agency and DHSSPS were represented at that time. That group is coming to an end, and the Minister is setting up his cycling group. Andrew might want to pick up on the membership of that, but we are certainly open to it.
1049. **Dr Grieve:** The Minister has written to various ministerial colleagues with the intention of setting up a cross-sectoral cycling group. In fact, we are in the process of setting that up now. The active travel forum has been very useful because it has been a very wide body — I think that there are members from about 30 different organisations. As we move towards trying to implement better cycling infrastructure, we are trying to focus the group down to the main players. That includes the PHA, DHSSPS and various other groups.
1050. We are developing a regular meeting and liaison with the Public Health Agency on cycling infrastructure. We see it as a key partner in delivering cycling measures, because of the health benefits. We already work with them on the active schools travel programme, and we are trying to extend that even further.
1051. **The Chairperson:** Is there any sort of a health impact assessment with new road schemes?
1052. **Mr Irvine:** A health impact assessment?
1053. **The Chairperson:** Is that done automatically? If not, is there maybe an opportunity to do that? I am quite happy for you to come back to us on that, John. I am not trying to put you in an awkward position.
1054. **Mr Irvine:** When we look at the overall costs and benefits of a scheme, there is a box in the very high-level appraisal that deals with whether it is beneficial for health. I will come back to you on that.
1055. **The Chairperson:** Maybe that is an area where the suggestion made by the Chief Medical Officer and the Department of Health this morning might be worth exploring.
1056. **Mr Irvine:** Going back to the regional transportation strategy of 2002, which, I suppose, was the first major transportation strategy for Northern Ireland, there was an element called making it easier to cycle. If I recall correctly, all the initiatives were appraised against the Government's big objectives for transport. Health benefits would have been included at that very high level. I will come back and confirm just what we do with our road schemes and the cost/benefits.
1057. **The Chairperson:** OK, John. Thanks for that. That leads me on to another area that I would like to cover before I open it up to members. In relation to European money — Mrs Hale was maybe going to ask a question about that. Were you?
1058. **Mrs Hale:** I was, Chair.
1059. **The Chairperson:** Go ahead, and I will come in afterwards. You were first to come in anyway. You go ahead.

1060. **Mrs Hale:** Chair, thank you very much for your indulgence, and thank you, gentlemen, for coming.
1061. Going through the slides, I see that it has taken the Department 12 long years and £10 million to provide cycle lanes and tracks on just over 1% of our road structure. In September 2013, the vice-president of the EU Commission stated that there would be money available for viable projects. There is up to £600 million of European money available. What proposals have you put forward in that respect?
1062. **Mr Reid:** We set up a European team specifically to look at how we could bring in more European funding and access more funding. Where there are calls available that we can put forward cycling schemes to, we will do that. We have had recent meetings with local government to look at the potential of bringing in CIVITAS funding, which would provide opportunities for cycling. We have also worked quite extensively with local government and other stakeholders over the past few months to make the case for the inclusion of sustainable transport in the INTERREG V programme. We see that as offering very significant opportunities for investment in cycle greenways across Ireland and Scotland if it is included in the final programme.
1063. **Mrs Hale:** At this minute in time, have you submitted any proposals to the EU?
1064. **Mr Reid:** We cannot actually submit proposals unless there is a call. That is the problem we have.
1065. **The Chairperson:** Let me quote to you what the vice-president of the European Commission Siim Kallas said in September 2013. When addressing the Velo-city conference on cycling issues, he said:
- “We will find European money for cycling projects, if regions and Member States submit right proposals”.*
1066. So they will find the money if you submit the proposals. What research — I assume that the Department knows about that?
1067. **Mr Reid:** We do. I think that there are a number of elements. There is European funding such as Trans-European Transport Network (TEN-T) funding, and we look at the calls and the potential. As you will be aware, there is an awful lot of engagement before those calls are put out where we make the case for the inclusion of area strands within that. We have engaged with the Commission to look at connectivity issues and sustainable transport issues, including cycling.
1068. We also set out an argument for the inclusion of sustainable transport and the benefits that cycling offers locally in the INTERREG proposals. That allowed the Special EU Programmes Body (SEUPB) to approach the Commission and ensure that sustainable transport could be included in that package of investment. So there has been work to try to influence in that regard.
1069. **Dr Grieve:** I think that that might have been what Siim Kallas was referring to — the construction of the programmes. As I understood it, member states put forward proposals for kinds of activities to be included in the various programmes, and the Commission will look sympathetically towards those and will include them in the INTERREG programme, for example. When the call then goes out for projects, cycling projects can be put forward, as they are included in the programme.
1070. **The Chairperson:** It is not just TEN-T. There are a number of actual projects. There are several funding streams available in Europe. Let me just run through them. There is the European regional development fund, Intelligent Energy Europe, the EU research framework programmes and programmes of community action in the field of health. There are opportunities with that funding. I suppose that that is what the Commissioner was saying. He was saying, “Come up with the projects, approach us and we will find streams to fund them.” We have to be proactive in these things.
1071. **Mr Reid:** Yes, and that is reflected to a certain degree in the success

- of having sustainable transport in INTERREG. We focus very much on building support across the three Administrations — Northern Ireland, the Republic of Ireland and Scotland — for the inclusion of sustainable transport and the identification of cycling infrastructure and greenways as part of that. If sustainable transport is included in the final programme following a consultation — you will be aware that the draft INTERREG programme is now out for consultation — it would make a significant amount of funding available for the development of greenways across Northern Ireland, the Republic of Ireland and Scotland.
1072. We met the Commission, I think around Easter, and discussed the best approach to influence future programmes. The European team in the Department take that forward. We are aware that we have to be there to influence those programmes.
1073. **Mrs Hale:** Mr Reid, you have alerted me to something. You said “if sustainable transport is included”. Does that mean that it is not at the minute?
1074. **Mr Reid:** It is included in the draft programme, but the draft programme is out for consultation. What we are essentially saying —
1075. **Mrs Hale:** You actively encourage that it would be.
1076. **Mr Reid:** Yes. We actively encourage anyone who is responding to the draft programme to make the case for sustainable transport to be maintained so that it is in the final programme.
1077. **Mrs Hale:** OK.
1078. **Mr McAleer:** I note from the correspondence from the Department that there has been a great deal of planning to promote healthy and safe environments in cities like Malmö and Copenhagen. Have you taken the opportunity to consult the Department of the Environment, or are you thinking of contacting the 11 new councils at an early stage to discuss how cycling can be incorporated into their corporate plans, targets and stuff like that?
1079. **Mr Reid:** Yes. Part of the reason why the active travel forum was set up was that, when you look at how to encourage people to walk and cycle, quite often, cycle lanes are not the barriers. Is the right environment there to encourage people to use it? Is there good street lighting? Do people feel safe? Is it an attractive environment to engage in? Those are much wider issues than transport, and it brings in urban planning, DSD, urban regeneration and neighbourhood renewal schemes, for example. That engagement was encouraged as part of the active travel strategy, and a key aim was to ensure that, in all the Departments that had a role to play, our strategy and thinking was coming together, and we were starting to talk to each other. What Andrew talked about, the cycling unit and the work that will now go forward with the new cycling forum, is, essentially, to try to build on that with practical measures.
1080. We worked very closely with Belfast City Council on its active travel strategy, and Andrew can talk more about that. We have also worked very closely with Derry City Council to look at the opportunities there with the work done for active travel in the city. We engaged closely with the Northern Ireland Local Government Association (NILGA) to look at how we can work more closely with local government, which reflects the fact that, ultimately, active travel is local. So you have to look at the local barriers and the local solutions, and the best way to do that is to work with local government. I think, John, it fair to say that Roads Service and now Transport NI work very closely with local government on transport issues.
1081. **Mr Irvine:** As some members will be aware, we go to councils twice a year and present our programmes, within which are cycling measures, so we work closely with councils.
1082. Planning is governed by planning policy and the various planning policy

- statements. From the first regional development strategy (RDS), in 2001, there came a number of changes to planning policy. A key one was planning policy statement (PPS) 13, which linked land use and transportation and really brought cycling into focus in planning policy. It required developers to think about cycling, whether it was cycle parking or providing cycling facilities in new developments. So planning policy is probably reasonably up to speed with the encouragement of sustainable modes of transport. The important documents are PPS 3, PPS 13 and a document that you may be aware of called 'Creating Places', which sets out the layout for all new housing areas. Within that, there is another element: developers, when submitting a planning application for a development, have to go through a transport assessment, which includes walking, cycling, car and public transport. Those policies will govern planning as it moves to councils, as it governs it now with planning sitting in central government.
1083. **Mr McAleer:** My question follows on from what Brenda said. Here in the North, there are 30,000 km of road and only about 260 kilometres of cycle lanes or tracks, which is a proportion of just over 1%. Have you any idea, off the top of your head, how much of that lies outside the cities of Derry and Belfast?
1084. **Mr Irvine:** The National Cycling Network is 1,300-odd km, and that is, effectively, a signed rural network outside the city. I cannot provide an analysis of the 30,000 km, but I can tell you that Belfast has 50-odd km of bus lanes, which are also cycle lanes. I am sure that we could probably come up with that figure. If you bear with me, I will come back to the Committee with a split of where all cycle lanes are, maybe by council area. Would that be helpful?
1085. **Mr McAleer:** Yes.
1086. **Mr Irvine:** I will see whether we can come up with that, but I cannot help you off the top of my head. It is probably a safe enough assumption that the majority lie in the greater Belfast metropolitan area.
1087. **Mr McCarthy:** Thank you for your presentation. You say that you want a more joined-up approach to cycling. Who is preventing that joined-up approach? Let me take it further: the Department for Regional Development produced its briefing on the Government's ambitions for cycling in August 2013, in which the concept of cycle-proofing was introduced. To date, what discussions have you had with other Departments on introducing cycle-proofing into policy formation?
1088. **Mr Reid:** It is not so much that anyone is holding up the joined-up approach; sometimes, each of us is engaged in various work, which, historically, we have not joined together as well as we could. When we set up the active travel forum, for example, one of the issues was that, in the Department, we had Travelwise, and part of its remit was to promote cycling. We did that by going out and engaging with schools and employers etc. Alongside that, the Department of Health was promoting cycling for physical activity reasons. The thought was that we were all trying to achieve broadly the same thing, so we should come together and try to make better use of the resources and use the same message.
1089. The other issue was creating environments that are attractive for people to walk and cycle in, particularly in residential areas. The things that prevent us from walking or cycling in certain areas are, for example, the perception of safety, lack of information or physical blocks, for example. The question that we asked of ourselves was this: when taking forward work on urban regeneration, community safety and projects on cycling, are we joining them to make sure that we get the best return for our buck? That is what we mean by more joined-up thinking.
1090. **Mr McCarthy:** Finally, your commitment to cycling is obvious, but what are the key targets for measuring your progress?
1091. **Mr Reid:** We will have to set targets as part of the cycling strategy. The key



- lesson from places such as Malmo and Holland is that progress was not achieved overnight; it took at least two or three decades.
1092. **Dr Grieve:** It took 40 years or 50 years.
1093. **Mr Reid:** Yes, it took 40 years for the big, big changes. The key part is that, as you set out that vision, you have a commitment across government to start driving change and you gain the support of the key stakeholders. One of the challenges in Belfast, for example, is whether we have the support of the retailers and the private sector to transform the city centre. You saw the initial reaction to Belfast on the Move, so it is important that we build support. That is why this inquiry into the economic benefits is so important in helping us to build that support and show the political leadership needed to drive it forward.
1094. **The Chairperson:** I am not sure that Kieran's question on cycle-proofing was answered.
1095. **Mr Reid:** As John pointed out, there is, for example, PPS 13 for infrastructure or urban development. We have talked to DSD about better joined-up work with us to look at the impact that urban regeneration schemes or neighbourhood renewal schemes will have on cycling to make sure that they are cycling friendly. That is a key objective of the unit.
1096. **Dr Grieve:** It is one of the things that we have in mind in getting the cross-sectoral cycling group together. It will bring DOE and DHSSPS together, and it will bring local authorities together, through NILGA, to promote cycling. If we have a strategy developed and agreed, it enables us to work with these Departments to ensure that the ethos of advancing cycling is included in all of their strategies and plans. That, in a sense, is what we mean by cycle-proofing: it is to ensure that the needs of pedestrians and cyclists are taken into account. So developers planning a residential development will think about making provision for people to cycle, and those involved in health promotion will also think about that.
1097. **The Chairperson:** This question is more for you, John. This morning, one of the groups giving evidence suggested that it was much cheaper to put in cycling infrastructure in new road projects than trying to do so later. Do you agree with that?
1098. **Mr Irvine:** That is probably a fair enough statement. Retrofitting is generally more expensive than doing something at the start. A difficulty with retrofitting is the limited road space into which cycle lanes can be fitted. The Cherrymount Link is a good example of how fitting cycle lanes into the envelope of the road gives better value for money.
1099. **The Chairperson:** A complaint that we hear pretty regularly from groups giving evidence here is that, in Belfast, and probably other cities where cycling lanes are in place, vehicles park on them. Cycling lanes are not clearways. A lot of good work can be done by the Department, but you cannot stop parking on all main thoroughfares. That problem will always be there and is, I guess, very difficult to resolve. Is it?
1100. **Mr Irvine:** You have probably hit the nail on the head. It is a balance. Take the Ravenhill Road, for example, where there is an advisory cycle lane and an urban clearway. On the way into town in the morning, the cycle lane is clear because drivers would be in breach of an urban clearway and could be ticketed, but, during the rest of the day, people can park there. The balance is that people need to park to visit or go to the doctor, and, as the traffic is a bit quieter, it is safer to cycle on the road. The balance is to have something that pleases everybody. It is not always easy to retrofit a big city such as Belfast, which has a lot of people competing for kerb space. It is one of the big difficulties facing traffic engineers.
1101. **The Chairperson:** The new rapid transit system is coming in. Where do you see cyclists fitting in with the rapid transit buses?

1102. **Mr Reid:** Cyclists can use the rapid transit route. There are also proposals to look at cycle parking at the rapid transit routes. I do not think that there are proposals at this stage to take cycles on to the rapid transit system, but cyclists will be able to park their bike at halts and come into Belfast. By that stage, we hope that an integrated bike-hire scheme will be in place.
1103. **The Chairperson:** Andrew, what finance has the Department promised you for the job that you are being asked to do?
1104. **Dr Grieve:** The honest answer is none. We have bid in the June monitoring round for £2 million capital for this year. We have put in bids for the next four years — the next Budget period — for £3 million rising to £4.5 million in capital, and half those amounts in resource. We are not yet at the stage for the Budget to be agreed, and I have not been informed about the outcome of the June monitoring.
1105. **Mr Reid:** In addition, there are bids for local transport and safety measures. The intention is to build cycling infrastructure and new schemes where possible. There is also potential in INTERREG funding for somewhere in the region of £20 million. If we secure that funding in the final INTERREG programme, it will be shared across the three Administrations to go into greenway-type projects.
1106. **Mr Irvine:** You asked earlier what percentage was £10 million of the total cake. In local transport and safety measures, a family of things competes for capital funding. They are all in the same area: collision remedial schemes, traffic-calming measures, minor works schemes, pedestrian schemes, pedestrian crossings and cycling. There are competing demands, so it is a matter of getting the balance right. It changes over time, but the Department's baseline is in the region of £20 million a year for the family of measures, broadly speaking, against which cycling has to compete. As you will know, in roads, we get many competing demands for all sorts of things in that family, and we deliver according to priority as best we can.
1107. **The Chairperson:** Andrew, you do not know exactly what budget you will have. Given the Minister and Department's high profiling of the setting up of your unit, does there not come a point at which, particularly with cycling, if you do not have finance available, it undermines your work and makes your Department ineffective? That is what the public will quickly perceive if you do not get some idea of funding. How will that be overcome? The last time that you were here, somebody described the cycling unit as being in a "beg, steal or borrow" situation. They said that your salaries were being paid but that you did not have much else. For all of the Minister's trumpeting of the great cycle unit, it has no teeth.
1108. **Dr Grieve:** One of the early tasks that we are engaged in is to set out the long-term vision and strategy over a 25-year period, and that is going ahead. It is important that that strategy is agreed and set out so that any work that is done fits into a proper framework. Underneath that, we have begun work looking at particular schemes in Belfast and elsewhere in Northern Ireland, and they require scoping and design work. A fair amount of work needs to be done before they ever get on the ground. Even had I been given a certain amount at the start of the year, I would not have been in a position to know exactly where I would spend it.
1109. We are working with Transport NI to look at particular schemes and get them designed, which is a job in itself. Depending on the scheme and its scale, that may well start this year or the following year. You know how government finance works: you need to be ready to spend money when you get it. My hope is that, if we do not get money in the June monitoring round, the schemes will be advanced to such a stage that, if we get money later, we will be able to progress them. The Minister may be prepared to take money from another budget. I do not know. I cannot predict that, but I do not feel hamstrung



- in my current position. Give me another six or nine months, and it may well be that what you say is a real concern.
1110. **The Chairperson:** The public will look for tangible benefits from cycling. Having a strategy is OK, but that does not deliver on the ground. Is that not another reason why you in particular should be proactive in chasing opportunities for European money? In the past, we have been told that such funds did not exist, yet, lo and behold, they were delivered. There was €600 million available between 2007 and 2013, and, for a local scheme, there is Heritage Lottery funding as well. The Connswater greenway is a fantastic scheme. All members of the Committee were very impressed by the cross-party support for the greenway. It cost some £48 million, funding that a voluntary body was able to bring in. Government in general, and you and the Department in particular, need to chase other funding streams.
1111. Initially, we were told that TEN-T would not be available. It was not until Committee members started lobbying for TEN-T funding that the Department got its act together. I am not criticising you, but I am saying that there needs to be proactive work along those lines. You can have all the strategies in the world, but success requires you to bring in the finance. We hope that this will be a success because it is very important and it is cross-cutting — across health and many other areas — in how it affects the future for people who live here. I encourage, as would, I think, the Committee ongoing proactive work to try to get money from Europe, particularly given the comments of the Commission.
1112. **Mr Reid:** It is important to note that, as Andrew says, we are pulling together a strategy that aims to set out that long-term direction. Alongside that, the team has been very active, working with councils, other Departments and some of the key stakeholders such as Sustrans to see where the early opportunities are so that we can start to focus investment and make a real difference. Some interesting ideas are coming out of that, and we can see that through the work of the Belfast Active Travel strategy.
1113. In the past, there has been fairly significant investment in facilities such as the Connswater greenway. We have infrastructure there, but how do we join it up better and start to use that? The number of people using that infrastructure is increasing significantly, particularly the local communities. Where are the gaps? For fairly limited investment, you can transform that type of infrastructure. Belfast and Derry have significant active travel infrastructure, and, with fairly moderate investment, we could significantly increase the access to and use of it.
1114. **The Chairperson:** Look at the money brought in through the rural development fund for the Comber greenway and Lagan Valley Regional Park beyond Lisburn. There is the possibility of it eventually joining with the canal, although that is a DCAL matter. There are major opportunities for its future use, and cycling takes people off main thoroughfares and cuts the risk of accidents and so on. There are opportunities, and you have to seek to realise those.
1115. **Dr Grieve:** Your point is powerful, as is the argument for doing that. For INTERREG in particular, the European unit has been very proactive in ensuring, first, that sustainable transportation is included because, without it, we will never get money from that programme. The cycling unit has also been liaising with councils along the border and agencies such as the Blackwater Regional Partnership and the Border Regional Authority in the South to get the concept of the project together. So, when a call comes to apply for INTERREG funding, which will probably be some time next year, the design of the project will be in place for us to make the bid for funding. You are exactly right, Chairman, that it comes down to whether we have the money.
1116. **The Chairperson:** You also need to be out in Europe chasing funding.

1117. **Dr Grieve:** Our European people are there —
1118. **The Chairperson:** I know that they and the Department have done good work, but there is more to be done.
1119. **Mr Reid:** We would never say that the situation is perfect. We can always improve, which is the key point. You are right about budgets, in that it is about European and departmental funding. We are also looking right across government to find opportunities to take advantage of other Departments' spends to promote walking and cycling. That is a key element of what we are doing with the strategy and the cycling forum.
1120. **Dr Grieve:** If you want to talk about European funding for a wee while longer, that is OK, but may I come back to the question on Belfast rapid transit at some stage?
1121. **The Chairperson:** Yes.
1122. **Dr Grieve:** We want to ensure that whatever infrastructure we put in place, it will encourage people who currently do not cycle to do so. A study in Portland a number of years ago found that less than 1% of people are ardent cyclists. About 7% are assured and confident and 33% will never cycle, no matter what the carrot. About 60% would like to cycle but do not feel that it is safe or accessible. If the figure is the same in Northern Ireland — I do not know whether it is, but it could well be — we need to put in place infrastructure, not for the 1% or the 7% but to encourage the 60% to take up cycling, because that is what will make the difference. Getting back to Belfast rapid transit, it is not always the best solution to put infrastructure on a busy transport route on the public road. It is not always the best solution to mix buses and cyclists, particularly not if they are large buses as the Belfast rapid transit will be. We have been investigating things such as quiet routes and greenways, such as the Comber greenway, which is a traffic-free route. We are trying to take forward a number of things, such as radial routes, but not necessarily on the radial road.

We are trying to take forward quiet routes that are as direct but are not as trafficked or are not trafficked at all. The Belfast rapid transit link basically is that, where it makes sense for cyclists to be given access to those routes, we want to ensure that they are wide enough — 4.5 metres — to accommodate cyclists, but that might not always be the case. It might be sufficient, as Tom was saying earlier, to provide parking at particular strategic points along the Belfast rapid transit route and bring people to there to leave their bikes and make the rest of the journey on public transport.

1123. **The Chairperson:** Thanks for that, Andrew, and thanks to all three of you for your presentation. I have to bring this session to a close. There are a number of questions outstanding, but the Committee Clerk's office will send them through for your answers. Thank you in the meantime, and no doubt we will talk in future.



# 11 June 2014

## Members present for all or part of the proceedings:

Mr Jimmy Spratt (Chairperson)  
 Mr Seán Lynch (Deputy Chairperson)  
 Mr John Dallat  
 Mr Alex Easton  
 Mr Ross Hussey  
 Mr Declan McAleer  
 Mr Kieran McCarthy  
 Mr David McNarry  
 Mr Cathal Ó hOisín

## Witnesses:

Ms Aine Kearney *Northern Ireland*  
 Ms Susie McCullough *Tourist Board*  
 Ms Kathryn Thomson

1124. **The Chairperson:** From the Northern Ireland Tourist Board (NITB), I welcome Kathryn Thomson, the chief operating officer; Aine Kearney, the director of product development; and Susie McCullough, the director of business support and events. I ask you to make a short presentation and then leave yourselves open for questions from members. I remind you that everything you say is being reported by Hansard, as with all our evidence sessions.
1125. **Ms Kathryn Thomson (Northern Ireland Tourist Board):** That is grand. Thank you very much indeed. We are very grateful to have the opportunity to talk to you this morning. I will make a few introductory remarks and then leave the rest of the time as an opportunity for you to ask questions. I will begin by talking about tourism and its benefits to the Northern Ireland economy and then maybe drill down into activity tourism and cycling and where we see its role in that context.
1126. Tourism is certainly very much a growing part of the Northern Ireland economy. Between 2012 and 2013, the revenue that it delivers to the economy grew by 5% and is now worth £723 million. In 2013, 4.1 million overnight trips were taken in Northern Ireland. That included 2.1 million trips from out of state, which means non-domestic. However, tourism has a much wider effect than just the direct benefit. When you take in all the multiplier effects, you see that tourism is worth about £1.6 billion to the Northern Ireland economy. The industry supports 43,000 jobs across Northern Ireland, and that is set to grow to 55,000 by 2025. From a GDP perspective, tourism is worth about 5.8% of the economy and is forecast to grow a lot faster than other sectors, such as manufacturing, construction and retail. So, it represents a very real opportunity. The benefits of tourism to the economy are not just direct benefits. We also put a value on some indirect benefits. Tourism offers a window to the world for Northern Ireland and a real opportunity to reposition Northern Ireland, change perceptions and demonstrate that it is a positive place, not just to visit but to live, work, study, learn and invest.
1127. Activity tourism, which we are here to talk about today, is an important part of the tourism offering, and it includes cycling. The latest available figures show that activity tourism in Northern Ireland, including cycling and mountain biking, is estimated to be worth about £100 million to the economy here. In addition to those direct benefits, the evidence is plentiful of the wider benefits of activities, and cycling in particular, in helping to tackle wider issues in our society, such as creating jobs, improving productivity, boosting the vitality of our towns and centres, providing health benefits and reducing traffic congestion.
1128. For us at the Tourist Board, the activity tourism sector plays a key role in our plans for making better use of our natural resources and beautiful countryside whilst helping us to develop a high-quality visitor experience. Outdoor activities, in particular, really help us to promote the very best of our beautiful

- environment and stunning natural heritage in Northern Ireland. Cycling is a key part of our product development strategy. Future plans will focus on helping to develop and promote cycle routes that can showcase the very best of Northern Ireland to our visitors. We have invested over £2.2 million in development projects for mountain biking trails and off-road cycling trails over the last two years. We now have mountain bike trails in areas such as Castlewellan, Rostrevor, Davagh forest and Barnett demesne in Belfast. Rostrevor, in particular, is quickly becoming recognised as one of the best mountain bike cycle routes in the world. We have also funded several multi-use cycling and walking trails at Castleward, Divis, Black Mountain and Blessingbourne estate. That provides a mix of different types of activity for people to participate in, depending on their level.
1129. In addition to our investment in capital infrastructure, attracting major global events to Northern Ireland has been a key part of our strategy. With that in mind, obviously the investment in delivering the Giro d'Italia Grande Partenza last month had a key role in raising the profile of cycling here amongst our visitors and in the local communities, as well as providing an opportunity for us to showcase our destination. We hope that the Giro will have helped to deliver an anticipated economic impact of £2.5 million to local businesses. When the final figures are complete, we anticipate visitor numbers to have exceeded the target of 140,000. Most importantly, it gave us an opportunity to project iconic images of our cities, towns and countryside to more than 125 million households in 175 countries, with a global audience reach of 775 million people. So, it has really helped us to showcase the investment in our signature projects over recent years as well as all our dramatic landscapes, our iconic architecture, our living legends and, particularly, our friendly people. We are growing our reputation as a destination that can host major events, and having the opportunity to have a major cycling event here also helped us to profile cycling.
1130. A key element of hosting the Giro d'Italia, and of particular interest to the Committee, is the legacy and what that will deliver for us. What are the long-term benefits to our economy and for those who have an interest in cycling? The legacy plan was developed in consultation with a range of stakeholders, including DRD, and showed a number of possible legacy benefits to Northern Ireland as a result of hosting the event. These include the potential to host mass participation cycling events, to enable additional engagements with schools, particularly with active travel to school, and a number of health and well-being targets. We are working on plans for Northern Ireland to become a venue for the official Giro sportive, which is known as the Gran Fondo. Legacy events like that can help us to attract visitors to come here and to ride the Giro stages and other parts of our beautiful countryside.
1131. Given the number of events that we have delivered over the last number of years, including the Giro d'Italia, the key lesson for us is that all these things are delivered in partnership, and it is only by working with our partners that we deliver these successfully. For cycling and activity tourism, we work closely with Outdoor Recreation Northern Ireland (ORNI), which is responsible for industry engagement and the promotion of activity tourism in Northern Ireland. We also work in partnership with other stakeholders such as Sustrans, and we have undertaken significant development work with it. Within the objectives of the Belfast strategic tourism framework, we have looked at issues such as connectivity across the city for our visitors, which involved identifying traffic-free cycling and walking routes.
1132. As we look forward, what are the new development opportunities? We believe that there are new and exciting product development opportunities for the creation and enhancement of cycling and walking trails across Northern Ireland. We believe that the Northern

Ireland tourism industry could benefit significantly from developments such as the Great Western Greenway in County Mayo, and I know that a number of you have visited it. The figures from Fáilte Ireland demonstrate that its €5.6 million investment in the 42-kilometre greenway has helped it to generate €7.2 million in economic benefit in its first year alone. That shows the scale of the opportunity. Again, these developments can be delivered only if we work in partnership with the likes of DRD, Sport NI, Outdoor Recreation, Sustrans and the Cyclists' Touring Club (CTC).

1133. While we are here, we will wrap up by talking about our wider relationship with DRD because we are intrinsically linked with that Department and work with it very closely, particularly on the need to provide easy and convenient travel links around Northern Ireland for visitors and to offer integrated visitor-focused travel options. A number of our visitors want to travel by public transport. From that perspective, joined-up modes of transport, ease of access to information and customer-focused services are all key elements of a modern transport infrastructure that can bring mutual benefit to visitors and to the wider public. We have worked closely with DRD, particularly on the delivery of some of our major events such as the Giro d'Italia and the 2012 Irish Open, where the transport infrastructure and the mass movement of visitors has played an absolutely key role.
1134. Building on this collaborative approach, we think that there are ongoing opportunities for the Tourist Board to work with DRD to identify initiatives and shared interests to deliver a transport experience that will meet the expectations of all users, including visitors to Northern Ireland as well as the public. We believe that the development of enhanced cycle networks is a key element and opportunity.
1135. We believe that the benefits that cycling can bring to our tourist industry and wider economy are becoming more and more apparent as the popularity of on-road and off-road cycling grows. We see those as key parts of the cycling product. The Giro obviously provided a fantastic opportunity and is an example of how well Departments and agencies across government can work to deliver a major global event. The event drew mass community participation and helped to showcase the very best that Northern Ireland has to offer in our civic pride and friendly welcome as well as showcasing cycling and the opportunities for cycling in Northern Ireland. We believe that cycling can provide a catalyst for investment and improvements to our economy and wider society.
1136. We believe that this is an opportune time to coordinate investment, to build on further collaboration among key stakeholders and to maximise the benefits that cycling can deliver to the Northern Ireland economy. We welcome the opportunity to be part of the interdepartmental working group being led by DRD, which will help to develop a cycle strategy for Northern Ireland.
1137. **The Chairperson:** Thank you very much, Kathryn. Certainly, in the aftermath of the Giro, everybody was pleased at how the whole event went off, and everybody worked with you in partnership to present a world-class event. I will stick with that theme. We received evidence that there is a possibility of Northern Ireland getting a leg of what I think is called the World Cup of downhill cycling. Are you aware of that, or have you had any conversations with the folks involved? Most of the tracks are in the south Down and Mourne area, and it is a bit disappointing that some other parks have not picked that up. Maybe you will comment on that. For instance, the parks that are run by the DOE and the Northern Ireland Environment Agency seem to have some sort of mental block that bikes just cannot be involved, whereas cycling has been fully embraced by DARD and the Forest Service in the areas that they own. Do you think that there could be a major enhancement of off-road cycling? How would that affect the tourist potential to bring folk in.
1138. **Ms Thomson:** I will ask Susie to answer the question that is specific to the



- event. Aine will then talk about product development.
1139. **Ms Susie McCullough (Northern Ireland Tourist Board):** We have a vision in the Tourist Board to bid to host one global iconic event a year. We have been working closely with ORNI on our events strategy, which the Minister launched last September, and we can certainly send copies to members if they have not seen it. We are working with ORNI on a bidding structure over the next four to five years. We will probably need to host a few national championships, and we will then go for European events with the hope of being able to bid for world events.
1140. ORNI is doing work that will look at what it will take to put those bids together. Certainly, the infrastructure for downhill cycling is there. The tracks in Rostrevor are some of the best in the world, and we need to check whether we have the infrastructure for visitors and the entourage that comes with an event. We are fairly confident that we will put in a collective bid with ORNI to host that.
1141. Kathryn told you that we hope to have the Giro Gran Fondo, as it is known. Our aspiration, working with key partners, is to develop a two-week cycling festival for Northern Ireland. From conversations that we have had with DRD and other key stakeholders, we know that they are keen to look at that. The aspiration is that that will turn into a cycling festival that will look at using forest parks and general parks for kids' events and integrating mountain biking into that. ORNI will help with that. So, we are working with ORNI to bid for major global iconic events, and we also aspire to develop more cycling events around the Giro Gran Fondo.
1142. **The Chairperson:** Before we move on to Aine, what conversations have representatives of the newly formed cycling unit had with you about what you have just explained to us?
1143. **Ms McCullough:** Do you mean the DRD unit?
1144. **The Chairperson:** Yes.
1145. **Ms McCullough:** It has been heavily involved. Representatives from the unit sit on the Giro committee. We had our last race committee yesterday, and everybody has agreed to set up a committee for the Gran Fondo, with the aspiration of developing a one- to two-week cycling festival. They have agreed to be heavily involved in that committee.
1146. Bike Week is an easy win that will happen during the Gran Fondo week, and they are looking at easy wins to begin with. All the key stakeholders, including Sustrans and CTC, have been heavily involved in the Giro committee. We will set up a Giro Gran Fondo committee as a legacy of the Giro work.
1147. **The Chairperson:** Have they had conversations with you about the future vision outside of the Giro and those events?
1148. **Ms McCullough:** Yes. We have had significant conversations with them about the vision of hopefully establishing a one- to two-week cycling festival, and they have very much bought into that. Aine will probably touch on that. We have had conversations about producing a Northern Ireland cycling strategy, which is one of the visions in the legacy plan. That will look across tourism, the local infrastructure and right across the board. We have had those conversations about developing a holistic vision for cycling.
1149. **Ms Aine Kearney (Northern Ireland Tourist Board):** For the development of cycling tourism, and in answer to your question about our recent investment in mountain biking trails, we primarily work through Outdoor Recreation, and I know that its representatives gave evidence to the Committee on the development and promotion of recreational and activity tourism. We have focused on four centres of excellence that can help to get Northern Ireland stand out in activity tourism. That has been achieved through the investment that has been brought to Castlewellan, Rostrevor, Davagh and other major sites across Northern Ireland. We are now at the stage that we really need to look at what comes

- next. That is why we propose to work with Outdoor Recreation and other key partners to develop a cycling strategy for Northern Ireland. We will look at feasibility studies for opportunities for greenways that can link iconic tourist attractions and major hub towns.
1150. We work closely with the Forest Service. That followed some feasibility work that we did, aligned to the tourism and economic opportunities that are presented in forest parks. As a result of that collaborative work, the Forest Service bid for £4 million of infrastructural investment through the economy and jobs initiative. Through our subsequent work with many of the destinations on the enhancements that they feel can be made at a local level, we know that an estimated further £13 million of investment could be carried out over the next five years. We are working with local authorities and the Forest Service to look at the impact that that will have on the next comprehensive spending review and what we can do collectively to ensure that those opportunities are maximised.
1151. **The Chairperson:** I want to ask about the tourist board setting the strategy. DRD has responsibility for cycling issues, and Sport NI has responsibility for sport. Do you not think that DRD should be taking the lead and trying to develop a strategy that your expertise would buy into and give serious advice to. Is DRD not failing in its obligations?
1152. **Ms Kearney:** Aligned to what Kathryn said, the more joined-up that we can be across government, the better opportunity we will have to deliver on multiple objectives. When I referred to a cycling strategy for Northern Ireland, I meant that in tourism —
1153. **The Chairperson:** I am not criticising you for that, by the way.
1154. **Ms Kearney:** We welcome the opportunity to become even more engaged. Aligned to what Susie said, I know that that is one of the legacy areas. Given the breadth of the remit of the Regional Development Department,
- and aligned to what Kathryn said about looking holistically at multiple forms of transport to move our tourists from one end of the country to the other, we welcome the opportunity for the Department to continue to play its part and, if possible, a more informed part.
1155. **Ms Thomson:** I completely agree with Aine. We have hosted major events, and, because they have come at a specific point in time and there has been a great focus on them, a lot of partners have come together and given us a blueprint for how collaboration works across government and all its agencies. Everybody has slightly different priorities, but we can all buy into the overarching vision. We have the opportunity to look beyond major global events to other priorities that cut across government and how we can join up all our resources and efforts in one coherent strategy.
1156. **Mr Lynch:** Thanks for the presentation. You mentioned stakeholders such as Fáilte Ireland, which has had a cycling strategy since 2007 and has been fairly successful. We were down at the greenway in Mayo, and they intend to extend it right down the west coast and up to Donegal. They have been doing that for a number of years. You talked about drawing up a strategy, so have you linked up with Fáilte Ireland on its successes so that you are not rewriting a plan that could be transferred to this part of Ireland?
1157. **Ms Kearney:** Absolutely. One of the big things that we often do is to see what other people have done successfully rather than having to reinvent the wheel. We look at how we can use that to do things better and more quickly from a Northern Ireland perspective. Aligned to all our development, we have regular engagements with Fáilte Ireland, especially with activities such as that and, for instance, the Wild Atlantic Way and what we have done with the Causeway coastal route. So, there is integration and collaboration.
1158. We are in the early days of scoping that strategy because we have just set the road map of strategic priorities for the

- next number of years. Given that one of the focuses is on unique outdoors and activity tourism, we will pick up a lot more detail on what will probably be a learning journey with some of our trade.
1159. **Mr Dallat:** Does the name John Boyd Dunlop mean anything to you?
1160. **Ms McCullough:** Yes.
1161. **Mr Dallat:** Here is one of the most important pieces of history: John Boyd Dunlop was a Belfast surgeon who invented the pneumatic tyre. He took his fellow travellers off to Dublin, where they won all the cycle races. You never see that anywhere, do you?
1162. **Ms McCullough:** As part of the Giro, we tried to encourage partners to grasp the Dunlop idea because, around that time, it was the anniversary of the invention of the tyre that reshaped cycling. A blue plaque was put down. As part of the Giro festival, National Museums did some work and brought out old bikes and so on, but I think that we could do a lot more. We are in conversation with the CTC and Belfast City Council, and, as part of the cycling festival, our ambition is that they create a whole Dunlop children's and family event when you could bring out the old bikes, have races and dress up in costume.
1163. There had been an aspiration to do that as part of the Giro this year. Unfortunately, the committee had gone to the organisers to ask whether they could do that after the team time trial on the Friday night, but the roads could not be kept closed. It would probably be better to have it in one of the Belfast parks, so the aspiration is to do something with the Dunlop tyre as part of the festival.
1164. **Mr Dallat:** Aspirations are useful, and I hope that they materialise into something, because the history of sport is important. Young people should realise how incredible that piece of history is and how it has led us to what we are talking about today.
1165. Seán referred to the success of cycling tourism in the South. In days when it was not so quiet, I used to go off to the Aran Islands, and I still do that. Every day, 1,000 tourists pay €25 to go on a ferry to an island eight miles long. Can you hire cycles at our airports or ferry ports? Why is it that the roads in the west of Ireland — I suppose it is now called the Wild Atlantic Way — are cluttered with tourists on bicycles, yet that is not happening here?
1166. **Ms Kearney:** I will pick that up. Across Northern Ireland, we have 136 cycle routes and more than 18 specialist cycle providers that visitors can use. We invested in projects at Divis, Blessingbourne and the mountain bike trails at Rostrevor, Castleward and so on, and the numbers being achieved far exceed expectations. The bike trails in the Mourne had over 35,000 visitors last year alone. We recognise the opportunity there and the need for a further level of strategy development to see how we can maximise those opportunities. To pick up on your point about our local heroes, one of the most important things that we have done over the past year is to work with the activity providers to encourage them to recognise the importance not only of getting out to cycle but of using cycling as an opportunity to tell the stories of the people and the place.
1167. It is really interesting to look at other destinations that are able to upsell and cross-sell activity tourism. Hiring a bike might cost £5 a day. Adding a picnic made up of local produce might increase that price to £12. By adding a guide who gives you the story of the place and connects people with other providers, you are able to increase the economic value to the local economy, make the products different to visitors and thereby enhance the quality of their experience. That is central to the work that we will be doing with the industry over forthcoming years to ensure that every investment that we have made is being maximised at multiple layers, not just in a very singular, specific way where someone delivers an activity and that is it. It gives us opportunities for those activity providers to connect into

- key hub towns and drive further benefit to other businesses in other sectors that sit around them, whether those are restaurants, accommodation providers or local shops.
1168. **Ms Thomson:** The comments about the number of cyclists that we have compared with the number in the South are not really unique to cycling. I talked at the beginning about the benefits of tourism to our economy, and one of the things that we do know is that the value of tourism to the economy in Northern Ireland is a lot less than it is to the economies of our nearest competitors. That is why we have a huge opportunity and have been galvanising ourselves over the past 10 years, with a significant investment of over £300 million having been made in the tourism infrastructure.
1169. **Since the ni2012:** Our Time Our Place initiative, we have been attracting major global events, such as the MTV awards, the Irish Open and the G8. All of that is part of opening up Northern Ireland as a destination. It is about showcasing this place, growing tourism and maximising the opportunity that we have.
1170. **Mr Dallat:** That is useful.
1171. **Mr McNarry:** You are very welcome. I am not so sure that we do provide an attraction for cycling tourists. That is part of the reason that we are having this inquiry. My questions are inquisitive; they are not meant to be hostile.
1172. Our Research and Information Service (RaISe) briefing paper states:  
*“From the Northern Ireland perspective a fuller understanding of the current cycling tourist market is required.”*
1173. What is meant by that? To me, that means that we ain’t got it.
1174. We are then told that there are different circumstances in Northern Ireland from those in the Republic of Ireland. The paper states:  
*“For example, we have an existing National Cycle Network, yet there is no data on how widely this is used by tourists or indeed what tourists like or dislike about it.”*
1175. Have we not got a problem? How can you set about devising a strategy without having the data? What are you doing to get the data?
1176. **Ms Kearney:** The focus from a tourism perspective in the past five years has primarily been on gaining an international profile for Northern Ireland through investment in signature projects. A big focus of NITB’s activities has been on those areas, and there has been a lot of work done around that. Each of those major investments is starting to give Northern Ireland the opportunity to get differentiation and stand out on a global platform. It is only in the past two years that we have really started to look at the next layer, which activity tourism is part of.
1177. The investments in the past number of years have been significant. As part of that, each of the promoters is responsible for a collation of key market research information at a local level. We are in the process of pooling all that information and working with Outdoor Recreation NI and other providers to try to get further research that is more in-depth and more than just —
1178. **Mr McNarry:** I understand recreation, and I understand the role that that will play. Let us talk specifically about tourists. Let us talk about the buck that will be earned, which is basically what we are all interested in, and whether the return is there for any investment. I do not understand how you can have a strategy if you do not have the information, but can you distinguish for me in the strategy that you are talking about between a visitor and a tourist?
1179. **Ms Kearney:** In a cycling strategy or an activity strategy? We do not have one. We are in the process of developing it.
1180. **Mr McNarry:** Look, this is a cycling inquiry, right?
1181. **Ms Kearney:** Yes.
1182. **Mr McNarry:** I am interested in all that you had to talk about: the Northern Ireland Tourist Board and how wonderful it is. OK?



1183. **Ms Kearney:** Yes.
1184. **Mr McNarry:** Specifically, for this inquiry and the issue that we are dealing with, can you tell me the difference between a visitor and a tourist when it comes to earning the buck for the Northern Ireland economy?
1185. **Ms Kearney:** The way in which we normally break down visitor numbers to site is by looking at visitors who may come from the local area versus visitors who come from outside the area for a day trip versus visitors who come from outside the area and stay overnight. Associated with each of those visitors, we have a value that they spend and bring to the local area. Every single project that we invest in goes through an economic appraisal that looks at the breakdown. Some of the sites that we have invested in are more focused on out-of-state visitors, especially those such as Rostrevor, which has the ability to attract people from out of state because of the quality of the project.
1186. **Mr McNarry:** Forgive me. I am not tuned into your words “out of state”.
1187. **Ms Kearney:** Out-of-state visitors are people who come from outside Northern Ireland, who deliver a higher economic return to the Province than those from Northern Ireland. They have a higher spend per head and per night. If we look at the mountain bike trails at Kilbroney in Rostrevor, the estimated value of an out-of-state visitor is £100 a day.
1188. **Mr McNarry:** Those are people coming to participate in a form of cycling.
1189. **Ms Kearney:** They are coming to participate in a form of cycling.
1190. **Mr McNarry:** Mountain biking.
1191. **Ms Kearney:** Yes.
1192. **Mr McNarry:** I can understand that and can see that people would be attracted to that. What is the value earned from people who, in my lay terms, are cycling tourists, who have come from somewhere else to cycle in parts of Northern Ireland? How many did we have in that category last year, how much did they earn for the economy and where did they come from?
1193. **Ms Kearney:** We do not have that information. That is the information that we are collecting at present and on which we are looking to do a more in-depth study with Outdoor Recreation across the sites that have been developed in Northern Ireland in the past two years.
1194. **Mr McNarry:** When will you have it?
1195. **Ms Kearney:** We hope to have it after the tourist season.
1196. **Mr McNarry:** You are collating only this year’s information.
1197. **Ms Kearney:** We have basic information coming from each of the sites that have been invested in. We now recognise the need to be able to drill into that information to a much deeper level.
1198. **Mr McNarry:** Is there a brochure that one can get a hold of as a cycling tourist that will tell you where you are going, what the costs are and what you can do?
1199. **Ms Kearney:** All that information is available through Outdoor Recreation’s range of websites. There is the CycleNI website. Through a service level agreement, Outdoor Recreation provides all that information, servicing the visitor. As well as that, we work closely with local destinations and the owners of sites to ensure that they are providing as much information as possible through their own marketing platforms.
1200. **Mr McNarry:** Right. Thank you very much.
1201. **Mr McCarthy:** Your draft tourism strategy categorises the cycling tourism market as “‘hobby’ visitors”. Is that an appropriate description? The same document mentions cycling twice, which is the same number of times that it mentions gardens. Is that indicative of your stated focus?
1202. **Ms Thomson:** The draft tourism strategy, which was developed by our Department of Enterprise, Trade and Investment, was developed probably back around 2009-2010. We have moved probably quite a long way as a destination since then,

- particularly as at that time we did not know that we were going to secure the Giro d'Italia. That has really projected Northern Ireland, and cycling in Northern Ireland, on to a different level. It is an opportune time for the strategy to be reviewed and revised, and we will be working with our Department on that.
1203. **Mr McCarthy:** OK, that is encouraging. Somewhere in your presentation, you mentioned working in partnership. That, I understand, means working in partnership with other Departments. Stormont is not famed for cross-departmental working, as I am sure that Committee members and you know. We understand that that is the best way forward. How are you going to crack that nut to ensure that every Department inputs into what we want to see as the end result?
1204. **Ms Thomson:** As I said, some of the major events that we have had have provided a really good blueprint for that. They have also helped us to understand who the different people are in the relevant agencies. Building those relationships has really helped us to start looking for opportunities for us to collaborate further in future around projects or priorities that are outside of an event and that may be part of a longer-term strategy or vision of what we want to achieve. A huge amount of ground has been made up on building relationships. That is the first step that you need for collaboration. Off the back of the major events, which have been very focused and have forced people together, we can really look more broadly at how we collaborate. From a Tourist Board perspective, everything that we deliver is with partners. No matter what project we have, we will set up working groups of partners and relevant partners, but there are opportunities to explore that further.
1205. **Mr McAleer:** You mentioned in your presentation your awareness of the greenway in Mulranny, County Mayo. I, along with other members, went down there as part of a fact-finding trip. What we witnessed was hugely impressive, and we learned about the impact on the local economy. Based on the report that came out of the Department a few weeks back, there is no great deal of hope of us getting the railways back in Tyrone and down in the west. There is certainly a lot of old railway infrastructure there. From listening to the people in Mayo, the engineering side of it is pretty straightforward, because the tracks are there. Has any thought been given from your perspective to trying to utilise some of the old railway lines in the west? The Great Northern Railway, for example, went through Omagh and other parts of the west. A lot of people fondly remember those days. Has any thought been given to reactivating some of the infrastructure that still exists underground?
1206. **Ms Kearney:** Aligned with what I mentioned earlier, we have had recent discussions with Outdoor Recreation NI and other major providers about the need for a feasibility study to look at disused railways and the opportunities through pathways along canals and rivers, and so on. It will also look at the utilisation of the existing walkways, such as the Ulster Way, at other investments that we have made, at where we have connectivity and at where there are gaps. It will then size up the economic opportunity that can be presented if we invest in that. It is exactly all those areas that we hope to cover through a future feasibility study.
1207. **Mr McAleer:** Obviously, the Giro was a good success, and I welcome that. In the west, we looked on enviously as it passed through other parts of the country. To achieve a legacy, are you looking at the possibility of getting large-scale events into picturesque areas, such as the Sperrins, the lakes in Fermanagh and other parts of the west?
1208. **Ms McCullough:** Yes. RCS Sport, the owners of the Giro, picked the route.
1209. **Mr McAleer:** I appreciate that.
1210. **Ms McCullough:** It will also pick the route for the Gran Fondo, if we are successful, for three years. RCS has said that it will pick different routes throughout



- Northern Ireland for those three years. There is a great opportunity there.
1211. We also have a vision to look for the Tour de France and the World Championships. If we are able to secure the Worlds, that is a week-long event. All our research into that indicates that we would be able to utilise the whole of Northern Ireland for it, which would be a wonderful opportunity to showcase the stunning scenery that we have throughout Northern Ireland. There is certainly an ambition to move cycling or similar events around the rest of the Province.
1212. **Mr McAleer:** We would appreciate you using your influence to get them spread out as far as possible.
1213. **Mr Ó hOisín:** Thank you, ladies. At a recent conference that I was at, one of the major projects was the EuroVelo route, which is a big European project. It is, in theory, to be finished by 2020 and will be very attractive to high-spending tourists — those who will part with considerable amounts of money. I have heard very little talk about the EuroVelo route in this part of Ireland. I think that, when it comes to promoting ourselves, we made another mistake with the Wild Atlantic Way, which runs through Mayo and Cork and finishes, I think, in Derry. It does not come any further along the north coast.
1214. Has the Tourist Board missed a trick in attracting the higher-spend tourist who may be travelling the EuroVelo route, which runs right across Europe, from as far north as Norway to as far south as Portugal?
1215. **Ms Kearney:** I am not aware of the EuroVelo route. I am explaining what our priorities have been and the fact that activity tourism is now only starting to appear majorly on the radar. We explained that we hope to look at a cycle tourism strategy for Northern Ireland, and it is opportunities such as that that need to be explored so that we know what other parts of Europe are doing and what we can connect into. That is an important part, because we have found that the more that we can connect with Europe on other projects, the further opportunity that you have to be able to access European money for investment. I will take note of that and ensure that, when we start to work through our strategy, it is one of the initiatives that are looked at.
1216. The Wild Atlantic Way, as its name suggests, runs along the Atlantic. We have been working closely with Fáilte Ireland to ensure that there is connectivity as we come into Derry to the Causeway coastal route and then on down to the Mourne coastal route. We have been working with Tourism Ireland to ensure that, for not only for the Wild Atlantic Way but the Causeway and the Mournes, the promotional opportunities for the coastal product on offer are maximised across the world.
1217. **Mr Ó hOisín:** I remember a report coming out in 2005 that referred to visitors specifically coming up the west coast from the likes of Shannon Airport or the airport at Knock and crossing into the North to access the north coast. There was quite a substantial number at the time. Unfortunately, the integral part of the infrastructure there is the Magilligan to Greencastle ferry, which is haphazard to say the least. It is hit-and-miss. There is a piece of work to be done there.
1218. **Mr Easton:** Thank you for your presentation. You stated that activity tourism is estimated to be worth around £100 million. What percentage of the total tourism income does that represent, and what do you deem to be its potential worth? Does this kind of tourism create bed nights?
1219. **Ms Thomson:** Tourism in 2013 was worth £723 to the economy, and the £100 million figure for the value that we put on activity tourism was drawn from our 2011 research. That may mean that people are not coming here purely to partake in activity tourism. They may not be here purely as a cyclist or a walker but have taken part in that activity while here or as part of their experience while here. We do not have a direct link to show how many of the tourists

responsible for that £100 million stayed overnight. The research is not broken down like that.

1220. **The Chairperson:** No other members have indicated that they wish to speak. I thank all three of you very much indeed for the evidence that you have given. It is very helpful as we continue the inquiry.



## 2 July 2014

### Members present for all or part of the proceedings:

Mr Jimmy Spratt (Chairperson)  
 Mr Seán Lynch (Deputy Chairperson)  
 Mr Joe Byrne  
 Mr John Dallat  
 Mr Alex Easton  
 Mrs Brenda Hale  
 Mr Ross Hussey  
 Mr Declan McAleer  
 Mr Kieran McCarthy  
 Mr David McNarry  
 Mr Cathal Ó hOisín

### Witnesses:

Mr Lyttle	<i>MLA - East Belfast</i>
Mrs Overend	<i>MLA - Mid Ulster</i>
Mr McKay	<i>MLA - North Antrim</i>

1222. **The Chairperson:** You are no strangers to the Committee system. Chris Lyttle, you are the chair of the all-party group, and you are joined by Daithí McKay and Sandra Overend. You are all very welcome. You are all keen cyclists and know that we have had this ongoing inquiry. It has been a very positive inquiry, with a lot of people coming along. In fact, we have had to extend the period of the inquiry, so there is a lot of interest and a lot more needs to be done in the area. Chris, I ask you to make a short presentation and then — the hard bit — leave yourself open for questions.
1223. **Mr Chris Lyttle (Northern Ireland Assembly):** Thanks very much, Chair. Thank you for the opportunity to meet the Committee today in our capacity as members of the all-party group (APG) on cycling. Chair, I commend yourself and the Committee for the work you have undertaken in the cycling inquiry: it is fantastic to see attention being given to the issue. We have tabled a short paper, and we will speak to it very briefly.
1224. The all-party group on cycling was formed in May 2013 and aims to bring

MLAs, cyclists, cycling organisations and other key stakeholders together to raise awareness of cycling amongst MLAs and support the development of effective cycling policies and provision in order to contribute to increased cycling in Northern Ireland. The APG includes MLAs from almost all parties in the Assembly. Hopefully, that will be “all parties” in the near future.

1225. As part of Bike Week 2014 and with the aim of mobilising people to contribute to the all-party group on cycling’s submission to the Committee’s inquiry, we held a round-table discussion. Approximately 40 individuals and organisations joined us here in Parliament Buildings in June. The round table was also addressed by the Minister for Regional Development, Danny Kennedy MLA, and we were assisted by the regional cycling charity Sustrans NI. We considered three key barriers to cycling that had been identified by the Travelwise NI survey: bike ownership, infrastructure and safety, and weather. Our paper sets out the views of participants on those barriers and the actions that they believe could be taken to overcome them. We will speak briefly on the three issues. Sandra Overend MLA will speak about bike ownership, Daithí McKay MLA will speak about infrastructure and safety, and I will make some brief comments about weather before concluding. I hand over to Sandra.
1226. **Mrs Sandra Overend (Northern Ireland Assembly):** Thanks, Chris. The meeting raised some interesting ideas about bike ownership, which was identified as a major barrier to increasing cycling participation.
1227. The bike-to-work scheme was recognised as helping to make bike ownership more affordable, but there are improvements that could be made to it. Inconsistent employer participation, the lengthy

- application process and the limit of one bicycle per participant were noted as limitations of the scheme. A lack of assistance for the unemployed was also noted as a barrier to bike ownership that should be addressed.
1228. Some of the proposals from the meeting on how to improve bike ownership are listed in our paper. They include access to more affordable trade-in and refurbished bike purchase opportunities; access to bike maintenance and repair training; the removal of VAT on all bicycles rather than having a bike-to-work scheme, which would mean that access would be available to everyone; and try-before-you-buy opportunities, because some people have not been on a bicycle since their childhood and are not sure if they would be able to make it down the road.
1229. It was also suggested that there should be wider access to bike hire, such as the Belfast bike-hire scheme. Free bikes was an idea raised that we thought we had better bring to you. Bike storage in car parking spaces and housing complexes were also raised at the meeting.
1230. **Mr Daithí McKay (Northern Ireland Assembly):** Infrastructure and safety, and safety in particular, are big issues. In the past three weeks, three children, aged five, 10 and 12, have been involved in accidents in the city, one of which was fatal. Given that there has been an increase in cycling, and that there is a continuing increase, the number of accidents will increase unless we make infrastructural changes in response to the growing proportion of cyclists on our roads.
1231. Some issues raised cited lack of infrastructure as being a major discouragement for cyclists in the North. In recent days, figures came out in England concerning London, showing that a lot of people would like to cycle but do not do so because they do not feel that it is safe.
1232. In terms of attitudes, we need to guard against some of the examples we have seen elsewhere, where it is cyclists versus taxi drivers or motorists. Most cyclists are motorists, so we have to be very careful that there is not an issue and that attitudes do not develop that are negative for everybody concerned. The Department of the Environment's advertisement has been quite useful in encouraging mutual respect between road users.
1233. Some of the proposed actions that came from the round-table discussion included increased access to fit-for-purpose, traffic-free cycle lanes. That was regarded as an urgent priority. Those lanes are few and far between. There are some terrible examples in the city centre, where lorries are parked in the lanes throughout the day. The operation of those lanes is not being enforced.
1234. There are cyclists who want to use the cycle lanes but find that, because there are cars or vehicles parked in them that they are forced out into the middle of the road. So, there is always the issue of whether a cyclist should stay in the cycle lane or use the entire side of the road. Cyclists do use the whole of the road in the interests of their own safety, which is something that there needs to be a growing awareness of amongst motorists.
1235. In terms of bike racks on buses and trains, there are a lot of rural dwellers like me who come into the city and might cycle from somewhere in the country to a train or bus station, get the train, get off and cycle elsewhere. Sometimes you can get the bike on the bus or the train: it depends on where you are. There are differences between the Derry to Belfast train line in the morning and the lines from Belfast to Portadown or Bangor, where, at certain times, you are not allowed bicycles on the train. That is obviously a negative as well.
1236. You will be aware that there is a private Member's Bill on the introduction of a 20 mph speed limit. This is a big issue for the safety of the cycling community. There is a need for improved driver and cyclist education and training and for level 2 road cycling proficiency training for more primary school pupils.

1237. We also looked at some good examples of cycling infrastructure, and Stranmillis embankment was flagged up as a particularly good example.
1238. As for tourism, I believe that the Committee was in Mayo to look at the Great Western Greenway. The Comber greenway is also a great example, but we need more of that not only for the local population but for tourists. There is a good example of an old railway track between Ballymoney and Ballycastle. The Minister is not going to give me a train connection to Ballycastle, unfortunately, so we should look instead at providing a tourist trail for cyclists and pedestrians alike.
1239. **Mr Lyttle:** There was general agreement that weather concerns were a misconception. There are other misconceptions about the image of cycling, which act as a barrier to cycling, but we need to send out a clear message that other regions with similar climates and rainfall have successfully increased participation across the board.
1240. Some of the proposed actions to overcome weather and image-related concerns included the following: improved access to changing and storage facilities; improved cycle lane maintenance during bad weather and in general; the provision of cycling-related information as well as motor traffic information during radio traffic updates, which was a novel idea; the need to change the perception that cyclists must be Lycra-clad professionals and promote cycling in more everyday normal clothing; and the need to improve access to different types of bikes and assist people when they purchase a bike to ensure that it is suitable for them and their journeys. Those are the three key issues that we worked on at the round-table.
1241. I am conscious that the inquiry's terms of reference cover the examination of existing cycling provision and the Executive's capacity and performance in delivering against transport, environment, health, sport and the economy. The Programme for Government for 2011-15 seems to have just one explicit reference to cycling, which is to increase school travel by cycling. Yet, it has five key themes: economic growth; health and well-being; environment; shared community; and public services. In our mind, cycling can make a key contribution to all of those. We hope that the next Programme for Government will include, as a result of the good work that the Committee is doing, much more explicit targeting for cycling.
1242. We welcome the establishment of the DRD cycling unit and the opportunities that should come from the Giro d'Italia legacy plan, but we think that one of the key issues, ultimately, is the need for a fundamental change in the level of investment. We have information that, for example, the DRD eastern division budget for 2012-13 was £250 million, £200,000 of which was for cycling. I think that that equates to 0.0008% of the budget. So, there is a clear need for a fundamental change in that regard.
1243. In conclusion, we believe that the benefits and opportunities of cycling are wide and many, that there is gathering momentum behind the growth of cycling and that there is a need for action and investment to meet the demand for improved and imaginative cycling provision.
1244. **The Chairperson:** Thank you very much indeed, Chris. We will start off with some questions. Being a Chair who likes to break with protocol, I will bring in Georgia James for a question. She was recently in Berlin, and she wants to ask you a question first. I will bring her in, and then, if members will forgive me for that, we will then move to members.
1245. **Miss Georgia James (Brighton College):** I have recently been to Berlin, which has quite a similar climate to Northern Ireland, and bike tours of the city are really popular. I was wondering whether you had visited many other areas that are very dependent on cycling for tourism. If there were bike tours around the key cities and key areas, what impact do you think that would have in Northern Ireland?
1246. **Mr Lyttle:** I will lead, and you can maybe give my colleagues the opportunity as



- well. I think that there is significant opportunity. In my constituency of East Belfast, the East Belfast Partnership is doing some travel at the moment to fact find in relation to cycling cafes. It is hoping that plans to introduce a cycling cafe workshop in east Belfast will encourage that type of cycling tourism. As colleagues mentioned, with facilities like the Comber greenway, the Lagan towpath and the rural areas that are to be developed, we have a really good cycling product that we should be marketing further and taking advantage of from a tourist point of view.
1247. **Mrs Overend:** I think that there are opportunities for private sector businesses to set up. We have heard of other places where bike-hire schemes were set up. You hire a bike here, and you can leave it off at the next stage and get the bus back. Things like that are working elsewhere. I know from when I went to Boston that the bicycle is a great way of getting around that city. There are great opportunities for Northern Ireland if we can promote the tourism aspect.
1248. **Mr McKay:** Bike hire schemes are really taking off across the States as well. Obviously, London is the big example, and we will have our own local scheme. My only concern about the one in Belfast is that I saw a map of the stations, and they will all be in the city centre. If I were to come into the city, I would not use it because I could walk between one station and the other. It would not be worth my while using a bike. Personally, I would have preferred them to have been spread out up the Newtownards Road and up the Antrim Road so that more people in the communities could use them as well.
1249. On the matter of tourism, we need to look at the issue of the greenways. Mayo is a good example, and we should do that in Derry, and, as I said, from Ballycastle to Ballymoney so that there is a connection in that, if you get off in the city, you get the train or the bus to another station and you can then go straight on a bicycle to Ballycastle and the Glens etc.
1250. **The Chairperson:** What do you think that the Department's priorities should be in the development of cycling? It is a bit piecemeal at the minute, and we are not very sure about finances around it. How do you think that that can be improved for the future?
1251. **Mr Lyttle:** I agree, Chair. I gave the example of the low scale of financing that we are seeing for cycling, and, what came through in our meetings and consultation sessions was that there is an urgent need to prioritise infrastructure improvements but that there were other ways to get quick gains. From the point of view of image, it came through that everyday cycling needs to be promoted and made more accessible to the public as well. So, there is need for key, urgent infrastructural change, but other campaigning can be done to increase everyday cycling and improve training in schools to make sure that young people are competent and comfortable with cycling as well.
1252. **The Chairperson:** Chris, we were very impressed with the presentation from the Connswater Community Greenway and by the fact that about £48 million has been spent on that new project. We heard about the conversations that the folks in the project have had with local communities and, indeed, also in relation to health. In some areas, there is a very poor health record. Have you any comments to make on that? Obviously, you are very close to that as a Member for East Belfast.
1253. **Mr Lyttle:** I wholeheartedly agree. I think that the work that Connswater Community Greenway has done is outstanding in connecting with universities to back up the health benefits of recycling. Research has been done and will be done to support the funding that it has received on those grounds. There is a connection to local schools along the route of the Connswater community greenway. It will reconnect communities as well. An observation that was coming back, however, was that we have to find ways to make sure that those excellent greenways are connected to the existing

- infrastructure as well. At times, they can be slightly isolated from arterial routes but that is not going to be the case for Connswater Community Greenway. We need to make sure that those greenways take you from key A to B points as well as connecting communities in other ways.
1254. **Mr McKay:** I want to talk about health, with my DFP hat on. The Finance Committee looked at Civil Service sickness rates, and the Institute of Public Health appeared before us as well. A healthier workforce has lower sickness rates and improved productivity; it does all these things. The health budget is growing and it is going to expand further because our lifestyle at the moment is one of convenience; it is an inactive lifestyle. Anything that we can do to undo some of the cultural changes over the past 30 years will lead to fewer pressures on our health service and will free up more funding.
1255. Look at the money that is spent on the roads infrastructure, for example. Cars do more damage to the roads than bicycles, so, if you can get an extra 10 commuters in Belfast to go on bikes instead of cars, over time you will save money on damage done to the roads. If you have 20 cars parked in traffic behind a red light, it will take a while for them to process through, but 20 cyclists will go through quicker, so traffic will go through more smoothly as well.
1256. The evidence is all there in that regard; my concern is with the Department. The Minister talked about the revolution that he undertook last September. We are coming towards the end of the honeymoon period, as I would look at it. We need to see changes on the ground and proper infrastructures put in place so that people feel safe. If schoolchildren feel safe going to school, people will sooner leave the car at home.
1257. **Mr Lyttle:** May I supplement that briefly? The Public Health Agency has invested in cycling as well, which shows that there is an opportunity for cross-departmental coordination and investment in cycling. I am thinking of Ballybeen men's motivational group, which has linked in with Sustrans and the East Belfast Community Development Agency (EBCDA) to have cycling clubs in Ballybeen for men. That is targeting some of the most hard-to-reach groups of people around whom we need to target investment to improve their health outcomes. There is a real opportunity for cycling to make a contribution to improving social and health-related outcomes in key areas.
1258. **The Chairperson:** OK, thanks for that.
1259. **Mr Lynch:** You mentioned the Department's cycling unit, which was set up fairly recently. In your view, what role should that unit have in promoting cycling? Daithí talked about not getting the bike on the train; going by last week's experience, would it not be that you could cycle and beat the train? *[Laughter.]*
1260. **Mr McKay:** That is a good point; I will not be trying it anyway.
1261. I get the train from the Ballymoney and Ballymena area down into Belfast in the morning and the train staff are absolutely fantastic. However, there are a lot of concerns. People from Portadown and Bangor would like to take the bike on the train in the morning, but unless they have a folding bike, which is quite expensive, they are not allowed to do so and that option is closed to them.
1262. There are a number of examples in Europe of how different train companies put equipment in so that you can stand the cycle up on its end, which takes up less space. I know that Translink has said that it cannot accommodate cyclists on the buses unless you throw it in the boot of one of the Goldliners. I met representatives of Wrightbus, which is in my constituency, who told me that this equipment, which can be hitched onto the back of a bus, has already been designed in America. It should be rolled out here. I am going to meet Translink about that issue. That is one of the easy things that we can do; there is no controversy about getting a unit onto the back of bus that you can throw your bike on. That is something that

- should already have been done a year on, in my opinion.
1263. **Mr Lynch:** What about the cycling unit?
1264. **Mr Lyttle:** The cycling unit is a welcome development, as is work to develop a cycling strategy. I agree with Daithí; we need to see quick actions, quick wins and quick responses to some of those issues. It is my understanding that an officer has been appointed to cycle-proof all departmental policy. The Chair mentioned the potential health benefits as well. That cycle-proofing could be done across many Executive issues to ensure that opportunities to make gains for cycling provision are achieved when the policy is in formulation rather than afterwards when it gets a bit more difficult. Hopefully, it will be a useful addition to the Executive.
1265. **Mr Ó hOisín:** Sandra, I see that, in your constituency, from the Castledawson roundabout to Magherafelt, there is a double-lane footpath/cycle path along the left hand side of the road. How essential do you think provision for cycling at design stage is when planning any new road improvements?
1266. **Mrs Overend:** That is probably the way forward. The Department should consider cycling in the decisions it makes for all roads. It is a fantastic provision between Castledawson and Magherafelt and hopefully it will encourage more people to cycle in that area. The balance has to be between whether we integrate cyclists on the road or on the pavement. The Department has to find that balance for cyclists; whether they feel safer on the road with the traffic and with the traffic respecting them, or whether it is better for them to be on the pavement.
1267. **Mr Ó hOisín:** Across Europe, the EuroVelo route has been lauded as the premier tourist cycling mixed product. I have mentioned it a couple of times here. I think that perhaps it exists more on paper than in reality here. If you look at the EuroVelo route from Belfast to Derry, out over Glenshane, you will see that that is hardly conducive to that whole product. Is there a piece of work to be done to develop routes other than that one, perhaps up around the north coast, perhaps the one that Daithí mentioned from Ballycastle to Ballymoney or elsewhere? Do you think that there is a large piece of work to be done there?
1268. **Mr McKay:** I do not know what you are referring to, Cathal.
1269. **Mr Ó hOisín:** The EuroVelo route is a route in western Europe, which stretches from Norway to Portugal and includes part of the west coast of Scotland, from Belfast to Derry, down the west coast of Ireland and then down through France and Europe. It is something that has not grabbed the imagination here. Indeed, some people have not even heard of it.
1270. **Mr McKay:** I am a clear example of that. *[Laughter.]* The north coast obviously straddles both of our constituencies, Cathal, and you are aware of the number of cyclists who are going to that new cycle way in Mayo. To have a cycle route along the north coast and past the Causeway, the views would be fantastic. There would not have to be a massive piece of infrastructure built. Certain parts of routes are dangerous, but you could have a cycle lane for a certain stretch of road. It needs to be looked at more strategically.
1271. I think that the problem with Roads Service is that it looks at roads from the perspective of cars. It has always been very car-centric, and bicycles have been an afterthought. That is why you have all these wee strange bits of cycle infrastructure that are essentially tokenistic and do not work.
1272. Sandra referred to footpaths and whether cyclists should go on to footpaths or use the road. I know of one example recently in Kilrea, at the Bann bridge, where there is a footpath that has been there for years and all that Roads Service did was put a lick of paint down and stuck up a sign saying “Bicycles and Pedestrians”. I will not be using it. It might be safe for families to use it, but if you go on to the footpath

you have to cross over the road and it is more bother going through all that palaver than just cycling straight ahead on the road. People need to think through the practicalities as well. There are a number of examples where you will go on to a footpath that acts as a cycle-path and then, all of a sudden, when you come to a junction, you have to give way to traffic coming out from various estates and different things, whereas the common sense thing to do is to stay on the road so that you do not have to give way to anybody. These things need to be thought through.

1273. **Mr Lyttle:** Cathal, you are absolutely right. There is a job to do to market and promote the networks that we have. That was one of the key things we got through feedback; that we need to have improved information on our cycle networks, whether it is maps or apps. That would definitely help to gear a product that we could promote locally, on a European basis and internationally.
1274. **Mrs Hale:** In the recent past, cycling was seen as a way to counteract petrol prices for people who could not afford to run two cars. In fact, my hubby cycled to and from work because we could not afford to run two cars. The Minto report was published in 2010. On Monday, Jamie Fewery wrote in 'The Daily Telegraph' an article about why cycling attracts so many middle-class snobs. He called it the sport of snobbery. I guess that it is because of the price of bikes and wheels, the type of gear you wear, the shoes you wear and what cycling events you go to watch. How can we counteract that and make it a more inclusive sport, given that, because you have carbon and aluminium bikes, it can be so expensive? How can we put it into the reach of everyone?
1275. **Mr McKay:** Something raised at the meeting we had was the fact that, if you go into a bicycle shop, you get sporty bikes and carbon bikes, all of which cost thousands of pounds. However, if you go to the Netherlands and places like that, there are practical bikes with baskets on the front designed more for — I was going to say "normal people". You can find a bike that suits your everyday needs, such as going to the shops etc. Also, if you go to a bicycle shop, you can buy a bike without any additions. If you had the option to buy a bicycle with pannier bags and all the things you need, such as mudguards etc, more people would be inclined to buy them. As you say, it is about un-peeling some of the culture that has built up over the past 30 years. Thirty years ago, people aspired to have a car; it was a sign that you were progressing socially etc. We need to see now that having a bicycle and being active is key to your health and well-being rather than being something that is frowned on, as it still is to a large degree in society.
1276. **Mrs Overend:** Just to add to that, imaging is the key to this. The Department recognises that and is working to try to change the image of cycling so that it is not the Lycra-clad people. I do not know whether I should say this, but you do not always have to wear a helmet; you can just hop on your bike and nip down to the shop. Obviously, you should always wear your helmet.
1277. In Copenhagen, people cycle to work in their normal gear, and they cycle in snow and all types of weather. You see photographs coming through. We need to promote those photographs in Northern Ireland because there are people doing that as well; we just need to get that message across. We have a job to do on the image of cycling. Not everyone who cycles is fit; I am certainly not fit. It is about getting out there with your family and cycling every day.
1278. **Mr McKay:** The important point in integrating cycling into your day-to-day life for work, especially in the public sector, is that people need showers and changing facilities. I took the bicycle to work this morning. I would not have been able to do so if there was not a shower upstairs, changing facilities and somewhere to park the bike out the back. Not everybody has those options, and not everybody is going to avail themselves of them. However, if you give people the choice and the infrastructure,

- in terms of parking, as well, they will be more likely to make those choices.
1279. **Mr McAleer:** Some of this was touched on just a second ago. Modal shift is the big thing. Obviously, for cycling to be sustainable, you need to get people to use it for everyday purposes. I was in Portland in the USA at Easter time. When they are planning houses and public facilities, the first thing they put in are the cycle lanes. It is all planned. They have even developed apartments over there that do not have car-parking spaces; the cycle lane is all integrated into it. People are cycling to work. They are not Lycra-clad; it is just a normal thing. I find it intriguing that people around home might cycle 70 miles but drive half a mile to the shop for a loaf. I recently got a bicycle through the Assembly's cycle-to-work scheme, which is very good.
1280. **The Chairperson:** Remember that it is questions — no statements. *[Laughter.]*
1281. **Mr McAleer:** What more can be done to encourage that modal shift? I note that the Mayor of London, Boris Johnson, has done a great deal of work to normalise cycling. What more can be done? That is needed in order to make it more sustainable in the long term.
1282. **Mr Lyttle:** As you say, the design stage must prioritise cycling infrastructure. People need to feel safe in order to take the journeys. Affordability is also an issue. Those are key ways to try to address that. There also needs to be an attitudinal change. Statistics show that a startling number of journeys are short. If we could encourage people to see that cycling is affordable and safe and that it is an active, environmentally friendly way to make those short journeys, more of them would make that choice.
1283. **Mr McKay:** You also need to get businesses to buy into this as well. There are numerous cycling clubs on the north coast. One local business in Portglenone, The Rose Cafe, has put cycle parking bays outside it premises. Now, any cyclist coming through — typically your weekend cyclist going for 40 or 50 miles— has the option of parking and going in for a coffee and, obviously, the business is making a profit.
1284. This applies in the city centre as well. I cycled into the city centre last night. I cycled down to Botanic, and the first thing I thought was, "Where can I park my bike?" I could not see anywhere to park near the cafe I was going to, so I had to park at Queen's and walk down. That was an inconvenience, and it means that I am less likely to stop and do business there again. The same applies to the car parking argument. I think that cycle loops have been put in the city centre, and they were filled up right way. It does not cost a fortune to put in a cycle loop. The more of those you have, not only in the city but in rural areas like Omagh, Dungiven and places like that, the more cyclists will use them.
1285. The 212 bus from Derry stops in Dungiven and Toome. If there were cycle spaces or somewhere to park your bike at the stop in Dungiven, for example, people from the country would be more likely to cycle to that spot and get on the bus to go to work in Derry.
1286. **Mr Lyttle:** There are some innovative concepts around sacrificing one car parking space for a secure cycling parking unit where you could, maybe, get 10 bikes in creatively. I think that we could connect with businesses to persuade them of the benefits of improving access from that point of view.
1287. **The Chairperson:** There are a few members still to come in, and we are basically out of time. Chris, you can manage your end of the table, and one person can answer a question from here on in.
1288. **Mr McCarthy:** I will be brief; I have a couple of questions. *[Laughter.]* I will be very brief. The idea of a cycling champion has been mooted. Do you support that? What are the advantages of having one? Your briefing paper contains a number of suggestions for overcoming the barriers to cycling, one of which is having free bikes. Brenda is just after speaking into my ear and



- telling me that her husband's bike cost five grand. Who will pay for free bikes?
1289. **Mr Lyttle:** Not all bikes cost five grand. I am aware of other areas where this has been given serious consideration. Where there are difficulties with affordability, it is something that should be given serious thought.
1290. We should all be cycling champions. There was also a tongue-in-cheek suggestion in relation to free bikes; it was suggested that we should give them to well-known people and celebrities, and have them cycling around the community in order to have an impact. Champions are absolutely essential, and with some of our local cyclists achieving great things in Giro d'Italia and other competitions, there is something to build upon.
1291. **Mr Dallat:** It seems to me that there are two types of cyclists: the boy or girl on the expensive bicycle and expensive uniform, and all of that; and the ordinary person on the ordinary bike. It is not cool to cycle; it is still not cool. How do you break that down? You can talk about all these wonderful rallies and things round the world, which focus on champions and stuff like that, but then there is the ordinary person who wants to wander around on his bike. How do you break down the attitude of it not being cool, and that people should leave the bike at home and walk rather than cycle, Chris?
1292. **Mr Lyttle:** I think that it is increasingly cool actually. A lot of grass roots work is being done. Organisations like NI Greenways and the Fréd Festival have held some really innovative events during Bike Week and throughout the year to bring a cycling community together, increasingly so. They are organisations that the Committee, the Department and the all-party group can connect with to see how they are making cycling accessible and interesting to young people and people across the board.
1293. **Mrs Overend:** We could maybe bring in the likes of the Northern Ireland Tourist Board to help promote cycling opportunities around Northern Ireland, to change that image of cycling and to show that it is available for ordinary people.
1294. **Mr Dallat:** You talked a lot about infrastructure and stuff like that, and Georgia mentioned Berlin, which I have seen. There is infrastructure and paintings on the footpaths, but there is coexistence and no antagonism. You mentioned the cycle lane in Kilrea. You are likely to be told, "Hump off on to the middle of the road with that thing". How do you break that down so that there is respect for cyclists who are sharing a space with people who are walking?
1295. **Mr Lyttle:** We need a huge attitudinal change, and one suggestion at our event was that, at training stage, whether it is cycling proficiency stage or driver testing and training stage, we have much more robust messaging and training around mutual respect on our roads and the right that everyone has to share those roads in safety. It will be a hugely important issue in increasing participation.
1296. **Mr Byrne:** Do you have any thoughts on how the level 2 proficiency for P6 pupils can be promoted in schools and on how to train young people, particularly for cycling on the road rather than in the schoolyard?
1297. **Mr Lyttle:** I am saying a lot here. If you two want to jump in, go ahead. I am conscious of the lead from the Chair.
1298. The key is to have on-road cycling proficiency training for our young people, and my understanding is that, as part of Giro d'Italia legacy plan, there are proposals to set a specific target of 50% of all P6 pupils to have that level 2 on-road cycle training. The all-party group and the Committee should support that.
1299. **Mr Hussey:** I will declare an interest because, many years ago, I failed my driving test first time for failing to give adequate clearance to a cyclist, and I have never held that grudge since. *[Laughter.]* Do you believe that, as this progresses and people become more cycling-proficient, laws should perhaps be changed? Some cyclists seem to think that they have a bicycle and can



take it wherever they like, such as footpaths, which is one my pet hates. Also, when sitting at traffic lights and the lights go red, they go onto the crossing and decide to use that instead. That causes problems for pedestrians and drivers. Do you think that perhaps there should be a licensing scheme for cyclists so that, if they break the rules, they can eventually be put off because of that?

1300. **Mr McKay:** Cyclists sometimes do not have a choice. You will get badly behaved cyclists, as you get badly behaved motorists. Take the example of the Albert Bridge heading over to Central Station and into Belfast. There is a point where cyclists and buses have right of way and the two lanes merge, but the cars believe that they have right of way and there have been a few near misses with cyclists. So, a lot of cyclists go up on the kerb because they do not feel safe on the road, but, if you make those roads safe, cyclists should not be on the footpaths. It is a bit of a catch-22. If you make the roads safe enough, cyclists should not be on the footpath. I never go on the footpath, but I was in Botanic last night speaking to a cyclist from Dunloy and he said that, up in the country, it is no problem cycling around the roads. It is a lot safer in the country than it is in the city. That is why cyclists are on the footpaths there. They feel that they have no other choice. They do not feel safe, and, given the high rate of accidents involving cyclists, you can understand that.

1301. **The Chairperson:** I thank Sandra, Chris and Daithí for the presentation. I am sure that you will look with interest at our report. There are some further questions that we were not quite able to get to. The Clerk will write to you with them. It is important that we get stuff on record from the all-party group so that it can be included in the report. We will do that in the not too distant future, and I would appreciate it if you could reply to us. In the meantime, I thank all three of you very much.

# 14 January 2015

## Members present for all or part of the proceedings:

Mr Trevor Clarke (Chairperson)

Mr Seán Lynch (Deputy Chairperson)

Mr Alex Easton

Mr Ross Hussey

Mr Chris Lyttle

Mr Stephen Moutray

1302. **The Chairperson (Mr Clarke):** Members, we have gone through each paragraph of the report. We are now down to going through the recommendations.
1303. Are members content with the section entitled “Powers and Membership”?
- Members indicated assent.*
1304. **Mr Lyttle:** Chair, may I just ask a quick procedural question? Why was there a need to not provide the report in advance of today’s meeting?
1305. **The Committee Clerk:** On previous occasions, the reports were leaked prior to members being given the opportunity to see them.
1306. **Mr Lyttle:** To the press and stuff like that?
1307. **The Committee Clerk:** Yes.
1308. **Mr Lyttle:** That is unfortunate.
1309. **The Committee Clerk:** The Committee took the decision at that stage that reports would be tabled only at the meeting and then collected until such times as all members had the opportunity to see them.
1310. **Mr Lyttle:** It is a shame that you have to operate in those confines. However, given previous experience, I can understand why people have been led in that way.
1311. **The Chairperson (Mr Clarke):** You only have to look back a number of weeks ago, when we were given information that we should not have been sharing and it managed to make its way to the press.
1312. Are members content with paragraphs 1 to 5?
- Members indicated assent.*
1313. **The Chairperson (Mr Clarke):** Are members content with paragraph 6 as amended?
1314. **The Committee Clerk:** The amendment was to correct a spelling mistake from “major” to “mayor”.
- Members indicated assent.*
1315. **The Chairperson (Mr Clarke):** Are members content with paragraphs 7 to 39?
- Members indicated assent.*
1316. **The Chairperson (Mr Clarke):** Are members content with paragraph 40 as amended?
1317. **The Committee Clerk:** The amendment was to change the word “straitened” to “restrained”.
- Members indicated assent.*
1318. **The Chairperson (Mr Clarke):** Are members content with paragraphs 41 to 45?
- Members indicated assent.*
1319. **The Chairperson (Mr Clarke):** Are members content with paragraph 46 as amended?
1320. **The Committee Clerk:** The amendment was to correct a spelling mistake from “standc” to “stand”.
- Members indicated assent.*
1321. **The Chairperson (Mr Clarke):** Are members content with paragraphs 47 to 59?
- Members indicated assent.*
1322. **The Chairperson (Mr Clarke):** Are members content with paragraph 60 as amended?

1323. **The Committee Clerk:** The amendment was to correct a typing error from “19998” to “1998”.

*Members indicated assent.*

1324. **The Chairperson (Mr Clarke):** Are members content with paragraphs 61 to 74?

*Members indicated assent.*

1325. **The Chairperson (Mr Clarke):** Are members content with paragraph 75 as amended?

*Members indicated assent.*

1326. **The Chairperson (Mr Clarke):** Are members content with paragraphs 76 to 93?

*Members indicated assent.*

1327. **The Chairperson (Mr Clarke):** Are members content that the extract of today's minutes be included in the report?

*Members indicated assent.*

1328. **The Chairperson (Mr Clarke):** Are members content that the report and associated minutes of proceedings and appendices are ordered to print?

*Members indicated assent.*

1329. **The Chairperson (Mr Clarke):** Are members content to forward a manuscript copy of the report to the Minister?

*Members indicated assent.*



Northern Ireland  
Assembly

Appendix 3

# Written Submissions



# Bruce Harper

From: Bruce harper [harperbruce@gmail.com]

Sent: 21 March 2014 11:30

To: committee.regionaldevelopment@niassembly.gov.uk; Jimmy Spratt

Subject: Fwd:

TO the DRD Committee,

Please consider my points below in blue relating to the Departments investigation into the benefits of cycling.

- a. Consider the structure and operation of the cycling network and its capability to deliver against Departmental and Executive objectives in respect of health, sport and the environment;

Structure and operation— structure poor. The cycle network must be designed for all potential users i.e. the 5 year old girl cycling to school test... and also long distance commuters travelling at average speeds that are similar to vehicular traffic. The current network is disjointed and cyclists are left to fight for themselves at key danger hotspots, i.e. junctions and bridges where space is limited.

Operation—The arterial routes are of poor quality, non segregated, non mandatory. This means cars can legally drive in them. These lanes are (legally) used for parking except for the hours when the clearway is operational (during which cars continue to park there (but nominally illegally) I say “nominally illegally” as there is little evidence of any enforcement of the clearways on arterial routes with the possible exception of the lisburn road.

- c. Analyse opportunities available to best achieve future objectives;

Please can you respond and tell me to what extent, if any, has the EU Roadmap for moving to a competitive low carbon economy in 2050 been considered. In particular measures to reduce vehicular traffic in cities. The report states that the combined effect of GHG reductions and air quality measures would bring about more than 65% lower levels of air pollution in 2030 compared to 2005. In 2030, annual costs of controlling traditional air pollutants could be more than € 10 billion lower, and in 2050 close to € 50 billion (pro rata based on relative population in NI estimated at €178.5m) could be saved every year. These developments would also reduce mortality, with benefits estimated up to € 17 billion per year in 2030, and up to € 38 billion in 2050.

- d. Develop a short list of recommendations or reforms for short term (1-2 years), medium term (3-4 years), and longer term (5 years +);

Build a network of segregated cycle lanes which maintain right of way across junctions and are not disjointed. Use Dutch standards. Make bold decisions prioritizing cycle lanes over car parking. This will not be popular, however if you are serious about easing congestion, improving air quality and by extension public health, battling climate change, fighting obesity, making city centre more livable and making the city centre a pleasant place to socialise and shop then the 60 (and in NI still current) paradigm of prioritising the vehicular traffic and optimising traffic speeds must change.

Estimate in monetary terms the benefits of say 20% of modal share cycling.

Areas to look at include

Air quality- cost of air pollutants avoided (Defra green book values or CAFE european values). Also cost of infraction fines avoided. Belfast has an air quality problem, in that the levels of NO2 (caused by traffic) are above the EU allowable thresholds.



On 20th February the Commission launched legal proceedings against the UK (for non compliance with NOx levels) see [http://europa.eu/rapid/press-release\\_IP-14-154\\_en.htm](http://europa.eu/rapid/press-release_IP-14-154_en.htm)

The failure to properly transpose and enforce an EU obligation can eventually lead to a fine. The maximum fine that could be imposed on the UK is some €703,000 per day or £256 million per year. Northern Ireland would be required to pay a percentage of any UK fine if the infraction related to a devolved matter (such as the air quality in Belfast).

Climate change- carbon cost

public health- Department of Health figures showing almost 2 in 3 adults are obese.

Reduced noise nuisance and public health benefits- Noise contributes to cardiac ill health. (yes really see <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2072857/>)

Social equality.- difficult to monetise

43.8% of households in Belfast district council area have no access to a car or Van. This is a huge proportion of the city and a viable integrated safe network of cycle paths would allow all parts of society to travel cheaply, quickly and safely with zero emissions and gaining fitness. Win win win.

Almost a quarter of households in NI overall (23%) had no access to a car or van in 2011, down from 26% in 2001.

- e. Identify any additional funding/funding sources required to deliver agreed objectives.

Cycling has benefits that fall between many departments. funding needs to be sourced from all the Departments to which an increased cycling modal share would contribute to meeting their objectives.

Many thanks for considering my comments. I do hope to hear a response.

Regards,

Bruce Harper BSc(Ing) MSc MIEI

# CTC National Cycling Charity



## Committee for Regional Development Inquiry into the Benefits of Cycling to the Economy.

### Response from CTC, the national cycling charity

#### About CTC

CTC, the UK national cycling charity, was founded in 1878. CTC has 68,000 members and supporters, provides a range of information and legal services to cyclists, organises cycling events, and represents the interests of cyclists and cycling on issues of public policy.

This inquiry submission is dedicated to the memory of Tom McClelland, a truly exceptional CTC volunteer campaigner who played a major role in promoting cycling Northern Ireland prior to his untimely death in February 2014.

#### Summary

- There must be a strong, cross-departmental action plan to improve conditions for cycling through a wide range of policies. The action plan should also receive endorsement at the highest political level, with adequate revenue and capital expenditure to make a significant difference. Evidence from abroad suggests that annual funding of at least £10 per head, rising progressively to £20 as cycle use increases, is required to generate significant shifts towards cycling.
- National and local government should improve the collection of data relating to cycle use and cyclists' safety.
- The current road network is a major deterrent to getting more people cycling. Lower speed limits, measures to reduce motor traffic, better designed roads and junctions and traffic-free routes are crucial to establishing a more cycle-friendly environment.
- Road safety policy must acknowledge the health benefits of cycling. Actual and perceived danger are the biggest barriers to increasing cycle use and action must be taken to overcome these, in particular, badly designed road networks, high speeds, poor driving behaviour and the specific threat posed by large vehicles.
- Local authorities, employers, health bodies, schools and other organisations each have a role to play in encouraging and incentivising more people to take up cycling. Some of the measures these organisations can take often prove to be the most cost-effective means of increasing cycling levels in the short term.
- Roads policing is highly effective both for improving road safety and tackling other crimes. It should be boosted, together with tougher prosecution policies and greater use of driving bans in sentencing.
- Integration with public transport is crucial to ensure that cycling provides a realistic alternative to car travel. In particular, good parking and access to stations should be provided, together with adequate provision on trains for those who still need to carry their cycles with them.
- Policies should be put in place to maximise the funding opportunities for cycling improvements from the planning system and from road maintenance budgets.

#### A. Cycling's contribution to Departmental and Executive objectives

Cycling has enormous benefits across a wide range of policy areas.



#### *Economic growth*

- Cycling tackles congestion – a typical road lane can carry 7 times as many cycles as cars.<sup>1</sup>
- Making town centres and residential areas cycle-friendly enhances their attractiveness, boosting property values and retail vitality<sup>2</sup>.
- There are also economic benefits due to better health (see below), e.g. reduced health-care costs and absenteeism, and improved productivity. For more, see CTC's briefing *Cycling and the Economy*<sup>3</sup>.

#### *Health and safety*

- People who cycle regularly in mid-adulthood typically enjoy a level of fitness equivalent to someone 10 years younger<sup>4</sup> and their life expectancy is two years above the average.<sup>5</sup>
- A population-wide study in Copenhagen found that, compared with those who cycled regularly to work, people who did not do so had a 39% higher mortality rate, regardless of whether or not they also took part in other physical activities.<sup>6</sup>
- Increased cycle use is associated with improvements in cyclists' safety: the 'Safety in Numbers' effect<sup>7</sup>. Moreover, cyclists have a very low rate of involvement in collisions where another road user is injured. Hence, more cycling is good not just for cyclists' safety but for other road users too<sup>8</sup>. For more information, see CTC's briefings on *Cycling and Health*<sup>9</sup> and on *Road Safety*.<sup>10</sup>

#### *The environment*

- A person making the average daily car commute of 4 miles each way would save half a tonne of CO<sub>2</sub> by switching to cycling – 5% of the average UK carbon footprint.<sup>11</sup>
- Doubling cycle use through switching from driving to cycling would reduce Britain's total greenhouse emissions by 0.6 million tonnes, about as much as switching all air travel between London and Scotland to the rail network.<sup>12</sup>
- Cycling is one of the easiest and cheapest ways for individuals to reduce their contribution to climate change on a day-to-day basis. For more, see CTC's briefing on *Climate Change*<sup>13</sup>.

#### *Promoting education, access to employment and equality of opportunity*

- Cycling provides independent mobility for many people who do not or cannot drive, including children, people on lower incomes, older and many disabled people. Cycling employees are more productive and suffer less absenteeism.<sup>14</sup>
- In addition to its health benefits, physical activity improves concentration and learning ability in children and adults alike. See CTC briefings on *Cycling to School*<sup>15</sup> and *Cycle-friendly Employers*.<sup>16</sup>

#### *Quality of life and a healthier natural environment*

- When cycling replaces trips by motor vehicle, it reduces pollutant emissions and traffic noise. It also means that far less land needs to be allocated for roads and parking. It therefore has a much lower negative impact than motor transport on townscapes, rural landscapes and biodiversity. See CTC's economy briefing for information on the rural economic benefits of cycling-based recreation and tourism.<sup>33</sup>

Promoting cycling is therefore highly relevant to the objectives of every NI Department:

- *Regional Development*: virtually all of its objectives.<sup>17</sup>
- *Office of the First Minister and Deputy First Minister*: economic growth, equality and sustainable development objectives.<sup>18</sup>
- *Environment*: emissions reduction, road safety and planning objectives.<sup>19</sup>



- *Health, Social Services and Public Safety*: public health and safety objectives.<sup>20</sup>
- *Education*: educational standards objectives.<sup>21</sup>
- *Employment and Learning*: access to higher education and employment objectives.<sup>22</sup>
- *Enterprise, Trade and Investment*: economic growth and tourism objectives.<sup>23</sup>
- *Finance and Personnel*: cost-effective public spending objective.<sup>24</sup>
- *Justice*: strengthening policing and justice to improve road safety.<sup>25</sup>
- *Social development*: objectives for united communities, sustainable homes and town centres.<sup>26</sup>
- *Agriculture and Rural Development*: rural and forest access objectives.<sup>27</sup>
- *Culture, Arts and Leisure*: recreation and sport objectives.<sup>28</sup>

It is for this reason that we believe cross-departmental action is needed (see next section) in order to maximise cycling's benefits for our economy, environment and health, for communities and our quality of life.

## **B. Measuring progress: targets and monitoring**

### *Targets for cycle use*

Cycling in Northern Ireland accounts for less than 1% of journeys, a very low figure compared even with the rest of the UK, let alone with other countries in the EU. Despite welcome recent increases in cycle use<sup>29</sup>, cyclists are the one group for whom the risk of cycling per mile travelled appears to have worsened in recent years<sup>30</sup>. The laudable yet modest targets of the Northern Ireland National Cycling Strategy (namely to double cycle use by 2005, and to quadruple it by 2015, compared with levels in 2000<sup>31</sup>), have not been (or are not being) met.

CTC recommends that the Northern Ireland Executive adopts a cross-departmental cycling action plan, aimed at boosting cycle use to 10% of trips (approximately German levels) by 2025 and to 25% of trips (roughly Dutch levels) by 2050. These targets are in line with the recommendations of the 'Get Britain Cycling' report conducted by the All Party Parliamentary Cycling Group in the Westminster Parliament.<sup>32</sup>

### *Targets for actual and perceived cycle safety*

As for measuring progress on cycle safety, CTC argues that road safety strategies and targets should be based on an explicit recognition that:

- Cycling is a safe activity, posing little risk either to cyclists themselves or to other road users<sup>33</sup>
- The health benefits of cycling far outweigh the risks involved<sup>34</sup>
- Cycling gets safer the more cyclists there are: the 'Safety in Numbers' effect<sup>7</sup>.

The aim of cycle safety policies and initiatives should therefore be to encourage more as well as safer cycling, in order to maximise its health, environmental and other benefits, and to improve overall safety for all road users.

Increases in cyclist casualties may still mean cycle safety is improving if cycle use is increasing more steeply than cyclist casualties. Therefore targets and indicators for the effectiveness of road safety strategies should adopt 'rate-based' measures for improvements in cycle safety, e.g. cycle casualties (or fatal and serious injuries) per million km cycled, or per million trips. Simple casualty reduction targets should be avoided, as these merely create a perverse disincentive to promote increased cycle use.

'Perception-based' indicators, which show whether public perceptions of cycle safety in a given area are getting better, can be used alongside 'rate-based' indicators, or as an interim substitute for the latter if necessary, given the difficulties of producing good local data on cycle use.



### *Monitoring*

The Executive should ensure adequate monitoring regimes are in place locally and nationally to determine what measures have proved successful. A mix of count data and diary surveys is needed to provide adequate measures of cycle use. Good monitoring of specific interventions is important for informing future funding priorities, and to facilitate the spread of best practice.

### **C. Opportunities (1): improved physical infrastructure**

CTC's vision is to see a massive step-change in cycle use, so that people of all ages, backgrounds and abilities feel able to cycle safely and confidently for all types of journey.<sup>35</sup>

Our neighbourhoods, town centres and road networks should be fundamentally redesigned to be 'people-friendly', with cycling not only contributing to a reduction in car dependence, but also benefiting from it. Through-traffic should be channelled onto a limited network of main roads – which should have dedicated cycle provision on or alongside them – while traffic volumes and speeds are kept low on other streets or lanes. A recent overview of the evidence concluded that the most effective means of increasing active travel resulted from measures to deter motor traffic.<sup>36</sup>

The cycle network should include the whole road network, supplemented by high-quality cycle routes away from the road network. Dedicated cycle provision should be safe and feel safe, showing that society positively values those who choose to cycle, and avoiding any impression that they are a 'nuisance' to be 'kept out of the way of the traffic.'

In general, CTC advocates:

- Dedicated space on busier urban or inter-urban main roads – this should normally be physically protected, especially on the fastest and/or busiest roads;
- 20 mph limits and/or through-traffic restrictions for most built-up streets (including villages), and the widespread adoption of 40 mph or lower limits for rural lanes;
- Traffic-free routes using parks and open spaces, or along canals, waterfronts and disused rail corridors. However these should complement (i.e. they should not merely be an alternative to) the creation of, safe pleasant and direct cycle routes using the road network.

Local-specific decisions on appropriate solutions will need to reflect local factors, such as junctions and junction layouts, and demand for parking or loading. In particular, we support high-quality segregated facilities on main roads where they: involve reallocation of road-space (rather than simply placing cyclists on pavements); avoid pedestrian conflict (especially at bus stops and pedestrian crossings); are of adequate width; are well maintained; and (vitality) where they retain adequate cycle priority at junctions (this being where 75% of cyclists' injuries occur). This last factor may need changes to traffic law and driver behaviour for segregation to work as it does in countries like Denmark and the Netherlands. Where these criteria cannot be met, an on-carriageway solution may be preferable.

The Executive needs to establish clear policy, standards and funding to ensure the provision of high-quality cycle-friendly planning and design, both in the context of highway and traffic schemes, and in new developments. This ranges from basic guidance on best practice for the design and layout of roads and cycling infrastructure, to regulations covering signs, road markings and traffic signals – areas where Britain lags far behind our European neighbours.

Action is also needed to boost awareness and skills in delivering cycle-friendly policies and planning among those responsible for their delivery. This includes councillors as well as council officers and others responsible for promoting cycling, or for delivering highway, traffic or cycling schemes.





## Opportunities 2: Improved safety

Encouraging more as well as safer cycling involves tackling factors that deter cycle use. These include high traffic volumes and speeds; irresponsible driver behaviour; the unfriendly design of many roads and junctions; and lorries. Meanwhile, the provision of cycle training to the 'Bikeability' national standard can also help people to cycle more, to ride more safely, and to feel safer and more confident while doing so. It can also help parents feel more confident about allowing their children to cycle.

### *Cyclist and driver awareness campaigns*

It is important to raise driver awareness of what they need to do to respect cyclists' safety. Key messages include watching out for cyclists when turning at junctions (particularly roundabouts), leaving sufficient space when overtaking, and not assuming that cyclists should keep out of their way at the side of the road (i.e. there are good safety-related reasons why cyclists are trained to adopt a central position in the traffic lane in some circumstances).

Driver awareness campaigns should be linked to enforcement activity – see next section. Experience in tackling drink-driving has shown that the combination delivers stronger results than the combined effect of awareness and enforcement activities conducted in isolation. Awareness campaigns create a climate of public acceptance for the enforcement activity, while the enforcement activity ensures that the message reaches those who would not otherwise be receptive to awareness campaigns alone.

It is also important to raise cyclist awareness of how they can maximise their own safety – particularly in dealing with lorries (see next page). However, in conducting these campaigns, care should be taken to avoid cycle safety awareness campaigns that make cycling appear unduly dangerous. This can deter people from cycling or allowing their children to cycle. This could be counter-productive to cyclists' safety by eroding the 'safety in numbers' effect, as well as undermining cycling's wider health and other benefits.<sup>37</sup> Given the degree to which these benefits outweigh the relatively low risks involved, it can be shown that ill-judged 'road safety' measures which reduce cycling by even just a few percentage points would shorten more lives than they could possibly save, however beneficial they might be for the remaining cyclists<sup>38</sup>. The emphasis of cycle training and awareness campaigns should therefore focus on positive promotion. We therefore return to these issues in the 'positive promotion' section below.

### *Traffic law and the criminal justice system*

CTC fears that inadequately resourced traffic policing, combined with failings in other areas of the criminal justice system, mean that many bad drivers are not being punished adequately, with their access to the roads restricted. There are many examples highlighted on the website of CTC's Road Justice campaign ([www.roadjustice.org.uk](http://www.roadjustice.org.uk)). Proper enforcement of road traffic law must have a higher priority in national policy. It is highly effective not only for improving road safety, but also for detecting and preventing other forms of crime.

We are very concerned that, elsewhere in the UK, there has been a wholesale collapse of road traffic policing (a 29% fall in 10 years, while overall police numbers have remain virtually unchanged), and that this in turn may be linked to the worsening of cyclists' safety in recent years. We are also concerned that disqualifications for bad driving have fallen by 48% over the last 10 years – and even more steeply than that in the last 7 years. The recently created offence of 'Causing death by careless driving' (introduced in 2008) may have lowered the bar between 'dangerous' and 'careless' driving, despite no change in the legal definitions of these terms. For more, see CTC's overview briefing on Traffic Law and Enforcement, together with more detailed briefings on Roads Policing, Prosecutors and the Courts, and the Legal Framework and Sentencing.<sup>39</sup>





It is perhaps linked to this that convictions for both serious and slight motoring offences have fallen concurrently, at a rate faster than the overall decline in road casualties, suggesting that more bad driving is going unpunished or receiving light sentences which fail to reflect the gravity of the offences.

#### *Lorries*

Lorries have a relatively low involvement rate in cyclists' injuries, but a very high involvement rate in cyclists' fatalities – i.e. a collision with a lorry is disproportionately likely to prove lethal. In Britain, lorries account for only 5% of vehicle mileage by around 20% of cyclists' fatalities (and around 15% of pedestrian fatalities), rising to over 50% of cyclist fatalities in London. Their involvement rate in cycle fatalities is far higher than that of buses. The difference is likely to be that lorry drivers sit high up and are surrounded by metal, whereas bus drivers are much lower, and are able to see cyclists both in front and to the side of them thanks to a much larger area of window. Most lorry-cyclist fatalities involve a left-turning lorry, with the cyclist generally being hit by the front (typically the front corner) of the lorry, rather than by the side.<sup>1</sup>

It needs to be recognised that the lorry itself is an inherently dangerous machine, whose design is simply not appropriate for urban streets. According to the principles of risk management, the primary aim should therefore be to eliminate or reduce risk. Training people to avoid risks should only be deployed once the source of risk has been eliminated as far as possible.

Aside from improved cycling infrastructure (notably on main roads and junctions), the most appropriate solutions are therefore: (a) to redesign lorry cabs to improve drivers' visibility of pedestrians and cyclists; and (b) simply to reduce the numbers of lorries on busy streets at busy times.

Although these are the 'big wins', it must be admitted that neither of them are 'quick wins'. Progress can be made meanwhile (a) by making it standard to fit cameras and sensors onto all lorries operating on urban streets, (b) by providing actual cycle training (not just cycle awareness training) for lorry drivers, and (c) by raising cyclist awareness of the risks of overtaking lorries on the left hand side, e.g. through stickers on the rear of lorries, through cycle training and through 'Exchanging Places' events (where cyclists get to sit in lorry cabs to see the extent of the driver's 'blind spot').

#### **Opportunities 3: Positive promotion**

Measures that provide encouragement, incentives and opportunities to try out alternatives to the private car are known as 'smarter choices'. Smarter choices to encourage cycling must go hand-in-hand with improving cycling conditions on the highway. If anything, however, smarter choices are more cost-effective in terms of congestion, yielding on average £10 of benefits to every £1 spent.<sup>40</sup>

Smarter choice measures include: elements of travel plans, advertising and promotional campaigns, cycle maps, marketing directly to individuals, tax incentives, cycle training, rides, events and activities for specific groups in society. CTC has also produced guidance for schools and colleges, workplaces and the health sector, summarised below.

<sup>1</sup> For references, see CTC's briefing on goods vehicles – link as above.  
CTC, the national cycling charity



### *Schools and colleges*

Cycling to school or college helps pupils develop their physical health and fitness; their confidence, independence and sense of self worth; and their navigational and roadcraft skills. It also helps tackle local congestion, pollution and road danger created by the school run.

Travel for education contributes significantly to peak time traffic at about 29% of trips between 8 and 9 am in Great Britain, with an additional 18% escorting others to education. Only around 1% of trips for education purposes are cycled.

Involving pupils, parents, teachers and school governors in constructive joint action to make the trips they generate more sustainable can unite a school community and provide a learning experience in social and environmental responsibility and project management.

Cycling is a skill for life. Encouraging as many children as possible to see it as viable transport helps ward off car dependency later in life, and contributes to reducing future traffic volume.<sup>41</sup>

### *Cycle-friendly employers*

Encouraging employees to commute by cycle and to cycle on business, can result in a healthier, more productive workforce and lower transport costs. Dutch research has shown that employees who cycle to work take on average one day less in sickness absence than non-cyclists. Aggregated, this has the potential to offer huge productivity savings.<sup>42</sup>

Workplaces that encourage cycling help mitigate their negative impact on the local and wider environment. If employees are encouraged to cycle rather than drive, congestion is less severe at peak times, which is good for business and the economy. CTC's Workplace Challenge programme has proved successful at increasing take-up of cycling over a short period, with behaviour change maintained in 3 month follow up surveys.<sup>43</sup>

### *The role of the health sector*

Health sector bodies potentially have roles to play in shaping local transport and planning policies, and promoting active travel both for health patients and their populations more generally. As a major employer, the health service also has a role in promoting active travel for its own employees<sup>44</sup>.

### *Integration with public transport*

It is important to ensure that cycling can be easily integrated with public transport provision. Doing so reduces dependency on cars, promotes realistic alternatives for long distance travel, improves access to employment and leisure activities while gaining the benefits of cycling – such as improved health and reduced congestion and pollution.

A whole package of improvements is necessary in order to improve the integration of cycling with public transport. It is no good simply focusing on only one aspect of provision – for example: there is little use in providing cycle parking provision at a station if access to the station feels unsafe and deters people from cycling there in the first place. Furthermore, provision of parking should not be used as an excuse to reduce carriage on trains.

While CTC applauds the additional funding that has been granted in recent years to enhance parking (and, in some cases access) to stations, we fear that under new franchising regimes, train operating companies are losing the incentive to provide adequate space for cycles to be carried on trains. CTC believes that all new and refurbished rolling stock must be equipped with both dedicated space for cyclists (which can be reserved) and some flexible space which can be used to accommodate cycles, push chairs, and in peak hours, standing passengers.



## E. Funding

**Long-term funding** should be made available for delivering increased cycle use and improved cycle safety, as recommended by the 'Get Britain Cycling' report (i.e. at least £10 per person annually, rising to £20 as cycle use increases)

In most places, the main priority for significant capital spending in the years ahead will be to redesign larger junctions to be cycle-friendly, or to open up links for cyclists across (or avoiding) major barriers to safe and convenient cycle travel.

The planning system should support the aim of encouraging cycle use and other sustainable transport choices. It should avoid locating new developments in locations which exacerbate car-dependent journey patterns.

Opportunities should also be sought to maximise the funding for cycling improvements both from the planning system and from road maintenance budgets. New York City has delivered some major cycle schemes at relatively marginal cost by integrating their cycling and road maintenance programmes. In the UK, Plymouth City Council is also pursuing this approach.

CTC, the national cycling charity  
March 2014

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CTC, the national cycling charity



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## Darren Toombs

From: Darren Toombs [mailto:darren.toombs@carson-mcdowell.com] Sent: 12 February 2014 10:02 To: +Comm Regional Development Public Email Subject: Benefits of Cycling to the Economy

Although this email is coming from a work account these are my personal thoughts:

### **Large towns and cities locally need:**

Dedicated Cycle lanes such as the lane on Sydenham Road throughout Belfast. Separated off from the road by a kerb for safety if we are to encourage people out of cars and onto bicycles and to feel safe cycling to work. Only experienced cyclist are confident riding amongst rush hour traffic and even many experienced cyclists are too nervous!

Dedicated and safe areas to store bicycles in the town and city centres. Bicycles are expensive to replace when stolen and indeed to insure against theft.

Town and city centre facilities for showering and changing as most offices and businesses do not have them.

### **Northern Ireland needs to continue to:**

Build on the successes of the recent introduction of dedicated MTB routes in the Mourne, Davagh, Shaw's Bridge and Castlewellan. The Belfast Hills is an obvious choice for another location close to Belfast.

Build on the success of attracting the Giro D'Italia to continue to encourage people out onto bikes for recreation and sporting activities.

Advertise Northern Ireland as a tourist location for road cycling and mountain biking Europe wide if not worldwide.

Introduce further cycle routes such as Cycle Route 99. Support organisations such as Sustrans in their efforts. Actively advertise these as cycling holiday destinations. Encourage and fund local businesses who are setting up to try and encourage tourists into Northern Ireland on cycling holidays.

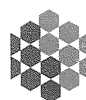
See the massive cross-community benefits of cycling. I have yet to see religion or politics mentioned in a cycle group, cycle club, at an event or sportive cycle!

Kind regards

Darren



# Department for Culture, Arts and Leisure



Department of  
**Culture, Arts  
and Leisure**

www.dcalni.gov.uk

AN ROINN  
**Cultúr, Ealaíon  
agus Fóillíochta**

MÁNNYSTRIE O  
**Fowkgates, Airts  
an Aisédom**

**Our ref: COR/46/2014**

5 March 2014

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Dear Paul

## **COMMITTEE FOR REGIONAL DEVELOPMENT - INQUIRY INTO THE BENEFITS OF CYCLING TO THE ECONOMY**

Thank you for your letter dated 14 February 2014, requesting DCAL response to its inquiry into the Benefits of Cycling to the Economy.

Sport NI, an arm's length body of DCAL, is responsible for the development of sport in the north of Ireland, including cycling. In 2008, Sport NI prepared a research document "*Economic Importance of Sport in Northern Ireland*" which focused on the economic importance of sport to the north of Ireland, providing additional comparisons with estimates from 1998 and 2004.

The report indicated that:

- £688m was spent by consumers on sport-related goods and services in 2008 in the north of Ireland.
- Consumer expenditure on sport as a percentage of total expenditure is estimated as follows:
  - Northern Ireland: **2.8%**
  - England: **2.3%**
- In consumer spending terms, despite the recession, the contribution of sport to the economy has remained unchanged.
- Sport related activity adds £638.6m to the Northern Ireland economy, corresponding to almost 2.3% of total value added in the region.

In 2011, an outdoor recreation study was completed on behalf of Sport NI by SIRC at Sheffield Hallam University which I have attached for your information. In summary, the economic impact of the study indicated that the consumer spending on bicycles for outdoor recreation in 2011 was £24.8 million. In economic terms, cycling is one of the most important activities, with 64 retailers and a range of activity providers offering cycling. Chain Reaction Cycles is the main provider of equipment and it is estimated that this company



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meets approximately half of the domestic demand. On the basis of product range only 75% of bicycle spending is considered to be within the outdoor recreation sector as bicycles for small children or commuting are not taken into consideration. The commercial income from cycling was 108.5 million and there are 422 FTE jobs that are associated with outdoor recreation cycling.

I am also aware that a review of the economic impact of the Causeway Coast Sportive which was completed by Cogent estimates that the 2012 Giant's Causeway Coast Sportive may have provided an economic benefit of £73,383 to the Primary Host (NI) economy and an economic benefit of £164,947 at the Secondary Host Economy (Moyle District Council) level.

Furthermore, a business case was developed by Down District Council in 2011 relating to the potential economic benefit to the region of a Velodrome. Their theory is that by building a Velodrome they will be able to attract visitors to the area who will have to stay in hotels, purchase meals, use public transport etc, to attend events such as a UCI Track Cycling World Cup Classic.

The 11 mile Lower Lagan section of towpath is part of the Sustrans National Cycle Network "Lagan and Lough Cycleway" which begins in Lisburn and ultimately finishes in Jordanstown. The Towpath, which goes through Lagan Valley Regional Park, is primarily for recreational use, with over 600,000 visitors per year. As such all cyclists must strictly comply with the constraints imposed under the Lagan Valley Regional Park Towpath Code.

DCAL would suggest that the DRD Committee may wish to consider the various dimensions of the Sheffield Hallam University economic impact. These include:

- I. the health economics of increased physical activity through cycling; campaigning organisations such as Sustrans and CTC have a wealth of research available through their websites; the Royal Institute of British Architects (RIBA) have also recently published a report (Dec 2013) on the benefits of designing walking and cycling into urban & rural areas (copy of RIBA report attached);
- II. the economic value/impact of cycling (sports) events e.g. the MTB World Cup 2010 in Fort William (<http://www.eventscotland.org/funding-and-resources/case-studies/mountain-bike-world-cup-2010/>); also Transport for London economic impact of hosting the Grand Depart of the Tour de France in 2007 (attached); and
- III. the World Health Organisation's 'Health Economics Assessment Tool' (HEAT) for walking & cycling ( <http://www.heatwalkingcycling.org>)

I trust you find this helpful.

Yours sincerely



**Pat Wilson**  
**Departmental Assembly Liaison Officer**

**Cc Committee for Culture, Arts & Leisure**



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**ASSESSING THE ECONOMIC IMPACT OF OUTDOOR RECREATION IN NORTHERN  
IRELAND**

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**31 March 2013**

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Hallam  
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## **1. INTRODUCTION**

Outdoor Recreation is an important element within the sport industry in Northern Ireland and is closely associated with grass roots participation, tourism and family activity. According to the 2008 Economic Importance of Sport in Northern Ireland report, sport overall generates 17.9 thousand jobs (2008), and £688m consumer spending. Outdoor Recreation and education play an important role in actively engaging young people and integrating them into society. According to the Laureus Sport for Good Foundation there is extensive social evidence that youth crime and antisocial behaviour cost the UK £4billion annually.

When assessing the economic impact of outdoor recreation, the following factors had to be considered:

- An agreed definition of outdoor recreation.
- Identification of the levels of consumer spending, employment and Gross Value Added (the sum of wages and profits)
- The outdoor recreation infrastructure, trails and associated accommodation provision in Northern Ireland.
- Evaluation of consumer spending on outdoor recreation including associated expenditure on clothing, footwear and equipment.
- Income and expenditure of the commercial outdoor recreation sector including retailers.
- Income and expenditure flows and employment in the voluntary sector including amateur clubs run by participants.
- Income and expenditure flows in the Local Authorities sector in relation to outdoor recreation.
- Evaluation of all income and expenditure interactions among the seven sectors in the National Income Accounting framework (Consumers, Commercial Outdoor Recreation, Commercial Non Outdoor Recreation, Voluntary sector, Local Authority, Central Government, Outside the Area sector).
- Consideration of the additional Gross Value Added by taking into account non-paid voluntary work within the outdoor recreation sector.

## 2. EXECUTIVE SUMMARY

The study focused on those activities that make use of the natural environment and do not require a dedicated pitch or course to enable participation. Therefore golf is excluded from the study. As hunting is not a "recognised sport" it was also excluded from the study.

The study examined 7 key facets of economic impact:

1. Consumer spending.
2. Commercial Outdoor Recreation (equipment manufacturers and retailers).
3. Commercial Non-Outdoor Recreation (suppliers for the production of outdoor recreation related goods and services).
4. Voluntary.
5. Local Government.
6. Central Government.
7. Outside the Area.

The study then was able to develop the Gross Value Added (GVA) for the overall sector.

There are over 380 commercial operations associated with outdoor recreation and over 565 venues (2008 figures) where outdoor recreation takes place across Northern Ireland. The commercial operations are dominated by Chain Reaction Cycles which is the largest online cycle retailer in the world.

The Northern Ireland Sport and Physical Activity Survey (2010) has identified that walking, jogging, cycling and angling are among the most popular activities and research from ORNI in 2008 had shown that participation in a range of outdoor sports has grown by over 150% from 1995 - 2008.

Data to support the economic assessment was gathered from a very wide range of sources including:

- Companies House
- Office of National Statistics (ONS) – Family spending
- Financial Analysis Made Easy (FAME) Data Set
- Regional Trends
- International trade statistics for the UK
- Sport Market Forecasts
- Consumer Trends
- British Marine Federation reports
- Annual Business Survey – Regional extract
- Annual Survey of Hours and Earnings
- Regional Accounts
- Local Authority Accounts
- Travel Survey
- Existing research
- Public body accounts and reports
- Direct questionnaires to clubs and centres



**Results from the research**

**Table 1: The voluntary sector**

Sector	Income	Expenditure	Volunteers	FTE Employees
Clubs	£4.34m	£4.33m	3,390	62
Outdoor Centres	£25.86m	£25.86m	1,066	769
Parks	£2.48m	£2.48m		120
Charities	£0.88m	£0.88m	3,383	17
<b>TOTALS</b>	<b>£33.56m</b>	<b>£33.55m</b>	<b>7,839</b>	<b>968</b>

**GVA for voluntary sector is £21.789m (not including volunteers)**

**Consumer Spending**

Consumer spending on outdoor recreation adds up to just under **£132m**. The most important elements are bicycles (£25m), outdoor centres (£18m), clothing (£18m), boats (£15m), and Outdoor Centres (£15m). This is spending from Northern Ireland residents.

This has shown that the outdoor recreation related spending is equivalent to around 24% of the sport related market (excluding gambling).

**The Commercial Outdoor Recreation Sector**

This is all the retailing and accommodation units that are dedicated to the provision of outdoor recreation in Northern Ireland.

Total income: **£139.9m**  
 Surplus: **£12m**  
 FTE employees: **880**

**GVA for the Commercial Outdoor Recreation Sector is £26.5m**

**The Commercial Non Outdoor Recreation Sector**

This is all the suppliers of services that are required to support outdoor recreation in Northern Ireland.

Total income: **£40.2m**  
 Surplus: **£16.9m**  
 FTE employees: **1039**

**GVA for the Commercial Non Outdoor Recreation Sector is £40.2m**

**Central Government Sector**

Income is derived from taxes and charges paid to central government and expenditure is by grants and costs of wages.

Total income: **£63.6m**  
 Expenditure: **£12.2m**  
 FTE employees: **157**

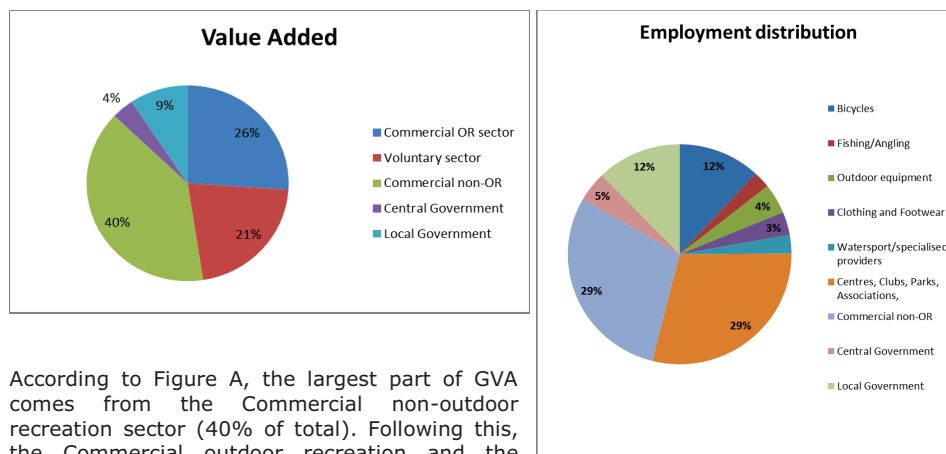
**Local Government Sector**

Income is derived from taxes and charges paid to central government and expenditure is by grants and costs of wages.

Total income: **£5m**  
 Expenditure: **£23.6m**  
 FTE employees: **433**

The generated **GVA** is **£102m**, associated with **3,537** full time equivalent **employees** in Outdoor Recreation in Northern Ireland, corresponding to **25%** of sport sector employment (excluding gambling). The overall figure can be notionally extended to include the unpaid voluntary time invested within the OR sector. **This is equivalent to 580 FTE employees, raising the figure of people occupied within the sector (full time basis) to more than 4,100.**

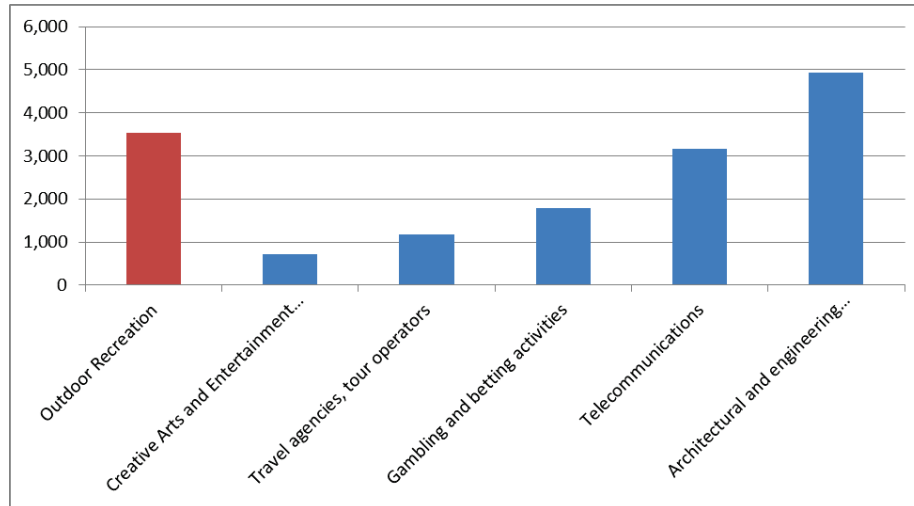
**Figure A:**



According to Figure A, the largest part of GVA comes from the Commercial non-outdoor recreation sector (40% of total). Following this, the Commercial outdoor recreation and the Voluntary sectors generate 26% and 21% of GVA respectively. The public sector generates approximately 13% of GVA, mainly in the form of wages.

In terms of employment, the main driving forces generating a 29% share of employment are the outdoor centres and providers, clubs, parks, forests and facilities, associations and then also the Commercial non-OR sector.

**Figure B: Employment (FTE) generated in some N.I. sectors, 2011**



According to Figure B above, outdoor recreation generates employment almost equal to the combined employment in Creative Arts and Entertainment, Travel agencies and tour operators, and Gambling activities sectors, whilst it corresponds to 72% of employment in the Architectural and engineering sector.

The Northern Ireland market has a plethora of small size firms often owned by enthusiasts. This creates the conditions for a very effective absorption of any public funds; nothing seems to be wasted with a significant group of volunteers contributing to further growth.

The Outdoor Centres typically recycle their full turnover into wages, equipment, construction and operational expenses. As a result they achieve considerable economic benefits for the local community. The construction activity surrounding them typically has one of the highest long term multipliers, contributing to the long term economic growth of the Commercial Sector.

The current research has illustrated that on the basis of a very pro-active outdoor recreation sector, where companies are established with little cost on the basis of sport enthusiasm and voluntary work, conditions for economic experimentation and growth have developed. Companies such as Chain Reaction Cycles have emerged 'organically' from such an environment.

As a result, the sector generates income for the public sector in excess of any investment in the financial year under consideration. Taking the Central and Local Government, as a whole, the generated income is £69m while spending is £36m. This therefore creates a **surplus of 92%**.

### 3. DEFINITION OF OUTDOOR RECREATION

The starting point for this study was the SNI definition of outdoor recreation:

*'Outdoor Recreation encompasses all sport and physical recreation that takes place in the natural environment whether on land, water or air. On land it includes but is not restricted to venues such as forests and woodlands, uplands and open land, caves, beaches and urban parks but also includes activities that take place on trails. In water it can include coastal waters, lakes and rivers and can be on or under the water'*

(<http://www.sportni.net/participation/Active+Outdoors>)

The Northern Ireland Tourist Board has identified the following outdoor activities as important (Activity Tourism Action Plan 2010-2011):

**TABLE 2: LIST OF OUTDOOR ACTIVITIES (Activity Tourism Action Plan)**

LAND	WATER	AIR
○ Adventure Racing	○ Boat Charter & Cruising	○ Gliding
○ Archery	○ Boat Trips	○ Hang-gliding & Paragliding
○ Caving	○ Canoeing	○ Microlight Flying
○ Clay Pigeon Shooting	○ Diving	○ Model Flying
○ Climbing	○ Fishing	○ Skydiving & Parachuting
○ Coastering & Bouldering	○ Jet Skiing	
○ Cycling	○ Kite Surfing	
○ Fell Running	○ Sailing	
○ Horse Riding	○ Surfing	
○ Hover crafting	○ Waterski & Wakeboard	
○ Kite Buggy	○ Windsurfing	
○ Land Buggy		
○ Mountain Boarding		
○ Mountain biking		
○ Orienteering		
○ Paintballing & Combat		
○ Walking		
○ Zorbing		

Similarly, the Draft Outdoor Recreation Action Plan for Northern Ireland (created by SNI in partnership with other organisations) during 2011/12 emphasises the need 'to increase, extend and improve access to the Northern Ireland natural environment including the many forests and trails in public ownership'<sup>1</sup>.

<sup>1</sup> The Sports Council of Northern Ireland: Annual Report and Accounts for the year ended 31<sup>st</sup> March 2012.

#### 4. DEFINITION OF IMPACT INDICATORS

Most UK and European studies on the economic impact of sport use one or more of three indicators:

- Consumer spending on outdoor recreation.
- Employment related to outdoor recreation.
- Generated Gross Value Added (GVA).

Both consumer spending and employment may have a **direct element**, for example spending on bicycles and associated employment, and an **indirect element**, for example accommodation expenditure during an outdoor recreation holiday. This approach ensures compatibility with the international standard of economic impact research. The consumer spending relates directly to households, while outdoor recreation employment is the result of interactions between consumer, commercial, public and voluntary sectors.

Closely associated to employment is the concept of the **Gross Value Added (GVA)** that is generated by the outdoor recreation sector. In general, the GVA that is related to outdoor recreation is the most comprehensive and useful statistic of economic value as it corresponds directly to the GVA in the economy as a whole. It shows the contribution of the outdoor industry to the economy.

GVA is measured as the sum of wages and profit surplus in the outdoor recreation sector, adjusted for the inclusion of value contributed from Lottery projects.

The year of reference for the study was 2011 as this was when the data from the **Family Spending** Office of National Statistics publication was available.

## 5. THE OUTDOOR RECREATION INFRASTRUCTURE

This economic impact study has benefited from an in-depth knowledge of the existing facilities and providers associated with outdoor recreation that has been collated. It enables a more robust calculation of the direct outdoor recreation employment and the associated GVA, thereby improving confidence in the results.

The results of the classification of commercial sector institutions operating in Northern Ireland can be seen below. Note however, that in the general classification all outdoor centres and outdoor education centres were included in the voluntary sector, although a small minority operate on a profit basis.

Some of these operations are very small, employing a couple of people while others are quite significant with important exporting activity.

**TABLE 3: OUTDOOR RECREATION COMMERCIAL INFRASTRUCTURE**

SECTION	ORGANISATIONS (Numbers)
General Outdoor Recreation retailers	42
Angling retailers / providers	53
Outdoor Activity providers (including Outdoor Education Centres)	140
Cycling	64
Other specialised activities	81

Data on all commercial limited companies were collected from the Companies House and the "FAME" dataset<sup>2</sup>. The retailing sector has an important role to play and although there is a plethora of activity providers, they are often small commercial operations. The network around angling and cycling is particularly strong and includes **Chain Reaction Cycles Ltd**, a company with a very strong commercial operation.

The general outdoor recreation retailers include companies such as Cotswold Outdoors, Mountain Warehouse, and Trespass. The sector was affected from the £20m acquisition of Blacks Leisure by JD Sports Fashion and the subsequent reorganisation. In January 2012, JD Sports Fashion shut around 100 Blacks and Millets outdoor shops, including all operations in Northern Ireland. The biggest chain Millets has suffered most; JD is likely to focus mostly on the Blacks operations in the high streets, with the Millets stock moving into the Blacks stores. For the purpose of this study the JD portfolio was ignored as in the 2011/12 period all Northern Ireland operations were interrupted.

### 5.1 Outdoor Venues and Opportunities

Outdoor Recreation Northern Ireland (ORNI) and its predecessor, the Countryside Access and Activity Network (CAAN), have completed 2 main reports about outdoor recreation participation, around walking, cycling and horse riding and 23 other outdoor sports. They have also audited several walking routes as well as developing biking and canoe trails. There are dedicated Outdoor Recreation web-sites (such as WalkNI.com) that provide information on provision for several activities.

From these reports it was noted that **mountain biking is the sport with the greatest growth** in infrastructure, from 13 venues in 1995 to 81 venues in 2008. Overall the number of venues identified by ORNI had increased from 144 in 1995 to 565 in 2008, representing an increase of 292%.

<sup>2</sup> FAME (Financial Analysis Made Easy) is a database that provides financial and descriptive information on companies in the UK and Ireland.



The number of participants (both affiliated and non-affiliated) was also examined using the Northern Ireland Sport and Physical Activity Survey (2010), as well as survey results.

**TABLE 4 POPULAR OUTDOOR SPORTS, % PARTICIPATION, 2009/10**

ACTIVITY	%, last seven days
Walking	8.3%
Jogging	6.9%
Cycling	1.3%
Angling/fishing	1.0%

Source: Northern Ireland Sport and Physical Activity Survey (2010)

The importance of walking and jogging in the table above, highlight the significance of a suitable infrastructure of parks and walking routes in Northern Ireland; to this end, several grants were awarded in the last three years connected to domestic and international tourism for the development of new walking and cycling trails.

Of special importance in the economic impact analysis is the number of **Outdoor and Outdoor Education Centres**.

A list (almost 250) of all outdoor adventure sport operators in Northern Ireland can be found on the OutdoorNI website:

[www.outdoorni.com/providers/?k=OUTDOOR+&t=1](http://www.outdoorni.com/providers/?k=OUTDOOR+&t=1)

**5.2 Chain Reaction Cycles - a case study**

Chain Reaction Cycles Ltd (CRC) is the biggest cycling company operating in Northern Ireland. It was established in 1984 (originally as Ballynure Cycles<sup>3</sup>) and has grown from a small family-owned bike shop to the world’s biggest online store. The company’s main warehouse in Doagh, Northern Ireland has a capacity of 100,000 square feet, houses 90,000 product IDs and ships to over 115 countries around the world<sup>4</sup>. What is important is that this is a company that grew from the bottom up, largely maintaining its ownership structure.

Its development has been linked to sports participation as an important factor in the establishment and growth of mountain biking in Northern Ireland. The current international state of the company is due both to the right investment decisions, over a period of almost 30 years, and to the vibrant scene around outdoor recreation.

Table 5 indicates its main financial details for 2011 as obtained by the Companies House. The vast majority of income is from internet sales outside Northern Ireland. The strong export profile, contributes significantly to the economic growth in the outdoor recreation sector.

**TABLE 5: CHAIN REACTION CYCLES Ltd – 2011**

Employment	465 people
Turnover	£136.4m
Staff cost	£9.2m
Profit	£7.4m
Gross Margin	32.2%
Taxation Paid	£2.6m
Exports Outside EU	39% of turnover

<sup>3</sup> <http://www.chainreactioncycles.com/customer-service/our-story->

<sup>4</sup> <http://www.bikeradar.com/gear/article/chain-reaction-cycles-behind-the-scenes-29496/>

On the basis of the above figures, CRC contributes £2.6m towards central government revenue, employs **465 people**, and generates £9.2m in wages and £7.4m in profits, representing a **GVA of more than £16m**. At least **75%** of the aforementioned GVA and employment is associated with outdoor recreation, as not all forms of cycling expenditure are included within the sector (or indeed sport). Chain Reaction Cycles is the private institution with the greatest contribution towards employment and value added in the sector.

Many outdoor recreation companies start or operate with just one or two employees and sometimes new ideas are developed and tested. The Northern Ireland market has a plethora of small size firms often owned by enthusiasts. This creates the conditions for a very effective absorption of any public funds; nothing seems to be wasted with a significant group of volunteers contributing to further growth. Even if public funding is not directed towards backing specific investment decisions, it can certainly aid towards maintaining the sport participation scene from which companies such as CRC have emerged.

## 6. METHODOLOGY

In the UK, the Sport Industry Research Centre (SIRC) model of sport economic impact assessment has been used for all the related studies financed by the National Sports Councils and is also the model that has been adopted by the European Commission Directorate General for Sport and Tourism. It uses as its basic input, where possible, economic variables from official statistics. The model is known as National Income Accounting and is consistent with the UK National Accounts.

The model divides the sports economy into seven sectors which are accounted for separately so that there is no double counting, as follows:

- **Consumer spending** from the personal or household sector. This has been calculated as Outdoor Recreation related expenditure, e.g. spending on clothing, footwear and equipment for the outdoors.
- **Commercial Outdoor Recreation** which is made up of equipment manufacturers and retailers. This would include companies such as Chain Reaction Cycles and Cotswold Outdoors. A section of the media where associated products / services are included such as TV programmes or publications on outdoor recreation.
- **Commercial Non-Outdoor Recreation** is comprised of the suppliers for the production of outdoor recreation related goods and services. This sector includes commercial companies that do not provide a direct outdoor recreation product, but they assist through supply of inputs or revenue in its production. An example is a commercial company sponsoring a sailing club. The advertising revenue received by the club, represents a flow from the commercial non-OR to the voluntary OR sector.
- **Voluntary**, including non-profit making organisations such as amateur clubs run by their participants. According to the ORNI "Trends of Outdoor Recreation survey 2008, the number of outdoor clubs increased from 193 in 1995 to 210 in 2008. Identifying the income and expenditure flows of voluntary clubs was an important element within this economic assessment.
- **Local Government**, including income from local government outdoor facilities, outdoor recreation related grants from Central Government and rates from the commercial and voluntary sector. The sector has expenses such as wages for labour (a flow towards consumers) and grants to the voluntary sector.
- **Central Government**, including taxes, grants and wages on outdoor recreation related activities. For example a person buying a mountain bike, records two flows: one towards the Government sector as VAT, and another towards the Commercial sport sector for the remainder of the price.
- **Outside the Area Sector**, including all transactions with economies outside of Northern Ireland.

The methodological consistency with the historical economic impact of sport studies enhances comparability and policy conclusions. Therefore a way to access the economic impact is to use employment and GVA to compare outdoor recreation to other economic sectors in Northern Ireland.

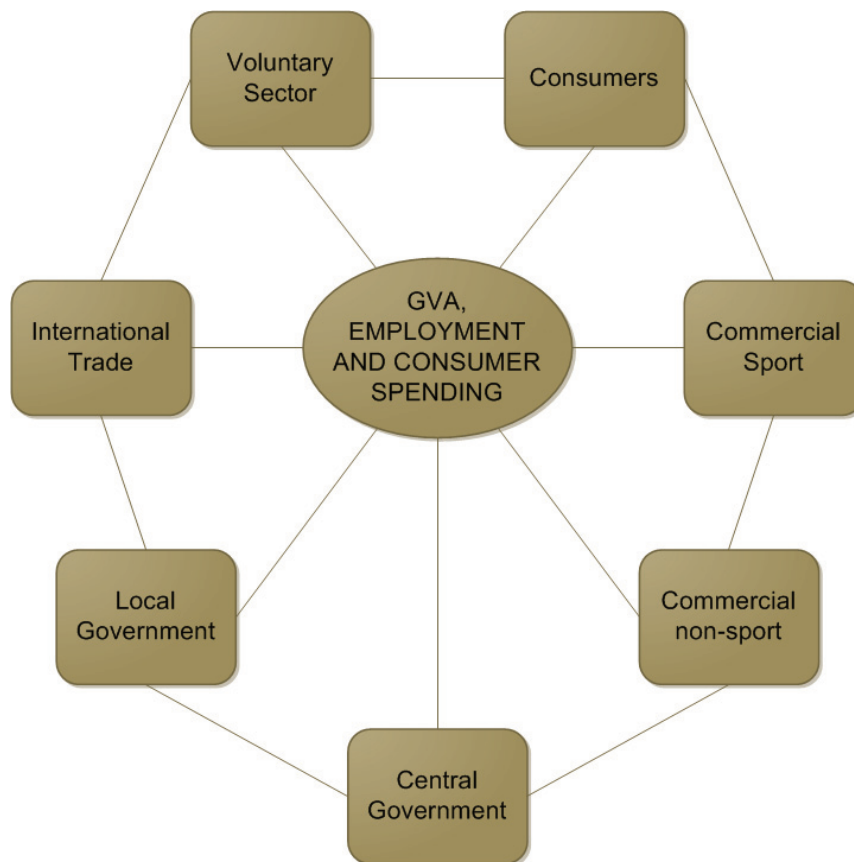
The model is deliberately structured to **avoid double counting**. There is no adding up of the incomes of individual sectors as they are all interdependent. Adding up only takes place in the cases of employment, profits and wages per sector, generating the GVA and employment estimates.

Beyond the 'traditional' economic impact, **the voluntary non-paid work can also be used for generating an alternative amount of extra value added**. This can be done by allocating the voluntary workers as paid at a hypothetical average (or minimum) salary according to the number of hours worked. This gives an indication of the total 'value' produced outside the monetised market. To do this requires an estimate of the

total number of volunteers in outdoor recreation and the average number of hours worked per volunteer.

Figure 1 below, illustrates how the aforementioned sectors are interdependent and then interact to create consumer spending, GVA and employment.

**FIGURE 1: SECTORS OF THE NATIONAL INCOME APPROACH**



## 7. DATA AVAILABILITY FOR OUTDOOR RECREATION IN NORTHERN IRELAND

The starting point of the investigation into data availability is to develop an estimation of spending by households.

There is some information on **consumer spending that can be identified from official statistics. Family Spending** is the obvious source, providing some outdoor content in the following categories:

- Purchase of boats, trailers and horses.
- Accessories for boats, horses, caravans and motor caravans.
- Maintenance and repair of other major durables (other than indoors).
- Equipment for sport camping and open air recreation.
- Participant sports (excluding subscriptions).
- Subscriptions to sports and social clubs.
- Leisure class fees.
- Hire of equipment for sport and open air recreation.
- Subscriptions to leisure activities and other subscriptions.
- Books.
- Magazines and periodicals.
- Package holidays within the UK.
- Package holiday abroad.

To model some of the outdoor recreation content the general **international trade statistics** for the UK as a whole were used, which provide sufficient information to distinguish the outdoor recreational element out of total sport related imports (which is likely to be the main element of domestic supply in sports goods, footwear and clothing). Gambling was not considered as relevant to outdoor recreation.

Two important categories of outdoor spending are on boats and bicycles. Publications that can be used to model this market include: Family Spending, Sport Market Forecasts, Consumer Trends and British Marine Federation reports (which includes an element related to Northern Ireland).

Invaluable information for modelling the commercial sector is also provided by the Annual Business Survey – regional extract. In this, the Northern Irish economy is classified by economic sectors (including a sport element). The survey provides statistics on total turnover, GVA, purchases of inputs and wages. On this basis the income of the commercial sector as profit, wages and other input spending can be highlighted.

Data specific to outdoor recreation in Northern Ireland can be found in several publications by ORNI such as:

- Trends in Outdoor Recreation, giving a complete picture of venues, members and clubs per outdoor activity.
- End of Year Reports, giving a detail list of public funding for product development, marketing and research.
- The ORNI Review of Operational Plan provides extensive details on **project funding**.
- Web-sites associated with Outdoor Recreation in Northern Ireland.
- The Northern Ireland Sport and Physical Activity Survey, giving detailed information on participation and club membership.

Additionally there is a plethora of sports statistics and tourism information that were developed for the economic assessments of sport in Northern Ireland over the past decade which have also been used. Relevant data sources include: **Regional Trends**,

**Annual Survey of Hours and Earnings, Regional Accounts, Local Authority Accounts, and Travel Survey.**

The Annual Survey of Hours and Earnings gives both employment estimates and wage averages for full time and part time work classified by employment and nationality. The level of full time equivalent employment is calculated by dividing the total wage bill by the full time average wage for Northern Ireland.

The ONS publication "Travel Trends" gives an overall view of tourism in Northern Ireland. This can be combined with the Tourism Satellite Account (2005) and 'The UK Tourist Statistics' to model and check flows of tourist spending, and the Travel Survey for Northern Ireland for the travel spending generated through visiting outdoor destinations. The UK Tourist also includes data on accommodation and camping expenditure. The NI Visitor Attraction survey classifies tourism according to general destination (including parks). Other relevant information is included in 'Domestic Tourism Estimates, Northern Ireland, 2011' where holiday activity is distinguished according to the purpose of the holiday (including being physically active, hill walking and rambling).

Local Government spending can be analysed from studying the Local Authority annual accounts.



### 8. VOLUNTARY SECTOR – SPORTS CLUBS

Although data from the Survey of Sport Clubs can help to identify some flows of income and expenditure for outdoor recreation activity, the sample is very restricted for Northern Ireland. An examination of the 2007 and 2008 CCPR dataset for Northern Ireland only showed a total of ten voluntary outdoor recreation clubs within the sample.

The restrictiveness of the sample necessitated a survey of the outdoor recreation voluntary sector. A questionnaire was distributed both on-line and via emails to outdoor recreation clubs, outdoor centres, parks and charities.

Of particular interest was information on the scale of employment, the proportion of turnover associated with exports and construction activity in the last three years.

**TABLE 6: VOLUNTARY CLUBS INCOMES AND EXPENDITURES**

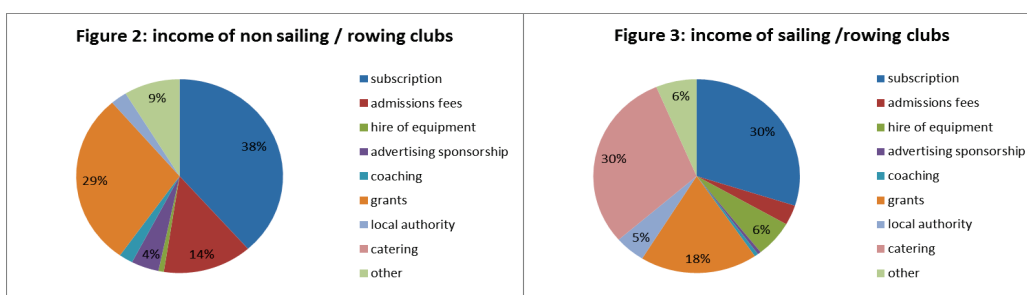
		<b>Group A: Clubs excluding sailing/rowing</b>		<b>Group B: Sailing-rowing clubs only</b>	
		Per club	ALL	per club	ALL
Members		59	9,451	189	9,639
Full time workers		0	0	0.1	3
Part time workers:		0.1	13	2	104
Volunteers		7	1,160	44	2,230
Average number of hours per week	PT workers – 19 hours	1.9 hours	247 hours	38 hours	1,976 hours
	Volunteers – 2.2 hours	15.4 hours	2,552 hours	96.8 hours	4,906 hours
<b>Income £</b>					
Subscription		1,329	211,358	22,257	1,135,109
Admissions fees		482	76,608	2,475	126,214
Hire of equipment		29	4,611	4,530	231,030
Advertising sponsorship		149	23,685	389	19,833
Coaching		75	11,925	433	22,072
Grants		999	158,841	13,667	697,002
Local authority		88	13,992	3,546	180,866
Catering		0	0	22,308	1,137,701
Other		302	48,018	4,744	241,932
<b>Total</b>		<b>3,453</b>	<b>549,037</b>	<b>74,348</b>	<b>3,791,757</b>
<b>Expenditure £</b>					
Wages		47	7,473	5,334	272,024
Equipment /kit		1,520	241,680	3,850	196,329
Rent		371	58,989	3,326	169,627
Utilities/rates		17	2,703	2,550	130,051
Catering supplies		0	0	10,083	514,226
Construction		427	67,893	33,932	1,730,510
Other		1,042	165,678	15,274	778,989
<b>Total</b>		<b>3,424</b>	<b>544,416</b>	<b>74,348</b>	<b>3,791,757</b>
<b>Surplus</b>		<b>29</b>	<b>4,621</b>		

The clubs were divided into two major categories - Group A: Clubs excluding sailing / rowing clubs and then Group B - the sailing / rowing clubs. These group B clubs are likely to have very high levels of income and expenditure flows due to club house facilities (generating more than £22,000 income per club) which is uncharacteristic of the outdoor recreation voluntary club sector as a whole.

The main results of the club survey are highlighted in Table 6 above.

Group A clubs are more numerous, however they tend to have a smaller club membership. They use some part time labour and volunteers while some sailing/rowing clubs employ full time staff. Overall, there are 3,390 volunteers and 117 part-time employees working in the clubs. Volunteers and part-time employees work for an average of 2.2 hours per week, and 19 hours per week respectively whether in Group A or B clubs.

An average Group A club generates almost £3,500 annually, while an average Group B club would exceed £74,000. Subscriptions are a major source of income for all clubs. Sailing and rowing clubs usually have catering/bar facilities, representing important income and expenditure flows. Grants from SNI, Lottery and Local Authorities are significant income sources and in the model both grants and construction spending are represented by three year average figures. This is a common practice, as a single year construction may be very high or low, giving misleading results.

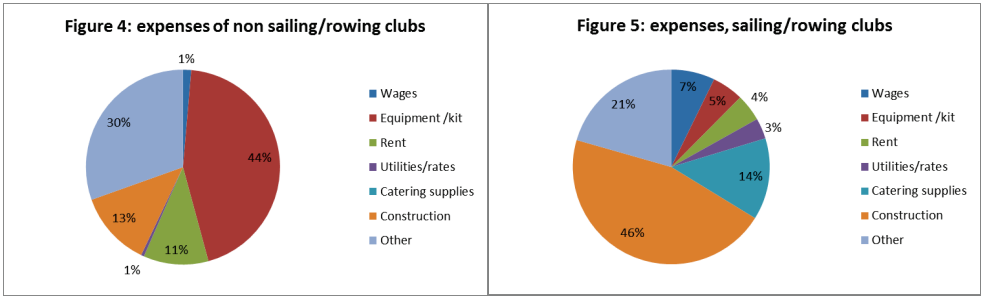


Figures 2 and 3 above illustrate the income distribution of clubs. In the case on non-sailing/rowing the major sources of income are subscriptions and grants, followed by admission fees. In the case of rowing/sailing clubs (Figure 3), the importance of grants is much smaller; instead, income from catering is greater, illustrating the ability of the sailing / rowing clubs to generate funds commercially.

The clubs are non-profit organisations, making very little (if any) surplus, which may be used for future spending or investments. In the survey, only some Group A clubs could be associated with some surplus (£4,600 for the full sector). In general all possible surpluses are spent immediately on projects, implying that the clubs are very dynamic in generating employment and long term growth in the Commercial non-OR sector.

As Figure 4 below illustrates, Group A clubs spend most of their income on equipment/kit and construction costs. On the other hand, Figure 5 shows that sailing/rowing clubs spend most of their income on construction activity, catering supplies and wages/salaries. Construction activity, typically, represents 46% of the overall spending in Group B clubs.

**In terms of employment the clubs employ 62 people on a full time equivalent basis; this figure expands to 242 if volunteering is taken into account (187 volunteers on a full time equivalent basis).**



## 9. OUTDOOR/ EDUCATION CENTRES

The assessment of the Outdoor Centres is based on a survey of organisations, providing either a variety of outdoor activities or educational services. There are **140 institutions** that are involved in the provision of a range of outdoor education and recreation activities in Northern Ireland. These centres are differentiated from others that provide only single activities such as paintball, sailing or horse riding.

Tollymore National Outdoor Centre is a well-known example of non-profit outdoor centre that focuses on mountaineering and canoeing activities. There are a range of other outdoor centres that are limited companies operating on a commercial profit basis.

However, the present research found that **almost all possible surpluses are absorbed by investment activities**. The Outdoor Centres **typically recycle their full turnover** into wages, equipment, construction and operational expenses. As a result they achieve the maximum possible economic benefit for the local community. The construction activity surrounding them typically has one of the highest long term multipliers, contributing to the long term economic growth of the Commercial Sector.

The decision, therefore, was taken to group all of the outdoor centres into the Voluntary Sector, as most of them are in fact **non-profit organisations** whether they are commercial in outlook or not.

The accommodation element is particularly important as it is also associated with the overall Outdoor Recreation Sector.

Table 7 provides the income and expenditure survey results of this sector.

**TABLE 7: OUTDOOR CENTRES INCOMES AND EXPENDITURES**

Table 7 is divided into two parts: the first numerical column is the characteristic average centre's income and expenditure (excluding centres with turnover over £1m). The second numerical column shows the overall state of the sector.

	<b>PER CENTRE (UNDER £1M TURNOVER)</b>	<b>TOTAL (ALL)</b>
F-T Employment	4	573
P-T Employment	4	522
Volunteers	8	1066
Hours of Volunteering/week	7	7
Hours of P-t/week	15	15
<b>INCOME</b>		
Participants/Admissions	£37,016	£5,745,196
Accommodation	£27,090	£3,840,510
Hire equip to people	£850	£218,150
Hire equip to firms	£0	£50,000
Advertising	£150	£20,850
Coaching	£900	£125,100
Lottery	£8,800	£1,223,200
Other lotteries	£4,000	£556,000
Catering	£24,000	£3,456,000
Grant-CG	£4,500	£665,500
Grant-LG	£22,450	£3,130,550
Other	£47,700	£6,830,300
<b>TOTAL</b>	<b>£177,456</b>	<b>£25,861,356</b>
<b>EXPENSES</b>		
Wages	£93,475	£13,593,081
Kit	£635	£88,265
Rent	£2,081	£289,190
Rates	£650	£135,350
Utilities	11,825	£1,643,717
Catering	£9,961	£1,459,551
Equipment	3,027	£420,707
Construction	£11,282	£1,943,217
Other	£44,520	£6,288,280
<b>TOTAL</b>	<b>£177,456</b>	<b>£25,861,356</b>
<b>CONSUMPTION</b>		<b>£14.9m</b>
<b>EXPORTS</b>		<b>£3m</b>
<b>EXPORTS AS % OF TURNOVER</b>		<b>12%</b>
<b>EMPLOYMENT-HEADS</b>		<b>1,095</b>
<b>EMPLOYMENT -FT EQU.</b>		<b>769</b>
<b>VOLUNTEERS</b>		<b>1,066</b>
<b>VOLUNTEERS- FT EQUIVALENT</b>		<b>198</b>

Typically a centre would employ **4 people on a full-time basis, 4 on part-time basis, and 8 volunteers**. Its income is approx. **£177,000, almost half of it from admissions, accommodation and catering**. As shown, overall income is equal to total expenses. The latter consists mainly of wages, operational expenses and construction.

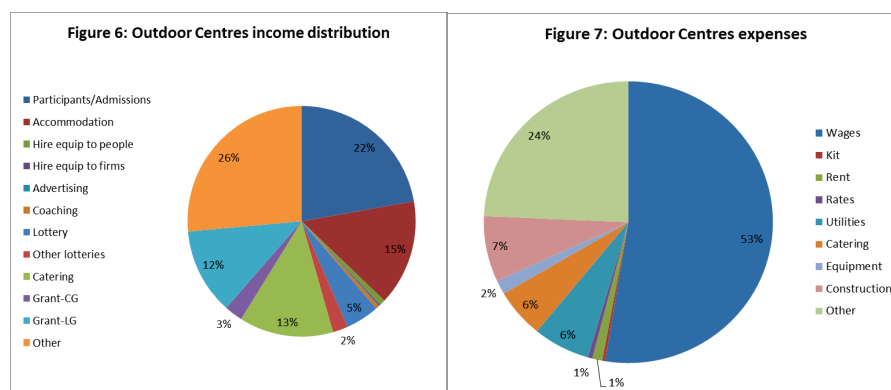
Overall the sector employs around 570 people on full time basis, and near 520 on a part-time basis. The estimated number of people employed is just below 1,100, while the **full time equivalent statistic is 769**.

The sector has almost **1,070 volunteers**; expressing their contribution as a full-time work equivalent, it corresponds to **198 full-time employees**.

The total income associated with this sector is in excess of £25 million. From this, £15 million is generated from domestic consumption, while 12% of total income is generated from sales outside Northern Ireland, corresponding to almost £3 million.

The generated exports (often associated with educational services and accommodation) are **very important for long term economic growth in the area**. A greater investment on accommodation and commercial marketing across the UK and the Republic of Ireland should result in an expansion of exports and employment.

**Tollymore National Outdoor Centre** as an example has had a wide range of course participants at the centre (**over 4,500 individuals**). However, some of their facilities, such as the kayak rolling pool, climbing wall and mountain bike skills courses are increasingly being used by other outdoor adventure activity providers, as well as groups and individuals.



Figures 6 and 7 illustrate the percentage distributions of income and expenditure correspondingly. Two major sources of income are admissions and accommodation, while most of expenses are spent on wages, representing funds staying within the community.



## 10. PARKS AND FORESTS

Regional, country, forest and also local parks are central in the outdoor provision of Northern Ireland. A questionnaire was used to gather this data. There is an overlap here as a number of parks and forests are run by local or central government.

The contribution of the National Trust towards the development of walks and trails as well as areas of open space was also an important consideration. Their involvement in outdoor recreation is focused on the Causeway Coast and the Murlough and Slieve Donard Nature Reserves. However even outside these two areas there are recent important projects including Castle Ward which opened 21 miles of trails to become Ireland's longest multi-use trails network.<sup>5</sup> The outdoor recreation related spending in the National Trust is highlighted in 'coast and countryside conservation' in their accounts; which amounts to £27.9m for England, Wales and Northern Ireland as a whole. Accordingly, an amount of approx. £0.3m can be apportioned to Northern Ireland.

**TABLE 9: PARKS ACCOUNTS**

	PER PARK	TOTAL
F-T Employment	5	97
P-T Employment	2	49
Hours of P-t/week (19 hours)	38 hours pw	931 hours pw
<b>INCOME</b>	<b>£'000s</b>	<b>£'000s</b>
Participants/Admissions	97.9	1,957
Accommodation	0.3	6.6
Hire equip to people	1.1	22.0
Catering	4.4	87.4
Grant-LG	3.2	63.4
Other	17.6	352.3
<b>TOTAL</b>	<b>124.4</b>	<b>2,488.7</b>
<b>EXPENSES</b>	<b>£'000s</b>	<b>£'000s</b>
Wages	79.5	1,589.0
Kit	0.1	2.9
Rent	0.9	17.1
Utilities	5.1	102.9
Catering	0.7	14.3
Equipment	11.4	228.6
Construction	21.7	434.0
Other	5.0	100.0
<b>TOTAL</b>	<b>124.4</b>	<b>2,488.7</b>
<b>AVERAGE CONSTRUCTION PER YEAR</b>	10.6	211.4
<b>CONSUMPTION</b>		<b>£2.4m</b>
<b>SURPLUS</b>		0
<b>EMPLOYMENT - HEADS</b>		146
<b>EMPLOYMENT - FT EQU.</b>		120

<sup>5</sup> National Trust: Going Local, Annual Report 2011-12

In general, most income comes from admissions and participants to organised events, while most spending relates to wages. As parks attract tourism, there is a small export element. The domestic consumption associated with parks is approximately £2.4million. This generates a full time equivalent level of employment of 120.

Forests have a major element of social use and the Forest Service has focused on developing partnerships with other organisations especially local authorities to enhance and promote associated recreational benefits. Examples include the provision of a children's play area at Slieve Gullion Forests, walks in the West Fermanagh forests, and extensive mountain biking trails in Davagh, Castlewellan and Rostrevor forests. There is an element of Commercial Recreation, including camping and caravanning, and an element of non-Commercial Recreation including visits and admissions to the forests. However, as only certain forest parks can charge admissions, there is a deficit in the budget for recreation, of almost £1m, which is covered by Central Government.

## 11. CHARITIES

Charities also generate approx. 17 full time equivalent employees but the vast amount of their operations is developed by voluntary work (3,383 volunteers).

In the case of the Duke of Edinburgh Award Scheme, 45,000 volunteers are involved across the UK and the number in Northern Ireland is extrapolated out to just over 2,000 volunteers. The average number of hours volunteered per week in the charity section is about 2 hours – which is a similar level to voluntary clubs and less than the average contribution in outdoor centres.

Charities generate an income in excess of £850,000 which is typically utilised without leaving any surplus. From this, almost £600,000 comes from the consumer sector. The estimated GVA is just over £300,000.

However if the contribution of voluntary work, in line with the average wage of the sector, is factored in, then the GVA in the charity section expands to almost £3.9m, an indication of the extent of voluntary contribution in Northern Ireland.

**Equivalently, by taking voluntary work into consideration, the number of FTE people increases from 17 to 120.**

In the Charity section, other than the Duke of Edinburgh Award, a proportion of the work and volunteering of the scouts was taken into account, as well as the outdoor recreation element of the list of charities in the [voluntarynews.org.uk](http://voluntarynews.org.uk).

**TABLE 10 CHARITIES**

FTE Employment	17
Volunteers	3,383
Hours of Vol/week - 2	6766 hours per week
<b>INCOME</b>	<b>£000's</b>
Participants/Admissions	£357.8
Donations	£112.6
Commercial income	£116.4
Grant-CG	£175.8
Other	£112.9
<b>TOTAL</b>	<b>£875.5</b>
<b>EXPENSES</b>	<b>£000's</b>
Wages	£322.4
Depreciation	£31.8
Audit fees	£1.7
Supporting volunteers	£50.4
Supporting partners	£75.2
Supporting participants	29.9
Construction	£59.5
Other	£304.7
<b>TOTAL</b>	<b>£875.5</b>
	<b>£000's</b>
<b>CONSUMPTION</b>	£583.3
<b>GVA</b>	£322.4
Average wage	£18.9
<b>Voluntary 'GVA'</b>	£3,632.2
Augmented GVA	£3,954.6

## 12. CONSUMER SPENDING ON OUTDOOR RECREATION

The Consumer Spending Sector is investigated primarily on the basis of the following publications: Family Spending, Consumer Trends, International Trade Statistics and Sport Market Forecasts. Some elements of spending on equipment are also identified through intelligence reports. For example (according to Key Note) in the UK sport equipment market - 7%, 15%, and 2% of spending is directed towards 'outdoor accessories', 'fishing' and 'water sports' respectively.

Based on Consumer Trends, Family Spending, and British Marine Federation data spending can be approximated for gliders/air balloons, boats, animals for recreation, parachutes, fishing equipment, inflatable boats, tents, sleeping bags and camping stoves. According to Family Spending (2012 edition), the average household in Northern Ireland spends £5 per week for major durables for recreation (including boats), compared to £2.6 for the UK as a whole. Based on the aforementioned information a conservative estimate for consumer spending on Outdoor Recreation in Northern Ireland is shown in Table 11 (all figures relate to 2011).

**TABLE 11: CONSUMER SPENDING ON OUTDOOR RECREATION**

Outdoor accessories	£2.6m
Fishing equipment	£6.4m
Water-sport/ specialised equipment	£2.3m
Hire of equipment	£3m
Open air recreation equipment	£7m
Boats	£14.6m
Other major durables	£9.0m
Bicycles	£24.8m
Outdoor Centres/Parks/Charities	£21.9m
Clubs	£3.2m
Clothing	£18.0m
Footwear	£4.0m
Publications	£1.0m
Angling licences and permits competition fees	£5.1m
Angling related accommodation	£2.6m
Travel Cost	£6.3m
<b>Total</b>	<b>£131.8m</b>

Consumer spending on outdoor recreation adds up to just under £132m. The most important elements are bicycles (£25m), outdoor centres (£18m), boats (£15m) and clothing (£18m). It must be underlined that the above figures represent spending from Northern Ireland residents.

Any exports, which are very significant in the case of bicycles and angling, are considered separately. Consumer spending on angling is based on Key Note reports and on the PricewaterhouseCoopers economic impact report of Recreational Fisheries and Angling. The latter, together with the UK and Irish economic impact reports and travel surveys, was used to provide an estimate of travel cost incurred for outdoor recreation purposes (£6.3m). Complementary statistics are provided by the Salmon and Inland Fisheries Annual Reports.

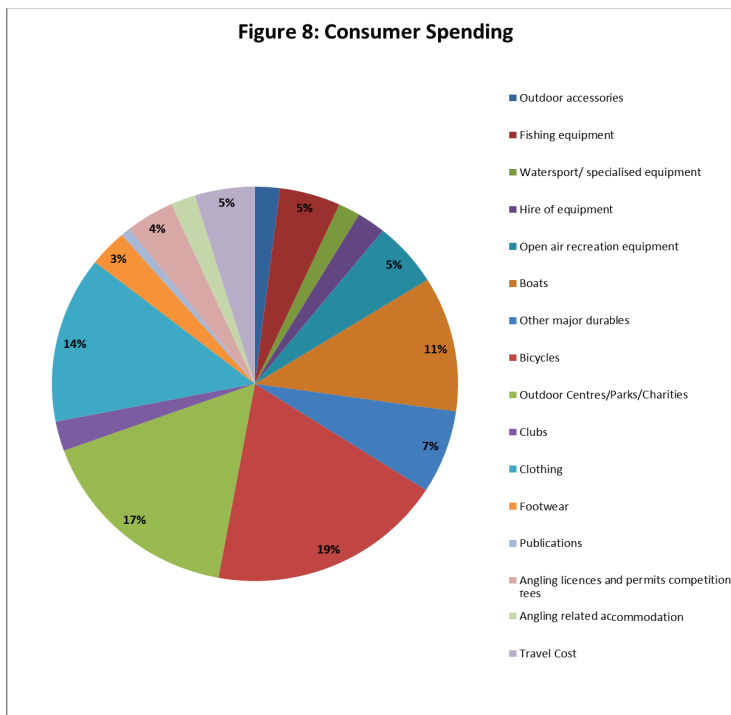
Although a comparison of the outdoor recreation impact with the sport impact is not definitional consistent, we can generally establish that outdoor recreation related consumption is equivalent to around **24% of the sport related market** (excluding gambling).

Northern Ireland is a major hub for angling in Europe with a plethora of angling destinations on rivers, streams and lakes. Game species on offer include Salmon, Grilse, Sea Trout, Brown Trout, Dollaghan, Gillaroo and Sonaghan and some of the best destinations include the wide expanse of Lower Lough Erne in the Fermanagh Lakelands, the Lower Bann system and the nearby tributaries of Lough Neagh, and the rivers of the Causeway Coast in County Antrim. Major operators include: Raxtons and World Sport Fishing.

At Raxtons prices start at £810 for three days fishing and self-catering accommodation; and most of these revenues come from outside Northern Ireland contributing to long term economic growth.

Similarly, while urban parks are at the forefront of traditional sports provision, local authorities manage most country parks and many include outdoor activity hubs offering paths and walks, fishing, water sports and sometimes camping. These facilities are also available at other designated country and forest parks, run by the national authorities.

In economic terms, cycling is one of the most important activities, with many retailers and activity providers. Chain Reaction Cycles is the main provider of equipment and it is estimated that this company meets approximately half of the domestic demand. On the basis of product range only 75% of bicycle spending is considered to be within the outdoor recreation sector as bicycles for small children or commuting are not taken into consideration. Note that, unlike previous studies of economic impact, there is no weighting down of current cycling spending according to sport use. Following the Vilnius definition, all relevant product ranges are taken into account (as is done in the case of trainers). This innovation has to be taken into account in future comparisons.



As Figure 8 illustrates, the three most important outlets of consumer spending are: bicycles (19%), Outdoor Centres / Parks / Charities (17%) and Clothing (14%).



### 13. COMMERCIAL OUTDOOR RECREATION SECTOR

The Commercial outdoor recreation sector is represented by all the retailing and accommodation units that are dedicated to the provision of outdoor recreation in Northern Ireland.

**TABLE 12: COMMERCIAL OUTDOOR RECREATION SECTOR**

<b><u>INCOME</u></b>	<b>£m</b>	<b><u>SPENDING</u></b>	<b>£m</b>
Outdoor Accessories	0.9	<b><u>Bicycles</u></b>	
Fishing equipment	2.1	wages	7.6
Water-sports equipment	0.8	other inputs	94.4
Hire of equipment	2.5	(Surplus)	6.5
Open air recreation equipment	2.3	(value-added)	14.1
other major durables	3.0	<b><u>Fishing/Angling</u></b>	
Bicycles (adults)	108.5	wages	1.3
Boats (racing and sails)	4.9	inputs	2.2
Clothing sales	6.0	(Surplus)	0.9
Footwear sales	1.3	(value-added)	2.2
Angling related accommodation	2.2	<b><u>Outdoor equipment</u></b>	
Publications	0.8	wages	2.3
		other inputs	5.2
Clubs	0.5	(Surplus)	2.0
Outdoor Centres	2.4	(value added)	4.3
Charities, Parks	0.9	<b><u>Clothing &amp; footwear</u></b>	
Commercial non-outdoor recreation	0.0	wages	1.8
Local Government inputs	0.7	other inputs	4.0
		(Surplus)	1.5
<b>Total income</b>	<b>£139.9</b>	(value added)	3.3
		<b><u>Specialised providers</u></b>	
		wages	1.4
		other inputs	3.1
		(Surplus)	1.1
		(value added)	2.6
		<b><u>Corporation tax</u></b>	2.4
		<b><u>Rates</u></b>	0.8
		<b><u>Voluntary sector</u></b>	2.0
		<b><u>Capital expenditure</u></b>	2.6
		<b>Total Expenditure</b>	<b>£131.1</b>

The statistics are heavily influenced by the inclusion of Chain Reaction Cycles, globally the largest dedicated online retailer of cycling equipment. Consequently, around 78% of Commercial outdoor recreation income is taken by cycling related operations. Outdoor recreation related clothing provides the next most significant commercial outlet with associated income of about £6m. Overall, the Commercial outdoor recreation income (at £139.9m) is slightly greater than the corresponding expenditure (at £131.1m). In the spending column of the above table, value added is calculated as wages added to factor

surplus. Most of the spending is directed towards 'other inputs', in the Commercial non-outdoor recreation sector, which are necessary to recycle the production or retailing process (e.g. raw materials).

**14. COMMERCIAL NON-OUTDOOR RECREATION SECTOR**

In this sector the relevant income and expenditure is derived using appropriate National Accounts ratios. For this reason some assumptions are made for imports of goods and services relative to the GVA. In Northern Ireland imports of goods correspond to 19% of GVA. However no figure for services is provided. The UK total imports (goods and services) correspond to 37% of GVA, while in the Republic of Ireland the corresponding figure is 32%. The overall percentages derived from the UK accounts in the Blue Book (Office of National Statistics) should not be far away from the real situation in Northern Ireland.

Through the commercial non-outdoor recreation sector, the outdoor recreation economy is connected to the national economy. More than 50% of this sector's spending is on wages, which in turn is spent in the economy creating a strong multiplier effect. In this methodology only the first round of economic interactions is considered and any economic impact shown will be realised within the financial year in question. During 2012 the total income and spending equalled £40m and £42m respectively and through the production of inputs, a surplus of £16m was generated.

**TABLE 13: COMMERCIAL NON OUTDOOR RECREATION SECTOR**

<b>INCOME</b>	<b>£m</b>	<b>SPENDING</b>	<b>£m</b>
<i>Sales of current inputs to:</i>		<i>Producers of related inputs:</i>	
Central government	1.0	Wages	23.9
Local government	6.7	Imports	10.8
Commercial outdoor recreation	11.8	(Surplus)	16.3
voluntary outdoor recreation	8.2	(value added)	40.2
		Corporation tax	3.3
<i>Sales of capital inputs to:</i>		Rates	1.2
Local government	1.5		
Commercial outdoor recreation	1.6	<i>Purchases of inputs from outdoor recreation:</i>	
Voluntary sector	4.2	Sponsorship and advertising	0.6
		Other non-grant contribution in the vol. sector	1.5
<i>Consumer spending</i>		Lottery partnerships	1.1
Travel	5.2		
<b>Total income</b>	<b>40.2</b>	<b>Total Spending</b>	<b>42.3</b>

## 15. GOVERNMENT SECTOR

Government contributes to the economic value of outdoor recreation both the provision of facilities and the provision of funding to other organisations.

In 2011, Central Government financed the outdoor recreation sector through grants provided primarily by SNI, the NI Tourist Board, the Department for Agriculture and Rural Development (DARD) Northern Ireland Rural Development Programme (RDP), and the NI Environment Agency. The NI Environment Agency is part of the Department of Environment (DOE) and through its Natural Heritage funding programme, is a major contributor to outdoor recreation in Northern Ireland.

Details of all the Central Government and Local Council Grants in Northern Ireland are published in the website: *Government Funding Database: "Building Bridges between Government and the Community"*<sup>6</sup>. In the examined year a significant amount of funding came from SNI, while £1.3m was spent by RDP on 33 outdoor recreation projects, through its Axis 3 theme: Improving the quality of life in rural areas and encouraging diversification of economic activity. Table 14 below breaks down SNI funding into its individual parts.

**TABLE 14: SNI GRANTS ON OUTDOOR RECREATION RELATED PROJECTS, 2011**

	<b>£m</b>
Local Authorities	0.4
National Governing Bodies	1.5
Clubs	0.9
Other	0.1
<b>TOTAL</b>	<b>2.8</b>

The NGB's that benefited from SNI grants include:

- Canoe Association Northern Ireland
- Mourne Heritage Trust
- Royal Yacht Association NI
- Ulster Federation of Rambling Clubs
- Ulster Angling Federation
- Rowing Ireland
- NI Orienteering
- NI Equestrian Sports Committee
- Mountaineering Ireland
- Cycling Ulster
- Cycling Ireland
- British Horse Society NI Region
- Outdoor Recreation Northern Ireland (ORNI)
- 

The aforementioned associations, together with the National Trust (considered under parks) are the main NGO's that affect the outdoor recreation economy. Without the National Trust, they contribute a sum of 48 full time equivalent employees to the outdoor recreation economy.

<sup>6</sup> <http://govfundingpublic.nics.gov.uk/GrantsAwarded.aspx>

Other organisations that distribute grants, such as **NI Tourist Board**, have a contribution to overall employment, but, due to their nature, to a lesser degree. NITB provides significant grant contributions towards the outdoor centres implying that the centres have been identified as a significant factor for inward tourism. In the last three years, the NITB provided grants to Todd's Leap Activity Centre (£0.1m), to the upgrading and maintenance of the Mourne Upland Path (£0.1m) and to the construction of the Castle Ward off-road cycling route (£0.4m).

Drawing on information on the last 3 years, the NITB provided nearly £1m in grants to the outdoor recreation sector, corresponding to 3.3% of the associated Government's Grant in Aid. The majority of these were supporting local authority projects that relate to the outdoor recreation sector. In the last three years, one of the most important financially, was the capital works at Loughshore Park.

Another major source of funding is the **Northern Ireland Environment Agency** (NIEA), which is part of the Department of Environment (DoE). NIEA supports the development and promotion of opportunities for outdoor recreation to enable people to access, enjoy and understand the natural and historic environment, to create prosperity and well-being through the environment and heritage excellence. Alongside the management of 7 country parks and 60 nature reserves, NIEA provides funding through the Natural Heritage Grants programme.

In 2011, projects supported through grant aid included the development of trails on Divis Mountain (in partnership with the Belfast Hills Partnership and the National Trust), strategic path works in the Mournes (in partnership with the Mourne Heritage Trust), improvements to the North Down Coastal Path and Causeway Coast Way, the development of the Foyle Greenway<sup>7</sup> and core funding to Outdoor Recreation NI.

Funding is directed mainly to AONB co-ordination bodies, environmental Non-Government Organisations and Local Authorities. In 2011, the estimated amount of outdoor recreation related grants amounted to just over £1m, while a separate amount (£0.98m) was spent on park maintenance. The outdoor recreation related staff cost, as a percentage of overall staff cost, amounts to 30% in SNI and between 3% and 4% elsewhere (following the distribution of grants or a portion of wages for park maintenance).

Northern Ireland Water is a Government owned utility company that owns most of the uplands of the Mournes and some other areas in Northern Ireland. They also own Silent Valley Mountain Park which has approximately 60,000 visitors per annum.

Overall, the Government sector intervenes mainly through grants delivered via organisations such as SNI, NITB, DARD and NIEA. These interventions help to maintain the vital background of the emerging business activity. As a result, Central Government are in a position to generate many times the size of the initial investment through the outdoor recreation sector.

As Table 15 shows, the Central government spending of £12.2m is overshadowed by a generated income of £63.6m. Even if we include Local Authorities into the equation (see section 14) **the generated income exceeds spending**. The higher level of income related to spending, and the associated employment, make the sector very attractive for long terms investments.

<sup>7</sup> Northern Ireland Environment Agency: Annual Report and Accounts: 2011 - 12

**TABLE 15: GOVERNMENT SECTOR**

<b>INCOME</b>	<b>£m</b>	<b>SPENDING</b>	<b>£m</b>
TAXES ON EXPENDITURE		<b>SNI</b>	
Outdoor Accessories	0.4	Grants, outdoor recreation total	<b>2.8</b>
Fishing equipment	1.1	Wages	1.3
Water-sports equipment	0.4		
Hire of equipment	0.5	<b>NITB</b>	
Open air recreation equipment	1.2	Grants-OR, total	<b>1.0</b>
other major durables	1.5	Wages	0.2
Bicycles (adults)	4.1		
Boats (racing and sails)	2.4	<b>NIEA, NIRDP</b>	
Clothing sales	3.0	Grants-OR- total	<b>2.3</b>
Footwear sales	0.7	Maintenance of parks	1.0
Angling related accommodation	0.4	Wages	2.2
Angling licences and permits competition fees	6.4		
Outdoor Centres	3.7	<b>Other</b>	1.6
Voluntary clubs	0.5		
Local Government	1.8	<b>Total expenditure</b>	<b>£12.2</b>
Travel spending	1.0		
Exports of services	0.6		
tax CG operations SNI	0.4		
Tax NIEA	0.6		
<b>VOLUNTARY SECTOR</b>	<b>10.3</b>		
<b>LOCAL GOVERNMENT</b>	<b>5.5</b>		
<b>COMMERCIAL OR</b>	<b>7.0</b>		
<b>COMMERCIAL NON-OR</b>	<b>10.2</b>		
<b>Total income</b>	<b>£63.6</b>		



### 16. LOCAL GOVERNMENT SECTOR

The Local Government expenditure is based on grants directed towards voluntary clubs and outdoor centres, and also spending on parks, open spaces and outdoor leisure facilities. Leisure Centres and Swimming Pools are not included in the sector examined. Northern Ireland has 26 local authorities and their financial accounts provide the outdoor element within the general categories such as recreation and sport. In terms of expenditure, Belfast City spent £56.6m on Recreation and Sport out of a total of £183 million, a very high percentage of 31%. Through telephone interviews, the element of this attributed to outdoor recreation was around 3% of total spending.

Local Government spending is mainly on wages for outdoor recreation related activities, other inputs, grants to the voluntary sector and capital spending. The latter consists mainly of construction activity.

Overall, the outdoor recreation related spending by Local Authorities approaches £24m, its greatest part being wages.

**TABLE 16: LOCAL GOVERNMENT SECTOR**

<b>INCOME</b>	<b>£m</b>	<b>SPENDING</b>	<b>£m</b>
SNI	0.4	Wages	9.5
NITB	0.5	Other inputs	8.9
Voluntary sector	2.1	Grants to voluntary clubs	3.4
Rates	2.0	Capital expenditure	1.8
<b>Total income</b>	<b>5.0</b>	<b>Total expenditure</b>	<b>23.6</b>

## 17. EMPLOYMENT GENERATED BY OUTDOOR RECREATION

The main **drivers of employment in Northern Ireland are the Outdoor Centres sector and the cycling sector.** The outdoor centres provide the core of accommodation, export 12% of their services and are partly based on the Northern Irish network of volunteers.

As highlighted previously, an outdoor centre typically employs 4 people on full-time basis, 4 people on part-time basis and uses the services of 8 volunteers. It is fair to say that on the whole this sector exists because it represents activities and a life style dear to the population as a whole, rather than a great opportunity for excessive profit; this is testified by the amount of unpaid work invested into the sector. As most capital is 'recycled', the sector generates a high level of employment and, through construction activity, affects the commercial non-outdoor recreation sector. On the other hand cycling employment is driven primarily by exports. Central to its importance is a network of small operators and the company Chain Reaction Cycles which is based in Belfast.

Table 17 below, illustrates the distribution of employment among the examined sectors.

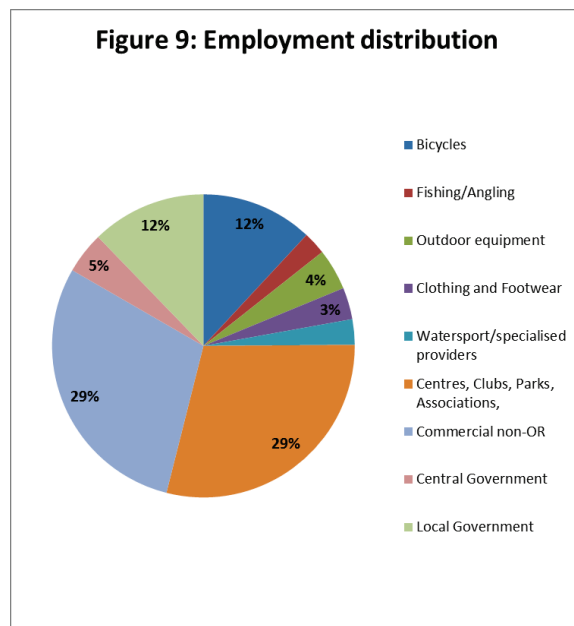
**TABLE 17: OUTDOOR RECREATION EMPLOYMENT, NORTHERN IRELAND**

<b>Sector</b>	<b>FTE Employed People</b>
<b><i>Commercial outdoor recreation</i></b>	
Cycling	422
Fishing/Angling	86
Outdoor equipment	156
Clothing and Footwear	120
Water-sport/specialised providers	96
<b><i>Subtotal</i></b>	<b><i>880</i></b>
<b><i>Voluntary Outdoor Recreation</i></b>	
Clubs	62
Outdoor Centres	769
Charities/Associations	30
Parks/Forests	166
<b><i>Subtotal</i></b>	<b><i>1,027</i></b>
<b><i>Commercial non-outdoor recreation</i></b>	<b><i>1,039</i></b>
<b><i>Central Government</i></b>	<b><i>157</i></b>
<b><i>Local Government</i></b>	<b><i>433</i></b>
<b><u>TOTAL</u></b>	<b><u>3,537</u></b>

Overall the estimated number of full time equivalent employment of Outdoor Recreation in Northern Ireland is **3,537**. From this, 22% and 12% are generated in the Outdoor Centres and the Cycling sector respectively. Smaller numbers are generated by retailers,

fishing/angling, Clubs, and other specialised retailers/providers. As figure 9 illustrates the non-Outdoor Recreation commercial sector (providing construction services and equipment) is equally as important as the Commercial OR section examined, providing more than 1,000 FTE employees (29%).

The overall figure can be notionally extended to include the unpaid voluntary time invested within the OR sector. **This is equivalent to 580 FTE employees, raising the figure of people occupied within the sector (full time basis) to more than 4,200 an increase of 16%.**



### 18. GVA GENERATED BY OUTDOOR RECREATION

Table 16 below illustrates the most comprehensive position of the outdoor recreation sector in Northern Ireland. The generated GVA approaches **£102m** and is equivalent to approximately 20% of the sports economy (excluding gambling).

The largest part comes from the Commercial non-outdoor recreation sector (40% of GVA), verifying the original assumption, as expressed in the analysis of the voluntary sector, that the strong construction element would result in a wider impact within the economy. It should be underlined that this is the tangible income within the financial year; more multiplier related effect may be generated as a result of construction and exports.

Following this, the Commercial outdoor recreation and the Voluntary sectors generate 26% and 21% of GVA respectively. The Commercial outdoor recreation is driven primarily by cycling and angling. In terms of accommodation only the 'outdoor specific' accommodation is taken into account (such as camping or dedicated activity accommodation).

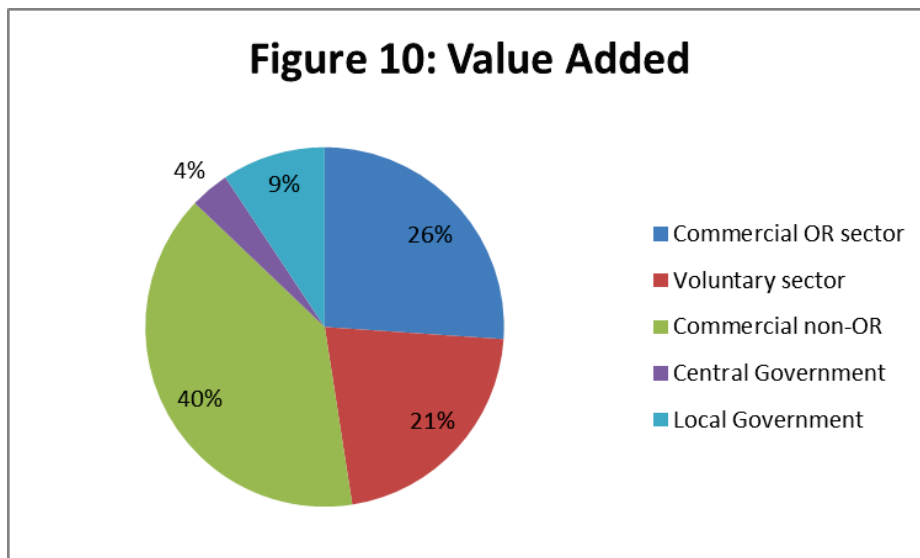
The voluntary sector has been largely derived by responses to the distributed questionnaire and the history of the Survey of Sport Clubs. It reflects the commercial realisation of work done, but excludes the amount of contribution through unpaid hours (which do not contribute towards GVA). **An alternative augmented estimation of the importance of the Voluntary Sector based on work done (rather than work paid) would bring its contribution to near £31m, an increase of 48%.**

It is this added value (which is invisible to economic statistics) that has formed the backbone of the outdoor recreation industry and has provided the background for growth in the case of export orientated companies such as CRC. The public sector generates approximately 13% of GVA, mainly in the form of wages.

**TABLE 18: OUTDOOR RECREATION GVA, NORTHERN IRELAND**

	£m	Index
<b>Commercial OR sector:</b>		
Wages	14.5	
Surplus	12.0	
<b>Total</b>	<b>26.5</b>	<b>26.1%</b>
<b>Voluntary sector</b>		
Wages	17.7	
Surplus	4.1	
<b>Total</b>	<b>21.8</b>	<b>21.4%</b>
<b>Commercial non-OR</b>		
Wages	23.9	
Surplus	16.3	
<b>Total</b>	<b>40.2</b>	<b>39.6%</b>
<b>Central Government</b>		
Wages	3.6	3.5%
<b>Local Government</b>		
Wages	9.5	9.4%
<b>TOTAL VALUE ADDED</b>	<b>101.6</b>	<b>100.0</b>
% of sports economy	<b>22%</b>	

The same picture is painted by Figure 10, where it is clear that the main value outcome of the outdoor recreation industry is produced outside the sector. This verifies the original observation that outdoor centres and clubs are spending widely on construction, while supported by an army of volunteers, resulting in an expanded economic impact within the community. This is clearly illustrated in the Value Added distribution below.



## 19. CONCLUSIONS, FURTHER RESEARCH DIRECTIONS

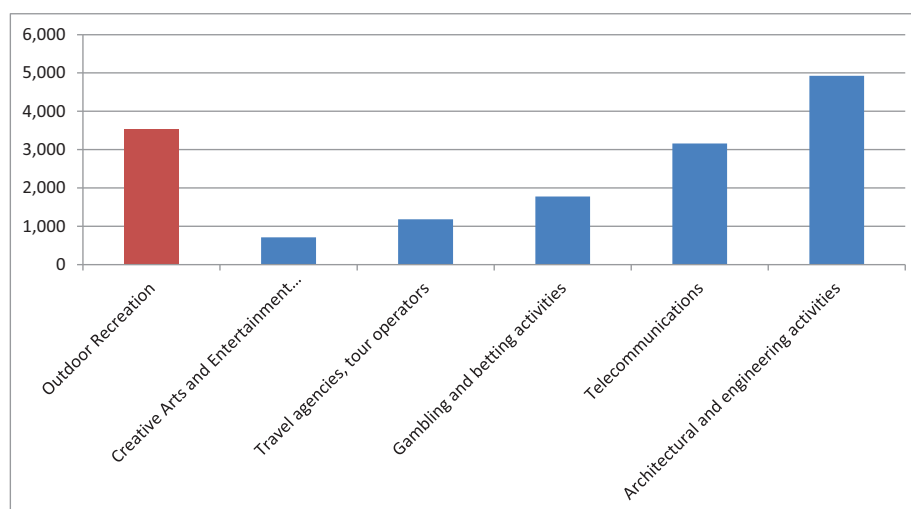
The current research so far has illustrated that on the basis of a very pro-active outdoor recreation sector, where companies are established with little cost on the basis of sport enthusiasm and voluntary work, conditions for economic experimentation and growth have developed. Companies such as CRC have emerged 'organically' from such an environment. As a result, the sector generates income for the public sector in excess of any investment in the financial year under consideration. This is true even for the public sector as a whole: **Taking the Central and Local Government, as a whole, the generated income is £69m while spending is £36m. This therefore creates a surplus of 92%.**

It was established that the main drivers of employment in Northern Ireland are the outdoor centres sector and the cycling sector. The outdoor centres recycle their full turnover into wages, equipment, construction and operational expenses. As a result they achieve considerable economic benefit for the local community. On the other hand cycling employment is driven primarily by exports.

Compared to the economic value of sport in Northern Ireland (excluding gambling), the outdoor recreation sector generates 25% of its employment.

**Further, as Figure 11 below shows, compared to other sectors of the economy, outdoor recreation generates full time equivalent employment greater than the full Telecommunications sector (code 61 in National Accounts) and almost five times greater than the sector Creative Arts and entertainment activities (code 90). It also corresponds to 72% of employment in the Architectural and engineering sector.**

**Figure 11: Employment (FTE) generated in some N.I. sectors, 2011**



Source: Quarterly Employment Survey, Department of Finance & Personnel, SIRC



A final issue is the treatment of wider health and socio-economic benefits which cannot be placed directly in the previous methodological menu. It is widely known that sport helps to reduce incidents of heart disease and obesity. According to "Sport Matters" - The Strategy for Sport and Physical Recreation in Northern Ireland 2009-19, sport is 'one of the best investments that can be made in preventive medicine'. Significantly the strategy adds:

*'Sport is widely recognised as a positive force. It ...can build lasting relationships between people and often people from different social and religious backgrounds'.*

There are many UK studies that highlight that Outdoor Recreation has a positive impact on:

- Health and fitness.
- Quality of life.
- Work ethic and productivity.
- Inward investment.
- Reduction in crime.

The current methodology can readily be transferred to regional communities. However, analysis of the wider health and socio-economic benefits specifically within Northern Ireland should become the subject of another independent investigation that will build on the economic results.

## 20. APPENDIX

## 20.1. Outdoor Recreation retailers, Northern Ireland

Name	Address 1	Address 2	Town/City	County	Postcode	Phone number
Ballymoney Leisure	61, Moyarget Rd		Ballycastle	Antrim	BT54 6HL	07543 869934
Bridgedale Outdoor Ltd	Unit B, Kiltonga Industrial Estate	Belfast Rd	Newtownards		BT23 4TJ	028 9181 3461
Cotswold Belfast	Unit 2	7-11 Castle Lane	Belfast	Antrim	BT1 5DA	028 9024 8607
Cotswold Outdoor	Unit 10	Boucher Retail Park	Belfast	Antrim	BT12 6HU	02890 665 003
Crorys Outdoor and Lifestyle	29 Bridge Street		Banbridge	Down	BT32 3JL	028 4066 2603
Decathlon	Holwood Exchange Retail Park	Airport Rd West	Belfast		BT3 9EJ	028 9042 2049
Discover Outdoors	12-14 College Square East		Belfast	Antrim	BT1 6DD	028 9032 0580
Elements Outdoor	20 Cloyfin Road		Coleraine	Londonderry	BT52 2NU	028 7044 3206
Firefly	9 North Street		Newtownards	Down	BT23 4DE	028 9181 2896
G I Stores	5 Dobbin Street		Armagh	Armagh	BT61 7QQ	028 3752 2335
Hilltrekker	115 Central Promenade		Newcastle	Down	BT33 0EU	028 4372 3842
House of Value	123 Strand Road		Londonderry	Londonderry	BT48 7PA	028 7126 1090
Jackson Sports	70-74 High Street		Belfast		BT1 2BE	028 9002 6579
Kayak Shack	53 Frances Street	Newtownards		Down	BT23 7DX	028 9181 1311
Killagon Outdoors	Killagon House	123 Lisboy Road	Ballymena	Antrim	BT44 9AY	028 2764 1457
Lila's	31 Scotch St		Armagh			028 3752 4745
McCalls of Lisburn	20-24, Market St		Lisburn		BT28 1AB	028 9267 5111
McCann's (dissolved)	9 Smithfield		Belfast	Antrim	BT1 1JE	028 9032 4297
Mountain Warehouse	Unit 47	Junction 1 Outlet	Antrim	Antrim	BT41 4JG	02894 485 006

Name	Address 1	Address 2	Town/City	County	Postcode	Phone number
Outdoor Adventure	135-137 Church St	Centre	Ballymena	Antrim	BT43 6DG	028 2544 0454
Podium 4 Sport	40 Montgomery Road		Belfast	Antrim	BT6 9HL	028 9002 5356
Segway NI	Craigvon Lakes Site, Tannaghmore	Silverwood	Craigavon	Armagh	BT66 6LE	028 3833 4192
SportsDirect.com	2121 Castle Place	Townshall Str.	Enniskillen		BT747BD	0844 3325942
SportsDirect.com	38 Market Street		Lurgan	Armagh	BT66 6AH	0844 3325943
SportsDirect.com	Boucher Road	Unit 18, Balmoral Business Park	Belfast		BT12 6HU	02890 684680
SportsDirect.com	Unit 6A, Yorkgate Shopping Centre		Belfast		BT15 1WA	0844 3325657
Surf Mountain	12A Balloo Avenue		Bangor	Down	BT19 7QT	02891 477 082
Surf Mountain	106 Main Street		Bangor		BT20 4AG	028 9145 3888
Surf Mountain	15 Castle Street		Lisburn	Antrim	BT27 4SP	028 9266 7171
The Great Outdoors	128-130 Broughshane Street		Ballymena		BT43 6EE	028 2544 1450
The Outdoor Shop	95 Railway Street		Armagh	Armagh	BT61 7HS	028 3751 8724
Tiso	12-14 Cornmarket		Belfast	Antrim	BT1 4DD	02890 231 230
Trespass	Unit 33 Buttercrane Shopping Centre	Buttercrane Quay	Newry	Down	BT35 8HJ	02830 256 089
Trespass	7 Church Street		Coleraine	Derry	BT52 1AN	028 7035 8904
Trespass	Ballymena Road		Antrim	Antrim	BT41 4JG	028 9446 6646
Trespass	Unit 11 , Market Place	Wallace Buildings	Lisburn	Antrim	BT28 1AN	028 9266 3855
Trespass	Bloomfield Shopping Centre	North Down	Bangor	Down	BT19 7HB	028 9145 6801
Trespass	Unit 4	1-9 Donegall Place	Belfast	Antrim	BT1 5AA	028 9024 0570
Trespass	Unit 15 Richmond Centre		Derry	Derry	BT48 6PE	028 7136 0860

Name	Address 1	Address 2	Town/City	County	Postcode	Phone number
Trespass	Unit 16/17 Erneside Shopping Centre		Enniskillen		BT74 6JQ	02866 325 318
Trespass	Unit 66/67 The Outlet	Bridgewater Park	Banbridge		BT32 4GJ	02840 669 702
Trespass	Unit G Rushemere Shopping Centre		Craigavon	Armagh	BT64 1AA	02838 329 350

#### 20.2. Angling retailers/ providers

Name	Address 1	Address 2	Town/City	County	Postcode	Phone
<b>Angling First Limited</b>	9 Rugby Avenue		Banbridge	Down	BT32 3NA	028 9406 2323
Angling Supplies	97 Main Street		Larne	Antrim	BT40 1HJ	028 2827 6634
Atkins Angling	71 Coleraine Road		Coleraine	Londonderry	BT51 5HR	028 2955 7692
Ballyartan Fishing Tackle	5 Lower Ballyartan Road		Londonderry	Londonderry	BT47 4HZ	028 7133 8531
Belfast Angling Centre	Unit 44 Argyle Business Centre	Northumberland Street	Belfast	Antrim	BT13 2ap	028 9031 3156
C.F Beattie Gunsmith	39 Main Street		Carrickfergus		BT38 9HH	028 9335 3462
Causeway Bait and Tackle	78 Main Street		Portrush	Antrim	BT56 8BN	028 7082 9696
Cloughbally Mill Angling Centre	Unit 3 Old Scotch Stores	1 Sligo Road	Enniskillen	Fermanagh	BT74 7JY	028 6632 2008
Country Sports & Tackle	9 Rough Lane		Antrim	Antrim	BT41 2QG	028 9446 7378
Country Newtownards	48 Regent Street		Newtownards	Down	BT23 4LP	028 9181 2585
D McAuley	23 Ann Street		Ballycastle	Antrim	BT54 6AA	028 2076 9521
Dennett Outdoor Ltd	Unit 1	23 Art Road	Atrigarvan	Tyrone	BT82 0HA	028 7138 3033
Fishing Tackle Ltd	8 The Butter Market Craft Centre	Down Street	Enniskillen	Fermanagh	BT74 7DU	028 6632 3047
Flying Tackle	74 Main Street		Portrush	Antrim	BT56 8BN	028 7082 2209
Frankie McPhillips Fishing Tackle Ltd	No. 8 The Buttermarket		Enniskillen	Fermanagh	BT74 7DU	028 6632 3047

Name	Address 1	Address 2	Town/City	County	Postcode	Phone
Get Hooked	Unit 4 Woodbourne Crescent		Belfast	Antrim	BT11 9PH	028 9062 3431
Glenview Trophies Ltd	82 Main Street		Maghera	Derry	BT46 5AF	028 7964 2882
Gone Fishin	29 North Street		Carrickfergus	Antrim	BT38 7AQ	028 9336 7082
Hillhead Fisheries	130 Woodtown Road		Ballymena	Antrim	BT42 1BL	078 2173 4494
Home Field & Stream	18-20 Church Street		Enniskillen	Fermanagh	BT74 7EJ	028 6632 2114
Huestons	55 Main Street		Magherafelt	Londonderry	BT45 8AA	028 7966 8282
Jack Smyth Angling & Outdoors Ltd	Unit 1F	Altona Business Park		Lisburn	BT27 5QB	028 9244 3606
James Coburn & Sons Ltd	32 Scarva Street		Banbridge		BT32 3DD	028 4066 2207
Joe Wilson Tackle Agencies	2 Wilson Street		Lisburn	Antrim	BT27 4XZ	028 9267 9776
Laganside Tackle	Unit 1f Blaris Industrial Estate	Altona Road	Lisburn	Antrim	BT27 5QB	028 9267 6600
Loughview Angling Centre	237A Lough road			Lurgan	BT66 6NQ	028 3834 2777
Mca Tackle	Unit 4	Craigmore Mill Industrial Estate	Newry	Down	BT35 6JR	028 3026 2309
McKees Angling Centre	Unit 12	Balloo Avenue	Bangor		BT19 7QT	028 9145 4983
Mid Antrim Angling Centre	14 William Street		Ballymena		BT43 6AW	028 2544 1568
Mi-Fli Fishing Tackle	11 Ashbeg Grove		Dungannon	Tyrone	BT71 7BQ	028 8772 5207
Moorbank Lodge	46 Glebe Road		Castlerock	Londonderry	BT51 4SW	028 9084 9408
Murloc Angling & Rural Pursuits	Old Church Lane	Aghalee	Craigavon	Armagh	BT67 0EY	028 9265 1421 / 077 0346 8571
N M Tackle	131 Melmount Road		Strabane	Tyrone	BT82 9PY	028 8144 0635
O'Neills Country Sports	25 Mill Street		Ballymena	Antrim	BT44 0RR	028 2177 2009
Outdoor & Country Sports	58 Society Street		Coleraine	Londonderry	BT52 1LA	028 7032 0701

Name	Address 1	Address 2	Town/City	County	Postcode	Phone
Outdoor Experience	Savoy Building	16 West Street	Craigavon	Armagh	BT62 3PD	028 3833 9333
Pmg Tackle Ltd	25 Ballymagilly Lane		Cookstown	Tyrone	BT80 9SU	028 8676 1720
Procastangling	1d Dobbin Street		Armagh	Armagh	BT61 7QQ	077 2763 7530
Rod & Line	1 Clarendon Street		Londonderry	Londonderry	BT48 7EP	028 7126 2877
Roe Valley Fishing Tackle	10 Terrydremond Raod		Limavady	Londonderry	BT49 0NL	028 7776 6688
Smith & Co	63 Market Street		Omagh	Tyrone	BT79 0AA	028 8224 2534
Smyths Angling and Outdoors	5-9 Kildare Street		Newry	Down	BT34 1DQ	028 3025 2332
Stewart and Gibson Ltd	25-27 Main Street		Ballynahinch	Down	BT24 8DN	028 9744 6395
The Fishing Tackle Shop	21b Orritor Road		Cookstown	Tyrone	BT80 8BN	028 8676 3682
The Fly Box	95 Burrne Road		Ballynahinch	Down	BT24 8LF	028 9753 3311
The Worm Works	135 Carrigagh Road		Dromara	Down	BT25 2HR	028 9753 2686
Tight Lines Fishery Ltd	198-200 Albertbridge Road		Belfast	Antrim	BT5 4GU	028 9045 7357
Tom's Fishing Tackle Shop	Ardlough Road	The Gate Lodge 31a	Londonderry	Londonderry	BT47 5SP	028 7134 6265
Trap & Tackle	6 Seacliff Road		Bangor	Down	BT20 5EY	028 9145 8515
VB Fishing	Unit 30	The Meadows Shopping Centre	Craigavon	Armagh	BT62 3TN	028 3833 3018
Village Tackle Shop	55a Newtownbreda Road		Belfast	Antrim	BT8 7BS	028 9049 1916
Woodford Fly Fishery	12c Woodburn Road		Carrickfergus		BT38 8PX	028 9336 0225
<a href="http://www.anglingclassics.co.uk">www.anglingclassics.co.uk</a>	109 Church Road		Newtownabbey	Antrim	BT38 8PX	



**20.3. Outdoor activity providers**

<b>Name</b>	<b>Address</b>	<b>County</b>	<b>Postcode</b>	<b>Phone</b>
26 Extreme	Knockbarragh Lower Knockbarragh Road	Down	BT34 3DP	
About Ulster	146 Glenelly Road Plumbridge	Tyrone	BT79 8LL	0792678 5706
Action Outdoors	Delamont Coutry Park, Downpatrick Road Killyleagh	Down	BT30 9TZ	02844821317
Activate Training	7a Dundrinne Rise Castlewellan	Down	BT31 9LY	028 43770566
Activities Ireland	187 Lower Braniel Road Belfast	Down	BT5 7NP	08454392048
Acton Adventures	Acton House Poyntzpass Newry	Down	BT35 6TA	07721868685
Adventure Leadership Training	10 Belmont Crescent Bangor	Down	BT19 1NQ	02891477860
Adventure Quest	Adventure Quest Admin, Peak Discovery Group, The Gables, Newcastle,	Down	BT33 0LF	028 4372 3933
Adventure Sports North West	48 College Glen Derry	Londonderry	BT48 8PX	07540979678
Adventure Team	Gortin Accommodation Suite 62 Main Street Gortin	Tyrone	BT79 8NH	08455213145
Adventure Tours Northern Ireland	5 Urbaireagh Road Ardstraw N.Ireland	Tyrone	BT78 4LR	0797 163 9932
An Creagan Visitor Centre	Creggan Omagh	Tyrone	BT79 9AF	028 8076 1112
Anarky Paintball	Rathfriland Road Newry	Down	BT34 1PH	02840631767
Ardclinis Outdoor Adventure	Sundial House 11 High St Cushendall	Antrim	BT44 0NB	028 2177 1340
Ardnabannon OEC	Trevor Quinn 3 Ardnabannon Rd, Annsborough, Castlewellan	Down	BT31 9EN	028 4377 8555
Armagh Guided Tours	Beechledge Farm 41 Coolmillish Road Markethill	Armagh	BT60 1QA	028 3755 1119
AWOL Paintball & Adventure Activities	Ravella Rd, Aughnacloy	Tyrone	BT65 6AW	07966477858
Ballyholme Yacht Club	Seacliff Road Bangor	Down	BT205HT	07546198939
Belfast Activity Centre	The Stableyard Barnett's Demesne Malone Road Belfast	Antrim	BT9 5PB	028 9060 0132
Belfast City Bike Tours	Belfast City Bike Tours c/o Linen House	Antrim	BT1 2JA	07592208716

Name	Address	County	Postcode	Phone
Blessingbourne Apartments	Hostel 18-20 Kent Street Belfast BT1 2JA			
Break for Ball	Fivemiletown	Tyrone	BT75 0QS	
Breckenhill Ltd	29 The Oaks Randalstown	Antrim	BT41 3JZ	07801273113
Bushmills Outdoor Education Centre	45 Breckenhill Road, Doagh, Ballyclare	Antrim	BT39 0TB	02893340311
Carrowmena Activity Centre	Alan Parke Priestland Road Bushmills BT57 8QP	Antrim	BT57 8QP	028 2073 1599
Clearsky Adventure Centre	100 Carrowclare Rd Limavady	Londonderry	BT49 9EB	0287 776 3431
Collow Quarry Shoot	Castle Ward Estate, Old Farmyard, Strangford, Downpatrick	Down	BT30 7LT	028 4372 3933
Corralea Activity Centre Ltd	Collow Quarry Shoot 44 Bradan Rd Drumquin Omagh	Tyrone	BT78 4QQ	028 8283 1521
Craigavon Watersports Centre	Upper Lough MacNeen Belcoo Corralea,	Fermanagh	BT93 5DZ	028 6638 6123
Creggan Country Park	1 Lake Road Craigavon	Armagh	BT64 1AS	028 3834 2669
Crindle Stables and Activity Centre	Westway	Londonderry	BT48 9NU	02871 363133
Dave Youngs Mountain Bike Instruction	6 Carrowclare Road Myroe Limavady	Londonderry	BT49 9ED	07738516106
Delamont OEC	Liddy, Thomas P. 88, Downpatrick Rd, Killyleagh	Down		07809426202
Derry City Tours	11 Carlisle Road Derry	Down	BT30 9TZ	028 4482 1010
derrybluebadgeguide.com	30 Norburgh Park Derry City	Londonderry	BT48 6JJ	028 7127 1996
East Coast Adventure Centre	Rostrevor house Lower Knockbarragh Road Rostrevor	Londonderry	BT48 0RQ	02871262812
Far and Wild	27 Templeard, Derry City	Down	BT34 3DP	028 417 53535
FASTRACK FARM QUADS	133 Greyabbey Road, Ballywalter	Londonderry	BT48 8FE	02871 353018
		Down	BT22 2NY	028 4275 7301

Name	Address	County	Postcode	Phone
Field Of Dreams - Outdoor Field Sports Centre	55 Upper Gransha Road Bangor	Down	BT19 7QE	07702 010228
First Tracks Mountain Bike Coaching and Guiding	Glyn O'Brien 103 Belfast Rd Newry	Down	BT34 1QH	07834239070
FLAGSTAFF ADVENTURES	62 Upper Fathom Road, Newry	Armagh	BT35 8NY	028 3084 9002
Four Elements	Omagh	Tyrone	BT78 1AT	07709610879
Foyle Hovercrafting and Leisure	71 Carrowclare Road, Limavady	Londonderry	BT49 9EB	028 7772 2235
Foymore Lodge Country Pursuits	105 Dungannon Road Portadown	Armagh	BT62 1QA	07730678701
FRV Airsoft	39 Whitla Road Lisburn BT17 9QH	Antrim	BT28 3PS	07730586926
Ganaway Activity Centre	Ganaway Training and Activity centre, 268 Ballywalter Road, Millisle.	Down	BT22 2LZ	028 918661297
GASP Surfin' Dirt	Tullyree Road Bryansford	Down	BT34 5LD	07739210119
go-canoeing.com	Belfast	Antrim	BT9 6PB	07749011283
Gortatole Activity Centre	Raymond Finley Gortatole Activity Centre Florencecourt	Fermanagh		028 6634 8888
Gortin Accommodation Suite and Activity Centre	Contact: Kate Ward 62 Main Street Gortin	Tyrone	BT79 8NH	028 8164 8346
Greenhill YMCA	Donard Park Newcastle	Down	BT33 0GR	028 4372 3172
Hollow Farm Shooting Grounds	Hollow Farm 35 Drumhirk Rd Comber Newtownards	Down	BT23 5SA	028 9752 8381
Hotrock	Tollymore Mountain Centre Bryansford	Down	BT33 OPT	028 4372 5354
Hunter West Shooting School	44 Bradan Road, Drumquin,	Tyrone	BT78 4QQ	028 8283 1521
Ireland Ecotours	Tiranagher Belleek Co.Fermanagh	Fermanagh	BT93 3FU	028 686 59171
Iron Donkey Bicycle Touring	Iron Donkey Bicycle Touring 15 Ballyknockan Rd Saintfield	Down	BT24 7HQ	028 9081 3200
Just Add Adventure	121 Abbey Ring Holywood	Down	BT18 9PF	07798770259
justkayak	Adrian Harkin 3 Upper Bennett Street	Londonderry	BT48 6TL	07752194414

<b>Name</b>	<b>Address</b>	<b>County</b>	<b>Postcode</b>	<b>Phone</b>
Killowen OEC	Peter Wells Killeel Road Rostrevor	Down	BT34 3AF	028 4173 8297
Killyleagh Outdoor Education Centre	The Warden (Mr Kevin Balmer) Killyleagh O.E.C. Shore Road Killyleagh Co. Down	Down	BT30 9UE	028 4482 8511
Kinnego Marina	Annaloiste Road Lurgan Craigavon	Armagh	BT66 6NJ	028 3832 7573
Lagan Watersports Centre	2 Rivers Edge 13 Ravenhill Road Belfast	Antrim	BT6 8DN	028 9046 1711
Life	Life HQ, Grange Yard, Forest Park, Castlewellsan	Down	BT31 9BU	0844 7705 477
Life Adventure Centre Annalong	Life Adventure Centre Cormmill Quay Marine Park Annalong	Down	BT34 4QJ	02843770714
Life Adventure Centre Castlewellsan	Life Adventure Centre Grange Courtyard Forest Park Castlewellsan	Down	BT31 9BU	02843770714
Life Adventure Centre Enniskillen	Life Adventure Centre Castle Island Broad Meadow Enniskillen	Fermanagh	BT74 5GH	02843770714
Lough Melvin Holiday Centre & Bike Shop	Garrison	Fermanagh	BT93 4ET	028 6865 8142
Lurgaboy Adventure Centre	Lurgaboy Adventure Centre 12 Gosford Road Armagh	Armagh	BT60 1LQ	028 3887 1877
Lusty Beg Island Activity Centre	Lusty Beg Island Boa Island Kesh	Fermanagh	BT93 8AD	028 6863 3300
Mackenzies Equestrian Centre	10 Ballyannul Road Randalstown	Antrim	BT41 3JD	028 9471 900
Maddybenny Stud	Maddybenny Farm Coleraine	Londonderry	BT52 2PT	028 7082 3394
Magilligan Field Centre	375 Seacoast Rd, Limavady,	Londonderry	BT49 0LF	028 7775 0234
Master McGra'	Oxford Island Lurgan Craigavon Co Armagh	Armagh	BT66 6NU	028 3832 7573
Mectec Blokart (Mechanical Technologies Training)	Nutts Corner Training Centre 17 Dundrod Road	Antrim	BT29 4SR	02890 825 352
Mobile Team Adventure	29 Ashgrove, Newtownards	Down	BT23 4HA	02891 800809
Moonjumper International	Suite 9 Sandal Village Centre, Knocklyn Road, Coleraine,	Antrim	BT52 1WT	02886735881
Mountain Sojourns	195 South Promenade Newcastle	Down	BT33 0HA	07740285794
Mourne Cycle Tours	13 Spelga Avenue Newcastle	Down	BT33 0DR	028 4372 4348

Name	Address	County	Postcode	Phone
Mourne Mountain Holidays	45 Newtown Road, Rostrevor	Down	BT34 3BZ	07754709111
Mourne Spirit	Caroline Hart 20 Roden Court Bryansford	Down	BT33 ORE	07711847125
Moy Riding School	131 Derry Caw Road Moy	Armagh	BT71 6NA	028 8778 4440
MT Sail & Power	Shore Road Newtownabbey	Antrim	BT37 OPR	07533667440
N I Motor Cruising School	20 Dellmount Road Bangor	Down	BT20 4TY	028 91466 923
N IRELAND MICROLIGHTS	Ken Crompton 17 Cleland Park North Bangor	Down	BT20 3EN	02891462728
Natural High North West	7 Sycamore Hts Park Claudy Derry	Londonderry	BT47 4BW	028 777 80041
Newcastle Yacht Club	The Harbour South Promenade Newcastle Down	Down	BT33 OEX	
NI Bootcamp	9a Tullyree Road Kilcoo	Down	BT345JP	02843770900
NI Kitesurfing	Millisle, Ards Peninsula, County Down, Northern Ireland	Down	BT22 2FE	07912 023321
North Irish Lodge Luxury Holiday Cottages and Dive Centre	161 Low Road Islandmagee Co Antrim	Antrim	BT40 3RF	028 9338 2246
NORTHERN IRELAND SCOUT CENTRE CRAWFORDSBURN	20 Bridge Road South, Helenâ€™s Bay, BANGOR	Down	BT19 1JT	028 9185 3307
Northern Walking	61 Leyland Road Ballycastle	Antrim	BT54 6EU	07707994600
Oakfire Paintball	227 Glenshane Road	Londonderry	BT47 3EW	0773 117 1177
Outdoor Concepts (NI) Ltd	81 Dromore Road Ballynahinch	Down	BT24 8HS	028 9753 1343
Outdoor Ireland North	14 Shimnavale Newcastle	Down	BT33 OEF	+44(0)79 7340 8056
Paul Blanchard	3 Ballaghmore Park, Portballintrae Bushmills	Antrim	BT57 8YU	028 2073 1663
Peak Discovery Corporate	Peak Discovery Limited The Gables Newcastle	Down	BT33 OLF	028 4372 3933
Pirates of Lough Neagh	Loughshore Park, Antrim	Antrim	BT41	07828905801
Predator Charter Ltd	9 Bellisk Drive Cushendull	Antrim	BT44 OAX	028 2177 1828
Predator Combat Games	7a Dunrinne Rise, Castlewalian	Down	BT31 9LY	028 4377 0566

Name	Address	County	Postcode	Phone
Rathlin Walking Tours	COLERAINE	Londonderry	BT51 3RH	02870 327 960
Ride The Mournes	c/o Outdoor Concepts Ltd Unit 1C, 81 Dromore Road, Ballynahinch	Down	BT24 8HS	028 97531343
Ruddock Sea Kayaing and Canoeing	12 Glenvale Avenue Portrush	Antrim	BT56 8HL	07858404801
ROCK AND RIDE OUTDOORS	9a Tullyree Road, Newry	Down	BT34 5JP	028 4377 0900
Sail Northern Ireland	The Marina Carrickfergus	Antrim	BT38 8BE	07809 155 856
Sail Northern Ireland	The Marina, Carrickfergus	Antrim	BT38 8BE	07809155856
Shannagh-more OEC	Andy Carden The Ballagh, Kilkeel Rd, Newcastle,	Down	BT33 0LA	028 4372 3841
Share Holiday Village	Smiths Strand Shanaghy Lisnaskea	Fermanagh	BT92 0EQ	028 6772 2122
Simply Sea Kayak	47 Ballylagan Road Coleraine	Antrim	BT52 4DQ	07773359773
Sperrins Cycle Breaks	John Donaghy An Cregan Visitor Centre Creggan Omagh	Tyrone	BT79 9AF	028 8076 1112
Sportactive	1st Floor, 2 Dacre Terrace, Londonderry	Londonderry	BT48 6JU	028 7136 5997
St. Columb's Park Leisure Centre	St. Columb's Park Leisure Centre 4a Limavady Road	Londonderry		028 7134 3941
Strangford Sea Safari	Strangford Pier, Strangford, Downpatrick	Down	BT30 7NE	02843723933
Summit Mountain Biking - Mountain Bike Guiding, Skills, Coaching	Ciara MacManus/Conor Graham 91 Church Road Glengormley	Antrim	BT36 6HG	07973115303 / 07786136324
SurfSUPNI.com	The Harbour Portballintrae	Antrim	BT57 8RS	07796614844
Swall Mountaineering	7 Tullybrannigan Avenue, Newcastle,	Down	BT33 0TL	07793453278
Teambuild Ireland	The Stables Tullynewbank Road Glenavy	Antrim	BT29 4PQ	028 94 470125
THE BOY'S BRIGADE BELFAST BATTALION	14 May Street, Belfast	Antrim	BT1 4NR	028 9032 4853
The Embankment	Belfast Indoor Tennis Arena Ormeau Embankment Belfast	Antrim	BT6 8LT	028 9045 8024



<b>Name</b>	<b>Address</b>	<b>County</b>	<b>Postcode</b>	<b>Phone</b>
The Highpoint Group	The HighPoint Group The Corncrane Building Lower Square Castlewelan	Down	BT31 9DQ	028 4377 0714
The Jungle NI	60 Desertrmartin Road Moneymore Magherafelt	Londonderr y	BT45 7RB	028 867 48881
The Outdoor Fox	John McSorley 268 Ballywalter Rd Millislie	Down	BT22 2LZ	07779295299
Titanic Tours	48 St John's Close 2 Laganbank Road Belfast	Antrim	BT1 3LX	028 9033 0844
Todds Leap	Todds Leap Activity Centre Todds Leap Road Ballygawley	Tyrone	BT70 2BW	028 8556 7170
Tollymore National Outdoor Centre	Bryansford Newcastle	Down	BT33 OPT	028 4372 2158
Tours N Trails	16 Sheriffs Road Sherriffs Mountain	Londonderr y	BT48 OJS	028 7136 7000
Treasure Trails	69 Kingsway Drive, Portadown	Armagh	BT623DX	07980859028
Triton Marine Charter Services	17 Whierock Drive Ardglass	Down	BT30 7TH	028 4484 2865
Troggs	88 Main Street Portrush	Antrim	BT56 8BN	028 7082 5476
TrySkirmishing Outdoor Laser Adventure	Office Address PO BOX 543 Craigavon	Armagh	BT65 4AH	028 38 322 347
Tudor Farm Watersports	619 Boa Island Road Kesh Co Fermanagh	Fermanagh	BT93 8AQ	028 6863 1943
Ultimate Water Sports	Castle Archdale Marina Lisnarick Irvinestown	Fermanagh	BT94 1PP	07808736818
Walk Antrim Hills.com	2 Croft Heights Ballygally Larne	Antrim	BT40 2QS	02828583483
Walk on the Wild Side	137 Donaghane Road Omagh	Tyrone	BT79 OXE	028 8075 8452
Walk With Marty	Walk on the Wild Side 137 Donaghane Road OMAGH	Tyrone	BT79 OXE	07714835977
Walks in the Mournes	Domnall McComish 15 Slieve Shannagh Park Newcastle	Down	BT33 OHW	028 437 25143
Welcome Ireland	10 Glenloch Park Coleraine	Londonderr y	BT52 1TY	028 7035 2864
Wildgeese Skydiving Centre	Ms Maggie Penny Movenis Airfield 116 Carrowreagh Road Garvagh	Londonderr y	BT51 5LQ	028 2955 8609
Wild-Live	Castle Ward Strangford Downpatrick	Down	BT30 7LS	079-190 62 834

Name	Address	County	Postcode	Phone
Xplore Outdoors	15 Glenara Woods Coleraine	Londonderry	BT51 3TR	07734365321
Xtreme North West	9 Main Street, Belleek,	Fermanagh	BT93 3FY	02868658770

#### 20.4. Cycling

Name	Address 1	Address 2	Town/City	County	Postcode	Phone
A1 Belfast Bicycle Repair Work Shop	16 King Street		Belfast	Antrim	BT1 1HU	028 9032 8848
Bees Cycles	4 Waterloo Street		Londonderry	Londonderry	BT48 6HE	028 7137 2155
Belfast Bicycle Workshop	1a Lawrence Street		Belfast	Antrim	BT7 1LE	028 9043 9959
Bicycle Shack	61F Bank Square		Portlengone	Antrim	BT44 8HP	028 2582 2070
Bike Bits NI	Unit 2	68 Balloo Road	Bangor	Down	BT19 7PG	028 9185 9335
Bikeworks	Unit 70 Dunlop Industrial Estate	1 Balloo Link	Bangor		BT19 7HJ	028 9127 3001
BM Cycles	1569 Clooney Road		Eglinton	Londonderry	BT47 3DY	028 7181 0063
bmdcycles	65 Bridge Street		Craigavon	Armagh	BT63 5AA	028 3835 2828
Boyd Cycles	36 Davis Street		Keady	Armagh	BT60 3RS	028 3753 1229
BPC Cycle Centre	30 Main Street		Strabane	Tyrone	BT82 8AS	028 7188 6113
Brian Kinnings Cycles	74 Castlereagh Road		Belfast		BT5 5FP	028 9058 9589
Carmony Cycles	57 Manse Road	Ferguson Centre	Newtownabbey		BT36 6RW	028 9084 3668
Causeway Cycle Hire	19 Burnside Road		Portstewart	Londonderry	BT55 7NS	079 2795 6657

Name	Address 1	Address 2	Town/City	County	Postcode	Phone
Central Cycles	4 Church Lane		Portadown	Armagh	BT62 3PW	028 3833 7910
Chain Reaction Cycles LTD	Unit 1 Balmoral Plaza	Boucher Road	Belfast	Antrim	BT12 6HR	028 9068 2703
Chain Reaction Cycles Ltd	7 Kilbride Road		Ballyclare	Antrim	BT39 0QA	028 9335 2976
Cicli Sport	24 Market Street		Moneymore		BT45 7PE	028 8674 8748
Claudy Cycles	556 Barnailt Road		Claudy	Londonderry	BT47 4EF	028 7133 8128
Conway Cycles	157 Loughmacrory Road	Loughmacrory	Omagh	Tyrone	BT79 9LF	028 8044 6414
Cookstown Cycles	Unit 2 Derryloran Business Park	Derryloran Industrial Estate	Sandholes Road, Cookstown	Tyrone	BT80 9LU	028 8676 9667
Country Cycles	26 Lisnanane Lane		Cookstown	Tyrone	BT80 9BJ	028 8774 6110
CS Cycles	348 Woodstock Road		Belfast		BT6 9DP	028 9045 7636
Cycle Supplies Wholesale	14 Ashvale Park		Hillsborough	Down	BT26 6DW	028 9268 9995
Cycle Zone	8 Railway Street		Lisburn		BT28 1XG	028 9266 2066
Cycleology	3 College Street		Armagh		BT61 9BT	028 3752 8223
Cyclingrunning	29 Olde Forge		Craigavon	Armagh	BT67 0RS	075 4006 4180
Dave Kane	263-309 Upper Newtownards Road		Belfast		BT4 3JF	028 9065 3139 (bikes) / 028 9065 8144 (clothing)
Easy Rider Factory Bicycle Shop	10 Curran Road	Magherafelt		Londonderry	BT45 8AF	028 7946 8336

Name	Address 1	Address 2	Town/City	County	Postcode	Phone
Full Cycle	387 Antrim Road		Belfast		BT15 3BG	028 9074 1569
Green Bike Store Ltd	7a Loughway Business Park	Greenbank Industrial Estate	Newry		BT34 2TH	028 3083 2829
Hickland Cycles Ltd	2a Glenavy Road	Ballinderry Upper	Lisburn		BT28 2EU	028 9265 2711
Hype Urban Sports Store	Unit 4 Nelson Trade Centre	Nelson Street	Belfast	Antrim	BT15 1BH	028 9024 5241
I.M Bikes	63 Boveedy Road		Kilrea	Coleraine	BT51 5XU	028 2954 0948
International Cycle Distributors	65 Saintfield Road		Ballynahinch	Down	BT24 8UZ	028 9756 5600
JMC Cycles	140 Forkhill Road	Drumintee	Newry	Armagh	BT35 8SU	028 3088 8593
John M. Hanna Cycles	11-15 Chapel Hill		Lisburn	Antrim	BT28 1EP	028 9267 9575
JP Bikez	9 Henry Street		Enniskillen	Fermanagh	BT74 7JT	075 1274 5258
JR Cycles	Unit 3-4 Dinree House		Dungannon	Tyrone	BT70 1HN	028 8772 7072
JR Magill Cycles	19 Princes Street		Dromore		BT25 1AY	028 9264 6111
KM Cycles (The Green Bicycle Company)	Flat 2	75 Palmerston Road	Belfast	Antrim	BT4 1QD	075 2277 2788
Lakeland Bikes	1 Portland Business Park	Tempo Road	Enniskillen		BT74 4RH	028 6632 2511
Madigan Pro Bike Centre	89 Irish Quarter South		Carrickfergus	Antrim	BT38 8BW	028 9335 1844
McConvey Cycles	183 Ormeau Road		Belfast		BT7 1SQ	028 9033 0322
Mountain Trail	49 High Street		Holywood	Down	BT18 9AB	028 9042 8529
Mourme Cycles	9 Dundrum Road		Newcastle	Down	BT33 0BG	028 4372

Name	Address 1	Address 2	Town/City	County	Postcode	Phone
North Coast Leisure	220 Ballybogy Road		Portrush	Antrim	BT56 8NE	028 7082 1100
On Your Bike.co.uk	Unit 22	16 Balloo Avenue	Bangor		BT19 7QT	028 9127 0288
Outdoor Life	3a Market Street		Ballymoney	Antrim	BT53 6EA	028 2764 9060
Portlennone Cycle Centre	56 Kilrea Road		Portlennone		BT44 8AF	028 2582 1855
Psycho Cycles	21 Abbot Court		Newtownards	Down	BT23 8US	077 9146 1190
Quinn Cycles	4-6 Bridge Street		Newry	Down	BT34 4AD	028 4176 2654
R Burns Cycle Centre	31a Church Square		Banbridge	Down	BT32 4AP	028 4066 2863
Real Cycles	Unit 1 Temple Shopping Centre	88 Carryduff Road	Temple		BT27 6YL	028 9263 9420
Roe Valley Cycles	35 Catherine Street		Limavady		BT49 9DA	028 7776 6406
S Lindsay and Son	2 Rathbeg		Cookstown	Tyrone	BT80 8HR	028 8676 3070
Slane Cycles	171 Andersonstown Road		Belfast	Antrim	BT11 9EA	028 9060 0040
Smyths Cycle and Camping	46 Long Commons		Coleraine		BT52 1LH	028 7034 4585
Stewart Cycles	14 Havelock Place		Newry	Down	BT34 3NE	028 4177 3565
Street-Bikes	44 Davis Street		Keady	Armagh	BT60 3RS	028 3753 9175
The Bike Centre	124 Dromore Road		Ballynahinch	Down	BT24 8HX	028 9756 1706
The Cycle Centre	18 Clifton Street		Belfast		BT13 1AA	028 9024 1436

Name	Address 1	Address 2	Town/City	County	Postcode	Phone
TJ McCabrey Cycles	68-70 William Street	Lurgan	Craigavon			028 3832 5720
Total Cycling	8E Campsite Industrial Estate		Eglinton		BT47 3PF	028 7181 2426
Von 2 Components	125 Sherrygrim Road		Cookstown	Tyrone	BT80 9BH	028 8774 7766

#### 20.5. Other specialised activities

Name	Address 1	Address 2	Town/City	County	Postcode	Phone
<b>CLAY TARGET SHOOTING</b>						
Camview Farms Clay Target Shooting Complex	43 Loughmagarry Road		Ballymena		BT43 6TW	028 2568 5340
<b>QUADS- SEGWAY</b>						
Northcot Quads	25 Cockhill Road		Lisburn	County Antrim	BT27 5RS	079 6864 5931
ATV Doctor	98 Hornbeam Road		Belfast	County Antrim	BT17 9DN	075 1791 1740
Wyllies Quad	34a Ballyrickard Road		Larne	County Antrim	BT40 3EQ	028 2827 2748
R Fulton Quads	88 Dernaflaw Road		Londonderry	County Londonderry	BT47 4PR	028 7774 0125
ATV Accessories (Blaney Motors)	37 Carnearney Road	Ahoghill	Ballymena	County Antrim	BT42 2PJ	028 2587 8744
Quad-X	37A Carnearney Road	Ahoghill	Ballymena	County Antrim	BT42 2PJ	028 2587 2800
<a href="#">Segway NI</a>	14 Ballyhannon Park		Craigavon		BT63 5SF	07764 448673
ASH FARM BUGGIES	19 Castleraw Road		Armagh		BT61 8PT	028 3889 1549 / 07514 283 634
<b>HORSE RIDING</b>						
Mount Pleasant Equestrian	Bannonstown Road		Castlewellan	County	BT31 9BG	028 4377 8651



Name	Address 1	Address 2	Town/City	County	Postcode	Phone
Centre				Down		
Mourne Trail Riding Centre	98 Castlewellan Road		Newcastle	County Down	BT33 0JP	028 4372 4351
Birr House Riding Centre	81 Whinney Hill	Craigantlet	Dundonald	Belfast	BT16 1UA	028 9042 5858
Lime Park Equestrian Centre	5 Lime Kiln Road		Craigavon	County Armagh	BT67 0JD	028 9262 1139
Moorhill Stables	7 Moor Hill Road		Newry	County Down	BT34 2QJ	078 1498 0760
Lusk Equestrian Centre	48 Knockany Road		Lisburn	County Antrim	BT27 6YB	028 9263 8407
Barefoot and Bittless	30 Tullygarden Road		Armagh		BT61 8QT	079 0396 5344
R D Equestrian Centre	Ecclesville Centre	11 Ecclesville Road	Omagh	County Tyrone	BT78 2EF	077 0984 6447
Healthview Equestrian	60 Upper Gransha Road		Donaghadee	County Down	BT21 0LZ	079 7755 5541
Smyths Saddlery and Ski	6-9 Kildare Street		Newry	County Down	BT34 1DQ	028 3026 9229
Foxhill Farm Livery	6 Beechmount Road		Belfast	County Antrim	BT8 8AD	077 1786 0409
Narrow Water Equestrian and Trekking	Narrow Water Equestrian Centre	Newry Road	Newry	County Down	BT34 3LE	028 4133 8380
Crindle Stables	6 Carrowclare Road		Limavady		BT49 9ED	028 7776 8257
Eglinton Equestrian Club	Lower Airfield Road		Londonderry	County Londonderry	BT47 3PZ	028 7181 0646
<b>KITE-SURFING</b>						
NI Kitesurfing	14 Ballyrolly Cottages		Newtownards	County Down	BT22 2FE	075 4504 2963
Kite Surf Warehouse	The White Lodge	45 High Bangor Road	Donaghadee		BT21 0PB	028 9188 9608
Ocean Warriors	80 The Promenade		Portstewart	County Londonderry	BT55 7AF	028 7083 6500
<b>PAINTBALL</b>						

Name	Address 1	Address 2	Town/City	County	Postcode	Phone
Paintball Madness	30 Hillside Road		Ballycastle	County Antrim	BT54 6HZ	078 4387 1936
Oakfire Paintball	227 Glenshane Road	Derry	Londonderry		BT47 3EW	080 0121 6242
Escarmouche Paintball Games	21 Antrim Road		Newtownabbey		BT36 7PR	077 7463 6254
Escarmouche Paintball Games	Shane's Castle	Shane Street	Randalstown		BT41 2AD	
WATCH TOWER ADVENTURES	46 Lower Faughill Road	Jonesboro	Newry		BT35 8SQ	07745525102 / 07748461061
<b>BOATS</b>						
Aghinver Boat Co		Ahinver	Irvinestown	County Fermanagh	BT94 1JY	028 6863 1400
Manor House Marine and Cottages Ltd	Lough Erne	Killadeas		County Fermanagh	BT94 1NY	028 68628100
Carrybridge Boat Hire Co	Carrybridge		Enniskillen	County Fermanagh	BT94 5NF	028 6638 7034
Kilhone Bay Boats	Cabin Hill		Belfast		BT4 3LL	028 9065 0059
Strangford Moorings Ltd	Sketrick Islands		Newtownards		BT23 6QH	028 9754 1880
Castlearchdale Boat Hire	Castlearchdale Country Park Rossmore		Enniskillen	County Fermanagh	BT94 1PP	028 6862 1156
Maverick Rides	Tobermore Business Centre	Desertmartin Road	Tobermore, Magherafelt	County Londonderry	BT45 5SG	028 7962 7750
Gordon Darragh Work Boats	17 Stockbridge Road		Donaghadee	County Down	BT21 0PN	028 9188 8212
Norsemaid Sea Enterprises Ltd	152 Portaferry Road		Newtownards	County Down	BT22 2AJ	028 9181 2081
Carrick Craft	Kinnego Marina	Oxford Island	Lurgan		BT66 6NJ	028 3834 4993
Corraquill Cruising	Aghlane		Derrylin	County Fermanagh	BT92 9FT	028 6774 8712
Full Circle Marine	Drumalief Road		Limavady	County Fermanagh	BT49 0QX	028 6863 3166
Aquashak	77a Irish Quarter West		Carrickfergus	County Antrim	BT38 8AT	028 9332 6304

Name	Address 1	Address 2	Town/City	County	Postcode	Phone
North South Marine and Leisure	DP1 Farranasculloge		Lisnaskea	County Fermanagh	BT92 0AW	028 6772 1720
Tony's Marine Service	10 Ballindreen Road		Coleraine	County Londonderry	BT52 2JU	028 7035 6422
Ballyholme Yacht Club	Seacliff Road		Bangor	County Down	BT20 5HT	028 9127 1467
Savage Adventures by Land or Sea	4 Kincora Mews		Belfast	County Antrim	BT4 3NG	077 1286 5823
<b>DIVING</b>						
DV Diving	138 Mount Street		Newtownards	County Down	BT22 2ES	028 9186 1686
Aquaholics	14 Portmore Road		Portstewart	County Londonderry	BT55 7BE	028 7083 2584
TDI - SDI UK	27 Manse Road		Downpatrick	County Down	BT30 9LY	028 4483 2992
North Irish Diver Ltd	161b Low Road	Islandmagee	Larne	County Antrim	BT40 3RF	028 9338 2246
<b>JET SKI</b>						
Jet Products	191 Melmount Road		Sion Mills	County Tyrone	BT82 9LA	028 8165 8668
Wet & Wild Jet Ski Centre	78 Front Road		Drumbo	County Antrim	BT27 5JX	028 9082 7107
Kilmore Jetworks Ltd	Unit 15 Drumbrughas North	Lisnaskea Enterprise Ctr.	Lisnaskea	County Fermanagh	BT92 0PE	028 6772 2073
Jet-Tec Performance	51 Mallusk Road		Newtownabbey	County Antrim	BT36 4PU	028 9084 4208
<b>SAILING</b>						
McCready Sailboats Ltd	2 Priory Park		Hollywood	County Down	BT18 0LG	028 9042 1821
Causeway Coast Sailing	Ballycastle Marina	42 Straid Road	Ballycastle	County Antrim	BT54 6HF	077 5922 8111
Sketrick Sail Makers Ltd	Sketrick Islands	Killinchy	Newtownards	County Down	BT23 6QH	028 9754 1400

Name	Address 1	Address 2	Town/City	County	Postcode	Phone
Down Marine Co Ltd	163 Comber Road		Belfast	County Antrim	BT16 2BU	028 9048 0247
Kircubbin Sailing Club	106 Shore Road		Newtownards	County Down	BT22 2RP	028 4273 8422
Donaghadee Sailing Club	20 Shore Street		Donaghadee	County Down	BT21 0LG	028 9188 4270
MGM Marine Ltd	Sketrick Islands		Kilinchy	County Down	BT23 6QH	078 0122 8805
The Strangford Sailing Club	Castleward Estate	Strangford	Downpatrick	County Down	BT30 7LS	028 4488 1774
Portaferry Sailing Club	38-40 Shore Road		Newtownards	County Down	BT22 1JZ	028 4272 8770
Cushendall Sailing and Marine Club Ltd	Coast Road		Ballymena	County Antrim	BT44 0QW	028 2177 1673
Brian Willis Marine	16d Starbog Road		Larne	County Antrim	BT40 2TJ	077 1821 1508
Custom Covers NI	8a Donaldsons Avenue		Carrickfergus	County Antrim	BT38 7EG	028 9336 3734
Bosun Bob's Chandlery	2 Quay Street		Bangor	County Down	BT20 5ED	028 9122 9532
The Edge Watersports Warehouse	233 Loughan Road		Coleraine	County Antrim	BT52 1UD	028 2766 8999
<b>SURFING</b>						
Troggs Surf School	5 Bath Terrace		Portrush		BT56 8AN	028 7082 2335
Woodies Surf School	102 Lower Main Street		Portrush		BT56 8DA	028 7082 3273
Troggs Surf Shop	88 Main Street		Portrush	County Antrim	BT56 8BN	028 7082 5476
Alive Surf School	73 Ballywillin Crescent		Portrush	County Antrim	BT56 8GJ	079 3595 2532
Rosy Surf and Skate Ltd	Unit 3 Springtown Industrial Estate		Londonderry	County Londonderry	BT48 0LY	028 7137 4454
Ski Supreme Waterski School	197 Loughan Road		Coleraine	County Londonderry	BT52 1UD	028 7035 5700

<b>Name</b>	<b>Address 1</b>	<b>Address 2</b>	<b>Town/City</b>	<b>County</b>	<b>Postcode</b>	<b>Phone</b>
<b>AIR</b>						
Ulster Gliding Club Ltd	Bellarena Airfield	366a Seacoast Road		County Londonderry	BT49 0LA	028 7775 0301
Moonjumper International	Suite 9 Sandel Village Centre	Knocklynn Road	Coleraine		BT52 1WT	028 7035 6356
The Amphibious Flying Club Ltd	St. Angelo Airport Rossahilly		Enniskillen	County Fermanagh	BT94 2FP	028 6634 6861
Wild Geese Skydiving Club	116 Carrowreagh Road		Garvagh	County Derry	BT51 5LQ	028 2955 8609
<b>CLIMBING</b>						
CLIMB NI	80 Waterloo Road		Larne	County Antrim	BT40 1HB	077 9508 6484

## 20.6. Questionnaire – Survey of Outdoor Recreation Clubs

### RESEARCH ON THE ECONOMIC IMPORTANCE OF OUTDOOR RECREATION IN NORTHERN IRELAND

#### **CONFIDENTIAL INFORMATION REQUEST**

We would be grateful if you could assist in providing the information requested below on your organisation. The information you provide will be treated as **Strictly Confidential**, and will be aggregated anonymously along with the responses received from other clubs, to be used only for the purposes of this research study for Sport Northern Ireland. Please e-mail your response to Themis Kokolakis ([T.Kokolakis@shu.ac.uk](mailto:T.Kokolakis@shu.ac.uk)) at the Sport Industry Research Centre, or alternatively please either fax your response (0114 225 4356) for the attention of Themis or post to Themis Kokolakis, SIRC, Room A118, Collegiate Hall, Sheffield Hallam University, Sheffield S10 2BP.

We would welcome your contribution to this study, which is important in raising awareness of the economic importance of Outdoor Recreation in Northern Ireland, and for Government decision-making on the funding of our sector.

#### **Background Information**

1. Please indicate the number of registered members in your club in 2011:

Registered members in 2011: \_\_\_\_\_  
Social members (included in the figure above): \_\_\_\_\_

2. Please indicate the number of people your club currently employs (on a paid basis):

Full-time workers in 2011: \_\_\_\_\_  
Part-time workers in 2011: \_\_\_\_\_

3. Please indicate the number of volunteers working in your club (on a non-paid basis):

Volunteers in 2011: \_\_\_\_\_

4. Please indicate the average number of hours a volunteer contributes to your club per week:

Average number of hours/week in 2011: \_\_\_\_\_

5. Please indicate the average number of hours a part-time employee works per week in your club:

Average number of hours /week in 2011: \_\_\_\_\_

#### **Income and Expenditure**

6. Please indicate the average membership fee (per member) in your club:

Average membership fee (per member) in 2011: \_\_\_\_\_

7. Please indicate the amount of **income** received by your club in 2011 under the following headings:

<b>Income*</b>	<b>2011, £</b>
Total income from subscriptions (overall)	
Event admission fees / tickets	
Hire of equipment to players/members	
Hire of equipment to organisations	
Advertising and Sponsorship	
Coaching	
National Lottery funding	

Other lotteries and raffles, gaming machines	
Bar and Restaurant	
Grant from National Governing Body	
Grant from Sport Northern Ireland	
Grant from Local Government	
Other income	
<b>Total Income**</b>	

8. Please indicate the amount of **expenditure** paid by your club in 2011 under the following headings:

<b>Expenditure*</b>	<b>2011, £</b>
Wages and Salaries	
Spending on kit	
Ground hire and rents	
Local Authority rates	
Hire of Equipment	
Utilities (e.g. Heat, Light, Water, Telephone)	
Bar and Restaurant supplies	
Purchase of equipment	
Building construction or maintenance	
Other	
<b>Total Expenditure**</b>	

9. Please indicate your club's overall capital expenditure in the **three year period 2009-2011** under the following headings:

<b>Expenditure</b>	<b>2009-2011, £</b>
Purchase of equipment	
Building construction or maintenance	

\* Some of the above categories may not match exactly with your accounts. Please provide data on approximately matching categories.

\*\* Please, if possible, provide **accurate totals** even if you do not wish to disclose all the details required.



## 20.7. Data Internet Sources

### Abstract of Statistics

[http://data.gov.uk/dataset/northern\\_ireland\\_abstract\\_of\\_statistics\\_online](http://data.gov.uk/dataset/northern_ireland_abstract_of_statistics_online)

### Agriculture

[http://data.gov.uk/dataset/statistical\\_review\\_of\\_northern\\_ireland\\_agriculture](http://data.gov.uk/dataset/statistical_review_of_northern_ireland_agriculture)

[http://data.gov.uk/dataset/animal\\_feed\\_statistics\\_northern\\_ireland](http://data.gov.uk/dataset/animal_feed_statistics_northern_ireland)

[http://data.gov.uk/dataset/farm\\_incomes\\_in\\_northern\\_ireland](http://data.gov.uk/dataset/farm_incomes_in_northern_ireland)

### Angling

<http://www.discovernorthernireland.com/angling/?qclid=CM279-bQ8bMCFebLtAodTWgAqw>

[http://www.dcalni.gov.uk/economic\\_impact\\_of\\_angling\\_final\\_report\\_july\\_2007.pdf](http://www.dcalni.gov.uk/economic_impact_of_angling_final_report_july_2007.pdf)

### Annual Business Inquiry

[http://data.gov.uk/dataset/northern\\_ireland\\_annual\\_business\\_inquiry](http://data.gov.uk/dataset/northern_ireland_annual_business_inquiry)

### Annual Survey of Hours and Earnings

[http://data.gov.uk/dataset/annual\\_survey\\_of\\_hours\\_and\\_earnings\\_northern\\_ireland](http://data.gov.uk/dataset/annual_survey_of_hours_and_earnings_northern_ireland)

### Business Survey

<http://www.nisra.gov.uk/publications/default.asp21.htm>

### Coastal zone

[http://data.gov.uk/dataset/northern\\_ireland\\_coastal\\_zone](http://data.gov.uk/dataset/northern_ireland_coastal_zone)

### Companies House

<http://www.companieshouse.gov.uk/>

### Construction

[http://data.gov.uk/dataset/northern\\_ireland\\_construction\\_bulletin](http://data.gov.uk/dataset/northern_ireland_construction_bulletin)

### Consumer Trends:

<http://www.ons.gov.uk/ons/rel/consumer-trends/consumer-trends/q2-2012/stb-consumer-trends.html>

### Country Parks

<http://www.countrysiderecreation.org.uk/downloads/2009%20-%20Seminar%20-%20A%20New%20Era%20for%20Country%20Parks.pdf>

#### Economic Reports

<http://www.detini.gov.uk/deti-stats-index.htm>

#### Employment

[http://data.gov.uk/dataset/quarterly\\_employment\\_survey\\_northern\\_ireland](http://data.gov.uk/dataset/quarterly_employment_survey_northern_ireland)

[http://data.gov.uk/dataset/northern\\_ireland\\_labour\\_market\\_report](http://data.gov.uk/dataset/northern_ireland_labour_market_report)

[http://data.gov.uk/dataset/quarterly\\_employment\\_survey\\_northern\\_ireland](http://data.gov.uk/dataset/quarterly_employment_survey_northern_ireland)

[http://data.gov.uk/dataset/northern\\_ireland\\_labour\\_market\\_report](http://data.gov.uk/dataset/northern_ireland_labour_market_report)

[http://data.gov.uk/dataset/labour\\_force\\_survey\\_quarterly\\_supplement\\_northern\\_ireland](http://data.gov.uk/dataset/labour_force_survey_quarterly_supplement_northern_ireland)

#### Environmental Statistics

[http://data.gov.uk/dataset/northern\\_ireland\\_environmental\\_statistics\\_report](http://data.gov.uk/dataset/northern_ireland_environmental_statistics_report)

#### Family Spending:

[http://www.ons.gov.uk/ons/dcp171766\\_286671.pdf](http://www.ons.gov.uk/ons/dcp171766_286671.pdf)

#### Household projections

[http://data.gov.uk/dataset/northern\\_ireland\\_household\\_projections](http://data.gov.uk/dataset/northern_ireland_household_projections)

[http://data.gov.uk/dataset/sub-northern\\_ireland\\_household\\_projections](http://data.gov.uk/dataset/sub-northern_ireland_household_projections)

#### Local Councils

<http://www.nidirect.gov.uk/local-councils-in-northern-ireland>

<http://local.direct.gov.uk/LDGRedirect/index.jsp?LGSL=1465&LGIL=8>

[http://www.doeni.gov.uk/index/local\\_government/local\\_government\\_funding.htm](http://www.doeni.gov.uk/index/local_government/local_government_funding.htm)

#### Lottery Funding

<http://www.lottery.culture.gov.uk/>

<http://www.official-documents.gov.uk/document/hc1213/hc04/0455/0455.pdf>

#### ONS:

<http://www.ons.gov.uk/ons/index.html>

#### Outdoor Northern Ireland

<http://www.outdoorni.com/>

<http://www.outdoorni.com/providers/?k=OUTDOOR+&t=1>

#### Outdoor Recreation Northern Ireland

<http://www.outdoorrecreationni.com/>

<http://www.outdoorrecreationni.com/downloads/2077%20CAAN%20Op%20Plan%20FINAL%20ART%20Layout%201.pdf>

<http://www.outdoorrecreationni.com/publications/outdoor-recreation-ni/>

<http://www.outdoorrecreationni.com/publications/outdoor-recreation-ni/>

<http://www.outdoorrecreationni.com/publications/outdoor-recreation-ni/>

#### Physical Activity

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[http://www.dcalni.gov.uk/sports\\_bulletin\\_final-2.pdf](http://www.dcalni.gov.uk/sports_bulletin_final-2.pdf)

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#### Population projections

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[http://data.gov.uk/dataset/population\\_estimates\\_for\\_uk\\_england\\_and\\_wales\\_scotland\\_and\\_northern\\_ireland](http://data.gov.uk/dataset/population_estimates_for_uk_england_and_wales_scotland_and_northern_ireland)

#### Production

<http://www.detini.gov.uk/deti-stats-index/stats-surveys/stats-index-of-production.htm>

[http://data.gov.uk/dataset/manufacturing\\_sales\\_and\\_exports\\_northern\\_ireland](http://data.gov.uk/dataset/manufacturing_sales_and_exports_northern_ireland)

#### Regional Analysis

<http://www.detini.gov.uk/deti-stats-index.htm>

#### Services

<http://www.detini.gov.uk/deti-stats-index/stats-surveys/stats-ios.htm>

#### Spent over £25,000 in UK Sport

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#### Sport Northern Ireland

<http://www.sportni.net/participation/Active+Outdoors>

<http://www.sportni.net/Funding/Awards+for+Sport>

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Sport and Recreation Alliance

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[http://www.visitbritain.org/Images/UK%20Tourist%202010\\_tcm29-28979.pdf](http://www.visitbritain.org/Images/UK%20Tourist%202010_tcm29-28979.pdf)

[http://www.detini.gov.uk/visitor\\_attraction\\_2011.pdf](http://www.detini.gov.uk/visitor_attraction_2011.pdf)

Voluntary sector

<http://voluntarynews.org.uk/news/category/location/n-ireland/>

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Waterways

<http://data.gov.uk/dataset/waterways-ireland-inspire-view>

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

## 20.8. Sectorial Accounts

### CONSUMER SECTOR EXPENDITURE: DESTINATIONS

£ million	Total	CG	LG	C-OR	C-NOR	VOL	TRADE
Outdoor Accessories	2.6	0.4		0.9			1.3
Fishing equipment	6.4	1.1		2.1			3.2
Watersports and specialised equipment	2.3	0.4		0.8			1.1
Hire of equipment	3.0	0.5		2.5			
Open air recreation equipment	7.0	1.2		2.3			3.5
other major durables	9.0	1.5		3.0			4.5
Bicycles (adults)	24.8	4.1		12.4			8.3
Boats (racing and sails)	14.6	2.4		4.9			7.3
Clothing sales	18.0	3.0		6.0			9.0
Footwear sales	4.0	0.7		1.3			2.0
Angling related accommodation	2.6	0.4		2.2			
Outdoor Centres/ Parks/Charities	21.9	3.7				18.3	
Voluntary clubs	3.2	0.5				2.7	
Publications	1.0	0.2		0.8			
Angling licences and permits competition fees	5.1	5.1					
Travel Cost	6.3	1.0				5.2	
<b>TOTAL</b>	<b>131.8</b>	<b>26.2</b>	<b>0.0</b>	<b>39.2</b>	<b>5.2</b>	<b>21.0</b>	<b>40.2</b>

**CONSUMER SECTOR INCOME: SOURCES**

£ million	Total	CG	LG	C-OR	C-NOR	VOL	TRADE
Wages SNI	0.90	0.90					
Wages NITB	0.12	0.12					
Wages NIEA	1.55	1.55					
	0.00						
Commercial Sport	10.30			10.30			
Voluntary sector	12.30					12.30	
Commercial non-sport	17.02				17.02		
Local Government	6.79		6.79				
	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>48.97</b>	<b>2.56</b>	<b>6.79</b>	<b>10.30</b>	<b>17.02</b>	<b>12.30</b>	<b>0.00</b>

**COMMERCIAL OUTDOOR RECREATION INCOME: SOURCES**

	£ million						
	Total	CONS	CG	LG	C-NOR	VOL	TRADE
Outdoor Accessories	0.9	0.9					
Fishing equipment	2.1	2.1					
Watersports equipment	0.8	0.8					
Hire of equipment	2.5	2.5					
Open air recreation equipment	2.3	2.3					
other major durables	3.0	3.0					
Bicycles (adults)	108.5	12.4					96.1
Boats (racing and sails)	4.9	4.9					
Clothing sales	6.0	6.0					
Footwear sales	1.3	1.3					
Angling related accommodation	2.2	2.2					
Publications	0.8	0.8					
Clubs	0.5					0.5	
Outdoor Centres	2.4					2.4	
Charities, Parks	0.9					0.9	
Commercial non-OR	0.0				0.0		
Local Government inputs	0.7			0.7			
<b>Total income</b>	<b>139.9</b>	<b>39.2</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>	<b>3.8</b>	<b>96.1</b>



**COMMERCIAL OUTDOOR RECREATION EXPENDITURE: DESTINATIONS**

£ million	Total	CONS	CG	LG	C-NOR	VOL	TRADE
Bicycles wages	7.6	5.4	2.2				
other inputs	94.4				7.6		86.8
(factor surplus)	6.5						
(value-added)	14.1						
Fishing/ Angling wages	1.3	0.9	0.4				
inputs	2.2				1.6		0.5
(factor surplus)	0.9						
(value-added)	2.2						
Outdoor equipment wages	2.3	1.7	0.7				
other inputs	5.2				1.0		4.1
(factor surplus)	2.0						
(value added)	4.3						
clothing & footwear wages	1.8	1.3	0.5				
other inputs	4.0				0.8		3.2
(factor surplus)	1.5						
(value added)	3.3						
Other specialised including watersports wages	1.4	1.0	0.4				
other inputs	3.1				0.8		2.3
(factor surplus)	1.1						
(value added)	2.6						
Corporation tax	2.4		2.4				
Rates	0.8			0.8			
Voluntary sector	2.0					2.0	
Other capital expenditure Retailers	2.6		0.4		1.6		0.5
<b>Total expenditure</b>	<b>131.1</b>	<b>10.3</b>	<b>7.0</b>	<b>0.8</b>	<b>13.4</b>	<b>2.0</b>	<b>97.6</b>

**VOLUNTARY SECTOR INCOME: SOURCES**

£ million	Total	CONS	CG	LG	C-OR	C-NOR	TRADE
<b>CLUBS</b>							
Subscriptions	1.3	1.3					
Admission fees	0.2	0.2					
Hire of equipment	0.2	0.2					
Advertising sponsorship	0.0						0.0
Coaching	0.0	0.0					
Catering	1.1	1.1					
Other	0.3	0.3					
Grants (SNI)	0.9		0.9				
Grants (NITB)	0.0		0.0				
Grants Local Authority	0.2			0.2			
	<b>4.4</b>	<b>3.2</b>	<b>0.9</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	
<b>OUTDOOR CENTRES</b>							
Participants/Admissions	5.7	5.1					0.7
Accommodation	3.8	3.3					0.6
Hire equip to people	0.2	0.2					0.0
Hire equip to firms	0.1				0.0		0.0
Advertising	0.0				0.0	0.0	
Coaching	0.1	0.1					0.0
Raffles and Gaming	0.5	0.4					0.1
Catering	3.5	3.0					0.5
Other	6.8	2.8			1.4	1.4	1.2
Lottery	1.1						1.1
Grants	0.7		0.7				
Grants Local Government	3.1			3.1			
<b>PARKS &amp; FORESTS</b>							
Participants/Admissions	2.8	2.5					0.3
Accommodation	0.0	0.0					0.0
Hire equip to people	0.0	0.0					0.0
Catering	0.1	0.1					0.0
Other	0.4	0.3					0.0
Grant-CG	2.3		2.3				

Grant-for National Trust (OR related)			0.1				
Grant-LG	0.1			0.1			
<b>CHARITIES</b>							
Participants/Admissions	0.4	0.4					
Commercial income	0.3					0.3	
Other	0.2	0.1			0.1		
Donations	0.2	0.2					
Grant-CG	0.2		0.2				
<b>ASSOCIATIONS</b>							
Participants/Admissions	0.2						
Donations	0.4	0.2			0.1	0.1	
Commercial income	0.4				0.3	0.1	
Grant-SNI	1.5		1.5				
Grant NITB	0.1		0.1				
Grant- NIEA/NIRDP	1.1		1.1				
<b>TOTAL</b>	<b>40.4</b>	<b>21.9</b>	<b>6.7</b>	<b>3.4</b>	<b>2.0</b>	<b>3.2</b>	<b>3.3</b>

**VOLUNTARY SECTOR EXPENDITURE: DESTINATIONS**

£ million	Total	CONS	CG	LG	C-OR	C-NOR	TRADE
<b>CLUBS</b>							
Wages	0.3	0.2	0.1				0.3
Equipment /kit	0.4		0.1		0.3		0.4
Rent	0.2			0.1		0.1	0.2
Utilities/rates	0.1			0.1		0.1	0.1
Catering	0.5					0.5	0.5
Construction	1.8					1.8	1.8
Other	0.9	0.2	0.0		0.2	0.5	0.9
<b>OUTDOOR CENTRES</b>							
Wages	13.6	9.7	3.9				13.6
Kit	0.1		0.0		0.1		0.1
Rent	0.3			0.1		0.1	0.3
Rates	0.1			0.1			0.1
Utilities	1.6					1.6	1.6
Catering	1.5					1.5	1.5
Equipment	0.4		0.1		0.3		0.4
Construction	1.9					1.9	1.9
Other	6.3			1.6	2.1	2.6	6.3
<b>PARKS &amp; FORESTS</b>							
Wages	2.8	2.0	0.8				2.8
Kit	0.0		0.0		0.0		0.0
Rent	0.0			0.0		0.0	0.0
Utilities	0.1					0.1	0.1
Catering	0.0					0.0	0.0
Equipment	0.2		0.0		0.2		0.2
Construction	0.4					0.4	0.4
Other	1.0				0.5	0.5	1.0
<b>CHARITIES, NGBs</b>							
Wages	0.3	0.2	0.1				0.3
Audit fees	0.0					0.0	0.0
Supporting volunteers	0.1	0.1					0.1
Supporting partners	0.1			0.0	0.0		0.1
Supporting participants	0.0	0.0					0.0
Construction	0.1					0.1	0.1
Other	1.0				0.2	0.2	0.6
<b>Total</b>	<b>36.3</b>	<b>12.3</b>	<b>5.1</b>	<b>2.1</b>	<b>3.8</b>	<b>12.5</b>	<b>36.3</b>

**COMMERCIAL NON OUTDOOR RECREATION INCOME: SOURCES**

£ million		Total	CONS	CG	LG	C-OR	VOL	TRADE
<i>Sales of current inputs to:</i>								
Central Government	1.0			1.0				
Local Government	6.7				6.7			
Commercial Sport	11.8					11.8		
Voluntary Sport	8.2						8.2	
<i>Sales of capital inputs to:</i>								
Local Government	1.5				1.5			
Commercial Sport	1.6					1.6		
Voluntary Sector	4.2						4.2	
<i>Consumer spending:</i>								
travel	5.2	5.2						
<b>Total income</b>	<b>40.2</b>	<b>5.2</b>	<b>1.0</b>	<b>8.2</b>	<b>13.4</b>	<b>12.5</b>	<b>0</b>	

**COMMERCIAL NON OUTDOOR RECREATION EXPENDITURE: DESTINATIONS**

£ million		Total	CONS	CG	LG	C-OR	VOL	TRADE
<i>Producers of OR related inputs:</i>								
Wages	23.9	17.0	6.9					
imports	10.8							10.8
(factor surplus)	16.3							
(value added)	40.2							
corporation tax	3.3			3.3				
rates	1.2				1.2			
<i>Purchases of inputs from sport:</i>								
sponsorship and advertising	0.6					0.0	0.5	
Other non grant contribution in the vol. sector	1.5						1.5	
advertising								
TV and radio advertising	0.0					0.0		
CNS entertainment	0.0							
Lottery partnerships	1.1	0.0					1.1	
<b>Total expenditure leaving sector</b>	<b>42.3</b>	<b>17.0</b>	<b>10.2</b>	<b>1.2</b>	<b>0.0</b>	<b>3.2</b>	<b>10.8</b>	

**CENTRAL GOVERNMENT INCOME: SOURCES**

£ million							
	Total	CONS	LG	C-OR	VOL	C-NOR	TRADE
<b>TAXES ON EXPENDITURE</b>							
Outdoor Accessories	0.4	0.4					
Fishing equipment	1.1	1.1					
Watersports equipment	0.4	0.4					
Hire of equipment	0.5	0.5					
Open air recreation equipment	1.2	1.2					
other major durables	1.5	1.5					
Bicycles (adults)	4.1	4.1					
Boats (racing and sails)	2.4	2.4					
Clothing sales	3.0	3.0					
Footwear sales	0.7	0.7					
Angling related accommodation	0.4	0.4					
Angling licences and permits competition fees	6.4	5.1					1.3
Outdoor Centres	3.7	3.7					
Voluntry clubs	0.5	0.5					
Local Government	1.8		1.8				
Travel Spending	1.0	1.0					
Exports of services	0.6						0.6
tax CG operations SNI	0.4				0.4		
TAX NITB	0.0				0.0		
Tax NIEA	0.6				0.6		
<b>VOLUNTRY SECTOR</b>	10.3	5.1			5.1		
<b>LOCAL GOVERNMENT</b>	5.5	2.7	2.7				
COMMERCIAL OR	7.0			7.0			
COMMERCIAL NON-OR	10.2					10.2	
<b>TOTAL INOCME</b>	<b>63.6</b>	<b>33.9</b>	<b>4.5</b>	<b>7.0</b>	<b>6.2</b>	<b>10.2</b>	<b>1.8</b>

**CENTRAL GOVERNMENT EXPENDITURE: DESTINATIONS**

£ million	Total	CONS	LG	C-OR	VOL	C-NOR	TRADE
<b><u>SNI</u></b>							
Grants, total	<b>2.8</b>						
clubs					0.9		
Centres					0.0		
charities					0.1		
Associations					1.5		
Councils			0.4				
Wages	1.3	1.3					
<b><u>NITB</u></b>							
Grants, total	<b>1.0</b>						
Associations					0.1		
Centres					0.1		
Clubs					0.0		
Councils			0.5				
Parks					0.1		
National Trust					0.1		
Wages	0.2	0.2					
<b><u>NIEA, NIRDP</u></b>							
Grants, total	<b>2.3</b>						
Parks					1.2		
Associations					1.1		
Maintenance of parks	<b>1.0</b>					1.0	
Wages	2.2	2.2					
<b><u>other</u></b>							
outdoor centres	1.6				0.6		
charities					0.1		
forests					1.0		
<b>TOTAL</b>	<b>12.2</b>	<b>3.6</b>	<b>0.9</b>	<b>0.0</b>	<b>6.7</b>	<b>1.0</b>	<b>0.0</b>



**LOCAL GOVERNMENT INCOME: SOURCES**

£ million							
	Total	CONS	CG	C-OR	VOL	C-NOR	TRADE
SNI	0.4		0.4				
NITB	0.5		0.5				
	0.0						
Voluntary sector	2.1				2.1		0.0
rates	2.0			0.8		1.2	
<b>Total income</b>	<b>5.0</b>	<b>0.0</b>	<b>0.9</b>	<b>0.8</b>	<b>2.1</b>	<b>1.2</b>	<b>0.0</b>

**LOCAL GOVERNMENT EXPENDITURE: DESTINATIONS**

£ million							
	Total	CONS	CG	C-OR	VOL	C-NOR	TRADE
Wages	9.5	6.8	2.7				
Other inputs	8.9		1.5	0.7		6.7	
Grants to voluntary clubs	3.4				3.4		
Capital expenditure	1.8		0.3			1.5	
<b>Total expenditure</b>	<b>23.6</b>	<b>6.8</b>	<b>4.5</b>	<b>0.7</b>	<b>3.4</b>	<b>8.2</b>	<b>0.0</b>

**IMPORTS FROM OUTSIDE N.IRELAND: SOURCES**

£ million							
	Total	CONS	CG	LG	C-OR	VOL	C-NOR
Outdoor Accessories	1.3	1.3					
Fishing equipment	3.2	3.2					
Watersports equipment	1.1	1.1					
Hire of equipment	0.0	0.0					
Open air recreation equipment	3.5	3.5					
other major durables	4.5	4.5					
Bicycles (adults)	95.1	8.3			86.8		
Boats (racing and sails)	7.3	7.3					
Clothing sales	9.0	9.0					
Footwear sales	2.0	2.0					
	0.0						
Commercial OR (other than bicycles)	10.7				10.7		
Voluntary sector	0.2					0.2	
Commercial non OR	10.8						10.8
<b>Totals</b>	<b>148.7</b>	<b>40.2</b>	<b>0.0</b>	<b>0.0</b>	<b>97.6</b>	<b>0.2</b>	<b>10.8</b>

**EXPORTS (TO OUTSIDE N.IRELAND): DESTINATIONS**

£ million							
	Total	CONS	CG	LG	C-OR	VOL	C-NOR
Commercial OR sector	96.1				96.1		
Outdoor Centres and Parks	3.3					3.3	
Public Sector	1.8		1.8				
<b>Total</b>	<b>101.2</b>	<b>0.0</b>	<b>1.8</b>	<b>0.0</b>	<b>96.1</b>	<b>3.3</b>	<b>0.0</b>

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# Department for Enterprise, Trade and Investment



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21 March 2014

**Re: Inquiry into the Benefits of Cycling to the Economy**

Dear Paul,

Thank you for your letter dated 14 February 2014 inviting the Department of Enterprise, Trade and Investment to respond to this inquiry.

Activity Tourism in Northern Ireland, of which cycling and mountain biking are a part, is estimated to be worth £100million. Outdoor Activities support the Tourism 'Priorities for Action' Plan by making better use of our natural resources and The Northern Ireland Tourist Board's Corporate Plan by delivering quality visitor experiences. The activity tourism sector is a young and vibrant industry representing a confident Northern Ireland. In terms of activity tourism product priorities, The Northern Ireland Tourist Board's current focus is on adventure; walking; mountain biking; cycling and canoeing.

The Northern Ireland Tourist Board has invested over £2.2million in development projects for mountain biking trails and off-road cycling trails over the last few years. World class mountain bike trails have been established at Castlewellan; Rostrevor; Davagh and Blessingbourne Estate as well as a jumps park and mountain bike trail at Barnett Demense in Belfast.

The Northern Ireland Tourist Board has also funded several multi-use cycling and walking trails including those at Castleward; Divis & Black Mountain and Blessingbourne Estate.

Activity tourism marketing is delivered through a Service Level Agreement with Outdoor Recreation Northern Ireland who are responsible for industry engagement and development of activity specific websites which include; [www.cycleni.com](http://www.cycleni.com) and [www.mountainbikeni.com](http://www.mountainbikeni.com). The Northern Ireland Tourist Board also offers information for touring cyclists on [www.discovernorthernireland.com/cycling](http://www.discovernorthernireland.com/cycling) which includes route

information as well as where to hire bikes and contacts for guided cycling tours - the number and variety of which has been steadily growing in the past two years, indicating that cycling is a growing interest for our visitors.

The Northern Ireland Tourist Board administers the Tourism Events Fund and cycling events may apply for funding and sponsorship through this. Under the current scheme the following cycling events are being sponsored: Lap the Lough; Curadmir Ulster Cycle and Belfast Welcomes the Giro.

While the objectives of The Northern Ireland Tourist Board's close involvement and financial investment in the Giro d'Italia Big Start 2014 are primarily based upon destination awareness and positive perception of Northern Ireland, there will be significant awareness messaging around cycle tourism.

The Northern Ireland Tourist Board services approximately twelve Republic of Ireland, Great Britain and overseas journalists' trips per year, which include both the mountain biking and cycle tourism product. This figure is likely to increase significantly in 2014 with the Giro activity.

I am copying this letter to the ETI Committee for information.

Yours sincerely,

**DAVID MCCUNE**  
**Department Assembly Liaison Officer**

# Department for Health, Social Services and Public Safety

FROM THE MINISTER FOR HEALTH,  
SOCIAL SERVICES AND PUBLIC SAFETY  
Edwin Poots MLA



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Our Ref: AGY/121/2014

Date: 21 March 2014

## **Inquiry into the Benefits of Cycling to the Economy**

Thank you for your letter of 14<sup>th</sup> February setting out the terms of reference for the Committee for Regional Development's Inquiry into the benefits of cycling to the economy.

I am pleased to have the opportunity to contribute to this Inquiry as I believe the promotion of cycling in our population can help improve health and contribute to a healthy workforce. This in turn can have a significant effect on productivity as well as helping reduce absenteeism.

There are significant long term risks to health of physical inactivity. There are numerous studies concerning the health impact of physical inactivity. From doubling health risks, to adding a disease burden to society that rivals smoking, the implications of an inactive lifestyle are well known. In disease prevention terms, it is important to note that even low levels of physical activity reduce the risk of ill health. Major gains in terms of reduced mortality and morbidity are possible by raising the activity levels of those insufficiently active people, even slightly.

In order to grow the economy Northern Ireland requires a healthy workforce and active travel has a significant role to play in this regards. A population shift to active travel can bring substantial economic benefits through improved health, and therefore should be seen as an integral part of economic development, not just peripheral to it.

Physical Activity is widely recognised as being an important element of a healthy lifestyle. People who are physically active have a lower risk of non-communicable diseases such as obesity, CHD, stroke, some cancers and mental health problems.

Increasing the percentage of people meeting the CMO guidelines on physical activity is a key objective within my Department's 10 year strategic Framework for Preventing and Addressing Overweight and Obesity in NI - A Fitter Futures for All.

Working for a Healthier People



The key targets of the framework aim to reduce the level of obesity in adults by 4% and overweight and obesity by 3% by 2022 and to achieve a 3% reduction of obesity in children and 2% reduction of overweight and obesity by 2022. Whilst obesity is a complex problem that requires action from individuals and societies across multiple sectors, one of the key actions that is needed in this response is that of modifying environments so that they are supportive of healthy behaviours.

I am concerned that the number of adults achieving the CMO recommended levels of 150 minutes of physical activity per week has reduced from 38% in 2010/11 to 35% in 2011/12 (Northern Ireland Health and Wellbeing Survey 2010/11 and 2011/12).

The Millennium Cohort Study carried out by the University of London reported in November 2013 that children in Northern Ireland are the least physically active in the UK. Fifty-seven per cent of seven-year old children in Northern Ireland are not getting the recommended one hour of physical activity each day.

*"Children in Northern Ireland had the lowest prevalence of the recommended amount of daily MVPA (43.4%), while 50.9% of those living in England, 51.7% of those in Wales and 52.5% of those in Scotland, achieved the recommended amount of daily MVPA."*

The easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life. These include brisk walking and cycling and according to the *Start Active, Stay Active Report 2011*, "has been found to be as effective for weight loss as supervised exercise programmes"

Research published in the Lancet in 2012 concluded that, potentially, increased walking and cycling in urban Wales could save the NHS roughly £17bn (2010 prices) within 20 years because of the impact of diseases associated with physical inactivity (type 2 diabetes, dementia, ischaemic heart diseases, cerebrovascular disease and cancer).

The promotion and development of cycling within Northern Ireland provides significant opportunities to encourage people of all ages to become more physically active. Whilst there has been a steady increase in cycling in relation to both club cycling and also as an individual leisure/recreational pursuit there is a need to encourage and develop a safe cycling infrastructure that will encourage others to start cycling.

The population of Northern Ireland has currently the lowest levels of cycling and walking in Europe. In 2011 the Institute of Public Health reported that in Northern Ireland, half of all journeys less than 2 miles and almost two thirds of journeys less than five miles are made by car. Creating an environment where people actively choose to walk and cycle as part of everyday life can have a significant impact on public health and may reduce inequalities in health and ultimately will have a positive impact on the economy.

Experience from elsewhere in the UK and further afield demonstrates that there are significant benefits in adopting a more sustainable approach to transport. Real improvements to personal health, fitness and wellbeing, community cohesion and the wider environment can be achieved when active travel is integrated into transport planning.

The Public Health England Report in November 2013 entitled 'Obesity and the environment: increasing physical activity and active travel' noted that more walking and cycling can also:

- Support local businesses and promotes vibrant town centres.



- Provide a high-quality, appealing public realm.
- Reduce car travel, air pollution, carbon dioxide emissions and congestion
- Reduce road danger and noise
- Increase the number of all ages out on the streets, making public spaces seem more welcoming and providing opportunities for social interaction and children's play.
- Provide an opportunity for everyone, including people with impairments to exercise and enjoy outdoor activity.

A paper produced by the National Cycling Charity (CTC) 'Cycling in the Economy' in May 2013 states that cycling makes a positive contribution to the national economy and it is a cost effective investment. It can help:

- Reduce congestion
- Improve public health and save NHS money
- Create jobs
- Saves employers money and improves productivity
- Inject money directly into the economy via the cycle trade
- Boost the vitality of town centres
- Deliver goods efficiently
- Lift House Prices

The Healthy Commute – 'What impact does cycling to work have on employee health?' – (Sustrans and Cycle to Work Alliance) reported in 2013 that:

- £5.1 bn financial savings to Government over 10 year period through health benefits that accrue current participation levels in the cycle to work scheme.
- 85% of participants noticed a health benefit as a result of cycle to work.
- 97% of employers see the scheme as crucial in helping to achieve a healthier workforce.
- 72% of users would not have bought their bike had it not been available through the cycle to work scheme.
- This reported also noted that the manifestation of poor health as a result of physical inactivity not only impacts individuals, but has a tangible effect on businesses and employers. PWC estimates that British businesses lose £32 billion in lost output each year as a result of absenteeism. PWC, 2011 [http://pwc.blogs.com/press\\_room/2011/04/absenteeism-costing-uk-business-32-billion-1-year-with-workers-taking-almost-double-the-number-of-si.htm](http://pwc.blogs.com/press_room/2011/04/absenteeism-costing-uk-business-32-billion-1-year-with-workers-taking-almost-double-the-number-of-si.htm).

The Public Health Agency (PHA) is working across the province with partners to increase the profile of cycling, encourage individuals to cycle and support the growth of safer cycling routes which are critical for the sustained and long term growth of cycling by all. These include the following:

#### **(i) Active Belfast Active Travel Task and Finish Group**

The Chief Executive of the PHA, Dr Eddie Rooney, chairs a multi-agency Belfast Active Travel Task and Finish Group which will oversee the development of an Active Travel Action Plan for Belfast (2014 – 2020). The Action Plan will support the successful implementation of the regional Active Travel Strategy. Priorities covered within the Action Plan will include:

- Infrastructure;
- Behaviour change;

Working for a Healthier People

- Marketing and promotion; and
- Monitoring and evaluation

The group brings together senior managers from DRD, DSD, DOE, Translink, BHSCT, Belfast City Council, Belfast Healthy Cities, Sustrans, CTC and PHA, and is co-ordinated by the Belfast Health Development Unit.

It has been agreed that at least one 'end to end' demonstration cycling and walking route will be created in Belfast that will provide a safe, continuous route into the city centre from outer Belfast. This will be on a 'spine and ribs' model, with the continuous route being the spine, and with feeder 'ribs' joining it, linking to local schools, workplaces etc.

There will also be a programme of "softer measures" such as:

- Expansion of the Active School Travel programme, to ensure schools along the designated route are included; and
- Workplace initiatives to encourage more people to commute by walking or cycling.

Linkages are also being made with other major infrastructure developments such as the new UU campus in North Belfast and Translink's new travel hub at Great Victoria Street.

The Active Travel Plan should be completed by May 2014.

PHA are also liaising closely with DRD's new Cycling Unit in respect of this.

#### **(ii) Active School Travel Programme**

The Department for Regional Development (DRD) and the PHA are jointly funding an Active School Travel initiative which aims to encourage more children to walk and cycle to school. PHA and DRD are each contributing £200,000 a year for three years.

Sustrans have been commissioned to work with pupils, parents and school principals in 180 schools from across Northern Ireland over the next three years building on a very effective pilot programme within the South Eastern area and Belfast held over the last two years. The programme will comprise of three key elements:

##### School Support:

- supporting schools to develop active travel plans
- working with teachers and contribute to lesson plans
- supporting cycle and walking champions within schools
- developing a programme of activities to encourage sustained participation in walking and cycling
- supporting schools to identify and address infrastructure needs such as cycle storage.

##### Engagement

- engaging parents and carers.

##### Training

- delivering cycling and walking skills training.

#### **(iii) Active Belfast Grants**

Active Belfast is a partnership between PHA, Belfast City Council and Belfast Health and Social Care Trust. Each year it runs a small grants programme with a number of awards each year supporting cycling. In 2014-15 one of the four strands will be focused solely on cycling. One award of £25k will be available as a strategic grant to promote cycling, and approximately 10 small grants of £5k will be available for local cycling initiatives.

#### **(iv) Giro d'Italia 2014**

PHA is involved in the Giro d'Italia schools subgroup to explore how more schools in Northern Ireland can get involved in the Giro and boost physical activity levels. A programme of activities with schools has been agreed comprising:

- Banner competition for school classes;
- Jersey competition for individuals;
- School equipment, resources and games;
- School web-based challenge co-ordinated by Sustrans;
- School materials, developed to tie in with the curriculum.

The school challenge will require pupils and their parents to make the journey to school actively by cycling, skating, scooting or walking. The greater the number of active journeys made to school, the more points the school earns. The numbers of active journeys are recorded on a web site, which illustrates 10 stages of the Giro d'Italia on a map of Northern Ireland, Ireland and Italy. The pupils ride or walk one stage a day over the ten days of the Challenge. The schools are in competition with each other and can monitor their progress during the 10 day competition which will run in advance of the Easter break from the 31st March to the 11th of April. Schools will be graded according to size and there will be categories and winners for both cycling and active travel. Prizes will include BMX displays at the schools, cycle and scooter parking and "Dr Bike" visits to schools.

The PHA is also involved in a number of other sub-groups in respect of the Giro d'Italia including; the Legacy sub-group, the Communications and Marketing sub-group and the Emergency Planning sub-group.

#### **(v) Bike Week**

The PHA supports Bike Week in a number of areas to match fund allocations from DRD and Councils.

#### **(vi) Bike It**

The PHA has funded the "Bike It" scheme delivered by Sustrans within primary schools across the South Eastern Trust area.

#### **(vii) Velo Bikes**

PHA has funded in the Western office the piloting of "Velo Bikes" for people with disabilities in partnership with Disability Action. It is now planning to extend this support into the other four localities.

#### **(viii) Cycle to Health Programme**

The Cycle to Health Programme is supported in a number of areas by Trust Physical Activity Co-ordinators.

**(ix) Cycle Pods**

The Southern PHA Area have supported 5 cycle PODs across the locality which is used by various cycle groups affiliated to the scheme. These facilities/resources are also utilised through the PARPs continuation schemes.

**(x) Cycle Training**

The PHA supports the delivery of Level 1 and Level 2 cycle training in a number of areas.

**(xi) Cycle to Work Scheme**

The PHA continues to support and promote the "Cycle to Work Scheme" with staff and partner agencies.

**(xii) Lisburn Cycling Initiative**

The PHA co-ordinates the Lisburn Cycling Initiative Group which includes representation from the City Council, City Centre Management, Sustrans, local community groups, SE Trust and others. The group are developing a three year action plan that will include expansion of the "Healthwise" exercise referral scheme to include cycling and an annual community cycling event in Lisburn.

**(xiii) Active Belfast**

Active Belfast has recently held a scoping exercise to identify how cycling could be encouraged across the City. The following issues were highlighted for consideration:

- Cycling lanes, green routes, connectivity;
- Safer shared paths;
- Increase in budget spent on active travel;
- Reducing private car journeys;
- Secure cycle parking and showering facilities;
- Boris / Dublin bikes;
- Cycle proof new road developments;
- Increased focus on walking city / Belfast as a walkable city;
- Clear public health outcomes of active travel / health economics model;
- Inclusive, reaching into communities;
- Information and awareness of what is available;
- Increase in budget spend on active travel;
- Political support;
- Legislation and enforcement;
- Benchmarking with other cities;
- Integration with existing strategies and policies (i.e. BMTP);
- Commercial balance / car parking spaces;
- Cycle to work scheme – how to spread, private companies;
- Hook into existing strategies to hook in on;
- Access to NCT for all children / everyone;

- Improved relationship between cyclists and drivers;
- Driver awareness i.e. overtaking space;
- Make it sexy and cool, sell to young people, normalise;
- Needs to be safe;
- Increase budget spent on active travel;
- Integration between public transport and active travel;
- Public relations;
- Champions in settings to create reality i.e. workplaces.

### **Conclusion**

The information above demonstrates the commitment of my Department and the PHA to help to promote and encourage cycling in Northern Ireland. Clearly the amounts directed to this have to be balanced against other priorities in Health and Social Care. My officials in the Department and the PHA are happy to work in partnership with other stakeholders to maximise the benefit of funding from all sources in order to encourage greater uptake of cycling.

I trust this is helpful to your Inquiry



**Edwin Poots MLA**  
**Minister for Health Social Services and Public Safety**

# Department for Regional Development

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**Your reference:** DALO 26/3/2013  
**Our reference:** SUB/240/2014

26 March 2014

Dear Paul

## INQUIRY INTO THE BENEFITS OF CYCLING TO THE ECONOMY

This letter provides the Department's initial response to the announcement of the Committee's inquiry into the benefits of cycling to the economy.

The Department is committed to providing safer roads for the growing number of cyclists and pedestrians. To date, it has done so by utilising a range of measures such as road safety engineering, traffic calming and enhancement of the pedestrian and cycling network. The Minister fully recognises the benefits to be obtained from infrastructure investment, in the short term through construction employment and, in the longer term, as a catalyst for wider economic growth, combined with the obvious environmental and health benefits of incorporating cycling into a fully integrated transport system.

The Department over a number of years has invested in the development and expansion of cycle lanes, in both urban and rural areas. Many of these have been implemented in co-operation with the sustainable charity, Sustrans, as part of the National Cycle Network. However, over the period 2003–2013, the investment on cycling infrastructure measures has amounted to less than £10 million. This has included the provision of approximately 220 km of cycle lanes of various types.



As an integral part of the Executive's initiative to improve health and the environment, the Department established a cross-sectoral Active Travel Forum in March 2010 drawing representation across government departments, local government, the voluntary and community sector. The Forum commissioned a number of papers to research the economic, environmental, health and wider social benefits of active travel and to identify the key barriers to walking and cycling.

A report of the Forum was published in December 2011 and following consultation the Active Travel Strategy was published in January 2013. The vision of the Strategy is 'to put walking and cycling at the heart of local transport, public health and well-being and wider government strategies for the benefit of society, the environment and the economy as a whole' by including targets to increase the number of trips taken and the distance travelled by walking and cycling.

The Action Plan for Active Travel was published in August 2013, and it brings together walking and cycling initiatives to be delivered by Government Departments, local authorities and interested stakeholders during the period 2013 – 15.

The Committee has been briefed by the newly formed Cycling Unit. The Unit will continue to facilitate the Active Travel Forum as well as bringing forward a Cycling Strategy for Northern Ireland – building on the Active Travel Strategy. As part of this strategy work will be undertaken to identify and develop the network of cycle and walking routes both in Belfast and across Northern Ireland.

It is important to recognise that walking and cycling make an important and significant input into the Programme for Government (PfG) priorities. In a number of cases this contribution is indirect and ancillary to the main purpose of cycling interventions but in other cases there is a very direct link between cycling and accessibility, health and wellbeing, in the improvement of the local economy and as a cost-effective mode of transport.

Cycling will contribute to investing in the future by providing a more balanced travel / transport infrastructure. It also has an important role to play in providing longer term preventative health benefits. A reduction in CO<sub>2</sub> emissions contributes to our environmental objectives – in cycling cities the most noticeable thing is the reduced noise in city streets.



Provision for bicycles can also make a small positive contribution to improving community cohesion and shared spaces. Managing road space in an efficient and economical way provides an impetus in the achievement of the environmental, economic and social benefits identified in the PfG.

Other long term benefits of cycling include lower rates of sick absences from work and children being more alert, and higher achievers at school. These all have longer term benefits for the economy.

Following a recent fact finding study visit to Copenhagen, Denmark and Malmo, Sweden, the Minister and the Cycling Unit witnessed at firsthand the benefits of a cycling culture beyond a healthy lifestyle.

Notable were the economic benefits of developing a bicycle culture to traders and town centres. Traders reap the benefits from the high numbers of people being actively mobile around the city with countless bike stands for people to stop and shop being evident throughout Copenhagen.

European cities such as Copenhagen and Malmo have a holistic approach to development. In much of the work that has been done in these places, cycling has not been promoted as an end in itself but as part of the answer to the question 'what kind of cities do we want to live in'? One hundred years ago our cities were characterised by streets full of people where mobility and movement was balanced with shared social spaces. With the promotion of motorised vehicular traffic our cities have become congested unfriendly environments where roads also serve as dividers and where the environment is noisy and relatively unsafe. By planning their cities to promote a healthy and safe environment, Copenhagen and Malmo have given citizens a freedom of movement lacking in many other cities together with town centre open social spaces which are inviting. Cycling is a key, integrated part of this and the Department has ambitions that we in Northern Ireland will work towards a similar holistic, integrated approach.

The Cycling Unit is currently researching existing policies and best practice taking account of the provision in established cycling societies. This will then form the basis of the development of policies, guidance and masterplans in consultation with stakeholders.

The Cycling Unit is currently working on developing a clear and aspirational vision for cycling, which will be articulated through the long term Cycling Strategy for Northern Ireland. The conversion of our roads to accommodate increasing numbers of motor vehicles has taken place over many years. To increase the opportunities for safe and convenient cycling will similarly be a long term challenge. Our strategy will be drawn up with a horizon of 20 – 25 years. The strategy will include the cycle-proofing of transportation interventions, developing a coherent and integrated approach to cycling schemes and the provision for bicycles within ongoing roads programmes. One message that we have taken from Copenhagen is the importance of providing cycling infrastructure that is accessible, convenient, cost effective and safe. This is represented in their practice of making specific provision for motor vehicles, cycles and pedestrians. Successful cities have shown that providing fragmented infrastructure is inadequate. In too many cases, where it has been difficult we have not been creative enough to identify solutions with the result that cyclists are left without adequate infrastructure in the places where they probably need it most. This is not the case in Copenhagen where cyclists have specific provision and making safe provision at junctions has been given priority.

In order to address this challenge, we consider it key that a number of pilot routes be developed and appraised to identify routes which represent the best use of public money, and present the greatest opportunity to encourage more cycling. While we do wish to improve bicycle infrastructure throughout Northern Ireland there is a risk that in spreading limited investment too thinly interventions will probably prove to be less effective. As a result our early interventions are likely to be in urban areas. However, in order to provide safe and coherent cycling infrastructure which will be increasingly used, difficult choices will have to be made in respect of how we wish to allocate road space. It will not always be possible to retain the status quo in respect of motor vehicles if we genuinely wish to encourage more walking and cycling.

An important element of all this work is to maintain the already good work in promoting active travel with the Travelwise initiative alongside other sustainable transportation initiatives. It is anticipated that the imminent Giro d'Italia will provide a boost to all forms of cycling and the Cycling Unit has a keen interest in ensuring that a legacy is preserved with more use of bicycles as a means of transport particularly for work to school.

This work will require adequate funding. During the incoming financial year the Cycling Unit will be making bids for both capital and resource funding. In the short term we would wish to be able to support the development of greenways at various locations throughout Northern Ireland and we would wish to spearhead the development of dedicated cycling infrastructure on a number of routes within Belfast and at schools participating in the Programme for Government Active Schools Travel Programme. This is likely to cost of the order of £3 – 4 million in 2014/15.

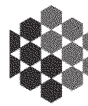
The contents of this reply are fully disclosable under FOI.

Yours sincerely



**ALAN DOHERTY**  
Departmental Assembly Liaison Officer

# Department of the Environment



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Your reference:

Our reference:

Date: 12 March 2014

Dear Paul

This letter is in response to your letter dated 14 February 2014 concerning the Committee's enquiry in the benefits of cycling to the economy. In it, I summarise work the Department is doing with regard to the road safety of cyclists, which is an important element to be considered in conjunction with any activities which increase the numbers of cyclists – in that it is vital that any increase in the numbers of cyclists takes full account of the need to ensure their safety on the roads.

DOE has a statutory duty to promote road safety. One of the ways it raises awareness of road safety issues is through the Department's road safety advertising campaigns.

PSNI data shows that drivers are responsible for the majority of collisions and, as such, DOE continuously targets drivers to amend their driving behaviour, encouraging them to never ever drink and drive, to pay attention and to slow down. By changing the attitudes and behaviours of drivers, this is the most effective way of protecting all road users – cyclists, pedestrians, motorcyclists, horse riders, passengers and drivers themselves.

In October 2011 the Department launched the 'Be Cycle Aware' campaign, employing radio and bus rear advertising, in order to remind drivers and cyclists alike to pay attention when sharing the road.

A radio advert targets drivers at the point of danger as they travel in the car during daytime hours when they would be expected to share the road with cyclists.

A second radio advert and bus rear advertising targets cyclists, reminding them of their vulnerability and the need to pay attention and stay safe on the roads. Resources have specifically been directed towards the 'Be Cycle Aware' campaign and it is currently on air every month as part of the Department's road safety intervention radio activity throughout the year.

In May 2012 DOE launched a campaign that encourages road users to 'respect everyone's journey'. Even though cyclists are not referred to specifically, it is anticipated that the messages to drivers are such that all vulnerable road user groups, including cyclists, will benefit from the safety messages contained within them.

In September 2012, the Department launched a campaign focusing on wider road user responsibility. This campaign urges all road users to behave appropriately and to take responsibility for their actions on the road. The opening scene of the advert addresses cyclist vulnerability by showing an injured cyclist in hospital saying "I was cycling in the bike lane. The driver said the sun was in his eyes." This campaign highlights the fact that over 95% of road deaths and serious injuries are caused by human error and carries the strapline "Kill the Excuses. It's no Accident".

The Department's Share the Road to Zero campaign launched in April 2013 and encourages everyone to 'Share the Road to Zero'. This message refers to and is aimed at all road user groups to specifically promote shared use of the road – cyclists, motorcyclists, drivers, pedestrians, passengers and horse-riders. The aim is to get every road user to take personal responsibility for helping to prevent deaths on Northern Ireland's roads. The underlying message is "If we all share the road, shouldn't we all share the responsibility."

The online element of this campaign allows road users to pledge a commitment by acting in the safest possible way on the roads in Northern Ireland, on every journey, every day. All road users can sign up to a pledge supporting this at [www.sharetheroadtozero.com](http://www.sharetheroadtozero.com)

The Department is currently developing a further television campaign which specifically addresses cyclist safety. It is planned that this campaign will launch in late April/early May this year. It has been developed following quantitative and qualitative research which included interviews with representatives of cycling groups.

Currently all road users are provided with detailed guidance through the current edition of the Highway Code which contains rules, information and advice that helps prepare them for the demands of today's roads. Advice on how drivers should treat vulnerable road users, including cyclists, with extra care and attention is covered specifically by Rules 204 to 218 of the Code. Advice for cyclists can be found under Rules 59-82.

These activities are in line with Action Measure 124 of the Road Safety Strategy 2020 - "We will give consideration to measures that improve the safety of cyclists; including what cyclists can do to keep themselves safe and what other road users can do".

The above measures have been put in place to address cyclist vulnerability and DOE will continue to challenge the loss of life on Northern Ireland's roads.

Department of Environment officials also work closely with Department of Regional Development officials on the Active Travel Forum. The forum was established in 2010 and is a DRD mechanism to inform the DRD Minister on how to promote and engage active travel. The forum is made up of many stakeholders which include cycling groups. The DOE Road Safety Service is represented at the forum to provide information on road safety issues. As more people take up the option of cycling it is more important that citizens are aware of the need to stay safe cycling on our road and how to do this.

Officials from DOE and DRD worked in collaboration with representatives from Cyclist Touring Club, National Cycling Charity and Sustrans in the production of an information booklet. 'Cycling Skills and Cycling Safety'. The booklet has been available in hard copy and downloadable format since 2012

The Department of the Environment's Road Safety Education Service Office Service (RSEOS) offers the Cycling Proficiency Scheme (CPS) to all primary schools in Northern Ireland. Currently there are over 500 schools and over 8000 children participating on the scheme. The aim of CPS is to teach children to ride their bicycles safely and is a combination of theory and practical exam. The scheme also teaches children to carry out manoeuvres in a controlled environment, and will also teach children some rules of the road via the Highway Code. Children from P5 to P7 can participate in the scheme but only children aged nine or over can take the CPS test. CPS is both playground based and on the road based training. However, it is up to each individual school principal to decide if children should complete this element of CPS. It is hoped that by participating in the scheme children will have the confidence to ride their bicycles safely and be aware of good road safety behaviours in the future especially if they continue to cycle.

In 2013 a review of CPS was completed, the results of the review found that CPS was liked by children, teachers and parents, however, it did indicate that the scheme should look at some goals in the National Standard and include them in an enhanced CPS. A project team has been established to look at taking forward the recommendations. The initial meeting of the project took place in January 2014. It is anticipated that the new enhanced CPS will be available in schools by 2015 with an on road element available in 2016.

The DOE is taking forward plans for the production of a new Education Pack on cycling for use in primary schools, post-primary schools and to a wider audience through the NI Direct website. The purpose of the pack is to promote road safety amongst cyclists, in particular primary and post-primary pupils. It is intended that the pack will be used for workshops in order to initiate discussions about road safety and the choices that cyclists make on the road. It will be used by teachers, youth leaders and other individuals with responsibility for educating children and young people.

As more people shift from car and public transport to cycling this will assist the Executive in achieving its Programme for Government commitment to continue to work towards a reduction in greenhouse gas emissions by at least 35% on 1990 levels by 2025. Cycling will help meet air quality targets (Nitrous Oxides and Particular Matter emissions) as they



impact on health particularly those with coronary/respiratory disease there is a health benefit from reducing these emissions. There is also a general health benefit from exercise

I trust this information is of assistance, should you require anything further please contact me directly.

Yours sincerely,

Helen Richmond  
DALO  
[by e-mail]

# John Wright Greenpeace

## A Northern Ireland review of cycling.

It's part of our Christmas tradition to give new bikes to our kids. Nowadays a new bike is as likely to be for Mum or Dad, who have made a huge lifestyle decision. Will the bike be used for doing the messages or commuting? A bicycle is not just for Christmas, but will it only get used in the good weather via the carriers on the rear of the 4x4?

Two decades ago cycling in Northern Ireland was for a tiny minority prepared to dice with cars in congested roads. Our civil servants did not have a cycling policy, and certainly no money to spend on it. How did the abrupt change in policy arise? Now we have the National Cycle Network and urban roads have those green boxes (Advanced Stop Lines), bike lanes and bus lanes where cyclists get a degree of prioritisation. But cycling continues to *feel* unsafe, and regrettably but understandably many cyclists resort to the pavement.

Bicycles were once only for people too poor to afford a car. But they are now popular amongst the youthful, energetic, high achievers: ABC1s. This is *not* new. It was the ABC1s who started it all.

**HISTORY:** The steerable bicycle was invented in Germany by Karl von Drais, in 1817. But its name velocipede was created in France. It required feet pushing the ground for propulsion. As a consequence of bad harvests at that time, and a shortage of fodder for horses, bicycles proved to be a useful alternative to horse power.

But it was in Coventry that what we would recognise as a bicycle was created. The chain driven Rover Safety Bicycle of 1885 made a huge improvement in usability. John Kemp Starley and later his son James, made continuing improvements for their rich and innovative customers. James introduced the tension spoked wheel that conferred better handling, some shock absorption, and considerably reduced the weight.

Downpatrick's John Dunlop patented pneumatic tyres in 1888. Cyclists of that time rode penny-farthing "big wheelers" or "ordinaries" which had solid rubber tyres. On the 18<sup>th</sup> of May 1889, at the North of Ireland Cricket Club grounds of Belfast's Queen's College, Willie Hume with his laughed at pneumatic tyres on a bicycle prepared for him by John Dunlop, beat all the others. That event was the invention of the racing bike, or track bike. Wendy Houvenaghel, Cycling Ireland and the entire world should be proud of that event. So far, BCC haven't commemorated that internationally significant event with a display or plaque. Word is they will! And partly because of my earlier version of this thesis.

Dunlop's patent wasn't successful, but his tyres were and became part of the road revolution. Belfast's Willie Hume went on to win lots of competitions, and the racing bicycle was born. Performance continued to improve in terms of comfort and speed. The fashionable Victorians leapt onto the new craze, and new manufacturers saw the opportunities for efficient mobility, sociability, recreation and freedom. This was the **first golden age** of cycling, giving rise to an amazing variety of designs. The costs began to come down, and bicycles were more available.

Motor cars however, were also becoming available, and mass production made them more affordable. Cheap fuel was guaranteed through deals with post-colonial governments. Cars had been unreliable toys for the upper classes. Next the rich middle classes bought cars. In the 20<sup>th</sup> century, everyone could aspire to mobility and recreation using powerful motors. As a consequence, roads became increasingly dangerous. For motorists that was the downside of speed and excitement. With poor brakes and narrow roads, cars were killing cyclists. Such collisions were “accidents”. Drink driving was also common. Most communities knew of a Major or an old judge who’d get blotto and weave his way home.

The world wars’ demand for fuel meant that cycling was popular, both during the wars and immediately post war. The *second golden age* was after WW2. In the same optimism of nationalised industries, public transport and the NHS, cycling clubs brought fresh air in the countryside to ordinary workers. Workers were enjoying increasing standards of living and leisure time. Bicycles were refined into ‘racers’ ‘sport bikes’ and ‘tourers’. But workers and their bosses were buying into the far faster cars with even more enthusiasm. So many speeding cars were not compatible with bicycles on narrow British roads.

In the 60’s it was stated that cycling was the most dangerous form of transport per mile. Northern Ireland’s people were to be in huge suburban estates with factories in industrial zones. Cars would connect people to work. The future was car, as laid out in the 1966 Sir Robert Matthew’s Plan. Craigavon was designed within that model. Cycling’s last hurrah in the 70’s was paths to the side of Craigavon’s roundabout riddled network, and cycle paths at the side of the Sydenham bypass. Superficially attractive, both were doomed to fail. Craigavon’s roundabouts were much too dangerous to cyclists, and who wants to cycle a by-pass that has a tall wall on one side and roaring cars on the other? In addition the paths were allowed to accumulate glass and rubbish.

Transport designers in Holland and the continent were making different decisions, based on vibrant compact cities with transport choice. The Dutch cycle sedately. Women are in the majority. Mums transport their children. Friends take their friends on the pannier rack. We looked at the above with bemusement at their primitivism. Now we look at their cycle choices as utopian. In NI we were laughing at the millions cycling in China. Now that they’ve modernised, they ‘enjoyed’ an eleven day traffic jam in August 2010, and everyone has heard about the air pollution of China.

Cycling here was in decline. It was for a few quick and brave eccentrics. Cycling was too dangerous for our roads, so a law to fine cycling on the pavement was never enacted for NI. Roads like the West Link designed in the 80’s, intimidated cycling but actually permitted cycling by default. Under Peter Morrison cycling was over in all but name. There was no cycling policy and certainly no money allocated to cycling. During the Thatcher administration the rest of the UK (to whom we pay taxes) got Cycle Challenge money to encourage cycling. NI got nothing. But cyclists weren’t done yet. Andrew Dutton patiently and through charm built up a network of young activists. We set up the NICI (Northern Ireland Cycling Initiative) around 1994. We met Mr Morrison. He asked how many members we had. He wasn’t prepared to “be proactive”. Would he pose with a

bicycle? He said no. When we went back with more members and made our case, he said policy directives would require a “sea change” that he could not initiate. (At the time I knew about global warming, a different sea change.)

**POLITICS OF PROTEST:** Critical Mass changed everything. The first critical masses were in San Francisco. London embraced it later. Initially Belfast managed forty something cyclists, cycling according to customs created and passed down through the critical mass movement. I describe it as an organised coincidence. Traditionally on the last Friday of the month, cyclists would just turn up at a mutually agreed time and cycle as a group to no preset route. For an hour or so, cyclists would be ringing their bells and enjoying the road. Motorist might honk their horns or shout “Get a job!” That was unfortunate but understandable in our culture.

Naturally not everyone could or would participate in this bold new movement. The NICI was split in half. Those who would not participate accepted the validity of the right to protest so long as it did not harm the NICI. The cyclists would have certain things in common but at different levels of priority. Motives were things like annoyance at car culture, road dangers, expressing joy of cycling, being creatively dissenting, hanging out with radicals, climate change, showing off and wanting to make a difference. If there were enough people to occupy the entire width of the road we usually did. It was our objective to create awareness and change policy. This was one way to do it. Sometimes flyers would be handed out to drivers, pedestrians and passers by who might be watching open mouthed. Understandably they asked, “What’s this for?” The civil servants were also put out. I’d noticed the same people-carrier with blacked out windows driving alongside us two months in succession. I looked closer. I waved and smiled to Peter Morrison.

When National Lottery money was won by Sustrans for a British network of cycle paths, NICI pointed out that we contribute to the lottery, so we should be in the Sustrans bid. Hurriedly a proposal was put together. Cyclists would be mostly off-road alongside canals and railway routes. This time the DoE agreed and NI got tens of millions to spend on high quality cycle paths, known as the National Cycle Network.

The rest of NI’s roads continued to be dangerous. Especially under direct rule, investment in infrastructure was inadequate. Road Service mandarins, with free parking in their building, prioritised cars. It was said that people invest in cars so NI had to back the investors. Tax from NI’s motorists of some £2 billion per year to Westminster, might also have a lot to do with Road Service’s policy.

Cyclists were a tiny minority, but things were changing. Mountain bikes were in fashion. Drop kerbs put in under laws for the disabled, enabled cyclists to resort to the pavement whenever roads were too dangerous for them. With extreme caution, Road Service introduced cycle paths and reluctantly started traffic calming in residential areas. There was no rush. NI had given itself lower road safety targets than the rest of the UK. There was much for cyclists to complain about. At an event organised to coincide with NI’s first horrendously expensive traffic calming and NI’s first cycle path which was

unusable and all of eight meters long, I asked, "Is it true that DoE use lack of resources as an excuse for doing nothing?" DoE's Denis O'Hagan replied that the resources were there if the policy was there.

Critical masses continued. Press coverage was mixed. Writers spoke of "inane slogans" but one journalist took part furtively and wrote up a very insightful description of some of the issues in a full page Irish News article. Critical mass was making a difference. Naturally the police got involved. Critical mass activities were always monitored. Belfast has a comprehensive CCTV system designed to maximise traffic flow and for security reasons. If intercepted the police would ask, "Who organised this?" No one knew so we just related the issues to the police. In all the years of critical mass in Belfast, there were no charges and no arrests. The cyclists were well motivated, self disciplined and mutually protective. It was frustrating for the police and in practice they ignored us. I often saw an armoured Land Rover ahead of us zoom away with a cloud of blue smoke. Only twice was an official caution given to a cyclist. They couldn't have chosen two people of better character and higher morality. Rather than risk arrest the cautioned cyclist could either be more circumspect or just leave the critical mass early. Occasionally we were told to occupy one lane only. This was untenable since cyclists might be going in different directions, but we complied, for a minute or so.

Monthly critical masses continued erratically with numbers as low as eight and an understanding that if it was wet we wouldn't bother. We changed from Friday evenings to Saturdays at noon, to suit more people and to add to the recreational and festive nature of our critical masses. After seven years it seemed to me that we had won. NICI cyclists had negotiated and helped draw up the Northern Ireland Cycling Strategy. The NI Cycle Forum of stake-holders was to oversee the strategy. Targets to double cycling and then quadruple it were set in a time-frame.

CIVIL SERVICE v. CYCLISTS: NI has a Regional Transport Strategy. What was needed was a Belfast Metropolitan Transport Plan (BMTP) to set up sustainable transport and ward off congestion. PriceWaterhouse Coopers phoned me several times telling me I was a "key stakeholder" and they wanted me to help them create the BMTP. When I took part I was put in a small room of pro-developers roads lobby. I spoke advocating public transport, but was interrupted by facilitator Philip McDonagh with, "We cannot discuss the block grant." I had never even heard of the Block Grant at that time. All I knew about was sustainable transport. I was so stunned at his rudeness I went silent. The next BMTP evening was worse. We were given three urban ring roads to consider. The £300m inner ring road involved a new bridge linking Gasworks and driving through Ormeau Park. I had lived in Coventry. I knew they were an outdated concept. BMTP was launched by the direct rule minister at the Stormont Hotel. Questions from the floor were not permitted. In 2000 I proposed a cycle bridge across the Lagan at Gasworks, and sketched its design for Road Service. The creators of the now discredited BMTP are now the Head of Civil Service and Head of Road Service. In 2011, Philip McDonagh got an OBE for "public services in NI".

The NI Cycling Strategy took aspects from the cycling strategies of England, Scotland and Wales. It was better than theirs, but had one serious flaw as explained by Tom Reid



of DRD Transportation, "We have the policy, but we do not have the resources." DoE Road Safety never took part in the Cycle Forum. The Health Promotion Agency, responsible for promoting and marketing of the Cycling Strategy also did nothing. Clearly the Cycle Forum had been a failure, a fact underlined when Road Service's cycle funding for the Belfast area was cut by 98% during Conor Murphy's administration. The new phase of critical masses set off with new enthusiasm and new participants. This time there were posters, Facebook notifications and U-tube uploads. Our bike rides were very varied in their routes and we had Paddy's music to amuse all present.

Ghost Bike became our project after two cyclists were killed in 2011. The only question was how it should be done. A Ghost Bike is a white painted bicycle erected as a memorial to a cyclist's death. Clearly we had to be sensitive to the families of the deceased which we approached. Something good should come from lives needlessly cut short. The public needed to be made aware of NI's unsustainable transport policy, and DoE's failure to look after cyclist's safety. TV as well as the press should be summoned to the presentation of the Ghost Bike. Ghost Bike should be more than the usual tributes and bland statements from politicians. We wanted our Ghost Bike to be remembered, to be permanent and to make a difference. In remembrance of one year since Michael Caulfield's death on the 15th April 2011, a ghost bike was created by a woman personally affected. It was locked to the railings of Ormeau Bridge, where it mutely accused the establishment.

It is rare for drivers to be prosecuted for killing cyclists. There are so few cycle facilities that cyclists are often "in the way" of motorists. Roads are designed with lane widths, speed limits, traffic light phasing and parking controls, all to maximise the flow of cars. Cyclists have entirely different flow characteristics and requirements; a fact unknown to most of Road Service. Road Service consistently design roads to the detriment of safe cycling, and the NI Cycling Strategy.

Bus lanes should be a safe place for cyclist. But Road Service made most of them only three metres wide instead of the recommended four. Buses then get in the way of bikes and visa versa. With the roads ridiculously congested at rush hour, civil servants thought it would be no problem to put the most dangerous form of transport, motor bikes, in the bus lane as well. So making the cyclists' experience far from safe.

The bus lanes are not enforced effectively. All sorts of taxis and private motorists park outside Central Station, take short cuts outside Laganside Station, and pop into a shop on the Ormeau or Lisburn Road. Translink could make a fortune by having forward facing cameras. Translink don't seem to believe in public transport. It doesn't seem bother them that bus lanes should be continuous and that traffic lights should be tuned to approaching buses. With such poor design, enforcement, and the general car dominance, no wonder some cyclists use the pavement instead of the bus lane.

Yet *there are* sustainable solutions, even though Road Service doesn't want them. There are tracts of unused land and side roads that could enable cyclists to safely bypass the polluted dangerous main arteries. At trivial cost a cycle network could be created, and

Belfast City Council's brave decision to spend £700,000, on a system similar to London's 'Boris Bikes' is a game changer. DoE Road Safety, Road Service, DSD and DoE Planning will all have to be mindful of tourists and non-traditional cyclists wanting to cycle. Civil servants will balk at the challenge. Our politicians will then have to work out how to prioritise and implement a sustainable transport policy, that they've been paying lip service to for a decade. It's a challenge, but vital for NI's viability.

Congestion Fuel Time Pollution £200m?  
 /yr  
 Car Dependency £6 billion/yr  
 — Culture — .. — + imported car products  
 — Dominance ————— + Severance



# Northern Ireland Environment Link



## ***Inquiry into the Benefits of Cycling to the Economy***

***Comments by***

**Northern Ireland Environment Link**

**21<sup>st</sup> March 2014**

Northern Ireland Environment Link (NIEL) is the networking and forum body for non-statutory organisations concerned with the environment of Northern Ireland. Its 65 Full Members represent over 90,000 individuals, 262 subsidiary groups, have an annual turnover of £70 million and manage over 314,000 acres of land. Members are involved in environmental issues of all types and at all levels from the local community to the global environment. NIEL brings together a wide range of knowledge, experience and expertise which can be used to help develop policy, practice and implementation across a wide range of environmental fields.

These comments are made on behalf of Members, but some members may be providing independent comments as well. If you would like to discuss these comments further we would be delighted to do so.

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Northern Ireland Environment Link (NIEL) welcomes the opportunity to contribute to the Committee for Regional Development's Inquiry into the Benefits of Cycling to the Economy. NIEL, and the Transport Working Group it coordinates and supports, advocate best practice transport planning and appraisal approaches. We endorse the proper consideration of cross-sectoral benefits in a number of key areas (including health and wellbeing, economic development, environmental protection, energy security, social justice, mobility and integrated policymaking), which will naturally encourage the development of a more sustainable transport system.

By way of introduction, we would emphasise that cycling (and active travel in general) contributes to all 5 priorities in the Programme for Government (2011-15), and 20 of the 80 key commitments.

- **Priority 1: Growing a Sustainable Economy and Investing in the Future**

Cycling supports economic growth in many ways, from job creation in the construction and tourism sectors to improving access to workplaces and reducing absenteeism.

- **Priority 2: Creating Opportunities, Tackling disadvantage, Improving Health and Wellbeing**

In Northern Ireland 25% of households are without access to a car (40% in Belfast). Non-drivers can be excluded from accessing essential services such as jobs, education or healthcare. Making walking and cycling (as well as public transport) more accessible for the poorest communities is fundamental to addressing transport poverty and improving quality of life.

- **Priority 3: Protecting Our People, the Environment and Creating Safer Communities**

Regular physical activity in the form of cycling contributes to good physical and mental health. The Chief Medical Officers in the UK recognise that everyday active travel is one of the easiest ways for people to incorporate physical activity into their lives; it also reduces societal impact on the environment.

- **Priority 4: Building a Strong and Shared Community**

Cycling promotes increased physical recreation, and fosters a sense of inclusion and community. It can help to deliver landscape improvement schemes in public areas and promote private investment in towns and cities.

- **Priority 5: Delivering High Quality and Efficient Public Services**

Responsibility for local transport rests with a regional agency which presents challenges for delivery at city or town level. This is evident as Belfast City Council are now working with DRD to coordinate communications around new bus lanes in Belfast and may present issues around delivery of local transport targets within the 'One Plan' in Derry~Londonderry.

Specific responses to the terms of reference are below.



**Consider the structure and operation of the cycling network and its capability to deliver against Departmental and Executive objectives in respect of health, sport and the environment**

NIEL commends cycling successes such as the Comber Greenway, and encouraging works in progress (for example, the Connswater Community Greenway). Broadly speaking, cycling is on the increase in NI<sup>1</sup>, which brings benefits for health, sport and the environment. However, when compared to other parts of the UK, and especially to other areas of Northern Europe, it is clear that a lot more can be achieved in NI in terms of cross-sectoral policy objectives.

'Retrofitting' of the cycle network in many urban areas of NI has led to access and safety issues which discourage many from taking up cycling as a realistic mode of commuter transport (see Figure 1). Because of this retrospective installation of the network it is common to see, for example, cars parking across cycle lanes<sup>2</sup>. Likewise, the green cycle boxes at traffic lights (which took considerable investment) are often ignored by drivers of motorised vehicles<sup>3</sup>. Many of these issues stem from a car-dependant culture, where awareness of cyclists is poor. As a result, many potential cyclists are discouraged from using our current cycling network through fear of personal injury. Belfast only has 2.5km of protected, purpose-made, cycling network (compared to approximately 80km 'on-road').



Figure 1. Approximately 60% of people in Belfast don't cycle because of fear of personal injury<sup>4</sup>

Creating the appropriate cycling infrastructure is crucial to realising the economic and social benefits that cycling can bring to Northern Ireland. NIEL promotes the need for creation of green infrastructure networks in towns and cities throughout Northern Ireland – such infrastructure brings

<sup>1</sup> <http://nigreenways.wordpress.com/2013/12/19/slowly-but-very-surely/>

<sup>2</sup> <http://nigreenways.wordpress.com/2013/03/05/belfasts-cycle-network-is-a-car-park/>

<sup>3</sup> <http://nigreenways.wordpress.com/2013/02/25/green-cycle-boxes-whats-the-point/>

<sup>4</sup> <http://nigreenways.files.wordpress.com/2014/03/danger.png>



not only the obvious benefits associated with cycling (for example, physical and mental health, reduction in transport GHG emissions) but also wider societal boons such as flood alleviation (through slowing down the rate of rainfall infiltration into land) and environmental/potentially economic benefits from increased carbon sequestration and storage in the urban envelope. These benefits may, at first, seem unconnected to cycling, but NIEL would encourage such cross-sectoral, multiple-benefit policy objective, thinking. The wider societal benefits of green infrastructure are summarised below:

Table 1: Benefits of green infrastructure networks in urban areas (adapted from Gomez-Baggethun & Barton 2013<sup>5</sup>).

Functions and components	Benefits to society	Examples
Recreation and educational values	Recreation and cognitive development	Urban parks provide multiple opportunities for recreation, meditation, and pedagogy
Active travel commuting	Health, economic	Urban greenways providing fast and safe commutes for cyclists
Energy conversion into edible plants through photosynthesis	Food supply	Vegetables produced by urban allotments and peri-urban areas
Percolation and regulation of runoff and river discharge	Flood alleviation	Soil and vegetation percolate water during heavy and/or prolonged precipitation events
Photosynthesis, shading, and evapotranspiration	Urban temperature regulation	Trees and other urban vegetation provide shade, create humidity and block wind
Absorption of sound waves by vegetation and water	Noise reduction	Absorption of sound waves by vegetation barriers, specially thick vegetation
Physical barrier and absorption on kinetic energy	Moderation of environmental extremes	Storm, floods, and wave buffering by vegetation barriers; heat absorption during severe heat waves
Removal or breakdown of xenic nutrients	Waste treatment	Effluent filtering and nutrient fixation by urban wetlands
Carbon sequestration and fixation in photosynthesis	Climate regulation	Carbon sequestration and storage by the biomass of urban shrubs and trees
Movement of floral gametes by biota	Pollination and seed dispersal	Urban ecosystem provide habitat for birds, insects, and pollinators
Habitat provision for animal species	Animal sightings	Urban green space provide habitat for birds and other animals

**Identify and quantify appropriate measures of the Department and Executive success or shortfalls against the stated objectives**

NIEL suggests that active travel targets for NI are not currently ambitious – there are very good reasons (economic, health and environmental benefits) for NI to strive to become a leader in active travel. Simply ‘being in line’ with our UK counterparts (as per objectives outlined in DRD’s Active Travel Strategy) still leaves us falling short of European best practice.

<sup>5</sup> Gomez-Baggethun, E., Barton, D. N. 2013. Classifying and valuing ecosystem services for urban planning. Ecological Economics 86: 235 – 245





Car use is one appropriate measure of shortfall. Recent data has shown that car use continues to dominate daily travel (73% of journeys are made by car). The proportion of walking journeys has decreased from 19% in 2001-2003 to 16% in 2010-2012, with the proportion of car journeys increasing from 69% to 73%<sup>6</sup> over the same period. These trends are clearly moving in the wrong direction, and strategic thinking and marked action is needed to reverse them.

Monitoring the amount of people engaged in active travel (especially as a form of commute), and the demographics within that group, is an appropriate measure of progress and success. Figure 2 illustrates uneven uptake of cycling spatially across Belfast, reflecting deficiencies in the integration of land use and transport planning in Belfast (and NI in general). This issue should be urgently addressed to encourage and facilitate widespread uptake of active travel (for example, through denser urban regeneration, access to green infrastructure corridors into the city from suburbs). Furthermore, reasons for the uneven uptake of cycling between genders (Figure 3) should be investigated with appropriate measures implemented to address this imbalance.

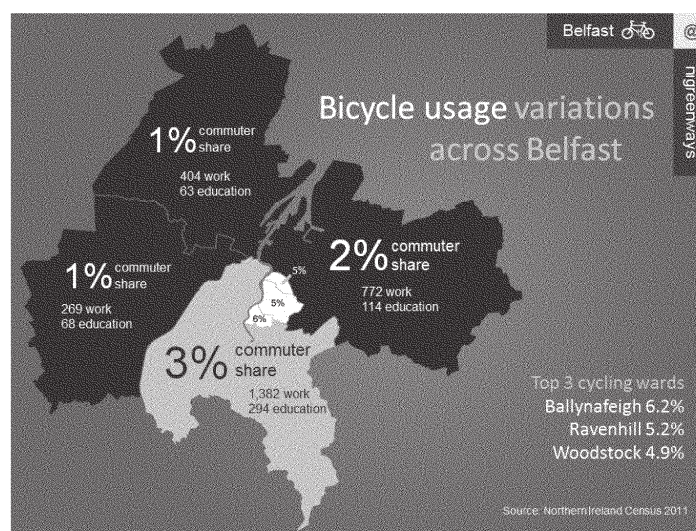


Figure 2. Bicycle user variation across Belfast<sup>7</sup>

<sup>6</sup> <http://www.northernireland.gov.uk/news-doe-060314-latest-environmental-trends>

<sup>7</sup> <http://nigreenways.files.wordpress.com/2014/03/nsewbelfast.png>



Figure 3. Uneven gender split in Belfast cycling that needs to be addressed<sup>8</sup>

Another measure of success is contribution to the economy. A report on the British Cycling Economy<sup>9</sup> (2011) estimated that cycling contributes £2.9 billion to the UK economy (through, for example, cycling-related sales, employment, work performance, savings to the Health Service). NIEL would suggest that NI is, proportionally, being outperformed by other areas of the UK in this respect (even as the UK is being outperformed by some other Northern European countries). However, learning outcomes can be derived from the UK experience (particularly related to the economy and health). Health benefits save the economy approximately £128million in reduced absenteeism. Regular commuter cycling particularly has been shown to reduce the risk of cardiovascular problems<sup>10</sup>, premature death<sup>11</sup> and obesity<sup>12</sup>. Promoting physical activity is one of the DHSSPS pillars for tackling obesity in Northern Ireland (a hugely costly problem, and one currently on the increase). True cross-Departmental working and funding to encourage active travel can deliver real and measurable benefits for Northern Ireland.

The environmental commitment of the NI Executive to reduce greenhouse gases (GHG) by at least 35% on 1990 levels by 2025, and our progress toward that target, is a clear measure of success in terms of sustainable transport (reduction in GHG is a policy objective of DRD's *New Approach to Regional Transportation*). Transport (especially private car use) is a key contributor to GHG

<sup>8</sup> <http://nigreenways.files.wordpress.com/2014/03/female1male5.png>

<sup>9</sup> [https://corporate.sky.com/documents/pdf/press\\_releases/2011/the\\_british\\_cycling\\_economy](https://corporate.sky.com/documents/pdf/press_releases/2011/the_british_cycling_economy)

<sup>10</sup> Hamer, M. & Chida, Y. 2008. Active commuting and cardiovascular risk: a meta-analytic review. *Preventative Medicine* 46: 9-13

<sup>11</sup> Matthews, C. E., Jurj, A. L., Shu, X. O., Li, H. L., Yang, G., Li, Q., Gao, Y. T., Zheng, W. 2007. Influence of exercise, walking cycling, and overall non-exercise physical activity on mortality in Chinese women. *American Journal of Epidemiology* 165: 1343-1350

<sup>12</sup> Wen, L. M., Rissel, C. 2008. Inverse associations between cycling to work, public transport, and overweight and obesity: findings from a population study based in Australia. *Preventative Medicine* 46: 29-32



emissions. Growing cycling as a commuter mode of transport is one way in which emission reductions can be achieved. Figure 4 demonstrates that NI is currently projected to fall short of its 2025 GHG reduction target. NIEL would again encourage cross-Departmental working on this issue to enable NI to meet GHG emission targets.

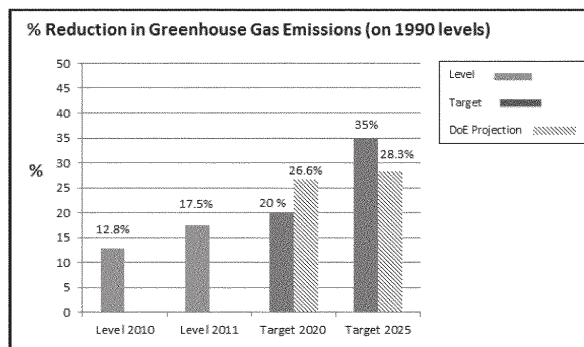


Figure 4: GHG emission reduction in NI (against 1990 levels) – observed levels, targets and DoE projections.

Creating a long-term, sustainable, culture shift begins with educating, informing and ingraining good habits in young people. Therefore, the percentage of our children cycling to school is another likely measurement of success and trajectory of progress. Figure 5 highlights the small percentage of children cycling to school in NI in comparison to the UK and other European countries, perhaps reflecting the inappropriateness of the cycling network for use by children and the safety concerns of parents. Improvement in this area must be seen if NI is going to make real progress in adopting cycling as a viable mode of commuter transport in the long-term.

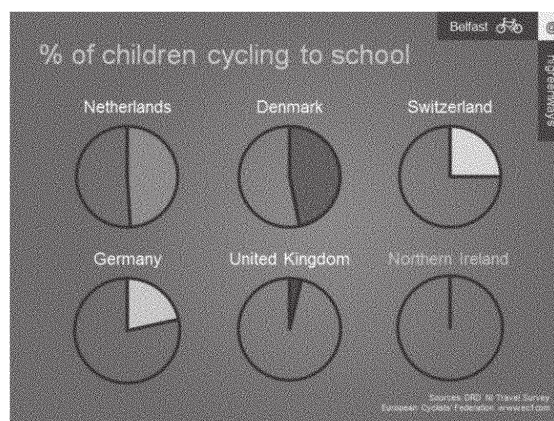


Figure 5: % of children cycling to school in NI, UK and European leading countries<sup>13</sup>

<sup>13</sup> <http://nigreenways.files.wordpress.com/2014/03/schoolcycle.png>



**Analyse opportunities available to best achieve future objectives**

The shortfalls outlined above represent opportunities for Northern Ireland. For a society which is currently hesitant towards cycling, improved safety in the cycling network is vital to unlocking this potential – the British Cycling Economy report suggests that “latent demand for cycling could amount to around £516million of untapped economic potential for the UK”. However, major improvements need not mean major investment. Economic appraisals of cycling investment demonstrate that investment in cycling is much better value for money than traditional spending on motor transport. For example, the Department for Transport in England and Wales evaluated three greenways linking to schools and reported cost benefit ratios of up to 1:38<sup>14</sup>.

Traditionally NI has suffered from Government under-investment in cycling<sup>15</sup>. The level of investment is particularly striking when compared with other European countries such as the Netherlands - see Figure 6. Recommendations to increase cycling in the UK (and deliver associated benefits to the economy, environment and health) can be seen in a recent report by the All Party Parliamentary Cycle Group<sup>16</sup>; it recommends government funding for cycling of £10 per head per year (increasing to £20).

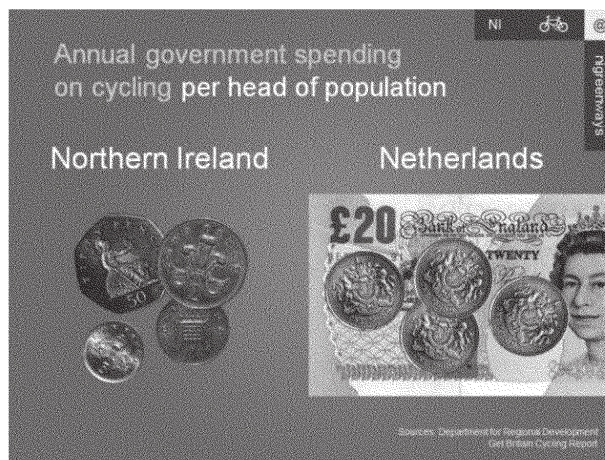


Figure 6. Government investment in cycling (per head of population)<sup>17</sup>

<sup>14</sup> Patterson, S. 2009. Active Transport. In: Gallagher, S. & Christie, S (eds), Sustainable Transport Report. Northern Ireland Environment Link: 7-8

<sup>15</sup> <http://aims.niassembly.gov.uk/questions/printquestionssummary.aspx?docid=160190>

<sup>16</sup> <http://allpartycycling.files.wordpress.com/2013/04/get-britain-cycling1.pdf>

<sup>17</sup> <http://nigreenways.files.wordpress.com/2014/03/spend1.png>



**Develop a short list of recommendations or reforms for short term (1-2 years), medium term (3-4 years), and longer term (5 years +)**

**Short- to medium-term**

- More dedicated (and safer), purpose-built, cycle lanes in urban areas, particularly in the form of green infrastructure networks. We commend the model of Connswater Community Greenway, and would urge the funding and development of similar green infrastructure corridors that run from suburbs to city centre in other areas.
- Established intra-urban bike rental systems at appropriate pick-up/drop-off points.
- Awareness/safety campaign for drivers *and* cyclists.
- Adopt mode-shift targets (aimed at reducing journeys by car year on year).
- Reduce car parking in the city centre.
- Roads Service and other central government bodies such as DSD, and Councils need to work together to develop infrastructure that will encourage active travel. For example, complete connected networks of on-road and off-road routes are required. While DRD will be main funders for this activity, other sources such as SIF, DSD, Lottery and Council grant can add value.
- Community and marketing programmes – it is important that DRD works at town level with Local Government and third sector experts. Local plans with local forums (involving local Councillors to ensure communities have a voice) should be established to coordinate programmes.
- In Derry-Londonderry the 'One Plan' has targets for active travel such as 6% of trips to be by bicycle by 2020. There is a need for a local forum to coordinate delivery of this target.

**Long-term**

Land use and transport planning must be integrated more fully - for example, more compact redevelopment is required in cities and towns to increase walkability and encourage cycling, with development focussed around public and active transport nodes. Urban sprawl to accommodate population growth (as evidenced any many global cities such as Mumbai or Mexico) results in increased car usage with negative consequences, such as air pollution and more road traffic accidents. However, lessons from successful cities (e.g. Freiburg) show that compact urban areas can have a positive impact on human health and safety, with vehicles making more frequent stops and typically travelling at slower speeds. Cities with lower average car speeds and less complex intersections are safer for cyclists and pedestrians, and contribute to reduced energy usage and pollution. Compact urban design can also encourage physical activity. Dense cities such as Amsterdam, New York, and Copenhagen offer residents more opportunities to cycle or walk<sup>18</sup>. A recent study has shown that every time Copenhagen invests in a new cycle track, it results in a 10%

<sup>18</sup> <http://insights.wri.org/news/2013/09/boom-and-bus-how-public-transport-can-curb-road-deaths-our-cities-grow>



reduction in cars<sup>19</sup>. Table 2 (prepared by the NIEL Transport Working Group) summarises the ‘ways forward’ for active and sustainable travel in urban areas in NI.

Table 2. Recommendations for sustainable and active travel in the short, medium and long term

	<b>Short term; practical; inexpensive 2015</b>	<b>Medium term</b>	<b>Long term; ideal; visionary – 2030</b>
<b>Strategic Planning and Costings</b>	<p>Develop new costing and policy programmes designed to deliver sustainable transport for long term</p> <p>Devise new cost/benefit analysis based on carbon reduction and plan to halt fossil fuel use for transport by 2030</p> <p>Interventions are required across all sectors and populations, however there is a real need to prioritise measures at disadvantaged areas first</p> <p>Reduce speed limits across road network and ensure enforcement (reducing carbon as well as improving safety for cyclists and pedestrians)</p> <p>Government should take a lead in promoting active transport commuting for its employees</p> <p>Ensure transport policies are subject to Health and Environmental Impact Assessments</p> <p>Ensure the Regional Development Strategy facilitates the necessary infrastructure to maximise a sustainable transport system</p>	<p>Support research and development of alternative and new technologies which incorporate climate change, safety and health as key drivers</p> <p>Develop a rating system and taxation schemes that encourage active and sustainable and active travel and discourage (incrementally more so) use of private cars, and those less efficient proportionately more so</p>	<p>No fossil fuels used for transport</p> <p>The infrastructure should be in place so all journeys can be made by active and/or public transport</p>
<b>Active Transport – walking &amp; cycling</b>	<p>Link up all cycle ways to provide connected web around Belfast, preferably with connected green infrastructure corridors</p> <p>PR campaign to promote the links between sustainable travel and other sectors, including environment, health and social. Active travel can impact on travel patterns, access to services, exercise and social connectedness</p> <p>Reduce pavement parking through proper enforcement</p> <p>Increase active travel safety through driver and cyclist education</p> <p>Promote Safer Routes to School and safer streets for children</p>	<p>Expand active transport network to make it the focus and priority of all transport, not cars</p> <p>Majority of journeys to school not by private car</p> <p>Link up all cycle ways to provide a connected web around Belfast</p>	<p>Most journeys &lt; 5 km by active transport</p> <p>Infrastructure fully in place to allow this</p>
<b>Land use planning and transport</b>	<p>All new developments must include active transport facilities and their promotion</p>	<p>Plans in place to change settlement patterns and design all new developments around minimising transport needs</p>	<p>Settlements designed around, for example, sustainable transport; local services</p>

<sup>19</sup> <http://www.upworthy.com/meanwhile-in-a-small-kingdom-called-denmark-the-citizens-were-happy-healthy-and-on-time-to-work-2>

# Northern Ireland Greenways

Dear Members of the Committee for Regional Development

My name is Jonathan Hobbs and I write the **NI Greenways** blog. It details opportunities to reopen around 600 miles of former railways in the province as paths for walking and cycling, and pushes for investment in safe, high quality cycling facilities in our towns and cities to encourage a massive increase in everyday cycling.

I appreciate the opportunity to make a submission to your **Inquiry into the Benefits of Cycling to the Economy**. I welcome the Committee's focus on this area, and hope that your report will help to influence the work of the Department's Cycling Unit.

I hope the Committee will find useful a short presentation which I recently gave to the NI Assembly All Party Group on Cycling. It sets the scene for the current position of cycling in Northern Ireland (and Belfast specifically) showing the strengths and weaknesses. (Attached Powerpoint File)

In the last two years working independently in this area, and seeing the way cycling has moved onto the political agenda, I believe some of the main areas where cycling has a realistic role to play in changing everyday life in Northern Ireland are:

- the local economy (shop local agenda)
- better health outcomes and reduced budgets
- improved travel choices, especially within urban areas, positively impacting on household budgets
- tourism spend
- increased independence among our children

The following is not meant as an exhaustive response to all of these areas, as I trust the local and national cycling organisations such as Sustrans and CTC will make detailed submissions to inform your important work. However I've included some articles, research and sources of interest which may be pertinent.

For further information please contact me:

Email: [nigreenways@gmail.com](mailto:nigreenways@gmail.com)

Blog: [www.nigreenways.wordpress.com](http://www.nigreenways.wordpress.com)

Twitter: @nigreenways

### **Shop local - are cyclists good customers?**

One key advantage of increasing the number of people cycling within our urban environments is how it can support local independent retail. Good cycle routes encourage uptake, and good cycle parking facilities attract people to stop and spend. Both of these things currently are lacking in Belfast and most areas of NI. But how do the spending patterns of people cycling to shops or driving match up in a 'cycling city' like Copenhagen?

*"In a city like Copenhagen where most people cycle, and 36% of all trips are made by bicycle, cyclists are the dominant group of shoppers:*

*"In terms of revenue, cycling customers spend a total of 2.05 billion € per year whereas car driving customers spend slightly less, that is 2.04 billion € per year. In total, walking and cycling customers count for 55% of the total revenue of street-level shops and supermarkets in Copenhagen.*

*Interestingly, cyclists spend less per visit as well as per whole shopping trip than car drivers. The average spending for cyclists is 30€ per visit and 50€ per trip, whereas car drivers spend 60€ per visit and 90€ per trip. The reason cycling customers still generate more revenue than car driving customers is due to the fact that cyclists in general shop more often than car drivers, which in turn compensates for the tendency to spend less per visit."*

Source: Cycling Embassy of Denmark

<http://www.cycling-embassy.dk/2013/08/26/are-cyclists-good-customers/>

If you enable people to cycle in a city like Belfast, they will shop like anyone else. Just because you can't do a big weekly shop on a bicycle is not in itself a disadvantage – many independent shop owners would love to have the kind of repeat custom seen in Copenhagen.

In New York protected cycle lanes are making a positive impact on local street life and businesses:

<http://www.treehugger.com/bikes/more-proof-bike-lanes-boost-business.html>

And as cities around the world begin to see cycling as an important transportation tool, many benefits are being realised and actively chased:

[http://www.peoplepoweredmovement.org/site/images/uploads/Protected\\_Bike\\_Lanes\\_Mean\\_Business.pdf](http://www.peoplepoweredmovement.org/site/images/uploads/Protected_Bike_Lanes_Mean_Business.pdf)

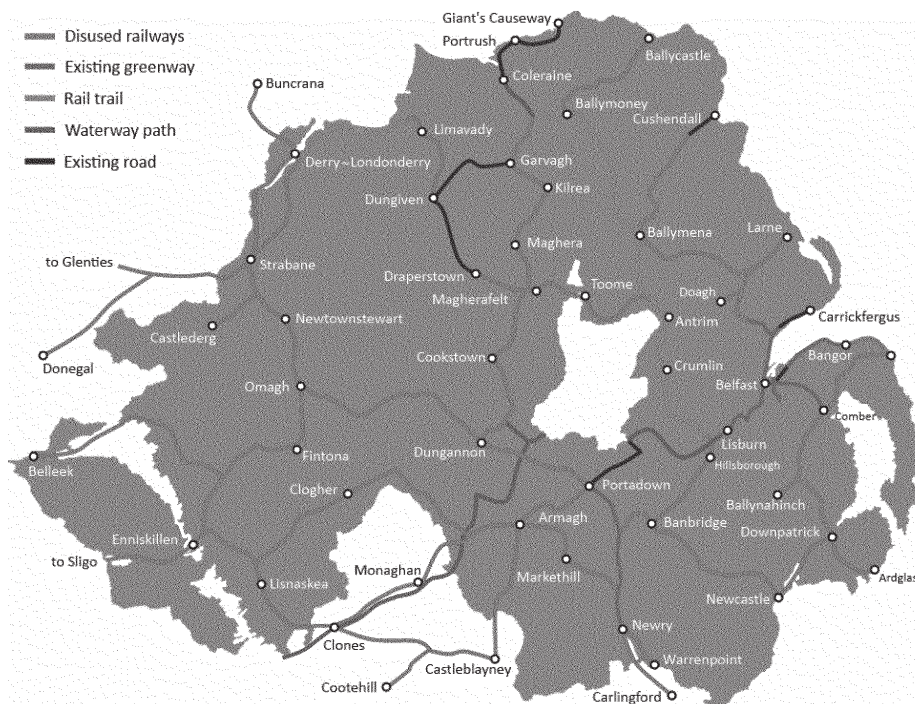


### Greenway development

Northern Ireland has around 600 miles of former railways lying dormant. There are obvious challenges to resurrecting these routes as walking and cycling paths, however we must only look to the Republic of Ireland to see how the economic payback in tourism alone can far outweigh the effort and cost of development.

I welcome the Committee's plans to visit the Great Western Greenway in Mayo, to get a first-hand sense of the quality of the route and the economic advantages. Tourism will only continue to grow in importance as an economic driver for NI, and active travel tourism is a popular sector especially among the target EU nations.

The Comber Greenway, the Newry Canal, the Lagan Towpath and Newtownabbey Way are prime local examples of great facilities. Work is ongoing to assess the viability of two further routes, between Comber and Donaghadee through Newtownards, and the Back Line between Monkstown and Greenisland. The wider network of railway lines closed in the 1960s is a network which can link most major towns and cities, and the majority of our local tourist attractions.



Source: NI Greenways blog – potential route map

Looking to the EU, in Germany the turnover in cycle tourism grew from €5 billion in 2000 to €9 billion in 2009. Investment in bike-tourism infrastructure (in particular cycle routes, cycle ways and cycle tracks) can be recouped in less than two years.

Source: European Cycling Lexicon

<http://www.eesc.europa.eu/?i=glossaries.en.cycling-some-cycling-statistics#sthash.bEsfOpjc.dpuf>

### **Macro-economic impact of investing in cycling**

Some interesting wider economic figures from Copenhagen points to the need for better research in Northern Ireland to determine our own business case for investing in cycling:

- 14p gain to society per extra km travelled by bicycle in Copenhagen
- 13p cost to society per extra km travelled by car in Copenhagen
- 30% reduction of mortality for adults who cycle to and from work every day
- £190m value of annual health benefits from cycling (about £160 per head of population)

Source: City of Copenhagen

[http://subsite.kk.dk/sitecore/content/Subsites/CityOfCopenhagen/SubsiteFrontpage/LivingInCopenhagen/CityAndTraffic/~/\\_media/4ADB52810C484064B5085F2A900CB8FB.ashx](http://subsite.kk.dk/sitecore/content/Subsites/CityOfCopenhagen/SubsiteFrontpage/LivingInCopenhagen/CityAndTraffic/~/_media/4ADB52810C484064B5085F2A900CB8FB.ashx)

### **Working towards making a valid argument for cycling**

Past cycling campaigns (both lobbying and government initiatives) have been light on making a strong business case to invest in the best facilities to make a meaningful impact on cycling levels. DRD's new Cycling Unit needs to have a firm footing in cost-benefit profiles and working towards targets for increasing cycling flows on key routes.

A paper from the Netherlands looks at regions picking the correct approach to making the business case for cycling investment based on unique local conditions. The Committee may find the study of interest and some of the main findings were:

- *Investing in bicycle infrastructure will not automatically produce savings in the traffic budget. This will only be the case when bicycle use increases considerably.*
- *On traffic routes, road capacity can benefit enormously from bicycle and other public amenities that streamline the various means of transport. Savings in time and use of space both have an important economic value.*
- *Cycling, walking and public transport improves the quality of life in city centres, thus attracting more activities and people, as a result of which consumer spending increases.*
- *Several studies show that air pollution caused by motorised traffic leads to more deaths than traffic accidents. Investing in the bicycle turns out to be a very cost-effective way to pursue an environmental policy.*
- *Cycling for half an hour every day has a significant effect on the prevention of heart and vascular disease, diabetes and high blood pressure. Also this positive effect of cycling on public health is much greater than any negative effect from traffic casualties.*
- *The safety of cycling can be improved drastically by proper planning. Low accident rates involving cyclists in the Netherlands shows that this is the case. There are many ways in which the bicycle can be used as a means of (goods) transport at work, resulting in increased earnings.*

One line is of interest in assessing what the local impact of cycling investment could be, given that only Cyprus and Malta have lower cycling levels than NI in the EU:

*It is shown that the cost-benefit-ratios are better in situations where so far nothing has been done to promote cycling and improve the situation for cyclists.*

Source: The Economic Significance of Cycling A survey to illustrate the costs and benefits of cycling policy world-wide (Jeron Buis)

<http://www.velomondial.net/velomondial2000/PDF/BUIS.PDF>



 @

# Belfast and Northern Ireland



## cycling facts and figures



@nigreenways  
nigreenways.wordpress.com

nigreenways

Belfast  @

### The number of Belfast cycle commuters

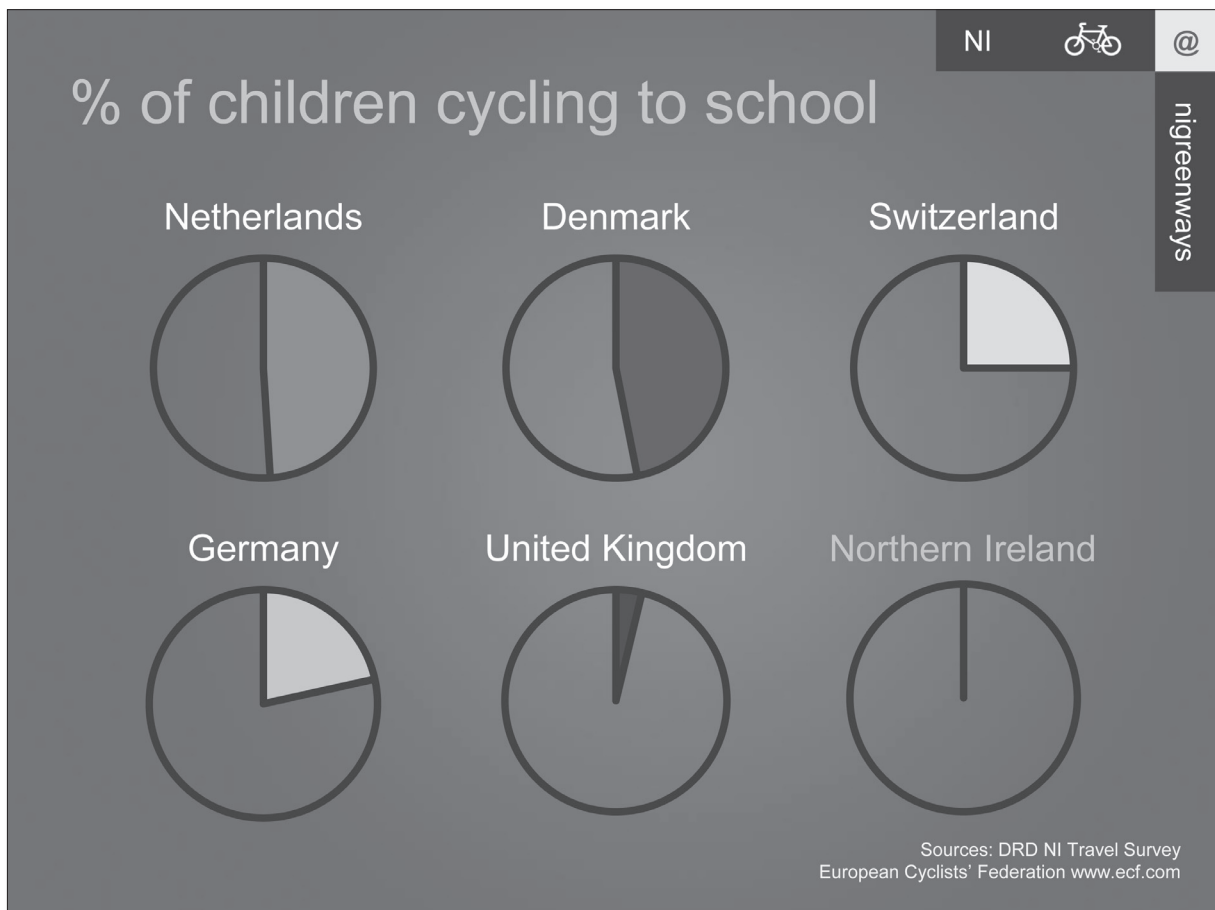
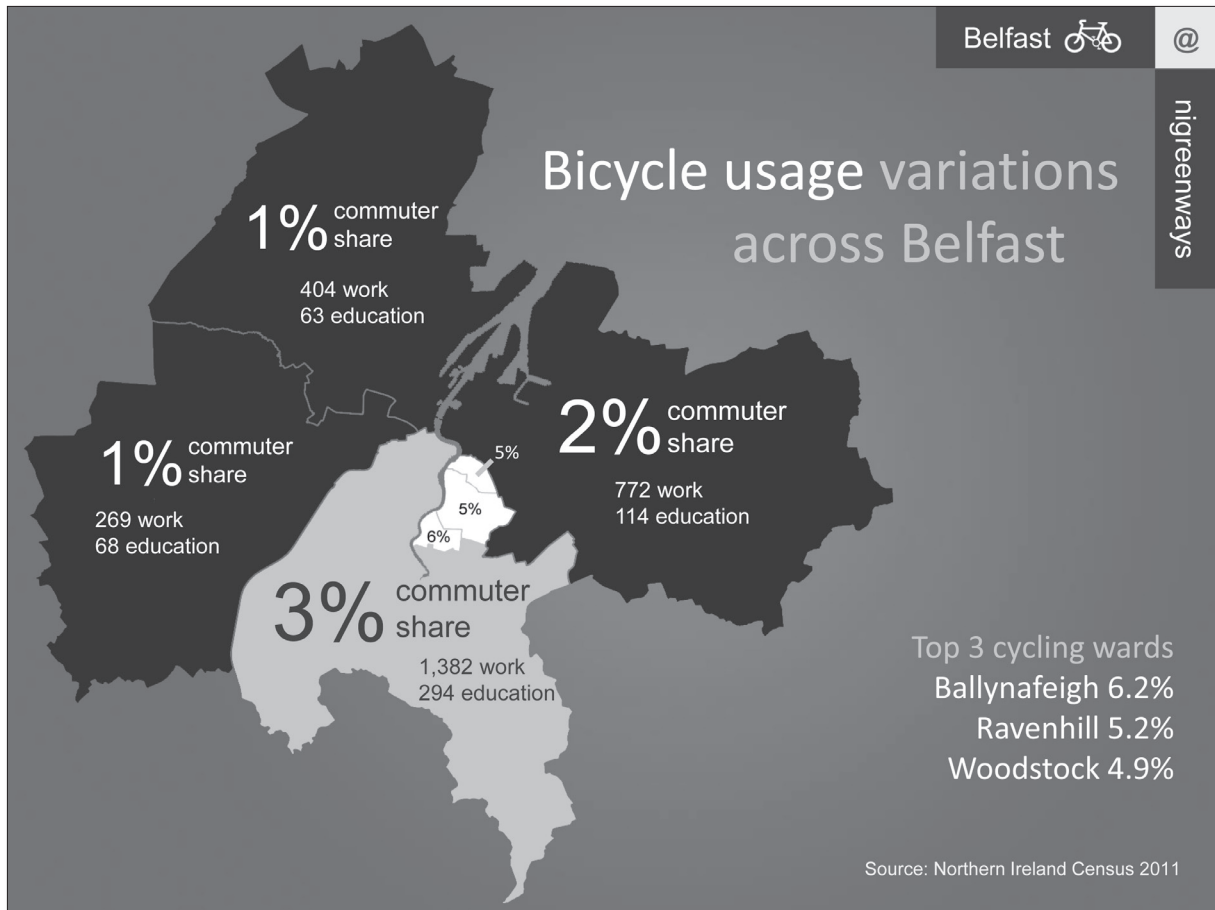
increased by **60%\*** in the last decade

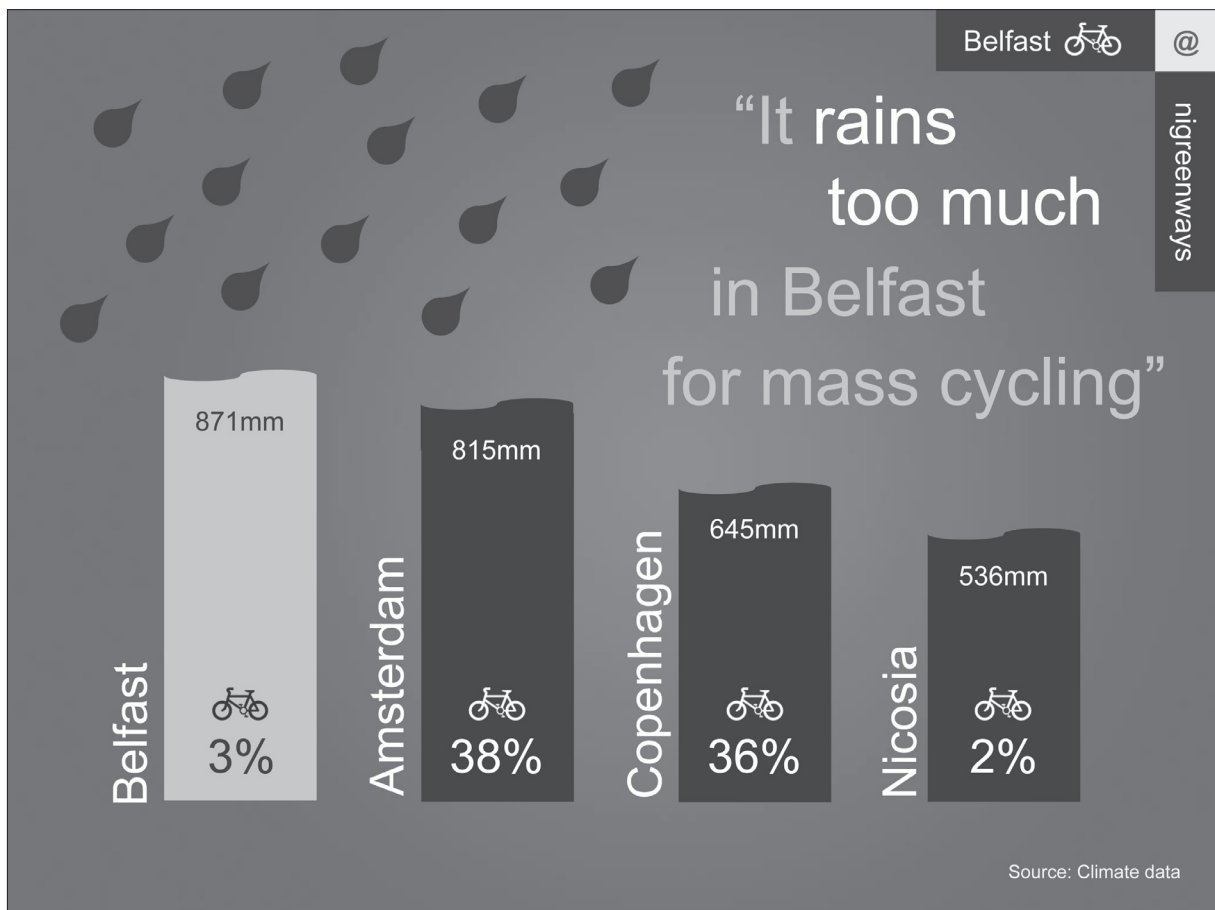
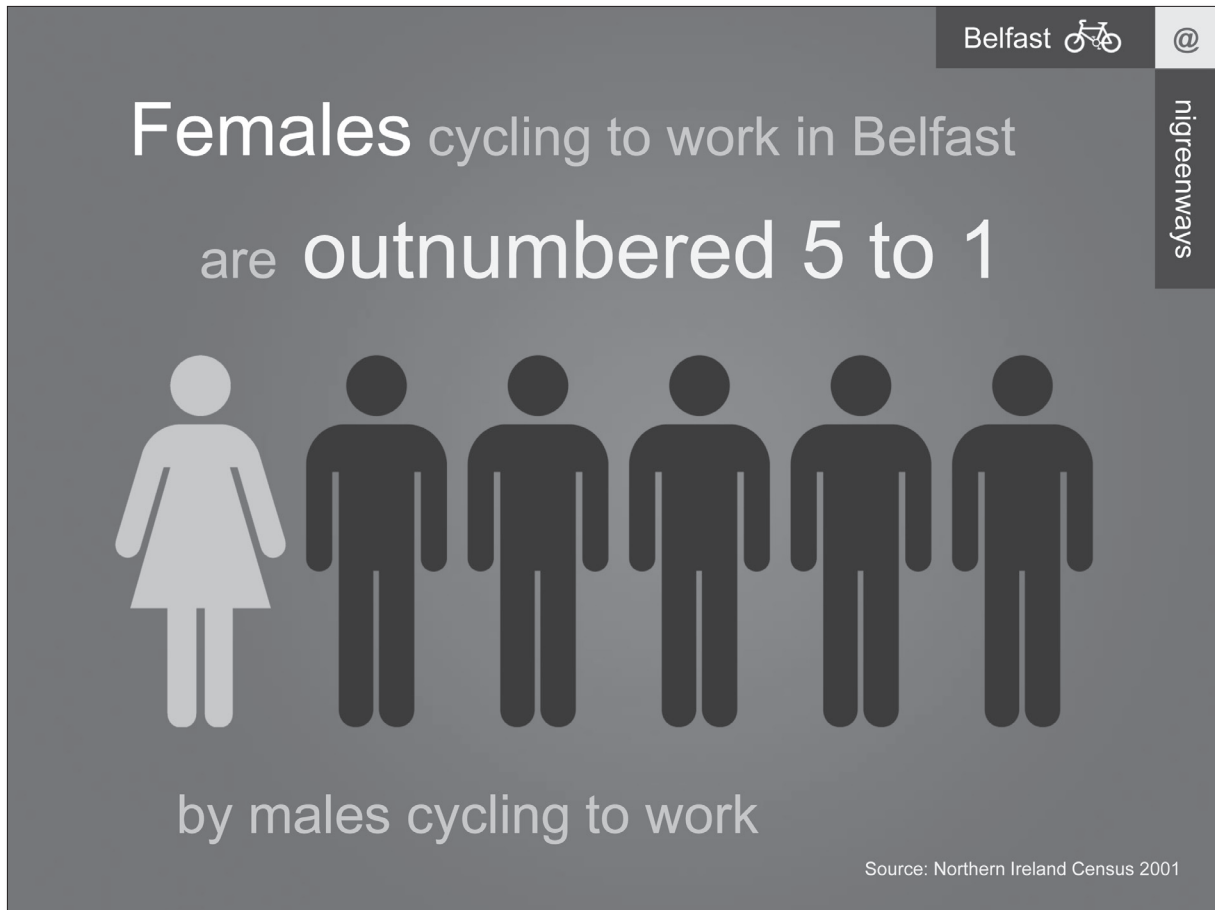
\*in top 10 UK towns / cities

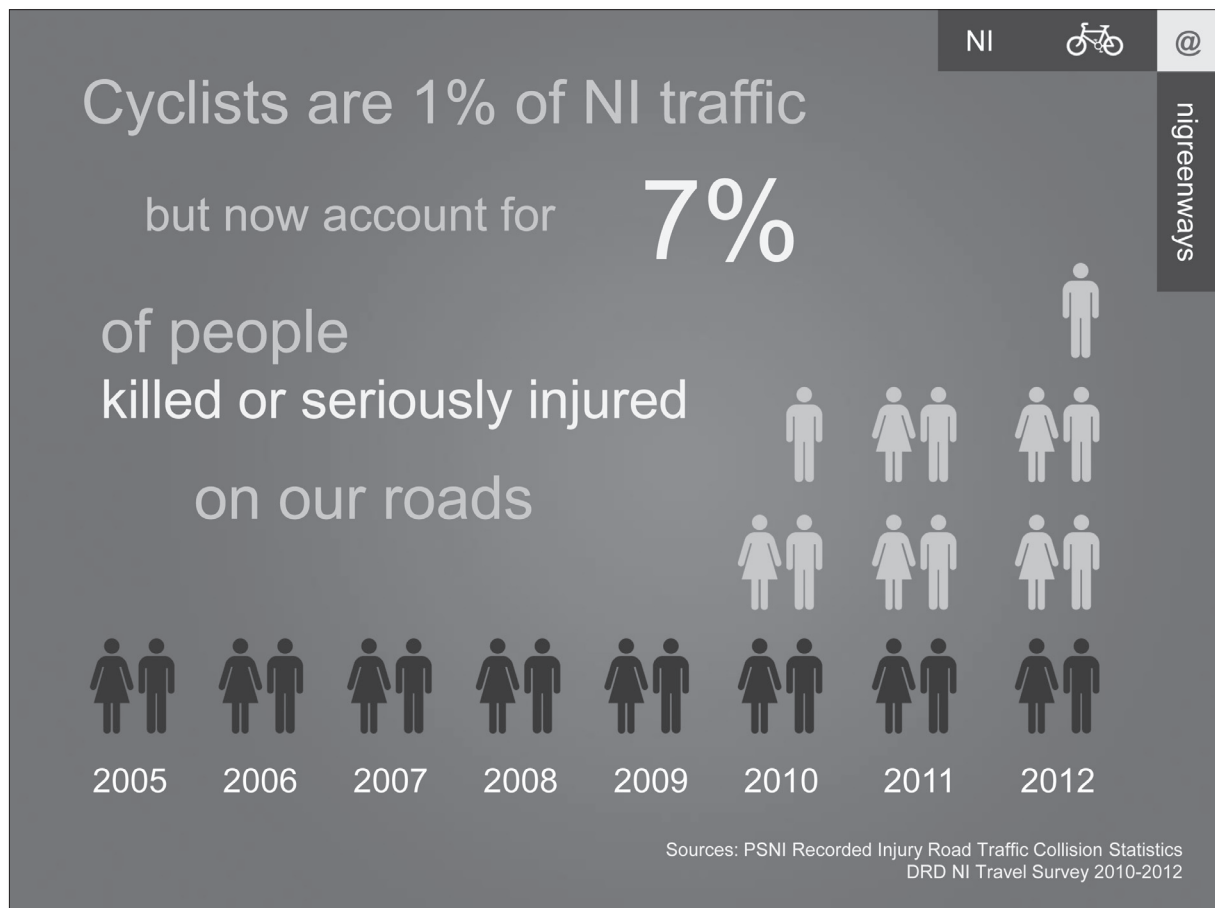


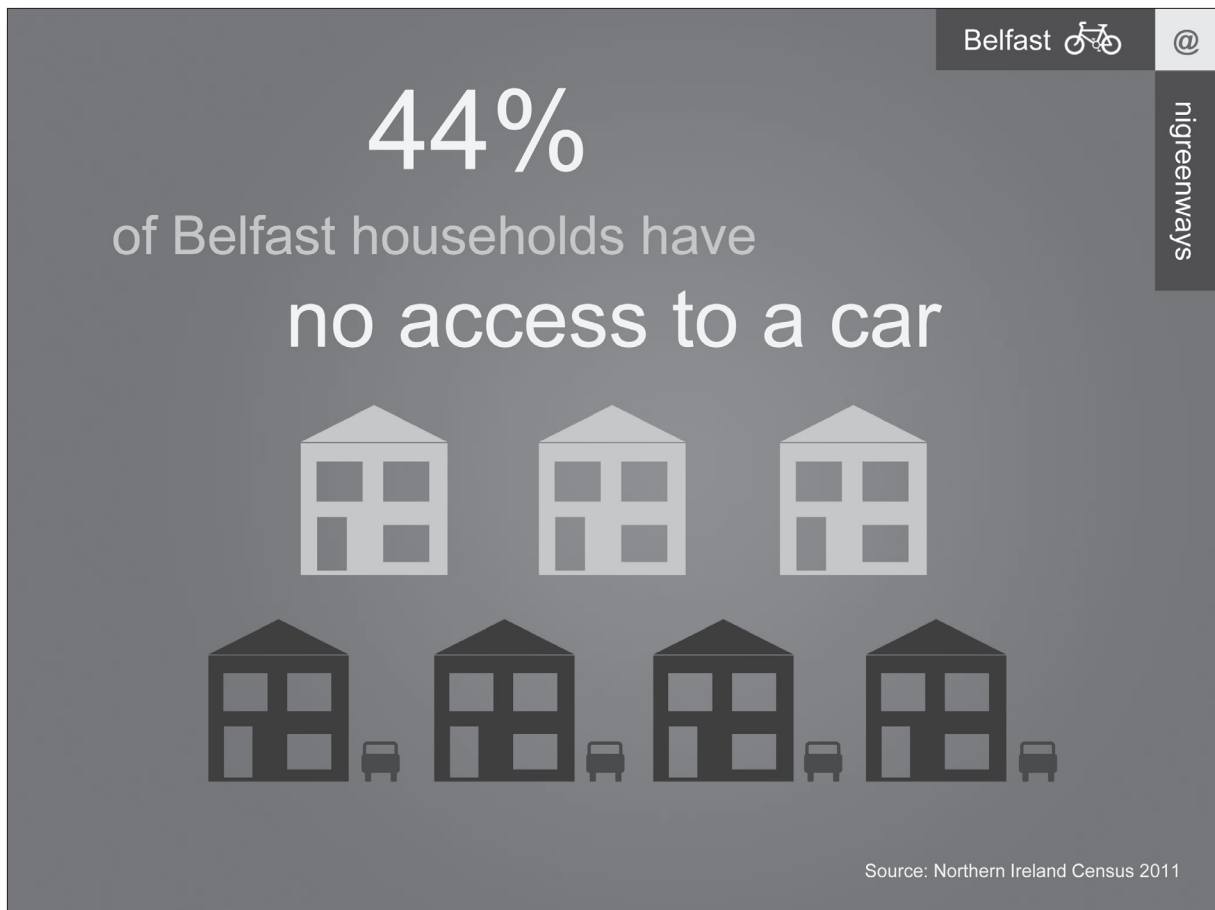
Source: Northern Ireland Census 2001 and 2011


nigreenways










NI  @


## Every year in Northern Ireland

government spends



£44m (capital)


on



and the average person makes

5 journeys by train


£1m



7 journeys by bike


Source: Department for Regional Development  
DRD NI Travel Survey 2010-2012

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NI  @

## Annual government spending on cycling per head of population

### Northern Ireland

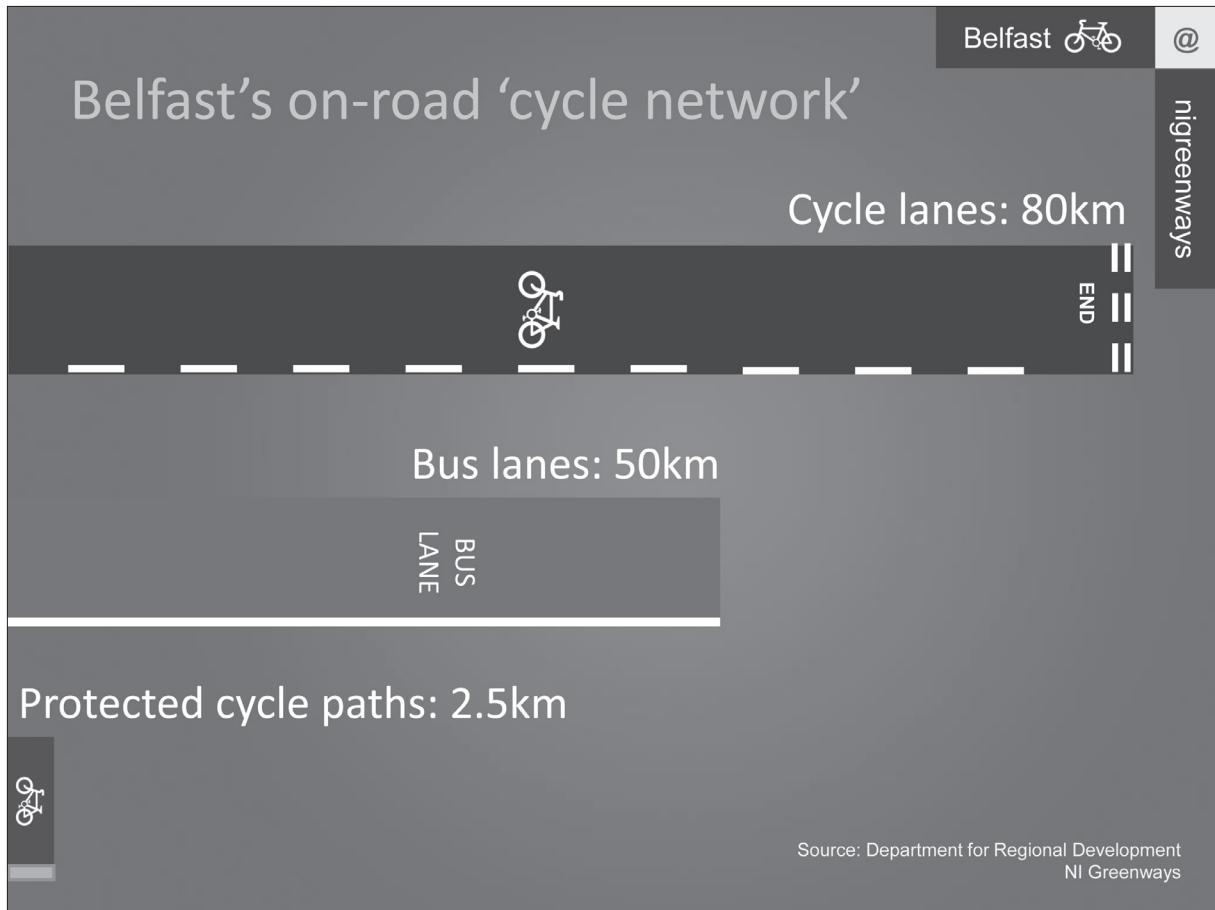


### Netherlands



Sources: Department for Regional Development  
GB Cycle Embassy

nigreenways







# Outdoor Recreation Northern Ireland



**Paul Carlisle**  
 Committee for Regional Development  
 Room 245 Parliament Building  
 Ballymiscaw  
 Stormont  
 BELFAST  
 BT4 3 XX

5 March 2014

Dear Paul

**Re: Inquiry into the Benefits of Cycling to the Economy.**

Thank you for the opportunity to comment on the above. Please find below a submission from Outdoor Recreation Northern Ireland (ORNI).

## 1. Introduction.

ORNI (formerly the Countryside Access and Activities Network) was established in 1999 following a recommendation in Northern Ireland's first Countryside Recreation Strategy (2008). ORNI is a company limited by guarantee with charitable status and is responsible for the 'strategic development, management and promotion of outdoor recreation across Northern Ireland'.

ORNI does not own or lease any land, but rather works in partnership with a wide range of organisations including central and local government, non government organisations (eg the National Trust, Ulster Wildlife Trust) and private landowners to deliver its outputs.

During the past 15 years, ORNI has successfully delivered on the ground through partnership working over:

- 300+ km of walking trails (10 long-distance Waymarked Ways)
- 650+ km of canoe trails (6 inland and 3 coastal)
- 1 canoe slalom and polo facility
- 30+ km of off-road horse riding trails
- **30+ km of off-road family cycle trails**
- **5 multi use sites (walking, family cycling, all-ability)**
- **100+ km of mountain biking trails**

## INSPIRING OUTDOOR RECREATION

Outdoor Recreation NI is supported by the Northern Ireland Environment Agency, the Northern Ireland Tourist Board, Sport NI, Inland Waterways of the Department of Culture, Arts and Leisure and the Department of Social Development.

Outdoor Recreation (N. Ireland) is accepted as a charity by the Inland Revenue under reference XR 32792 Company Reg: NI 38105  
 Outdoor Recreation (N. Ireland) is an Equal Opportunities Employer



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 E. [info@outdoorrecreationni.com](mailto:info@outdoorrecreationni.com) [www.outdoorrecreationni.com](http://www.outdoorrecreationni.com)

- 2 mountain bike pump tracks
- 1 mountain bike jump park
- 16 ecotrails (environmental trails linked to orienteering)

Funding for the above projects (approx £9million) was secured by ORNI's core staff team of 8, through a wide range of grant giving organisations.

In addition, ORNI has achieved over £10million of equivalent PR for outdoor recreation activities including cycling and mountain biking. This has been achieved through a wide range of media including ORNI's dedicated cycling and mountain biking websites: [www.cycleni.com](http://www.cycleni.com), [www.mountainbikeNI.com](http://www.mountainbikeNI.com), through social media, organising events (eg Adventureland Weekend, Get Outdoors Weekend, Giant's Causeway Coast Sportive), editorials in papers, radio and TV and through organising familiarization trips for specialist journalists.

## 2. Mountain biking.

One of ORNI's key work programmes is Product Development and within this programme, a key element of work is developing purpose built mountain bike trails across Northern Ireland as well as family off-road cycling trails and multi use cycling trails.

**It is recognised that mountain biking is one of the fastest growing outdoor recreation activities in the United Kingdom and Ireland in terms of participation and economic benefit** with off-road cycling accounting for 13% of the current cycling market. 11.8 million people in the United Kingdom own a mountain bike with 1.3 million riding regularly off-road.

The importance of mountain biking has been recognised in Northern Ireland since 2002, when ORNI published a Strategic Plan for Off-Road Cycling which outlined the vision for developing a series of family, X-country and downhill mountain biking trails across Northern Ireland.

This Plan was further developed by internationally renowned trail designer, Dafydd Davis in 2003 and endorsed by the International Mountain Biking Association's, trail specialist, Joey Klein. Both these experts concluded that *'Northern Ireland has the potential to meet – and exceed – all riding urges, whether the preference is singletrack, freeride or downhill .... the country has the potential to be one of the best mountain bike sites in the world'*.

In June 2011, Northern Ireland opened its first 'Trail Centre' at Blessingbourne Estate, Fivemiletown combining a formal trail system with a range of other visitor facilities. This was followed in spring 2013 with the opening of Davagh Forest Trails (near Cookstown), Castlewellaan & Rostrevor Mountain Bike Trails (Mournes) and Barnett Demesne Trails (South Belfast). All of these trail centres are managed and maintained by local councils who also take on the liability for the trail system. All funding for these trail centres (approx £3.5million) with the exception of Davagh was secured by Outdoor Recreation Northern Ireland.

Counters on the trails show that even though in their infancy, the numbers using the Trail Centres have exceeded all expectations with the three National Trail Centres at Davagh, Castlewellaan and Rostrevor attracting over **50,000 users** in their first 6 months since opening.

Although significant progress has been made in Northern Ireland since the first Strategic Plan was written, the vision for mountain biking remains largely unrealised. Considerable time and effort since 2002 has been spent finding resolutions to the numerous issues and barriers presented along the way that constrained development. With many of these now successfully addressed, it is now hoped that delivering Northern Ireland's new Mountain Biking Strategy (2014) will help Northern Ireland's full mountain biking potential be realised over the next 10 years.



The Strategy has set 3 high level targets up to 2024:

- To generate directly through mountain biking £25million per annum into the local economy
- To increase local participation on Northern Ireland's official mountain bike trails by 50%
- To host at least two mountain bike events of international status

Delivering on the outputs of the new Mountain Biking Strategy are particularly important given the ever increasing competition as a result of significant investment from tourism bodies in mountain biking across Great Britain and in the Republic of Ireland. Both Scotland and Wales have invested heavily in mountain bike trail infrastructure over the past 10 years to meet the ever growing market and have seen the benefits of this investment.

Scotland currently generates £46.5 million each year from mountain biking for the Scottish economy whilst UK residents who went mountain biking in Wales spent an annual average of almost £24 million in 2006 and 2007.

### 3. Mountain biking events.

Mountain bike events are widely recognised as having the ability to deliver a competitive advantage for Northern Ireland (NI), having a range of beneficial impacts on the image, economy and tourism performance and future potential of the region.

Already since 2013 there have been a number of successfully delivered events at the National Trail Centres including Rostrevor Mountain Bike Festival, Davagh Enduro, the World Police and Fire Games and the Red Bull Fox Hunt. The 2013 Rostrevor Mountain Bike Festival had over 600 competitors whilst the Red Bull Fox Hunt had over 400 riders.

Outdoor Recreation Northern Ireland was successful in bidding to host Northern Ireland's first ever European mountain bike championships namely the Single Speed European Championships. This event taking place over 2 days in April 2014 in Castlewellsan Forest Park has already over 200 riders signed up from across the world from over 10 different nations.

Discussions are also at an early stage with NITB about bidding to bring a World Cup mountain bike event to Northern Ireland within the next 5 years. This would be of a similar status as the current UCI World Cup event that takes place in Fort William, Scotland. In 2010, the event attracted 285 competitors from 24 nations with 171 accredited media reporting in the event. Visitor numbers averaged 17,300 over the three days, of which 8,500 were unique visitors. 13% of these were overseas visitors who stayed on average 3.5 nights. The economic impact to the local economy of the event was calculated at an estimated £2.4 million.

### 4. Cycle Tourism - Case Study: The Giant's Causeway Coast Sportive

During September 2011, Outdoor Recreation NI staged the first Giant's Causeway Coast Sportive, having identified **Cycling Sportives as a key method of driving cycle-related tourism in Northern Ireland**. A Sportive is a long-distance, organised, mass participation cycling 'event' - not a race - typically held annually.

In its first year, the Giant's Causeway Coast Sportive attracted 600 cycling participants and in 2012 and 2013 this increased to over 1000 participants. In 2013, 1 in 4 of all the event's competitors were from 'out of state'.

An independent evaluation of the 2012 Giant's Causeway Sportive carried out by Cogent Consulting showed the Sportive having a direct economic benefit of £164,947 to the Moyle District Council area. The evaluation also showed that for every £1 provided by the public sector, this generated an economic benefit of £19.03.

**5. Conclusion**

I trust that the Committee find the above information of relevance to its inquiry. I would be very happy to give oral evidence to the Committee on any aspect of our submission and in particular our role in delivering the new Mountain Bike Strategy for Northern Ireland

Yours faithfully



Dr Caro-lynn Ferris

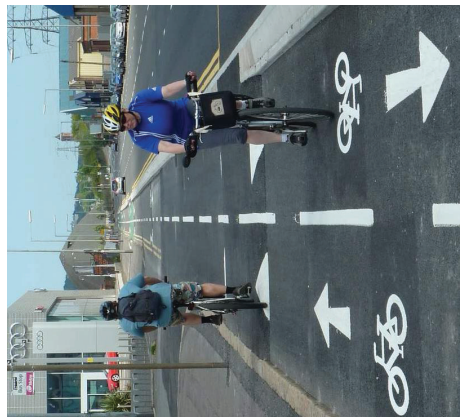
Executive Director

# Sustrans

## Northern Ireland Assembly Inquiry into the Benefits of Cycling to the Economy

Submission by Sustrans - Final Version

March 2014



## About Sustrans

Sustrans is a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day. We work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

With offices around the UK, Sustrans benefits from the expertise of over 630 staff with a range of skills and experience. From engineers and urban designers, to behaviour change and community engagement specialists, we work in multi-disciplinary teams to deliver tailored solutions to local transport challenges. Our specialist Research and Monitoring Unit pioneered the development of monitoring and evaluation techniques for sustainable and active modes of transport, and help demonstrate the effectiveness of all our work.

**Over 3,500 volunteers contribute their time to Sustrans' work each year in a variety of ways, from looking after their walking and cycling routes to being an active travel champion in their school, workplace or community. In 2012 this amounted to the equivalent of almost 100 full-time posts.**

**We are the charity behind the 14,000-mile UK National Cycle Network, which includes 84 new local networks completed in 2013 with £50m from the Big Lottery Fund.**

Sustrans has over 30 years' experience in delivering walking and cycling infra-structure and travel behaviour change projects. As well as working with many hundreds of schools, colleges, universities and businesses and communities each year, we also work closely with governments and other agencies across the UK and in Ireland to deliver integrated packages of interventions to increase everyday walking and cycling:

**In Northern Ireland Sustrans is delivering the Active Travel to Schools programme on behalf of the Department for Regional Development and Public Health Agency, working with over 180 schools over three years to increase cycling and walking on the journey to school.**

In **Scotland**, Sustrans delivers the Community Links programme on behalf of Transport Scotland as well as a package of behaviour change projects in schools, communities or on streets. In 2013/14 Community Links will fund £13 million worth of walking and cycling facilities, connecting communities to shops, schools, workplaces or overcoming major barriers to cycling.

Following six years of campaigning by Sustrans and others, **Wales** became a world-leader in walking and cycling when the Active Travel Act became law in November 2013. This Act places a legal duty on local authorities across Wales to provide safe walking and cycling networks, helping people shift everyday shorter journeys to Active Travel. Sustrans is working with the Government and a range of partners to ensure effective implementation of the Act.

In the **Republic of Ireland** Sustrans has worked with others on a number of important studies and projects. These include: A Strategy for Irish Tourism in 2006; the cross border Kingfisher Trail; and currently the Irish Trails Strategy and Planning Project for the Irish Sports Council.

In **England** Sustrans has run Links to Schools or Communities programmes on behalf of the Department for Transport since 2004, distributing millions of pounds to partners across the country each year to connect communities to the spaces and places they need to get to every day.



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12	Action plan
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## 1 Introduction

Sustrans are delighted to have the opportunity to make this submission to the DRD Committee's Inquiry into the benefits of cycling to the economy.

The terms of reference asked us to undertake a number of tasks and provide appropriate information as follows:

- a) Consider the structure and operation of the cycling network and its capability to deliver against Departmental and Executive objectives in respect of health, sport and the environment;
- b) Identify and quantify appropriate measures of the Department and Executive success or shortfalls against the stated objectives;
- c) Analyse opportunities available to best achieve future objectives;
- d) Develop a short list of recommendations or reforms for short term (1-2 years), medium term (3-4 years) and longer term (5 years+);
- e) Identify any additional funding/funding sources required to deliver agreed objectives.

In response, Sustrans have reviewed the existing network and its ability to deliver Departmental and Executive objectives. Cycling can and does contribute to all five Programme for Government Priorities. It delivers benefits to most Government Departments. In our submission we have tried to identify these wider benefits and how they currently contribute to the economy now and potentially in the future.

In order to establish future objectives, we have set out a long-term Vision for cycling, which we believe is both exciting and challenging. We have set out how the Vision might be achieved, including changes in policy, investments in cycling infrastructure and behavioural change initiatives.

Finally, we have set out an action plan, which identifies a wide range of interventions within the given timeframe that will resolve many of the existing barriers to cycling.

We trust you find our submission of interest and we would be delighted to have the opportunity to meet the Committee and further develop and explain our submission.

Should you require any additional information please contact myself:

**Gordon Clarke**  
**National Director for Northern Ireland and the Republic of Ireland**

**Sustrans**  
**Ground Floor**  
**Premier Business Centres**  
**20 Adelaide Street**  
**Belfast BT2 8GD.**

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## 2 Executive summary

Cycling is estimated to currently contribute £2.9bn to the UK economy and on a pro rata basis £87m to the Northern Ireland economy. The benefits are both direct and indirect. Bike retail and tourism provide direct benefits, while savings in health costs and reduction in road congestion are examples of indirect economic benefits. Compared to other European countries, the level of cycling here is extremely low; however, the potential to transform this situation is significant. Investment in cycling has been shown to give extremely good value for money.

Change, however, will take time. European cities, such as Copenhagen, have been working to develop their cycling Vision for over 30 years. The work is ongoing and now very much driven by the citizens' demands.

### 2.1 Cycling for all

Our research has also shown that cycling is a male dominated activity, with significant variations in age groups. Our proposals are intended to address these deficits and encourage and develop cycling for all, young and old, male and female.

### 2.2 Overcoming barriers to cycling

Our research into the existing situation has identified four significant barriers to why people don't cycle now. They are: lack of ownership of a bike, safety, bad weather and image. In the submission we have set out proposals to address these and the proposals are summarised here: -

Bike Ownership	-	better promotion of 'Bike to Work Scheme'
	-	development of a new 'Bike Ownership' scheme for those on minimum wage or unemployed
	-	support for bike recycling schemes/social enterprise
Safety	-	'Bikeability' - on road cycle training for P6 pupils
	-	Bikeability training scheme for adults
	-	new segregated or traffic free cycle routes
	-	new innovative design solutions for junctions and roundabouts
	-	development of training schemes for vehicle drivers to share road space better with cyclists
	-	development of safe routes to school, including 20MPH zones
	-	guidance codes for shared space use and cyclists' behaviour on roads
Bad Weather	-	promotion/awareness campaign of quality waterproof gear
Image	-	working with the private sector to promote more traditional types of bikes
	-	a cycle to work in your 'working clothes' campaign - normalising cycling.

Our proposed behavioural change programmes will help people overcome these barriers.

### 2.3 Potential benefits to the Northern Ireland economy

Our research has identified a range of potential economic benefits that could be derived, should there be significant investment in cycling infrastructure and behaviour change. These are summarised here:

- Job Creation
  - construction and maintenance of cycling Infrastructure (SMEs in particular)
  - retail trade
  - bike servicing
  - cycle hire
  - cycle tourism - providers and guides
  - cycle training

- Access to Employment
  - mobile workforce (those without cars)
  - equality of access to jobs

- Benefits to Employers
  - reduced absenteeism
  - more productive workforce
  - healthier staff

- Town Centres
  - more visits
  - increased expenditure
  - greater vibrancy
  - improved access
  - safer environment

#### Increased Use of Public Transport

- access to stations
- combined journeys e.g. bike and train
- bike to Park and Ride centres

#### Reduced Road Congestion

- more efficient vehicle movement (time and energy savings)
- reduced capital and maintenance

- expenditure
  - reduced noise and air pollution (enhanced property value, avoidance of EU fines, health benefits)

- Health
  - a more active and mobile population
  - reduced childhood/general obesity
  - reduced other health conditions (heart and lung disease etc.)
  - improved mental health

- Cycle Tourism
  - increased number of visitors
  - benefits to existing service providers (food, accommodation etc.

- Social Economy
  - bike recycling

**At present there is no exact figure for the total contribution cycling makes to the economy.**

**We recommend** a baseline figure of the economic benefits of cycling should be calculated in order to measure the benefits that new investment will make in Northern Ireland.

## 2.4 A vision

In order to achieve maximum benefit from cycling, we consider that a Vision is required that describes a new cycling culture embedded in our society. This is a long-term Vision and may take over 30 years to realise.

During that period regular and significant investment in cycling will deliver ever increasing economic, social and environmental benefits.

A bold Vision such as this will require widespread and enduring political support.

**This Vision sets out to achieve:**

- *improved health and quality of life for all*
- *a stronger economy*
- *a significantly enhanced environment*

*The vision is of a country in which people can choose to travel in ways that benefit their health, the environment and the economy. Enabling people to cycle by overcoming the barriers such as safety is key to achieving this.*

*A place where people of all ages and all abilities getting about by bike to the shops, to school, to university, to work, to see each other or just for leisure and pleasure; whether 8 or 80, male or female, we should be able to cycle from our front door for these short journeys we make every day.*

*There will be truly liveable villages, towns and cities with access by bike at the heart, with more pleasant spaces for people to live and move through. More bikes means less congestion, less noise, less pollution and communities fit for life.*

*At the heart of this revolution will be children, older people, new and returning cyclists, people who wouldn't have felt safe to cycle before.*

*When bikes are part of everyday life, it becomes the norm mainstream - we get up and have breakfast, we get on a bike. A healthier and happier population.*

**We recommend** a long-term Vision is agreed and adopted.

## 2.5 Realising the Vision - Programme and Policy - recommendations

**Realising the Vision will take time and will require a range of actions, including changes in policy and legislation, significant investment in infrastructure and behavioural change interventions. These initiatives are inter-related. As a first step we suggest adoption of interim targets that should be incorporated into the next Programme for Government.**

### Programme for Government

**We recommend** the adoption of more comprehensive active travel targets being set in the next Programme for Government.

For example:

By 2020 we will achieve:

- 10% of commuting trips by bike in Belfast, 5% Derry-Londonderry and 3% regionally
- address inequalities in cycling through doubling the percentage of cyclists being female, young people and the elderly
- doubling the economic benefits from cycling (based on new baseline information)
- 50% of primary school pupils and 25% of post primary pupils cycling and walking to schools
- 75% of P6 pupils trained to Bikeability on road training each year
- A direct annual budget for cycling of £10m for urban areas and £2.6m for rural areas (with a split: 70% capital, 30% revenue)
- By 2040 30% of commuting trips by bike in Belfast and 10% regionally

<p><b>Policy</b></p> <p><b>We recommend</b> that Active Travel is a key consideration in the development of Planning Policy and the Statutory Planning Process, and that consideration should be given to the adoption of a similar Active Travel Bill to that adopted by the Welsh Government.</p> <p><b>We recommend</b> that Active Travel is a consideration in the development of other Government Policies, such as Health, Transport, Environment and Education. An 'Active Travel Assessment' should be undertaken as part of the policy and plan development stages.</p> <p><b>We recommend</b> that the current Northern Ireland Cycling Strategy and Active Travel Strategy are updated in line with the new targets and Vision.</p> <p>More detailed Policy recommendations are set out in Section 6.</p> <p><b>Infrastructure</b></p> <p><b>Investment in new and improved infrastructure is essential in addressing safety concerns, one of the biggest barriers to making cycling available to all. Complete joined up cycling networks at local community, town and city levels, preferably segregated from traffic, are required.</b></p> <p><b>We recommend</b> that a Technical Design Guidance Manual for cycling infrastructure is produced and adopted.</p> <p><b>We recommend</b> that Cycling Masterplans for Belfast, Derry~Londonderry and other cities and major towns are produced.</p> <p><b>We recommend</b> that an immediate programme of improvements to the existing urban network is undertaken.</p> <p><b>We recommend</b> the development of the cycle network at community, town and city levels in a logical, coherent way in line with individual Masterplans.</p> <p>This should include:-</p> <ul style="list-style-type: none"> <li>• a safe routes to schools programme linked to the Active School Travel Programme</li> <li>• a community links programme</li> </ul>	<ul style="list-style-type: none"> <li>• a community based DIY Streets Programme</li> <li>• a links to public transport programme (bus and rail stations, Park and Ride locations)</li> <li>• the development of traffic free 'urban greenways'</li> <li>• the development of Quiet Ways /Bicycle Streets</li> <li>• the development of cycling super highways providing quick, efficient links to town and city centres</li> </ul> <p><b>We recommend</b> safe, secure bike parking provision at key destinations - schools, public buildings, transport nodes, town and city centres</p> <p><b>We support</b> the provision of major infrastructure projects linked to cycle networks, which overcome significant barriers to cycling (for example the Ormeau Park/Gasworks Bridge)</p> <p><b>The National Cycle Network is predominantly long distance routes which join up our major urban areas and link to cross border routes. These routes are particularly important in the development of rural tourism, but also provide recreational access for local people and long and short distance commuting.</b></p> <p><b>We recommend</b> that the existing network, which is now over twenty years old, is upgraded.</p> <p><b>We recommend</b> that the traffic- free network is expanded using former railway lines, navigation and other infrastructure such as flood embankments.</p> <p><b>We recommend</b> that the network is developed on an all island basis and incorporates the proposed Euro Velo Route 1.</p> <p><b>We recommend</b> that where the NCN follows quiet country roads, consideration is given to a 40MPH speed limit.</p> <p><b>We support</b> the introduction of the Public Bike Hire Scheme in Belfast.</p> <p><b>We recommend</b> that all new major developments have a cycling (Active Travel) audit undertaken at planning stage in order to ensure compliance with the appropriate Cycling Masterplan/programme.</p> <p><b>We recommend</b> that all road maintenance schemes are audited in order to ensure compliance with appropriate Cycling Masterplans/programmes.</p>
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**We recommend** early consideration is given to the long-term maintenance and management of both on road and traffic free cycling routes - in particular, the organisation responsible and the level of provision delivered, for example, salt/gritting of cycleways in winter.

#### **Behavioural Change**

**While the provision of new infrastructure is essential to develop cycling, it has been clearly demonstrated elsewhere that behavioural change programmes (revenue funding) are essential in supporting this by providing advice, information and practical support through a wide range of measures:**

**We recommend** the further development of the Active School Travel Programme to double the number of schools engaged in the programme from 60 to 120.

**We recommend** that on-road cycle training is made available to all P6 pupils (approximately 23,000/year) and that a similar scheme is made available for adults.

**We recommend** that a Third Level Active Travel Programme is developed for our Universities and Further Education Colleges. This is particularly important with the imminent relocation of the University of Ulster campus into the York Street area.

**We recommend** the development of a major 'Work Places' initiative, with central and local government leading the way and a targeted programme for the private sector.

**We recommend** the development of a community based programme of Active Travel targeted at disadvantaged areas and groups with particular health and well-being needs.

**We recommend** the development of Personalised Travel Planning schemes in association with major new infrastructure provision, i.e. Belfast Rapid Transit, Titanic Quarter and the relocation of the University of Ulster.

**We recommend** the development of programmes targeted at groups of road users to promote the sharing of road space and better understanding of each others' needs, for example cyclists and HGV drivers.

**We recommend** that a practical cycle training module is included in the Driving Test.

**We recommend** the development of volunteering to support the cycling network activities and events.

**We recommend** the development of good practice codes for shared use roads and traffic free paths in order to resolve potential conflicts between different user groups.

**We recommend** that, where practical, infrastructure provision for cycling is linked to behavioural change programmes in order to maximise the range of social, economic and environmental benefits.

**We recommend** the identification of two 'active travel towns' with investment in both infrastructure (capital) and behavioural change (revenue) on a 70/30 basis.

**We recommend** that 30% of cycling budgets should be invested in behavioural change programmes.

**We recommend** the development of an initiative linked to the Marketing and Promotional Strategy to influence the image of cycling.

**We recommend** that the retail trade is supported and encouraged to introduce a greater range of bikes.

**We recommend** that the Cycle to Work Scheme is given a higher profile.

**We recommend** that an appropriate scheme is developed to assist both those on a low wage or unemployed.

**We recommend** that schemes that involve recycling of bikes are actively encouraged and supported.



### Monitoring and Research

Monitoring and Research is an essential part of finding out how successful or otherwise particular interventions (capital and revenue) have been. This information can be used to refine or change programmes on a continuous basis. Both quantitative (figures) and qualitative (attitudes/opinions) need to be recorded, reported and acted upon.

For future monitoring our main recommendation is that the findings of the various reports and surveys that collect data on cycling should be combined to produce regular local and regional reports that give a comprehensive picture of changes in cycling numbers and attitudes.

For future monitoring of cycling in Northern Ireland we recommend:

- continuation of the Travel Survey NI
- continue to ask cycle specific questions in the Continuous Household Surveys and the Young Person Behaviour and Attitudes Survey
- a more comprehensive attitudinal and usage survey for Belfast City, similar to the Copenhagen Bicycle Account
- evaluation of newly completed schemes, including cycle tracks and greenways, with before and after data, using permanent counters and face to face surveys
- evaluation of newly completed behavioural change programmes such as school travel, cycle training, community and workplace interventions and any promotional campaigns that are undertaken, with before and after data
- monitoring of specific themes of cycling such as tourism and leisure, roads safety, sports etc.

- these combined reports being used to report on targets and feed into future programmes and budgets
- a baseline figure should be calculated in order to measure the benefits that new investment makes in Northern Ireland.

### Marketing and Promotion

It is important to tell people about the benefits of cycling, about events and activities, how to get a bike, good routes and new initiatives.

We recommend the development of a Marketing and Promotional Strategy for cycling in Northern Ireland.

### Delivery and Funding

It is clear that the successful delivery of a long-term Vision, such as we have set out, will require support and involvement of most, if not all, current Government Departments, some supporting capital projects, some addressing policy and some supporting behaviour at change.

We recommend that early consideration is given to establishment of the most effective organisation structure/agreement to deliver the Cycling Vision in the most efficient way.

We have examined budgets elsewhere specifically set aside for the development of cycling. It is clear a significant annual budget exclusively for the development of cycling should be provided.

We recommend an annual budget specifically for cycling of £12.6m split 70/30 'between capital and revenue', £10m for urban areas and £2.6m for rural ones.

### 3 Cycling in Northern Ireland - the present situation

#### 3.1 Background

Northern Ireland got its first Cycling Strategy in 2000 which set targets to double the number of cycle trips by the end of 2005 and to quadruple the number of cycle trips by the end of 2015.<sup>1</sup> Counters were located at around 50 locations across Northern Ireland to monitor these targets. Since then there have been many positive developments, there have been lessons learnt and the results of surveys have thrown up interesting data that shows where cycling is in Northern Ireland, which we summarise in this chapter.

The National Cycle Network has had significant investment of over £15m since 1996. The Network now totals 900 miles of routes of which 150 are high quality traffic-free sections. Some high profile routes like the Comber Greenway, Foyle Valley Cycleway, Newry Canal Towpath and dedicated cycle and pedestrian bridges with links in Derry~Londonderry, Coleraine, Omagh and Ballymoney are now well established community facilities. These projects have been co-ordinated by Sustrans and delivered on the ground by Roads Service, Local Councils and others.

There has been a notable increase in cycle usage, which shows the value of investment and the potential for the future. These increases have occurred on the National Cycle Network greenways, at schools where the Sustrans Active School Travel programme has taken place and in the specific area of south and east Belfast. A sign of progress is that there is now a Council ward in south Belfast with over 6% of adults cycling to work. On the National Cycle Network alongside the river in Belfast usage increased over 200% between 2000 and 2010, which is ahead of the NI Cycling Strategy targets.<sup>2</sup> On the riverside paths in Derry~Londonderry there was a 63% increase in cycling along the riverside route by the Peace Bridge in two years.

In 2012 the DRD produced the Active Travel Strategy and the Programme for Government included a specific walking and cycling to school target.

Roads Service has continued to build cycle lanes and advanced stops lines, albeit with mixed feedback from users, and DRD is investing in four Active Travel Demonstration projects.

There are clear patterns arising as to who cycles and where they cycle, which shows significantly more men than women cycle, with higher numbers in areas of Belfast when compared with the remainder of the country.

Unfortunately two thirds of households do not own a bike, which is a major barrier to them cycling.<sup>3</sup>

Starting from a low base, it is encouraging that in the 10 years between the 2001 and 2011 Census, Belfast was in the top ten cities in the UK for the rate increase in cycling numbers.

It is very welcome that the DRD has recently established a dedicated Cycling Unit with clear support and enthusiasm from the DRD Minister.

#### 3.2 Who cycles

More men than women cycle and in fact the difference is quite pronounced. For commuting cyclists in Belfast, according to the NI Census 83% are male and only 17% are female.

There is a similar regional pattern for recreation usage, with 7% of men cycling for recreation compared to only 1% of women (SAPAS report 2010).

As can be seen in table 1 there is a big difference in the age ranges of those cycling. Encouragingly most girls and boys have cycled within the past 12 months. However, as soon as children leave school or reach sixth form level, most of them stop cycling. The drop off is more marked among young women than young men; while nearly a third (31%) of 16 – 29-year old men keep cycling, only 18% of women in the same age group do likewise. There is then a slight increase in cycling levels as those young adults reach their thirties, presumably as they become parents. Finally, there is a further marked drop in cycling levels as people reach retirement age, with just 3% of women continuing to cycle at this stage.<sup>4</sup>

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Table 1: Cycled in the last 12 months by age and sex: 2010-2012

Age Group	Percentage of persons who have cycled in the last 12 months		
	Male	Female	All persons
0-15	66%	63%	64%
16-29	31%	18%	24%
30-59	33%	22%	27%
60+	12%	3%	7%
All persons	34%	22%	28%

### 3.3 Why and where they cycle

There are big differences in cycle use across Northern Ireland. In Belfast 3% of commuting trips are by bike and this reduces to 2% in the east and 0% in the west (Table 2)

Table 2: Main mode of travel for commuting (%)<sup>5</sup>

Mode of travel	Belfast	East of NI	West of NI
Car/van	67	83	86
Motorcycle	1	1	0
Walking	13	7	10
Bicycle	3	2	0
Public transport, including taxis	17	8	4

Within Belfast, again, there is a marked geographical variation, with wards in the south and the east of the city showing the highest usage, while the north and west have low cycle commuting figures. The top ward for cycling in Northern Ireland is Ballynafeigh in south Belfast, where over 6% of adults commute by bike (Table 3)

Table 3 : % of adults who commute regularly by bicycle (source: NI Census 2011)

Ward	BY BICYCLE (%)
Ballynafeigh, south Belfast	6.20
Ravenhill, south Belfast	5.18
Woodstock, east Belfast	4.89
Rosetta, south Belfast	4.33
Wynchurch, east Belfast	4.19
Aldergrove, Antrim	4.00
Blackstaff, central Belfast	3.56
Drumgor, Craigavon	3.51
Botanic south Belfast	3.39
Stranmillis south Belfast	3.39

The proportion of journeys which could be undertaken by bike in Northern Ireland is high; 63% of all journeys are less than 5 miles in length – a 30/40 minute cycle. While only 1% of those short journeys are currently made by bike, two-thirds (66%) of short journeys are made by car.<sup>6</sup>

Moreover, one third (33%) of all journeys are less than 2 miles in length, yet just over half of these very short trips (54%) are made by car. Again, just 1% of these trips are made by bike.<sup>7</sup>

The table overleaf, from permanent cycle counters, shows the routes that have the highest cycle usage.

In Belfast, the most impressive levels of growth in cycle use have been seen on those Sustrans' National Cycle Network (NCN) and major arterial routes where there has been significant investment in infrastructure, and which provide viable routes for commuters (see Table 4).

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**Table 4: % change in cycle usage 2000 – 2010 (DRD figures)**

NCN route monitored	Average daily cycle flow 2000	Average daily cycle flow 2010	% change 2000 - 2010
	Stranmillis Embankment, south Belfast	141	460
Lagan towpath, south Belfast	66	216	227%
M5 Foreshore, north Belfast	104	221	112%
<b>Arterial route monitored</b>			
Albertbridge Road, east Belfast	55	194	253%
Ormeau Bridge, south Belfast (footway) <sup>5</sup>	87	252	190%
Ormeau Bridge, south Belfast (road carriageway)	74	119	61%

There is a considerable difference between school travel patterns in Northern Ireland and Great Britain. In Northern Ireland, school travel is now mostly inactive:

- more than half (52%) of all primary school pupils in Northern Ireland travel to school by car<sup>9</sup>
- only a quarter of primary school pupils (26%) use an active mode of travel such as walking or cycling<sup>10</sup>
- once children reach secondary school, the proportion walking or cycling drops to 16%.<sup>11</sup>

The figures are in stark contrast to Great Britain where:

- 44% travel of primary school children travel to school by car
- just under half of all primary school children (49%) walk or cycle to school
- two fifths of secondary school pupils (40%) walk or cycle to school – over twice the proportion in Northern Ireland.<sup>12</sup>

Inactive school travel has serious consequences. Children who have an inactive school commute have lower levels of daily physical activity and poorer cardiovascular fitness than children who walk or cycle to school.<sup>13</sup> Currently, only around 1 in 7 children in Northern Ireland are getting the recommended 60 minutes of physical activity each day.<sup>14</sup>

In addition, there is clear evidence of a strong public desire in Northern Ireland for more government action to encourage children to travel actively to school; in a survey carried out by the DRD, 44% of respondents said they thought building more safe routes for children to walk to school would help cut car emissions. This proposal was the third most popular out of ten possible policy options from which respondents could select.<sup>15</sup>

### 3.4 Why people don't cycle

The top reasons given by people in Northern Ireland for not using a bike on short journeys are as follows:

The Comber Greenway NCN route, which has only been monitored more recently, also shows impressive levels of usage and growth, with an average daily cycle flow of 319, up from 249 within 12 months.

Outside Belfast, the newly constructed Peace Bridge in Derry/Londonderry has achieved annual average daily flows of 215, indicating the considerable potential which exists for increasing utility cycling in the city when the right infrastructure is put in place. The riverside network in the city is also showing impressive rises. Between 2011 and 2013 there was an increase of 63% in the number of trips by cyclists at the Foyle Embankment.

#### School travel

Across Northern Ireland cycling to school still remains low, with less than 1% of all children citing it as their main choice of travel.

Significantly 46% of children would like to cycle to school. In the Sustrans Bike It project which ran from 2010 to 2013 school, children who cycled to school at least once a week, rose from 8% to 17%. This shows that where good quality child focused, educational and motivational programmes are put in place, significant changes in travel culture are possible.

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- lack of access to a bike (32%)
- safety – too much traffic/too dangerous (25%)
- bad weather (24%)
- cyclist stereotypes and self-image - 'I'm not the type of person who rides a bicycle' (21%).<sup>16</sup>

#### **Bicycle ownership**

The broad pattern of bicycle ownership in Northern Ireland remains virtually unchanged over the course of the last decade, according to the DRD Travel Survey:

- three-fifths (61%) of households do not own a bicycle
- 15% of households have one bike
- just under a quarter (24%) have more than one.<sup>17</sup>

This pattern is similar to that seen in Great Britain where 56% of people report that they neither own nor have use of a bicycle.<sup>18</sup>

The British data provides a useful insight into the age profile of bicycle owners; most children have bicycles, but access to a bicycle falls off markedly as those children become young adults; while 75% of 11-16 year olds own a bike, only 43% of 17-20 year olds report owning one. The ownership rate then dips further as those young people go into their twenties before picking up again as many of them become parents; 50% of those in their forties own bicycles. However, the ownership rate then falls again, and just 20% of those aged 60 years and older own a bike.<sup>19</sup>

This is important because research for the DRD has found that the lack of access to a bicycle is the single biggest reason which people give for not cycling short journeys.

The cycle industry in NI does not publish figures for sales, but we do know that the government tax free bicycle purchase scheme has given a boost to some

shops. One prominent trader has reported general increases in bike sales, 15% of his turnover accounted for by the tax free scheme, with an average transaction on the tax free scheme of £600 per purchase.

Northern Ireland now has a few bike recycling schemes. These are a good way of making low cost bikes available and providing jobs. Often these schemes are run as social economy enterprises and with so many people not having access to bikes these schemes should be encouraged.

#### **Types of bikes**

The types of bikes for sale in Northern Ireland are very different to Northern European countries where cycling levels are high. In these countries comfortable city bikes suitable for everyday trips such as commuting, shopping and carrying children are the norm, whereas in Northern Ireland road bikes and mountain bikes are most common. It is hard to find a Dutch style city bike in most Northern Ireland bike shops. This may be a factor as to why women's cycling figures are low.

There are a few electric bikes in Northern Ireland which can be very useful for longer trips, cycling in hilly areas or for those who are elderly or disabled.

#### **Safety**

Concern over safety is one of the main factors which deters people from cycling. The number of cyclists seriously injured in road accidents has doubled in Northern Ireland. This is a concern as the Executive strive toward its vision of zero road deaths. The DOE do not yet have figures for cycling injury rates compared with journeys taken. Once available, this will report on the safety of cycling per journey taken.

From an annual average level of 28 KSI (killed and seriously injured) cyclists during the middle of the last decade (2004 – 2008) this has risen to 56 in 2012 – a rise of 96%. During this period, casualty figures for all other types of road users fell.<sup>20</sup> While this is not a surprise, given the rise in cycling, more effort on infrastructure measures to make the roads safe, as well as better driver and cyclist behaviour on the road, is needed to minimise cycling casualties.

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Sustrans welcomes the fact that the Department of the Environment is scheduled to run a high-profile road safety campaign designed to address this issue.

At a societal level the benefit of physical activity through cycling outweighs the disbenefits.

**Weather**

While there is nothing we can do to influence weather, there is good quality wet weather clothing that keeps cyclists dry for short journeys.

**3.5 Current investment in infrastructure**

Available data on the government spend for cycling in Northern Ireland is hard to find. However, it is likely that Northern Ireland is very low level of spend, when compared to other pro-cycling European countries.

It is welcome that the DRD Cycling Unit is bidding for £4.5m in the coming year toward cycling.

Table 5: Cycling investment<sup>21</sup>

Place	Level of annual investment in cycling per head of population
Cities in the Netherlands	£24
London	£12.50 (planned)
Edinburgh	At least £8
England	Less than £2
Northern Ireland	unavailable

As mentioned previously, Northern Ireland does boast a high quality National Cycle Network of 900 miles, which links up most cities and major towns in the region. Approximately 150 miles are traffic-free routes which have particular appeal for those who dislike cycling alongside traffic or have safety concerns about cycling on roads.

In addition, many on-road cycle lanes and advanced stop lines have been added by Roads Service in Belfast. It is now possible for many of those who live in east or south Belfast, within a 3-mile radius of the city centre, to cycle

into the centre along dedicated cycle or cycle/bus lanes. However, there are often breaks in these routes, with cycle lanes suddenly disappearing, meaning that a cyclist suddenly goes from travelling along a cycle or bus lane to being squeezed onto a heavily-trafficked road carriageway. In addition, there has been far less investment in good quality cycle provision in the north and west of the city. In short, cycle infrastructure in Belfast still falls well short of a well-planned, coherent, attractive cycle network of the type found in many forward-thinking European cities. However, where high quality, continuous traffic-free routes have been built, they are well used.

Moreover, with notable exceptions of Craigavon, Coleraine, Omagh, Ballymoney and the greenways of Derry-Londonderry, other major urban centres in Northern Ireland have only a handful of cycle routes designed to facilitate their residents in cycling into town centres. This helps to explain why levels of cycling outside Belfast are generally so low. While it is clearly difficult for every settlement in Northern Ireland to have its own coherent cycling network, it is important that a more strategic approach is taken towards investing in cycle infrastructure in key towns and cities across Northern Ireland.

**3.6 Current investment in behavioural change**

In addition to the need for more overall investment in cycling, there is an urgent need to match investment in infrastructure with investment in behavioural change. To date, there has been relatively little investment in behavioural change initiatives designed to encourage more people to cycle and walk. Within a recent five-year period, just 7% of the DRD's funds for cycle measures was invested in behavioural change and promotional measures, while 93% was invested in infrastructure.<sup>22</sup>

Indeed, in the DRD Active Travel Demonstration projects, there were only funds available for infrastructural measures and Local Councils, which could bid for the funding, would have to fund any revenue measures themselves.

Yet, the Active Travel Demonstration scheme was inspired by the highly successful Sustainable Travel Towns programme, funded by the Department for Transport, which was piloted in Darlington, Peterborough and Worcester. This visionary programme succeeded in achieving a significant shift away from car use and towards sustainable transport modes, and a considerable reduction in town centre congestion. It achieved the following outcomes:

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Regionally cycling to school still remains low, with less than 1% of all children citing it as their main choice of travel. Significantly, 46% of children would like to cycle to school.

In the Sustrans Bike It project, which ran from 2010 to 2013, school children who cycled to school at least once a week, rose from 8% to 17% after three years. This shows that where educational and motivational programmes are put in place, significant changes in travel culture are possible. Another example of what's possible is the Derry Well Women Centre, who have now trained over 100 women to cycle. This shows the interest in behavioural change programmes as we work to develop a new cycling culture.

### 3.7 Current estimated value of cycling to the economy

The annual gross contribution of cycling to the UK economy is estimated by a London School of Economics review to be £2.9bn.<sup>24</sup> On a pro rata basis, that would mean that cycling's contribution to the Northern Ireland economy could be £87m. In reality, it is impossible to arrive at a specific figure for Northern Ireland, as not all the necessary data is available for the region. However, the £87m estimate certainly provides an indicator of the potential economic benefits which cycling could be delivering here. Moreover, there's plenty of evidence which shows that investing in cycling represents significant value for money for the taxpayer.

- car driver trips by residents fell by 9% per person
- bus trips per person grew by between 10% and 22%
- cycle trips rose substantially by between 26% and 30%
- the number of walking trips grew by between 10% and 13%
- traffic volumes in each of the towns fell by 2% and by 7-8% in inner areas, prior to the economic downturn.

While infrastructural spending is vitally important, £6.8m (43%) of the £15.6m for the successful English projects was revenue expenditure.<sup>23</sup> Much of that was used to fund the promotional and marketing staff who proved crucial to the success of the schemes, and to fund personalised travel planning programmes and support to schools, which were also central in achieving the modal shift outcomes of the projects.

In addition, of the current investment in cycling facilities and support in Edinburgh, as part of the city's ambitious Active Travel Action Plan, approximately 30% is revenue expenditure, including spending on maintenance and behavioural change measures.

The benefits of including a significant level of revenue spending can be summarised as follows:

- infrastructure projects achieve better outcomes than would otherwise be the case
- maximum value for money is obtained from the capital investment
- revenue spending has the potential to deliver results much more quickly than capital spending, enabling both stakeholders and the public to see tangible change taking place early on in the life of the project.

In Northern Ireland there has been a start on behavioural change projects, funded by DRD, the Public Health Agency and the Belfast Health Development Unit. Most notably these have been the Sustrans schools' programme, alongside workplace projects from the CTC and Sustrans and projects led by community groups, health trusts and local councils and, of course, the DRD Travelwise NI.

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## 4 Potential benefits of cycling to the Northern Ireland economy

In the following chapters we have set out a Vision for cycling and how that Vision might be realised. In this chapter we highlight some of the potential economic benefits delivery of such a Vision might bring. It should be recognised that the economic benefits will accrue in line with the investment strategy.

### 4.1 Overview

The annual gross contribution of cycling to the UK economy is estimated by a London School of Economics review to be £2.9bn.<sup>25</sup> On a pro rata basis, that would mean that cycling's current contribution to the Northern Ireland economy could be £87m. However, the potential future economic benefit which could be reaped, if there was a serious level of investment in cycling, would be much higher:

- in Copenhagen, a city with a similar population to greater Belfast, cyclists contribute £1.7bn annually in retail spend alone to the local economy<sup>26</sup>
- each additional overseas cycling tourist can bring an extra £966, on average, into the local economy<sup>27</sup>
- each new regular cyclist can deliver overall economic benefits worth between £539 and £641 annually<sup>28</sup>
- if Northern Ireland was able to match the recent expansion of cycle tourism in the Republic and increase the number of non-domestic cycling visitors by 50%, that could provide an injection of £7.2m into the local economy in increased tourism revenue<sup>29</sup>
- if the number of people cycling to work in Belfast was trebled, that could contribute an additional £3m annually in economic benefits, including health care savings<sup>30</sup>

### 4.2 Value for money

There's plenty of evidence which shows that investing in cycling represents significant value for money for the taxpayer. One of the biggest active travel economic success stories to date in Northern Ireland has been Sustrans' Titanic Quarter Connect 2 programme. The UK-wide Connect 2 campaign was designed to enhance the accessibility of the National Cycle Network for local communities by adding new connecting routes. The Titanic Quarter scheme extended the popular Comber Greenway to provide a direct cycling and walking link from the Titanic Quarter to Comber. As Comber has strong links to the Titanic, the route provides an easy means by which tourists, who have visited the Titanic centre, can further explore the Titanic story, while also enjoying a pleasurable cycle ride. The extension to the Greenway also offers a useful commuting and leisure route for many residents in east Belfast, including areas of social deprivation where car access would be lower than average.

The new link has proved tremendously popular with cyclists – more than 137,000 cycle trips are now made annually along the route. That's nearly double the previous level of cycle journeys.<sup>31</sup> The total investment in the Titanic Quarter Connect 2 scheme was £375,000. However, it's been calculated that, over 30 years, it will provide:

- £14.3m in economic benefits
- £32.50 of economic benefits for every £1 invested<sup>32</sup>
- the replacement of 253,000 car kilometres
- £9.9m in health benefits.

These impressive figures mean that the scheme is set to be one of the best-value performers among the 84 Connect 2 active travel projects which Sustrans has completed across the UK.

A further Connect 2 programme provided a traffic-free cycling and walking route for local residents and visitors in Ballymoney. It links a number of residential areas, local schools and a leisure centre with the town centre. This

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project, which cost £1.2m, is set to deliver £7.6m of economic benefits over 30 years.

The above economic benefit calculations were calculated using the Department for Transport's standard cost-benefit analysis methodology. The DfT's guidance on cost-benefit analysis states that a benefit-cost ratio of more than 4:1 represents 'very high' value for money.<sup>33</sup> This methodology is used by the Department for Regional Development.<sup>34</sup>

Indeed, the available evidence suggests that cycling and other active travel schemes typically deliver economic benefits which are well in excess of the 4:1 threshold. Sustrans has just completed a review of its UK-wide Connect 2 programme which involved a total investment of £178m. In all, the schemes had an overall benefit-cost ratio of 6.3:1, meaning that the UK-wide Connect 2 programme is delivering £6.30 of economic benefits for every £1 invested.

Another pioneering Sustrans programme in England, Linking Communities, provides a great example of the potential benefits of investing in cycling and active travel. This invested £18m in the provision of enhanced cycling and walking links from 35 local communities to areas of economic activity. The programme has led to a 353% increase in cycling and walking commuting trips, with 30% of users reporting better access to work and 70% saying it has increased their physical activity levels. It's estimated that, over 30 years, the scheme will generate:

- £30m in health benefits, saving 572,000 car kilometres from 85,000 fewer car journeys
- 7 jobs for each £1m invested
- £13.80 for each £1 invested<sup>35</sup>

Moreover, an analysis carried out for Cycling England, calculated that each new cyclist cycling for at least a year, generates economic benefits worth between £539 and £641 annually.<sup>36</sup> These benefits arise from savings to the taxpayer through increased road safety, health benefits, reduced congestion and pollution, and a more pleasant local environment. While the analysis found that the greatest benefit resulted from the generation of additional cyclists on

traffic free routes in urban areas, the authors emphasised that most of the resulting benefits were not dependent on the type of location:

If people can be convinced to cycle, around two-thirds of the economic benefit generated does not depend on the location or type of facility. This is important from a planning perspective. **The greatest difference that new facilities can make is on their ability to generate additional cyclists.**<sup>37</sup>

### Enhancing access to employment

Good quality cycle facilities can enhance access to jobs for those who don't live within cycling distance of a town centre or other major source of employment. That's because they can help to make bus and rail commuting easier, if high-quality integrated facilities are provided which allow people to cycle to public transport hubs. In addition to the benefits in reduced congestion and pollution, integrated multi-modal facilities are particularly helpful for those without a car who might otherwise find it difficult to access public transport.

Cycle parking provision is tremendously cost effective, compared to car parking. Over 10 cycles can be parked in the space required for one car parking space – and a car parking space costs between £6,000 to £10,000, compared to the £300 cost of a new cycle rack.<sup>38</sup>

In South Yorkshire, transport authorities installed secure parking for an additional 300 bicycles at public transport hubs. That led to a 44% increase in the number of bikes parked at railway stations in the area.<sup>39</sup>

### 4.3 Cycle tourism

Much of the economic benefit accruing from each additional cyclist arises from indirect savings to the taxpayer and to the economy through, for example, a reduction in health care costs. However, one sector which has the potential to deliver significant extra revenue to the local economy is cycle tourism.

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### Republic of Ireland: a cycle tourism success story

In the Republic of Ireland, cycle tourism has been a huge success story. In just two years, the number of overseas visitors participating in cycling expanded by 50% from 114,000 in 2009 to 178,000 in 2011, putting it on a par with golf in terms of popularity, and bucking the overall trend which saw a reduction in overseas visitors over the same period.<sup>40</sup>

Cycle tourism helped boost the Irish economy by £167m in 2011, with overseas cycling tourists spending an average of £966 per head – a higher average spend than those participating in any of the other major outdoor tourist activities i.e. golf, equestrian activities, angling or walking – and much higher than the average spend of £391 per head for overseas visitors as a whole.<sup>41</sup>

This has all been achieved thanks to the effective implementation of an ambitious cycle tourism strategy which was developed by Fáilte Ireland with assistance from Sustrans, and which has been investing in the creation, development and promotion of an attractive series of greenways, cycle routes and cycle hub towns throughout the Republic.

The cycle tourists attracted to the Republic are precisely the type of visitor which Northern Ireland needs to boost its economy. Research by Fáilte Ireland shows that, of the overseas visitors who cycle in Ireland:

- more than half come from mainland Europe, particularly France and Germany
- they are comparatively affluent and well-educated, with 82% in the ABC1 social group
- overseas holidaymakers typically spend two weeks in Ireland
- just over a third are repeat visitors<sup>42</sup>

Moreover, while golfing tourists often opt for self-contained resorts, cycle tourists stay and eat in local towns and villages, ensuring that the economic benefits of cycle tourism accrue to local communities.

There is no reason why Northern Ireland could not share in this success story. Yet, in 2009, Northern Ireland attracted only 15,000 visitors who participated in cycling during their stay – a mere 13% of the number of cycling visitors being drawn to the Republic, even before the recent expansion in cycling tourism there.<sup>43</sup>

If Northern Ireland was able to match the recent expansion of cycle tourism in the Republic and increase the number of non-domestic cycling visitors by 50%, that could provide an injection of £7.2m into the local economy in increased tourism revenue.<sup>44</sup>

### Great Western Greenway: a cycle tourism case study

The Great Western Greenway in Mayo only opened in 2010, but already it's proved to be a huge hit with tourists. It's achieved a top rating on TripAdvisor and has won a European Destination of Excellence Award. The Greenway is a 42 km cycling and walking route which connects the popular tourist destinations of Achill, Newport and Westport in Mayo.

It is almost entirely traffic-free and has no steep gradients, making it perfect for families, and for cyclists and walkers of all abilities. Bike rental is available at four points along the way, including the start and end, and some rental firms also offer drop-off and collection facilities. There is plentiful accommodation and there are many refreshment stops along the route, together with a host of tourist attractions and beaches.

The Great Western Greenway has been heavily promoted, and has its own well-designed website and iPhone app.<sup>45</sup> All the available information divides the route into three sections, each of which can easily be cycled in a couple of hours, or walked within a day or half-day. The marketing emphasis is on the ease with which the whole route or parts of the route can be walked or cycled. Almost half of local businesses (47%) believe that the Great Western Greenway has led to an increase in business turnover in the area.<sup>46</sup> Some 70% of domestic visitors and 45% of overseas visitors consider the Greenway to be an important factor in their decision to visit the area.<sup>47</sup>

One estimate of the Greenway's projected impact calculated that it would contribute more than £6m to the local economy within one year.<sup>48</sup>

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#### Giro d'Italia 2014

Northern Ireland is also set to benefit significantly from the hosting of the first stage of this year's Giro d'Italia cycle race in May. Thousands of additional visitors are expected in Northern Ireland, and one unofficial estimate suggests that the event could contribute £10m to the local economy, north and south of the border.<sup>49</sup> This provides a tremendous opportunity for Northern Ireland to showcase its cycle tourism offer, as well as presenting a valuable opportunity to generate new enthusiasm and participation in cycling within Northern Ireland.

#### 4.4 Boosting town centres and retail trade

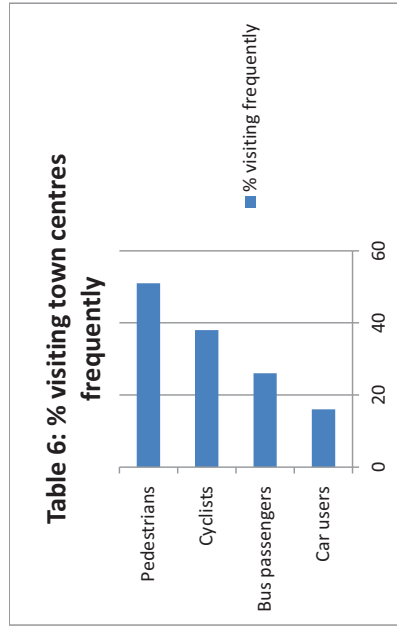
Promoting cycling and walking is a great way to help regenerate our struggling town centres and the retail trade upon which they depend. Indeed, in Copenhagen, a city with a similar population to that of greater Belfast, cyclists not only shop more often, but they spend more in total than car users:

- cyclists contribute £1.7bn annually to the local economy through their spending in shops and supermarkets in the city
- together, cyclists and pedestrians (i.e. those arriving by bike and on foot) account for:
  - half of all retail revenue
  - two-thirds of shopping trips<sup>50</sup>

Similar patterns in shopping habits have been found in two major studies of retail patterns in English town centres- while car users spend more per shopping visit, bus passengers, cyclists and pedestrians actually visit town centres more frequently than car users.

A government-sponsored study which covered six English city and town centres found that cyclists and pedestrians visited town centres more frequently than those using motorised transport.<sup>51</sup>

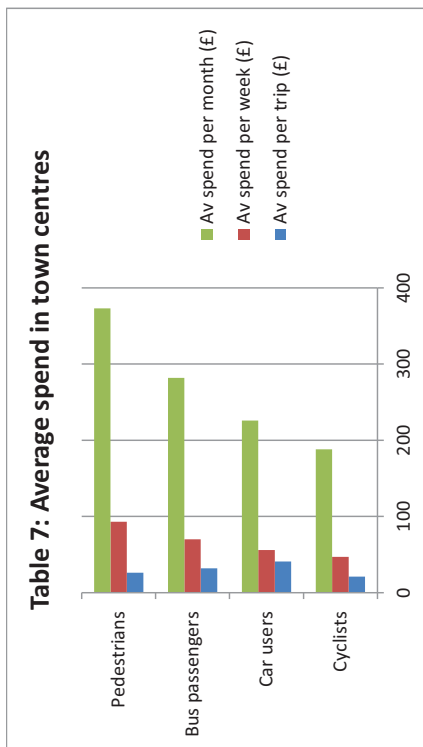
A further survey which covered 15 town centres in the greater London area found the same pattern. Table 6 shows the proportion of each type of transport user who visited town centres frequently.<sup>52</sup>



Moreover, as Table 7 shows, while car users spent more per trip:

- pedestrians spent far more in a month than those using other transport modes (£373 monthly compared to £226 for car users)
- cyclists spent nearly as much as car users on a monthly basis (£188 monthly, compared to £226 for car users)<sup>53</sup>
- the combined spend of pedestrians, bus users and cyclists is significantly more than car users.

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The government-sponsored research, referred to above, has also shown that cyclists and pedestrians, together with public transport users, are more likely than car users to shop at locations where smaller local traders operate.<sup>54</sup>

In New York, a package of street improvements, new cycle lanes and traffic management enhancements in New York has provided a huge boost for local retailers and café owners:

- the transformation of an under-used parking area into a pedestrian plaza in Brooklyn led to a 172% increase in local retail sales, compared to a 18% increase across the local borough
- the creation of a seating area out of a road carriageway in Manhattan resulted in a 77% increase in seated pedestrians and a 14% increase in sales at businesses facing onto the new area
- the creation of a segregated bike lane in Manhattan led to an increase of up to 49% in local retail sales, compared to a 3% increase in the wider locality<sup>55</sup>

Moreover, one recent British study found that well-designed, pedestrian-friendly high streets can add at least 5% to the value of local homes.<sup>56</sup>

#### 4.5 Job creation

In addition to the direct enhancement to local retail trade, cycling generates jobs directly through three main employment segments:

- retail sales of bikes and accessories
- cycle manufacturing
- cycle infrastructure construction and maintenance

It's estimated that cycling generates 23,000 jobs in the UK, contributing more than £0.5bn in wages, and £100m in taxes and national insurance.<sup>57</sup> Separate figures are not available for Northern Ireland. However, on a pro rata basis, these figures equate to 690 jobs in Northern Ireland, contributing £15.5m in wages, and £3m in taxes and national insurance.

Most of these jobs – an estimated 20,000 UK-wide – are located in the cycle retail sector. However, in addition to many thriving smaller independent cycle retailers, Northern Ireland also boasts the world's largest online bike store, Chain Reaction, which is based in Doagh. Chain Reaction is one of the UK's biggest business success stories in recent years. The fast-growing company, which exports to more than 130 countries, employs 593 staff in Northern Ireland, meaning the overall employment contribution of cycling to the local economy may well outperform the national UK average.<sup>58</sup>

Cycle retailers are enjoying healthy sales growth across Europe – bicycles now outsell cars in 23 countries across Europe. In the UK, 3.6 million bikes were sold in 2012 compared to just 2 million cars.<sup>59</sup> However, while this is good news for online cycle retailers based in Northern Ireland, it should be noted that the available evidence does not suggest that domestic cycle sales have increased within Northern Ireland; the proportion of households with no bicycle is three-fifths (61%) which is only slightly lower than a decade previously. The proportion of households with one bicycle (15%) and more than one bicycle (24%) also remains virtually unchanged.<sup>60</sup>

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It might be assumed that big transport schemes generate far more construction jobs than small, local active travel schemes. However, David Scotney of the Transport Research Institute at Edinburgh Napier University takes issue with that view:

..the limited research that has been conducted on this topic shows, not perhaps surprisingly, that **it is small scale projects in urban areas (traffic calming, building footpaths and cyclepaths, small traffic management schemes) that create the most jobs in building them per Euro invested.** This is because in small schemes less can be done by big machines and more has to be done by hand. In addition, international companies are often appointed to build big schemes because local companies do not have the skills or capacity and indeed sometimes there is no local supplier at all (how many EU countries have factories building high speed trains, for example). **With small, local schemes, small local suppliers are in a much better position to compete, so less of the investment leaks out of the local economy.**

So, while large transport schemes may appear to provide an attractive way to create more employment and to boost the economy, the available evidence is actually far from clear on this. And what's more, **in terms of generating jobs during the construction phase, investing in small scale transport infrastructure is likely to be a more beneficial proposition in terms of boosting the local economy and employment.**<sup>61</sup>

It's been estimated that 12.7 full-time equivalent jobs are supported or sustained for every £1m invested in sustainable transport infrastructure, which is greater than the employment benefit of investment in roads.<sup>62</sup>

#### 4.6 Health benefits

However, cycling's contribution to the economy isn't just limited to employment creation, tourism and boosting local retail trade. Cycling also offers significant health benefits which can boost productivity and cut health care costs. It's been calculated that each additional regular cyclist delivers £487 annually in health benefits, through improving their own health, reducing health care costs and increasing productivity.<sup>63</sup>

#### Tackling obesity and physical inactivity

One third of all deaths in the UK are due to diseases which could be reduced, at least in part, by increased physical activity.<sup>64</sup> It's estimated that physical inactivity costs the UK economy £8.2 billion a year, while obesity represents a further economic cost of around £3.5 billion.<sup>65</sup> Obesity is a growing and costly problem.

In Northern Ireland, just under three-fifths of adults (59%) are either overweight (36%) or obese (23%).<sup>66</sup> Obese adults are more than twice as likely to report their health as 'not good' than those who have a normal body weight, and are twice as likely to have a long-term illness. Those classified as overweight are also more likely than those of normal weight to be in poor health or have a long-term illness.<sup>67</sup>

Obese adults in Northern Ireland are much more likely than those with a normal body weight to be classified as sedentary due to a significant lack of physical activity in their lifestyle; 29% of obese adults are classified as sedentary, compared to 17% of those with a normal body weight.<sup>68</sup> Obese adults are also less likely to meet official guidelines on the minimum amount of physical activity required for a healthy lifestyle.<sup>69</sup>

Nearly a third (31%) all children aged 2-15 years in Northern Ireland are overweight (21%) or obese (10%).<sup>70</sup> Obese and overweight children are likely to grow up to become obese and overweight adults, thus placing a considerable strain on the health service.

The annual UK-wide cost to the NHS of overweight and obesity has been estimated at £5.1bn, while physical inactivity is estimated to cost the NHS £0.9bn each year.<sup>71</sup> Indeed, the health service in Northern Ireland already spends nearly £0.75m (£748,000) annually on anti-obesity drugs alone.<sup>72</sup>

One recent study, commissioned by the all-island food standards organisation, Safefood, has estimated the total cost of obesity to the Northern Ireland economy at £370,000 annually, while the total direct cost to the health service was estimated at £92,000. However, this study used a far lower annual drugs cost than that quoted above, and we believe, therefore, that the actual overall and health costs of obesity in Northern Ireland are significantly higher than this.<sup>73</sup> If the £748,000 annual drugs cost was factored into the calculations

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used by the report, the total cost of obesity to the Northern Ireland economy would be £1.05m annually, while the total direct cost of obesity to our health service would be £776,000 annually.<sup>74</sup>

Physical activity reduces the risk of developing major chronic illnesses, such as coronary heart disease, by up to 50%.<sup>75</sup> The easiest and most acceptable forms of physical activity are those that can be incorporated into our everyday lives – cycling is well-suited for this purpose.

It's been calculated that new cyclists can reduce their risk of death by up to 22% when they take up cycling.<sup>76</sup> Indeed, a 15-minute bike ride to work five days a week can burn up the equivalent of 11 pounds of fat in a year.<sup>77</sup> A study commissioned by the Department for Transport found that, when people who haven't previously exercised start cycling, they move from the least fit one third of the population to the fittest third of the population within just a few months.<sup>78</sup>

The safe food study, referred to above, calculated that premature deaths due to overweight and obesity were costing the Northern Ireland economy nearly £0.5bn annually.<sup>79</sup>

#### 4.7 Absenteeism and premature mortality savings

Active people take fewer days sick leave than inactive employees. They are also more likely to be able to work for longer as they get older.<sup>80</sup> Although it is not possible to calculate precisely what savings in absenteeism could be made through increased physical activity, the Safe food report, referred to earlier, estimated that obesity and overweight are costing the Northern Ireland economy approximately £197,000 a year in absenteeism.<sup>81</sup>

In addition, it has been found that regular cyclists take one less sick day per year than non-cyclists, saving the UK economy £128m annually in reduced absenteeism.<sup>82</sup> It's been calculated that each additional regular cyclist boosts productivity by £48 annually.<sup>83</sup>

#### 4.8 Tackling congestion and air pollution

It's been estimated that congestion is costing the Northern Ireland economy £250 million a year or 1.5% of total economic productivity.<sup>84</sup> Even a 10% to

15% reduction in traffic levels could significantly reduce congestion, at least in those areas where roads are operating at full capacity.<sup>85</sup>

A study commissioned by the Department for Transport estimated that, every £1 spent on well-designed measures to encourage sustainable methods of travel, such as cycling, could bring a £10 benefit in reduced congestion, and an even greater benefit than this in the most congested conditions.<sup>86</sup> In addition, Northern Ireland is at risk of large EU fines if it fails to tackle alarming levels of air pollution in Belfast. Four parts of the city have been declared Air Quality Management Areas because the level of nitrogen dioxide (NO<sub>2</sub>) is breaching limits set by the European Union. Belfast City Council is in the process of drawing up a new city-wide Air Quality Action Plan because the previous one hasn't succeeded in bringing down all NO<sub>2</sub> levels to EU standards.

Excessive levels of nitrogen dioxide pose a serious health risk, and can lead to serious respiratory illnesses and premature death. The primary source of NO<sub>2</sub> emissions in Belfast is diesel-powered road vehicles, and the threat of EU penalties means that there is an urgent need to reduce the volume of traffic in the worst-affected parts of Belfast by encouraging car users to switch to more sustainable forms of transport.

Transport is responsible for 21% of total greenhouse gas emissions in Northern Ireland.<sup>87</sup> While all other major sources of greenhouse gas emissions are declining, emissions from transport in Northern Ireland have grown 25% within 21 years.

Cycling is especially well-suited to replacing short car journeys in urban areas where congestion and pollution are serious problems. In Northern Ireland:

- more than half (57%) of all car journeys are less than five miles in length
- a quarter (25%) of all car journeys are less than two miles in length<sup>88</sup>

Like cars, bicycles provide flexible door-to-door transport. But bikes make much more efficient use of road space than cars; bikes use just one tenth of the road space of a car travelling at speed.<sup>89</sup>

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In addition, it has been estimated that each additional regular cyclist contributes:

- £69 annually in reduced congestion costs, in urban areas
- £34 annually in reduced congestion costs, in rural areas
- £34 annually in reduced pollution costs, in urban areas<sup>90</sup>

### **Conclusion**

Investment in cycle facilities and support is a straightforward 'win win', benefiting the taxpayer, the local economy and the environment. In the short to medium-term, investment in better cycle facilities and support, and a more effective cycle tourism offer, could boost the local economy by millions of pounds. However, longer-term, we should be aspiring to match the success of cities like Copenhagen where, as we have highlighted, cyclists are contributing £1.7bn in retail spend alone to the local economy.

## 5 A vision for the future of cycling in Northern Ireland

In this section we have set out a Vision for the future of cycling in the province. This Vision goes beyond addressing the current identified barriers to cycling. It paints a picture of a cycling culture embedded in on society. This transformation will take some considerable time, but is surely worth pursuing. It is a Vision that will require ownership at the highest political level.

It is a Vision which will deliver significant direct and indirect benefits to our local economy.

### 5.1 The Vision

Our vision for the future goes beyond capital investment in new cycleways and beyond programmes that bring about behavioural change, it is about creating a strong cycling culture which we know will take some time to realise, nonetheless is worthy of pursuit, and ultimately will deliver economic, social and environmental benefits.

We want to see a country in which people can choose to travel in ways that benefit their health, our environment and the economy. Enabling people to cycle is key to achieving this.

This means people of all ages and all abilities getting about by bike to the shops, to school, to university, to work, to see each other, or just for leisure and pleasure. Whether 8 or 80, we should all be able to cycle from our front door for those short journeys we make every day.

This means making truly liveable villages, towns and cities, with access by bike at their heart, with more pleasant spaces for people to live in and move through. More bikes means less congestion, less noise, less pollution, and communities fit for life.

At the heart of this revolution will be children, older people, new and returning cyclists – people who wouldn't have felt safe to cycle before. When bikes are part of everyday life it becomes the norm, mainstream – we get up, we have breakfast, we get on a bike.

Our 2020 vision is for four out of five local journeys to be made by foot, bike and public transport. This aspiration is based on evidence from the Sustainable

Travel Towns work, funded by the Department for Transport in England, where research and impact surveys found that, with the right investment, the potential was to reduce to just one in ten the number of short journeys that need to be made by car, with the bike being the best alternative for most of these journeys.

Achieving change can be hard, which is why we focus on those where change is possible. The school run, for example, where as many as one in five cars are taking children to school in the morning, clogging up roads and creating pollution and noise around schools.

46% of children want to cycle to school, but only 1% do, so getting children out of the back of cars and into saddles isn't difficult. Giving them the skills to ride the quieter streets to school helps parents to have the peace of mind to let them. And this is a virtuous cycle - children are active every day, there are fewer cars on the road at peak times, and the communities around schools are quieter, enabling everyone to be out and about more under their own steam.

### 5.2 Improved health and quality of life

Health experts have often made the point that if the benefits of cycling were available as a pill we'd all be taking them. The more people cycle the more our streets become places for people, with children playing outside, neighbours chatting, and more people getting out and about under their own steam, being physically active and engaged in their community.

This is good for physical and mental wellbeing, our hearts and minds, and for creating stronger, more sociable communities, where neighbours look out for each other and their children. Safer streets means more free range children, out and about with their friends, learning independence from an early age, getting to parks, the swimming pool, youth club and other activities without the need to be driven by parents.

In the Netherlands, children make over half of their journeys by bike, and get to and from places on their own about 3 years younger than our children.

Quality of life is also a strong motivator for where people and businesses choose to locate. High quality places and spaces that attract people to live, work, visit or study often have bike life at their heart – cities like Copenhagen, which markets its cycling culture as an integral element of what makes it a great place to visit and to do business.

system, and when well integrated with public transport hubs, such as bus, coach and rail stations, enables longer journeys to be made more sustainably.



### 5.3 A stronger economy

Keeping people and businesses moving is key to our prosperity. Congestion, often caused by short car journeys, costs businesses millions each year.

Removing non-essential journeys from our roads by enabling people to cycle will decongest our roads, making for more reliable journeys, reducing the need to invest in road building. The benefit to cost ratio of investing in cycling (and walking) is over 8:1. And these are real benefits to the economy, through improved health, more reliable journey times, fewer accidents, less noise, less pollution.

In addition, physical inactivity is a major cost to business, contributing to ill health and absenteeism. Enabling people to bike their commute helps create a healthier, more productive workforce, as well as reducing business costs like car parking. And the bike is a reliable way of getting around – cyclists have a guaranteed seat every day, whatever the weather, and however busy buses or trains are. Bikes also give a clockwork commute, with guaranteed parking pretty much anywhere.

Cycle tourism and days out bring money into local economies, supporting jobs and employment – in fact 12.7 jobs are supported or sustained for every £1 million of investment in cycling (and walking) routes.

### 5.4 An enhanced environment

Bikes have a huge role to play in reducing noise and pollution in urban areas. With cities such as Paris taking radical steps to reduce pollution by alternating those who can drive in the city on any day, enabling people of all ages and abilities to get around by bike is a longer term, sustainable solution.

CO2 emissions from personal car use make up the lion's share of the quarter of all emissions generated by the transport sector. With over half of all car journeys being less than five miles, the bike offers a viable alternative to a large number of car trips, significantly reducing carbon emissions.

The more people cycle, the less reliant our transport system is on oil, a finite resource, the cost of which fluctuates, but which is only going to become more expensive. Bike use is at the heart of a more resilient, low carbon transport

We recommend that a clear ambitious Vision for a new cycling culture is adopted.

## 6 Realising the Vision - policy

Changes in policy & legislation often takes time, nevertheless, we feel strongly that a number of significant issues need to be addressed in order to help deliver the long-term vision for cycling.

For example, our current segregated land-use planning policies have resulted in longer distances between the origin of a journey, say home and the destination, school. Planning has developed primarily around vehicle movements and not the needs of walkers or cyclists or indeed public transport users. We need compact, mixed use developments that are permeable for these user groups, making their journeys more direct and less time consuming.

Our city and town centres also need to be of high quality and equally accessible for pedestrians and cyclists.

The promotion and development of walking, cycling and public transport should be an integral part of all National Regional and Local Planning Policies and Plans.

We have set out here a series of policy & legislative changes that we would recommend:

### 6.1 Programme for Government

Cycling can and does contribute to all five Programme for Government Priorities (PTG) by:

- investing in cycling you are investing in a more sustainable transport network
- investing in cycling you are improving the health and well-being of the population, protecting and improving the environment
- investing in cycling you are reducing both CO2 emissions, traffic congestion and noise

- investing in cycling you are addressing community cohesion, building stronger shared communities
- investing in cycling you are making much better use of the existing infra-structure and getting a much higher return on any new infra-structure investment.

**We recommend** the adoption of more comprehensive active travel targets being set in the next Programme for Government.

For example:

By 2021 we will achieve:

- 10% of commuting trips in Belfast, 5% Derry~Londonderry by bike and 3% regionally
- address inequalities in cycling through doubling the percentage of cyclists being female, young people and the elderly
- doubling the economic benefits from cycling (based on new economic data)
- 50% of primary school pupils and 25% of post primary pupils cycling and walking to schools
- 75% of P6 pupils given Bikeability on road training
- A direct annual budget for cycling of £10m for urban areas and £2.6m for rural areas (70% capital, 30% revenue).

By 2040 we will achieve 30% of commuting trips in Belfast by bike and 10% regionally.

## 6.2 Planning policy

Current planning policy and plans encourage segregated land use with the car the principle means of travel. Going forward we need more mixed use developments with active travel (walking and cycling) and links to public transport incorporated into the plans. Strategic Planning Policy Statement (SPPS) 2014 should set policies that facilitate short journeys that are easily made by active modes and long journeys by public transport or a combination of both.

Consideration should be given to the adoption of an 'Active Travel Bill' similar to that recently adopted by the Welsh Government.

**We recommend** that Active Travel, including public transport connections, is a key consideration in future planning policy and statutory plan development.

## 6.3 Cycling policy

The Belfast Metropolitan Transport Plan 2015 (published in November 2004) set out a comprehensive plan for the development of walking and cycling. Cycling routes were identified within the wider urban area and within the city centre. The network that has actually developed does not achieve the objectives set out in these plans. The plan set out five key aims for the development of cycling routes which remain valid today and should be adopted.

Coherence	a coherent entity linking all trips, origins and destinations in a continuous way
Directness	cycle routes to be as direct as possible, avoiding detours and delays
Attractiveness	aesthetically pleasing, low noise levels, lighting etc.
Safety	minimising danger to cyclists
Comfort	convenient, smooth and well maintained.

The current Cycling Strategy was published in 2000 and is now in need of review, particularly in light of the increased interest in cycling. The Active Travel Strategy, published in 2013, needs to be much more ambitious. We have highlighted other actions that will support the development of cycling.

- a) Review, update and set new targets and revise action plans for the Northern Ireland Cycling Strategy.
- b) Ensure that all major infrastructure projects and roads maintenance audits undertaken are part of the pre-planning/implementation process.
- c) Further integrate Active Travel with Public Transport, including policy of bikes on trains, on buses, facilities at bus stops/Park and Ride centres and stations.
- d) Establish clear policy/standards for the maintenance and management of both on road and off road cycleways.
- e) Review and adopt a new/revised policy in relation to enforcement matters associated with parking in cycle lanes.

## 6.4 Roads Safety policy

Safety concerns were identified as one of the main barriers that prevented people, young and old, taking up cycling. New segregated traffic free routes will help to address this, but there are a number of policy initiatives that are required.

- a) Implement the recommendations in the review of DOE Cycle Proficiency Scheme to ensure all children have access to on-road cycle training.
- b) Ensure on-road cycle training is available to adults.
- c) Review policy in relation to 20mph limits and associated traffic calming measures, with a view to reducing traffic speeds on residential roads and selected town centre streets.
- d) Pilot quiet lanes on rural roads by introducing 40mph speed limits.

- e) Ensure adequate resources for the PSNI to focus on policing our roads to ensure safe conditions exist for vulnerable roads users, including cyclists and pedestrians.

### 6.5 Education and training policy

The planning, design and implementation of active travel infrastructure and behavioural change programmes requires specialist skills and it is important that these are developed and incorporated into our education and training programmes.

- a) Incorporation of Active Travel training into courses related to Planning and Construction Professionals (Civil Engineers, Planners, Architects, Landscape Architects) at Queen's University and the University of Ulster.
- b) Develop 'Continuing Professional Development Modules' related to Active Travel for existing Planning and Construction Professionals.

### 6.6 Tourism policy

One of the most significant opportunities is the development of cycling tourism, particularly in rural areas associated with long distance routes and the development of the National Cycle Network (NCN).

We would like to see NITB take an active role in the development of themed routes, based on the National Cycle Network. These could link heritage or special environment sites.

This will help support the development of existing and new businesses in our countryside, bringing significant economic benefit to the rural community. There is also an opportunity to develop an urban tourism product based in Belfast and Derry~Londonderry and this should also be supported.

### 6.7 Urban regeneration

A lot of work is currently being undertaken to regenerate areas & communities within our urban areas. Active travel should be embedded in both the physical planning & development but also in support programmes that help to develop community capacity including social enterprise initiatives such as bike recycling.

### 6.8 Environment policy

Getting more people out of their cars and onto bikes will significantly help reduce some of the major environmental issues facing urban areas, in particular noise and air quality which in themselves create health problems. On a global scale such action will also help mitigate against climate change.

### 6.9 Other policy opportunities

The opportunity exists to embed Active Travel and in particular cycling into a wide range of other Government Policies and Action Plans, such as Health, Environment, Urban/Community Regeneration, Sport and many others. Each Department should consider this and, where appropriate, include an 'Active Travel Assessment' as part of policy development stage.

### 6.10 Sport cycling

In our submission we have not focused on cycling as a sporting activity. We do, however, recognise the very important role sport has and is playing in raising the profile of cycling and getting people active.

In the Schools Active Travel programme we would like to see closure links developing between cycling clubs and post primary schools. We have had initial discussion with Cycling Ulster. We also recognise the importance Mountain Biking is playing in rural regeneration and the economic benefits it brings to local communities and towns. The proposals in our submission will, we believe, benefit all types of cyclist - leisure, commuter or sport.

The Giro d'Italia will only help to strengthen the interest in cycling and the Legacy we wish to see from it is more people cycling, young and old, male and female, from all social backgrounds, able to use new and improved cycling networks throughout Northern Ireland.

Sport Northern Ireland are the lead agency in developing cycling as a sport and have an action plan to achieve this within their policy "Sport Matters – The Northern Ireland Strategy for Sport and Physical Recreation 2009-2019"



## 7 Realising the Vision - infrastructure

Currently there is a significant deficit in the extent and quality of cycling infrastructure. Where there is good infrastructure, such as the Lagan Towpath or Comber Greenway in Belfast, cycling usage is significantly higher. The network that has developed over recent years is also disjointed in places and we know that this discourages cyclists. This is particularly significant at roundabouts and major traffic junctions. An early action would be to address these disconnections in the existing network.

Beyond that, a more strategic approach is required and in this section we set out our suggested approach.

### 7.1 Design guidance and standards

Current design of our roads system is not unexpectedly primarily focused on vehicle movement and less so on pedestrians or cyclists. Resolving traffic management issues has produced road infrastructure that is often hostile to other users, for example, roundabouts, complex junctions and left only slip roads.

There are now a wide range of measures and design solutions that are available to rebalance our roads and reduce the dominance of the vehicle effectively sharing the space. Some of these measures might include:

- traffic calming
- restriction on movements (location and time) of HGV vehicles
- redistribution of the carriageway, creating bus and segregated cycle lanes
- separate traffic lights for cyclists
- junction improvements, for example, priority for cyclists at roundabouts.

It is important that when we start investing in new cycling infrastructure, it is developed to the most appropriate and highest standard of design and

construction. A design guidance document should be produced, which sets out details of such things as path widths materials and signage, but also addresses technical solutions to roundabouts, road junctions etc.



**We recommend** that a Technical Design Guidance Manual for cycling infrastructure is produced and adopted.



## 7.2 Illustrations of potential new infrastructure

Roundabout priority for cyclists - Netherlands



Cyclist priority at road junction - Netherlands



Quiet Way / Bicycle Street - Netherlands



Redistribution of road space Copenhagen  
Segregated cycle lane



Netherlands - reduced carriageway width  
Residential parking: soft landscaping



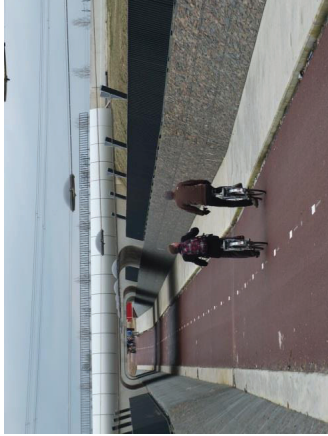
Footpath/cycle lane/car parking - Copenhagen



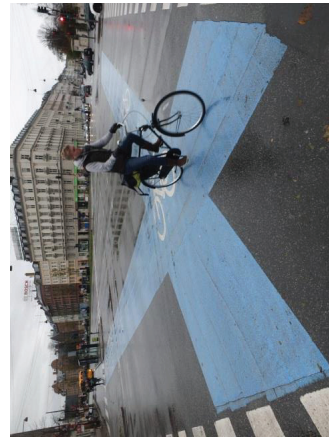
Cycle lane demarked at road junction - Copenhagen



Cycle underpass Netherlands



Cyclist signals Copenhagen



Cycle lane Netherlands



### 7.3 Integrated Cycling Masterplans

It is vital that the investment in infrastructure is carried out within the context of coherent Cycling Masterplans which include:

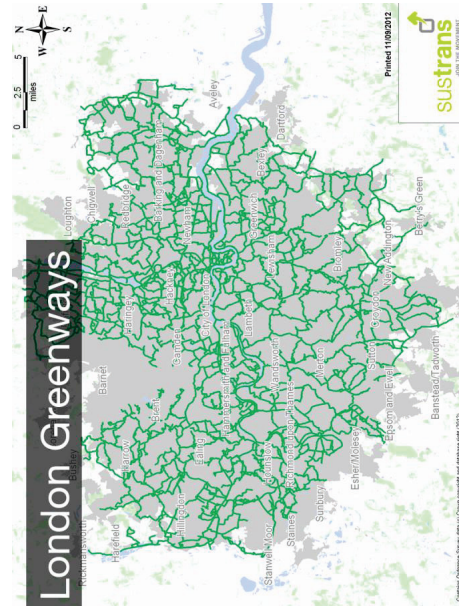
- a province wide National Cycling Network
- a Masterplan for the Belfast Metropolitan Area & Derry~Londonderry
- Masterplans for other cities and major towns.

These plans will indicate the route types and alignments.

This will include:

- local community routes (safe routes to school)
- DIY Streets
- Greenways (traffic free)
- Quiet Ways / Bicycle Streets
- cycling superhighways
- cycle parking.

**We recommend** that Cycling Masterplans for Belfast / Derry~Londonderry and other cities and major towns are produced.





### 7.4 Specific infrastructure proposals

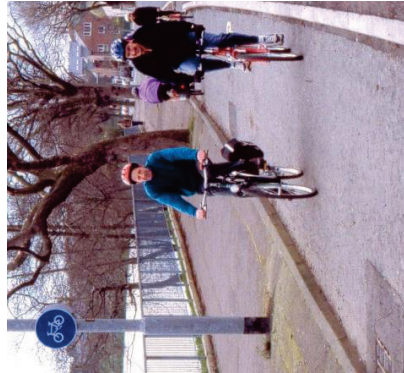
Here we have set out a wide range of initiatives designed to deliver the Cycling Masterplans. Some are community based such as DIY Streets and Safe Routes to Schools, others are city/town wide and development of the National Cycle Network and Euro Velo route is an island wide initiative

#### Improvements to existing network

- i. Address the gaps in the existing urban infrastructure network.  
Undertake an audit of existing cycleways, identify gaps in provision, develop appropriate design solutions and implement.  
Adopt a policy of 'Leave no problems'.

This is a quick win initiative and will have an immediate impact.

**We recommend** the implementation of an early infrastructure programme to join up and complete the existing networks.



prov

#### Community based initiatives - Recommendations

- ii. Implement a 'Safe routes to school' infrastructure plan - an initiative to ensure our children can walk, cycle or scoot to school in a safe environment. This is a major undertaking and could be phased to complement the DRD & PHA Schools Active Travel initiative. It would involve the provision of such infrastructure as Toucan Crossing cycle lanes and cycle parking. This initiative, with Active Travel, will help address both health and congestion issues. 20mph and car exclusion zones would also be a part of this initiative.
- iii. Implement a Community Cycle Network. Building on safe routes to schools, develop segregated or traffic free safe links to local shops, community facilities and local workplaces. This initiative will create cycle networks and address and significantly reduce the many short trips made by car every day.
- iv. Develop a programme of DIY streets where local communities can shape the development and management of the street and roads outside their houses, making them more comfortable and safe for pedestrians and cyclists, while accommodating parking and traffic movement.



**City and town wide initiatives - Recommendations**

- v. Develop traffic free 'Greenways', linking communities with each other and with town and city centres. Using former railway lines, rivers flood embankments and parks, create shared-use paths in high quality urban settings.
- vi. Develop 'Quiet Way' or 'Bicycle Streets' using existing road space where open space is limited. These traffic calmed streets are shared with residents/vehicles and are important links within town and city networks.
- vii. Develop, where practical, Urban Cycling Highways, which are designed to make access to the city and town centre convenient and quick, with a particular focus on commuting cyclists. Segregated routes with cycling priority, roundabouts & traffic lights.



Comber Greenway

**Links to public transport - Recommendations**

- viii. Provide safe routes to public transport locations, including railway stations, Park and Ride locations and key bus stops, in particular those associated with Belfast Rapid Transit.

35 Northern Ireland Assembly Inquiry into the Benefits of Cycling to the Economy Submission by Sustrans

This is to encourage modal share where part of a journey is by bike and the rest by public transport. It requires the provision of safe secure cycle parking.



Cycle parking at Central Station Belfast

**Cycle parking and bike security - Recommendations**

- ix. Provide adequate safe supervised cycle parking at transport hubs, central and local government buildings, hospitals, schools and shopping centres and in particular within city and town centres. We would also encourage the provision of on street cycle parking. We would also encourage all cyclists to have their bikes marked and registered with 'Bike Register' the UK national cycle database.

**Public Bike Hire scheme**

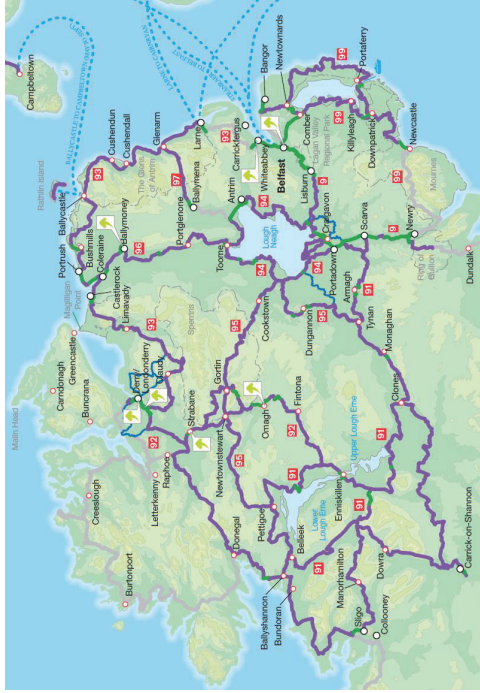
This is due to be introduced in Belfast in 2015. Elsewhere these schemes have proved to be a major success (i.e. in London and Dublin). The location of docking stations and provision of appropriate city centre cycle lanes is critical to their success.

x.

March 2014

**National Cycle Network - Recommendations**

- x. Review the condition of the existing National Cycle Network (province wide) and improve and upgrade, as necessary, surfaces, signage etc.
- xi. Develop and extend the existing National Cycle Network with an all island context. Develop new routes along former railway lines, canals, river corridors, flood embankments and quiet, safe country roads. Develop local and key cross border routes, for example:
  - Newry - Carlingford – Dundalk
  - Ulster Canal
  - Enniskillen to Sligo
  - Carrickfergus-Belfast-Bangor
  - Derry~Londonderry to Buncrana / Letterkenny - Burtonport
  - Lisburn/Lough Neagh
  - Comber/Newtownards/Donaghadee
  - Comber/Sainfield/Downpatrick/Newcastle
  - Derry~Londonderry/Strabane/Omagh
  - Portadown/Armagh
- xii. In conjunction with other European countries, develop the European Cycle Network - Euro Velo Route 1 from Sweden to Spain (Belfast to Derry~Londonderry Section).





### 7.5 Major infrastructure projects

Physical barriers to cycling such as rivers often require significant investment to resolve. The peace bridge in Derry~Londonderry is a great example.



Peace Bridge

The Lagan in Belfast is, in places, a barrier to better access to the city centre from the south and east. A current proposal to build a bridge between Ormeau Park and Ormeau Business Park (on the site of the former Gasworks) is to be welcomed. Key to the success of the bridge is that it links into a network of cycleways that both lead into the City Centre and to the surrounding communities on the other side. Behavioural change initiatives such as Workplaces should go hand in hand with this development.

Other bridges across the Lagan at Clarendon Dock, the Albert Bridge and at Stranmillis Weir should be considered. The development of Individual Masterplans for our towns and cities will undoubtedly identify other major barriers to cycling that will require significant infrastructural investment to overcome.

The development of the new Transport Hub in Great Victoria Street offers the opportunity to include a range of facilities in support of cycling, including secure bike parking, bike hire, bike repair and active travel information. A similar though smaller facility should be considered for the redevelopment of the Derry~Londonderry railway station.

### 7.6 Cycle auditing

It is important that all new developments and major road maintenance schemes are audited at planning stage in order to assess their compliance to

cycling design guidance and local Cycling Masterplans. We would suggest that this is a role for the new DRD Cycling Unit to undertake.

**We recommend** development of the cycle network at community, city/town and national levels in a logical coherent way, in line with individual Masterplans.

### 7.7 Maintenance and management

Currently maintenance and management of the cycle network is shared between the DRD and local authorities, with clear gaps in the level and standard of the service provided. Cycleways require regular maintenance and management to appropriate standards, including sweeping, litter lifting, minor repairs and, in winter, salting and gritting. It is logical for traffic free routes to be maintained by local authorities, while on road cycle lanes are maintained by DRD Road Service.

**We recommend** that early consideration is given to the long term maintenance and management of both on road and traffic free cycling routes, in particular, the organisation responsible and the level of provision.



## 8 Realising the Vision - behavioural change

### 8.1 What is travel behavioural change?

Travel behavioural change programmes are about supporting and enabling people to make a choice to travel in a more sustainable way.

By giving people skills and confidence to walk, cycle and use public transport, they will use their car less and so behaviour change occurs.

This can be encouraged by creating environments for active and sustainable travel; however, whilst the provision of good infrastructure is important, equally important in order to achieve the adoption of active travel and cycling in particular, is investment in behaviour change programmes to ensure infrastructure is used to its fullest potential.

Sustrans delivers a number of tailored programmes for different groups of people and individuals. For example, we work with workplaces, schools and communities, as well as helping individuals to plan their everyday journeys more sustainably.

Behavioural change programmes include a mix of practical training activities, fun events and the sharing of information. Examples of activities include:

- Bikeability cycle training
- bike maintenance training
- guided rides and walks
- personalised travel planning
- promotional events such as bikers breakfasts
- information stalls giving travel advice

Where we work to increase walking and cycling, the impact is dramatic. Below are just a few examples of the impact when we work with different groups of people:

- 27% of children regularly cycle to school where there is a Sustrans officer working (2% is the national average)
- £6,000 - £12,000 savings in reduced absenteeism and presenteeism for every 100 employees we engage with

- 26% increase in walking, cycling and public transport as a result of our personalised travel advice to 10,000 households in Cardiff

The following sections illustrate a range of behavioural change measures and the benefits they can deliver. We have also highlighted other measures that will support the development of cycling. All of these will require significant funding to deliver.

### 8.2 Working with schools

Sustrans is working with over 2,000 schools across the UK to give children the skills and confidence to choose healthier, safer, more sustainable and more enjoyable journeys to school.

- 48% of children want to cycle to school, but nationally only 2% do.<sup>303</sup>(Sustrans Bike It 2010/11 Hands up survey)
- Where there is a Sustrans officer working to increase cycling:
  - 27% of children are regularly cycling to school
  - 11% reduction in car use on the school run is achieved over a year

#### 8.2.1 Northern Ireland Active School Travel Programme

The Northern Ireland Executive Programme For Government 2011-2015 sets out a clear target for Active School Travel:

“to create the conditions whereby at least 36% of primary school pupils and 22% of secondary school pupils are able to walk or cycle to school as their main mode of transport.”

Sustrans is currently delivering a three year programme, working with 180 schools across Northern Ireland, in order to help Government achieve this target.

Jointly funded by the Department for Regional Development and the Public Health Agency, our schools officers deliver a planned programme of fun activities to increase walking and cycling and create a supportive environment in the school community, inspiring children and their parents to get involved.

#### We do this by:

- working with the school management team to gain their support for the programme
- using every opportunity available to explain the benefits of cycling and walking to children, parents and teachers
- addressing parental and school concerns about the safety of children getting around on foot and bike with the help of partners
- organising practical activities that help give people the confidence to walk and cycle more, including group cycle rides and walks, cycle training and bike maintenance
- linking cycling and walking to the school curriculum
- providing training opportunities for parents and teachers, enabling them to start leading activities themselves
- organising local events, generating positive publicity and motivating children, parents, staff and community members to join in
- arranging UK wide mass participation events such as the BIG Pedal
- providing ongoing support of schools as they progress through the Sustrans School Mark – our scheme to recognise and encourage long term commitment to cycling and walking

#### Benefits to children:

- regular physical activity
- develop health active travel habits
- increase road safety awareness
- improve attendance rates
- improve academic performance in the classroom
- develop children's confidence, self-esteem and independence



#### 8.2.2 Rural Safe Routes to School programme

This programme achieved an increase in walking from 20% to 33% in 18 rural schools in Northern Ireland.

Parents were asked to set out the rationale for any change to their children's journey patterns. As reported in the evaluation of the Rural Safe Routes to School programme prepared for DARD, of 518 parents who responded:

- 65% noted the primary reason for change being as a result of the programme of activities
- 35% that the secondary reason was as a result of the infrastructural improvements implemented

Sustrans worked with schools in rural areas of Northern Ireland to consider **all** aspects of school travel, combining an improvement in physical environment around the school with behavioural change initiatives such as cycle training, travel planning and fun events among others.

There are many reasons why this particular project was so successful;

- schools were well supported by people skilled at working with children
- Sustrans officers maximised the benefits of changes to the physical environment

- new paths and crossings addressed safety concerns and the motivated parents, children and schools alike.
- walking and cycling activities and events were designed to be accessible, fun and inspiring for children and their parents.

**We recommend** the development of the Active School Travel Programme to double the number of schools engaged in the programme from 60 to 120 each year.

### 8.3 Workplaces

Sustrans works with companies and other organisations such as hospitals and Government Departments to promote sustainable and active travel.

For every 100 employees we engage in our full package of activities, we achieve per year:

For every 100 employees we engage our projects save business:

- £6,000-£12,000 in reduced absenteeism and presenteeism (see note)
- Improved well-being in 61 employees
- 6% reduction in commuting by car
- Up to 38 tonnes of CO2 reduced

Note: This has been calculated based on primary data from Sustrans projects, along with secondary evidence that indicates that physically active workers take 27% fewer sick days (Star Active, Stay Active 2011) and that presenteeism costs 1.5 times that of absenteeism a conservative estimate based on 'Promoting physical activity in the workplace: business case', NHS, 2008)

Sustrans employee engagement projects consistently achieve impressive and measurable results.

A Northern Ireland wide programme, delivered in partnership with workplaces in cities across Northern Ireland, would increase levels of cycling and the impact of cycling on our population and economy.

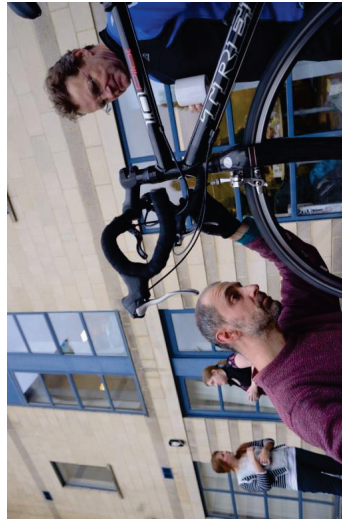
#### 8.3.1 Working in Titanic Quarter

In Belfast, Sustrans is working with employees of four workplaces in the Titanic Quarter to enable people to travel actively to work. Sustrans programme funded by the Active Belfast Partnership gives employees the skills and

confidence through practical training sessions such as bike maintenance, Bikeability cycle training, led rides and walks, along with information stalls offering travel advice and promotional events such as bikers breakfasts to enable people to cycle to work.

David Gavaghan, Chief Executive of Titanic Quarter Limited is supportive of the project.

“Titanic Quarter presents a great opportunity to see high levels of journeys made by bike, walking and public transport, due to its level terrain and the high quality transport infrastructure including the new greenways, bringing easy connectivity to the rest of Belfast and beyond. The Sustrans project of active travel is proving to be very effective in encouraging and educating employees, visitors, students and residents in Titanic Quarter to cycle and walk - on many occasions a better alternative to using the car. I strongly welcome the continuation of the project - we in Titanic Quarter will provide as much support as we can to ensuring that this project becomes embedded in our daily travel practice”.



Working with a wide range of workplaces and using a variety of tools and incentives, we support and develop active travel amongst employees. Some of the tools are outlined below:

- car sharing groups and initiatives
- Bike buddy schemes and cycle training

- improved public transport provision to and from your workplace
- Cycle to work scheme support
- travel plan reviews and implementation
- led walks, including walking meetings
- route planning and map creation
- led cycle rides, including cycle meetings
- pool bike loan schemes
- organisational travel policy development and reviews
- bike breakfasts, doctor bike sessions, and other effective bike promotions
- car Park reduction incentive schemes
- cycle storage and lockups
- improved cycling and walking routes to and from your workplace.

Other workplace initiatives are also delivered by the CTC.

**We recommend** a major investment in a province wide Workplaces Initiative with Central and Local Government leading the way and a programme developed for the private sector.

#### 8.4 Communities

Our work with communities delivers training and participation activities, resulting in people having:

- improved health and well-being
- improved access to services, jobs and volunteering opportunities

The real life examples, outlined below, show the meaningful impact cycling can have within communities.

More programmes, such as our work with the Ballybeen Men's Motivational Group and the Derry Well Women's Centre, are needed.

Our work with communities delivers:

- Improved physical and mental health, by making it easier for people to walk and cycle
- Improved access to services and facilities
- Practical training opportunities linked to cycling

- Improved skills capacity and employability, for example, training as cycle trainers, bike mechanics, health walk and ride leaders
- Tailored activities to increase confidence: led rides and walks, pedalling picnics

Through all of the above, close working relationships with local organisations and agencies, strengthens community partnerships and builds local capacity.

The CTC works in communities through its Bike Club initiatives which work with communities focussing particularly on engaging with young people.

#### 8.4.1 Social Inclusion through Active Travel – Ballybeen Men's Motivational Group

Dennis Magee, Ballybeen Men's Health Improvement Group, May 2013,

"Cycling and using the Greenway has offered men in our group a new focus that brings health benefits and potential employment opportunities. With support from Sustrans, we have trained members of our group who can now offer bike maintenance to the community. We will be organising cycling activities and courses for men over the summer."

Sustrans works with Ballybeen Men's Motivational Group to deliver a programme of activities which has given members of the group a new focus in cycling.



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qualified, accredited cycle trainer. A programme to deliver cycle training to women through the Group was set up and has proved a huge success with over 100 women having completed cycle training.



Ballybeen is the second largest housing estate in Northern Ireland. Northern Ireland Multiple Deprivation Indices reflect the nature of problems experienced in Ballybeen with the Enler Ward ranking 84<sup>th</sup> out of 582 (1 being the most deprived) for health deprivation and disability deprivation and 83<sup>rd</sup> most deprived for education and training, (NI Multiple Deprivation Measure 2010).

Our programme of activities funded by the Public Health Agency include bike maintenance training, led cycle rides and walks, bikers breakfast and lunch events and has given the men in the group the skills and confidence to develop the activities they run within the wider community.

The group now rents a unit within the estate as a base for its activities and with funding has purchased a number of bikes for the community to use. The men run bike maintenance sessions and family cycle events for the local community. They have plans to further develop the group with cycling remaining a central focus.

#### 8.4.2 Health for All – Derry Well Women's Centre

Susan Gibson, Director of Derry Well Women saw first-hand the benefits of supporting and enabling people to cycle:

“We were delighted to be part of the project as it was an opportunity to promote cycling for women and to promote positive mental and physical health. One of our staff was trained by Sustrans to be a cycle leader and, through her, 92 women have completed cycle training. It's an absolute success story. The great thing about the paths is that they are flat. Women can get out there and really enjoy it. We appreciate the opportunity to partner on a programme that is helping to promote healthy living.”

As part of their regeneration plan, Derry City Council wanted to improve health and social well-being by tackling health inequalities. In partnership with the Council we worked with the Derry Well Women Group.

With support from the Department for Regional Development and the Public Health Agency, Sustrans worked with the Well Women Group to set up a project to support women returning to cycling as a means to improve health and social well-being. The project provided cycling training and the group led fun rides on the new cycle paths in the city.

Confidence grew amongst the women taking part in the organised activities. This resulted in a member of staff having the confidence to be trained as a

**We recommend** the development of a community based active travel programme to work with disadvantaged and isolated groups throughout N Ireland.

Sustrans' Personalised Travel Planning (PTP) projects cut local traffic congestion and improve health and well-being by encouraging and supporting people to make a few changes to their daily travel choices when and where it suits them best.

Our PTP projects are proven to be effective. We have worked on projects, targeting more than 280,000 households, and have consistently achieved:

- an 11% reduction in car driver trips
- increases in walking, cycling and public transport trips of between 15% and 33%

Personalised Travel Planning can be customised to suit different settings, including households, workplaces, education, community hubs.

As part of our Personalised Travel Planning we promote existing and new infrastructure and past projects have shown that travel planning can

significantly enhance the effects of major improvements in transport infrastructure.

Combining Personalised Travel Planning with the introduction of new infrastructure, such as bus lanes, can lead to both a reduction in car use and an increase in cycling and the use of public transport.

This was highlighted in the Travelsmart, Bristol project, where individualised marketing enabled people to make greater use of the newly improved public transport system. In one area car use reduced by 10%, use of public transport increased by 25% and cycling by 27%. (A report on Bristol's first VIVALDI, Individualised Travel Marketing project, September 2005)



**We recommend** the development of Personalised Travel Planning Schemes, in particular linked to the provision of major new infrastructure such as The Belfast Rapid Transit project and the proposed new Travel Hub in Great Victoria Street.

### 8.6 Cycle training

If you are a child growing up in Denmark, Germany or Holland you will learn how to cycle as a young child because your family, neighbours and friends cycle. In Northern Ireland we know there are lower levels of cycling, particularly amongst women. Therefore the cycling role models and educators for young people often don't exist. Roads Safety is understandably a key concern for parents indicated by a key survey amongst parents which revealed two-thirds do not allow their children to cycle on road.<sup>1</sup>

Teaching children to cycle safely on road is a very important life skill and children are being encouraged to cycle for the benefit of their health and the environment. While playground based cycle skills training is widely offered through the DOE Cycle Proficiency Scheme, on-road cycle training is not widely available in Northern Ireland, other than through Sustrans Active School Travel programme.

On road cycle training, known as Bikeability is widely available in England. Qualified cycle instructors, at a ratio of 2 instructors to 8 children, teach manoeuvres such as the correct riding position, overtaking parked cars, correct positioning at junctions for left and right turning.

A review on Bikeability by Ipsos Mori<sup>2</sup> shows impressive results:

- 86% of children feel safer and more confident when cycling on the road
- 87% of parents feel more confident allowing children to cycle on the road
- 50% of parents report an increase in frequency of their children cycling
- 49% of children report an increase in frequency of cycling.

Giving children on road cycle training is an investment, not just in them as cyclists, but also as future vehicle drivers who will better understand and appreciate the needs of cyclists. In light of these positive outcomes it is perhaps unsurprising that Bikeability training is rated very highly by both parents and children.

- 97% of parents say they are very/quite satisfied with the training
- 91% of children would recommend Bikeability training.

The Sustrans work over the last four years has included National Standard (Bikeability equivalent) cycle training within our wider schools programmes that

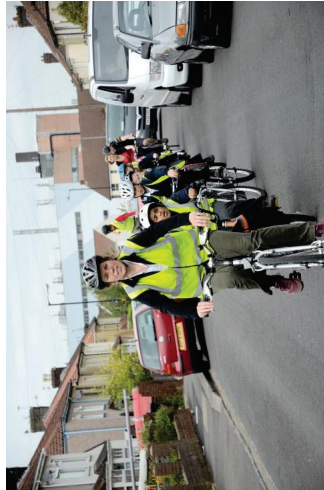
<sup>1</sup> Parents survey 246 respondents (Sustrans 2013)

<sup>2</sup> Research to explore the perceptions and experiences of Bikeability training (Ipsos Mori 2010) March 2014



encourages cycling. Over 1200 pupils have now passed Level 2 on-road cycling. There is significant demand for additional training. Due to funding we are only able to offer training to 16 pupils at 26 of the 60 schools we are working this year. There is a strong demand from schools to have more cycle training and providing additional funds for this would be a welcome quick win. DOE commissioned a review of the Cycle Proficiency Scheme last year. It recommends the role out of on-road cycle training in addition to the playground based Cycle proficiency Scheme. As the benefits are not just confined to roads safety it recommends funding from a range of government sources.

“Cross-departmental delivery of cycling training may make the full adoption of the National Standard for cycle training via Bikeability in NI a possibility. This would bring advantages beyond the road safety benefits of option 3; moving into other Government department’s policy areas such as increasing cycling take-up and improving public health.”<sup>3</sup>



**We recommend** that Bikeability on road cycle training is made available to all P6 pupils in N Ireland. A similar scheme should be developed for adults.

### 8.7 Partnerships with other road user groups

Joint initiatives, working with the different road user groups to enable people to share the road space safely, will have a positive impact on increasing cycling levels and a reduction in accident numbers. Working in partnership with road user groups will provide each group with a better understanding of each other’s needs on the road and increase safety on the road.

Initiatives are beginning to happen locally and nationally but further roll out is required.

#### 8.7.1 Translink: Travelling in Harmony

Translink, Sustrans and Travelwise NI recently worked together on the ‘Bus and Bike Travelling in Harmony’ programme.

A new leaflet was produced, setting out clear guidance and common-sense advice to ensure bus drivers and cyclists are aware of the needs of those with whom they share the road space.

Importantly, as well as the new guide, National Standard Cycle Training has been given to bus driver instructors and all 2000 bus drivers across Northern Ireland will complete a training module highlighting best practice of sharing the road with cyclists.



<sup>3</sup> Review of Cycle Proficiency Scheme (WS Atkins for DOE March 2013)

**8.7.2 London Borough of Redbridge: driver training**

It is now a contractual requirement by Transport for London (TfL) that their suppliers undergo the Safer Urban Driving Course. This course focuses on driving in London and vulnerable road users, including cyclists.

**Half theory based, half practical on road cycle training**

The course is half based in the classroom and half based undertaking training on bikes on the road. The London Borough of Redbridge has a large fleet of buses and large goods vehicles and decided to build in house capacity to offer the Safer Urban Driving training to drivers themselves.

This required an individual from London Borough of Redbridge Transport Depot receiving 'Transfer of Knowledge' training from TfL, along with National Standard Cycle Instructor Training which was delivered by Sustrans.

Greg Scott, Training and Compliance Officer in the Transport Office in Highways & Cleansing Services who undertook the training now delivers on road cycle training to London Borough of Redbridge drivers,

"This puts us in a unique position to provide awareness for cyclists and other vulnerable road users. Putting drivers on cycles in real traffic situations further pushes home the message."



**We recommend** that the Travelling in Harmony Scheme is further developed for other groups of road users, for example, HGV drivers.

**We recommend** that a practical cycle training module is included in the Driving Test.

**8.8 Sharing space**

**8.8.1 'Share the road' code**

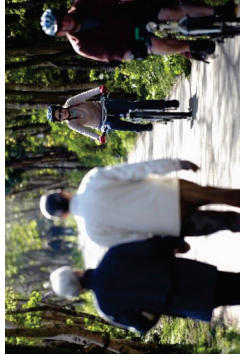
All road users have a responsibility to play in keeping each other safe through sharing the road space safely.

As we educate road user groups through initiatives such as the Translink and Redbridge examples above, and offer cyclists the skills to cycle safely on road through Bikeability on road training, we also need to promote a shared code of conduct to all road users.

A campaign is needed, developed in partnership with road user groups, to raise awareness and deliver key safety messages to all those using the roads.



We all have responsibilities for the safety of others we are sharing space with. It's important not to startle other people, particularly those who are frail or who have reduced sight, hearing or mobility. The tranquillity of these paths is something people value greatly, and all path users need to respect this.



**We recommend** that appropriate codes are drawn up to help us all share road space and shared use paths.

**8.8.3 Guidance on what to wear**

When you visit cycle cities such as Copenhagen you are immediately struck by the fact that the vast majority of cyclists cycle in their working clothes or everyday clothes.

While this forms part of our vision for the future, in the interim we would advise cyclists to dress in such a way that increases their visibility to other road users.



**8.8.2 Codes of conduct on traffic free routes**

Shared-use paths are a great way to get around by bike, but they're also used by many other people. It's important to follow a few basic rules so that everyone can enjoy them as much as possible.

Many young, elderly and disabled people benefit from shared paths. They provide valuable opportunities to travel in a traffic-free environment, and to relax and unwind.

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**8.8.4 Guidance on bicycle lights and reflectors**

By law, your bike must have a white front light and red rear light (constant or flashing) when cycling in the dark. To help with visibility at times of low light it is a good idea to use additional lights on your arm, bag or clothing.



**We recommend** the development of an initiative linked to the Marketing and Promotional Strategy to influence the image of cycling.

**8.8.5 Types of bike**

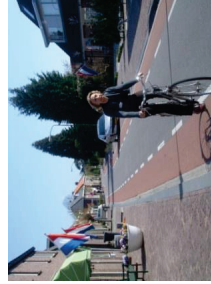
People purchasing a new bike should be given as wide a choice as possible. This will help them to find a bike which meets their own personal preferences, for example, a bike that is comfortable for the commute to work, or one which will accommodate carrying home the shopping, or maybe they need to be able to carry a young child as well. Ensuring the bike is comfortable and suitable for them will mean people will continue to use it.

Currently the range of bikes on offer through the retail trade in Northern Ireland is limited.

Dutch style bikes are the common choice in European cities with cycling culture but are harder to come across in Northern Ireland. These bikes offer an upright riding position which gives a good view of traffic, and various models, such as cargo bikes, are available which accommodate the carrying of children and shopping.

Electric bikes are now also becoming more popular on the continent and could also be the right choice for some people in Northern Ireland.

Improving the range of bikes available will help people get the best out of cycling for their own personal needs. The retail trade in Northern Ireland should be encouraged to offer a wider range of bikes to customers.





workplace behaviour change initiatives, as outlined above, will increase the impact of the cycle to work scheme.

**We recommend** that the Cycle to Work Scheme is given a higher profile.

**We recommend** that an appropriate scheme is developed to assist both those on a low wage or unemployed.

### 8.10 Bicycle recycling schemes

There are a number of organisations involved in the recycling of bicycles. As lack of ownership of a bike is a key factor in preventing people cycling, such schemes should be encouraged and supported.

**We recommend** that schemes that involve recycling of bikes are actively encouraged and supported.



**We recommend** that the retail trade is supported and encouraged to introduce a greater range of bikes.

### 8.9 Cycle purchase incentives

#### The Cycle to Work scheme

The Cycle to Work Scheme is a UK Government tax exemption initiative introduced to promote healthier journeys to work and to reduce environmental pollution.

It allows employers to loan cycles and cycle safety equipment to employees as a tax-free benefit. Employers across the public, private and voluntary sectors can implement a tax exempt loan scheme for their employees.

The scheme is currently not available to the self-employed or employees on the National Minimum Wage.

This scheme requires better promotion to employees which may increase its uptake. Engaging employers facilitating the scheme in a programme of

### 8.11 Behavioural change and infrastructure together – delivering more

The creation of a safe, physical environment for active travel, combined with a comprehensive package of behavioural change initiatives, will have the greatest impact on our society through improved physical and mental health and well-being and the associated benefits that brings to our economy.

Good examples of the results investment in both behavioural change initiatives and infrastructure measures can have are the Sustainable Travel Towns in England and the Rural Safe Routes to School Programme outlined earlier.

#### 8.11.1 Sustainable Travel Towns

The Department for Transport funded a package of behavioural change initiatives across three Sustainable Travel Towns which were also benefitting from complementary infrastructure investment funded through the local authorities' Local Transport Plans.

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The aim of the project delivered in three towns Darlington, Peterborough and Worcester was:

‘to demonstrate the effect of a sustained package of smart measures, applied over a five year period in a comprehensive, intensive and strategic way, together with complementary infrastructure.’ (Transport Quality for Life: the Effects of Smarter Choices Programmes in the Sustainable travel towns research report Chapter 3)

A total of £15 million was spent from 2004-2009 across the three medium sized towns on both cycle infrastructure works and behavioural change initiatives, which included travel planning, advice about public transport, cycle and walking promotion and travel awareness programmes.

**Capital and revenue investment**

The table below is taken from the Transport Quality for Life Report into The Effects of Smarter Choice Programmes in Sustainable Travel Towns.

Table 3.2: Summary of estimated expenditure directly related to delivery of main smarter choice measures in the three towns, 2004/5 to 2008/9.

	Darlington	Peterborough	Worcester	All Towns
Revenue	£2,632,000	£2,642,000	£1,552,000	£6,826,000
Capital	£1,745,000	£4,160,000	£2,860,000	£8,765,000
Total	£4,376,000	£6,803,000	£4,411,000	£15,590,000

Note: Revenue expenditure includes non-staff costs and estimated staff costs that are directly attributable to the main smarter choice measures. Staff cost for management are not included. Figures may not add exactly, due to rounding.

This gives an indicative figure of 60% investment in capital and 40% investment in revenue.

The resultant headlines are impressive in terms of modal shift across the three towns. As reported by, ‘The Effects of Smarter Choice Programmes in the Sustainable Travel Towns: Summary Report’ for Department for Transport:

- car driver trips by residents fell by 9% per person, and car driver distance by 5%–7%. This compares with a fall of about 1% in medium-sized urban areas over the same period.

- bus trips per person grew substantially, by 10%–22%, compared with a national fall of 0.5% in medium-sized towns.
- the number of cycle trips per head grew substantially in all three towns, by 26%–30%, compared to a 34% national decline in cycling in medium-sized towns over the same period<sup>1)</sup>
- the number of walking trips per head grew substantially, by 10%–13%, compared to a national decline in similar towns of 17%.

The report goes on to conclude that:

‘the evidence base is sufficient to justify a substantial expansion and implementation of Smarter Choices Programmes’.

The report provides endorsement of town-wide smarter choices as a means of increasing levels of sustainable travel and reducing car use

**8.11.2 Cycling Demonstration Towns**

Another good example where cycling infrastructure has been combined with behaviour change initiatives is the Cycling Demonstration Towns.

The Department for Transport report, ‘Making a Cycling Town: a compilation of practitioners’ experiences from the Cycling Demonstration Towns programme’, outlines:

“Successful programmes in the Cycling Demonstration Towns show that a package of measures is required. This is most often a mixture of infrastructure and ‘smarter choices’ projects. Thus getting children to cycle safely and well requires National Standard Training; secure cycle parking at school; an identified suitable route to school for each child; and ideally a school champion to establish a ‘cycling culture’. This is true for every target audience and trip type.”

The report also outlines the low cost of interventions which aim to change travel behaviour in comparison to the cost of providing infrastructure.

“On average, nearly 80% of funds were invested in infrastructure, showing the importance the CDTs placed on improving the physical environment for cycling, but also the high capital costs of infrastructure investment. While Smarter

<sup>(1)</sup> This apparent decline across other towns is surprising (and if true quite worrying) but could be explained by the fact it’s based on NTS data



Choices were an important part of each programme, it is clear these types of intervention are relatively low cost in comparison to infrastructure – on average utilising just 21% of the budget<sup>50</sup>

**We recommend** that, where practical, infrastructure provision for cycling is linked to behavioural change programmes in order to maximise the range of social, economic and environmental benefits.



Through all our initiatives, Sustrans aims to increase local capacity which leads to greater sustainability as we work to bring about travel behaviour change.

One of the ways we do this is through our award winning Volunteer Programme.

Working with volunteers has enabled us to achieve much more and, importantly, has given local people ownership in our work, ensuring that our projects are responsive to the needs of local communities. As Sustrans has grown, volunteers have become a crucial and valued part of the charity. They are highly motivated and make a wide range of skills freely available to Sustrans. In return, our carefully managed programme provides opportunities for training and learning for volunteers.

**We recommend** that 30% of cycling budgets should be invested in behavioural change programmes.

There are currently over 3,500 people volunteering for Sustrans in different settings and roles, from as varied as being out on the National Cycle Network to workplaces and schools.



**We recommend** support from Central and Local Government for the Development of Volunteering associated with the promotion and development of cycling.

### 8.13 Cycling champions

Cycling champions as role models can make a significant contribution to getting people active and key individuals/celebrities, who are keen to develop cycling, should be identified and their support sought. This could be linked to a marketing promotional activity.

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## 9 Monitoring and research

### 9.1 Why monitor cycling

The continuous monitoring of cycling is very important for a number of reasons. It helps formulate government policies, influences transport planning and designs, evaluates the effectiveness of behaviour change and infrastructure programmes and helps with budget setting. Monitoring and evaluation, coupled with a good understanding of research evidence, helps decision-makers allocate budgets to programmes that deliver lasting benefits, thereby offering the best value for money. There are two main types of monitoring:

#### Attitudinal (qualitative)

In attitudinal surveys the aim is to find out why people cycle, which groups in society cycle or don't, what barriers stop them cycling and what they think of cycle infrastructure. For example if parents are interviewed about what would encourage their children to cycle to school and safer routes such as cycle tracks are deemed important, this can feed into Roads Service plans. Ipsos Mori carried out a review of Bikeability on road cycle training for children in England and 93% of parents said it had a positive impact on their child's safety when cycling on the roads. This monitoring fed back to DOE in Northern Ireland, who then, in their review of the Cycle Proficiency Scheme, considered alternative models of cycle training such as Bikeability.

#### Usage (quantitative)

This measures changes in cycling usage. This can relate to how cycling numbers change along a certain cycle route or geographical area. This can assess the effectiveness of infrastructure schemes e.g. in Belfast we know, from data collected from permanent cycle counters, that over 400 trips are made each day on the National Cycle Network along the riverside route, whereas only 15 trips per days are made on the Outer Ring Road cycle track. From current sources<sup>4</sup> we can tell clearly many more men are cycling than women. We can also tell that south and east Belfast have the highest cycling levels in Northern Ireland and that there are fewer cyclists at present in the west of Northern Ireland compared to the east.

<sup>4</sup> NI Census 2011

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What is very important is that the evidence from the monitoring and research is fed back into transport planning and design standards for future cycle provision and for programmes that will help to progress the culture of cycling.



Surveyors on site



Cycle counter in Copenhagen

### 9.2 Current monitoring of cycling

There are presently many surveys which include the monitoring of cycling. These reports give information on both and attitudinal and usage findings.

#### Cycle counters

The counters located on cycle routes provide very useful data on usage at that point on the route. They are not suitable, at least in their current location, to present a regional picture. These counters are most valuable when accompanied by attitudinal surveys at the same locations to pick up, not just

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usage data but attitudinal data. It is not clear if Roads Service Usage Reports (last produced in 2010) were used to feedback into transport planning. A summary of the sources are enclosed in the table overleaf.

Some very useful information is gathered from these surveys and the key findings are summarised in Chapter 3 "Cycling in Northern Ireland - the present situation."

**Strengths**

The strengths of cycle monitoring in Northern Ireland is that we have comparative data for the last 14 years from the Travel Survey for NI. We also have the ability to add questions in Young Person Behaviour and Attitudes Survey and the Continuous Household Survey, which will now feedback on cycling to school. This will contribute to the reporting on the Programme for Government target on cycling and walking to school. Also programmes run by Sustrans are well monitored and reported on.

**Weakness**

There has been a lack of monitoring of attitudes to on road cycling provision. As far as we know, other than on the National Cycle Network greenways, users have not been asked their opinion on types of cycle provision, including advisory cycle lanes and advanced stops lines (green boxes at traffic lights). In order to plan and design appropriate infrastructure that will meet the needs of cyclists and more crucially those who we are trying to get cycling more, then it is crucial to know what sort of interventions they require.

**Travel Survey for Northern Ireland**

The Travel Survey for Northern Ireland is a very useful regional report. It asks a number of cycling related questions and has comparative data over the last 14 years. It reports on various cycling outputs. It is an appropriate regional sample size with 3066 individual households sampled between 2010 and 2012. It summarises its data over three geographical regions - i.e. Belfast Council area, the east and the west of Northern Ireland. There is also a need to supplement the TSNi with additional monitoring at city, town and route level.

<b>Summary of reports and surveys that include data on cycling</b>				
<b>Data source</b>	<b>Lead</b>	<b>Reports on</b>	<b>Scale</b>	<b>Reporting timescale</b>
Travel Survey NI	DRD	<ul style="list-style-type: none"> <li>Journeys per person, per year and by distance</li> <li>Average journey time</li> <li>Cycling as a % of commuting</li> <li>Household cycle ownership</li> <li>Cycling to school levels</li> </ul>	NI wide but reports on 3 areas Belfast, East and West 3066 households in 2010-2012 report	Reports annually with 3 years combined data
Cycle counters	DRD/ others	<ul style="list-style-type: none"> <li>Movements by bikes per site</li> </ul>	Approx 50 locations across NI	Annual reports 2000 to 2010
Census	NISRA	<ul style="list-style-type: none"> <li>Adult cycle commuting split by gender</li> <li>Cycle to school data</li> </ul>	Each Council ward All adults	Every 10 years
Continuous Household Survey	NISRA	<ul style="list-style-type: none"> <li>Cycling to school</li> <li>May include cycle commuting from 2014</li> </ul>	2700 respondents	Annual
Young Person Behaviour and Attitudes Survey	NISRA	<ul style="list-style-type: none"> <li>Whether you cycle to school</li> <li>What barriers to cycling to schools</li> <li>What you like about cycling to school</li> </ul>	11-16 year olds	Every 3 years since 2000
National Cycle Network Greenways intercept surveys	Sustrans	<ul style="list-style-type: none"> <li>Counts of pedestrians and cyclists</li> <li>Questions about the route</li> <li>Reasons for using route</li> </ul>	Selected greenways	Since 2004 on irregular basis as project requires
Police Recorded Injury Road Traffic Collision Statistics	PSNI	<ul style="list-style-type: none"> <li>Killed and seriously injured cyclists</li> </ul>	Per accident across NI Split by age group For each police area	Annually
School Travel	Sustrans	<ul style="list-style-type: none"> <li>Cycling, scooting, walking to school</li> </ul>	60 schools per year	Base line 2013 Annual follow ups
Sport and Physical Activity Survey	Sport NI	<ul style="list-style-type: none"> <li>Cycling for sport</li> <li>Cycling for getting somewhere</li> </ul>	4600 interviewees 16 years and older	Base line 2010 with follow up 2015

### 9.3 Future needs for monitoring cycling

The Travel Survey for NI is a very valuable document for the reporting of regional cycling. The addition of cycling questions into the Continuous Household Surveys and the Young Person Behaviour and Attitudes Survey are valuable. Given the Census is completed by most adults in Northern Ireland it is the largest survey in Northern Ireland and it can report on areas as localised as Council wards. This is valuable for cycling e.g. while Belfast cycle commuter levels are 2.1% of all trips the highest ward is Ballynafeigh at 6.2%. Knowing this detail decisions can be made about where to provide future infrastructure and to what design. For example this may have influenced the DRD decision to carry out a feasibility study of a foot and cycle bridge across the Lagan. However the weakness in the Census is that the report only takes place every 10 years.

We do feel that there is more monitoring needed of cycling at a town or route level. Finding both usage and attitudinal information at an individual scheme level and at a Council ward and town/city level is invaluable. This data should be used by transport planners and engineers to decide on the interventions needed to attract and maintain cyclists.

As well as monitoring cycling for everyday trips, other specific research should be carried out to assess other aspects of cycling such as the economic benefits of cycling through leisure and tourism. Fáilte Ireland produce regular reports on cycling and it would be beneficial to have similar reports in Northern Ireland, monitoring visitor numbers participating in cycling, how much they spend and satisfaction levels.

For future monitoring **our main recommendation** is that the findings of the various reports and surveys that collect data on cycling should be combined to produce regular local and regional reports that give a comprehensive picture of changes in cycling numbers and attitudes.

For future monitoring of cycling in Northern Ireland we recommend:

- continuation of the Travel Survey NI (with consideration given to whether Derry Council area can have a report similar to Belfast)
- continue to ask cycle specific questions in the Continuous Household Surveys and the Young Person Behaviour and Attitudes Survey
- a more comprehensive attitudinal and usage survey for Belfast City similar to the Copenhagen Bicycle Account
- more comprehensive attitudinal and usage survey for other priority towns and cities across Northern Ireland
- evaluation of newly completed schemes, including cycle tracks and greenways, with before and after data, using permanent counters and face to face surveys.
- evaluation of newly completed behavioural change programmes such as school travel, cycle training, community and workplace interventions and any promotional campaigns that are undertaken, with before and after data
- monitoring of specific themes of cycling such as tourism and leisure, roads safety, sports etc.
- these combined reports being used to report on targets and feed into future programmes and budgets
- undertake a baseline survey of current economic benefits of cycling in Northern Ireland



## 10 Marketing and promotion

Promoting the development of cycling infrastructure and behavioural change initiatives is vital in raising awareness of the opportunity to cycle in Northern Ireland.

We recommend a marketing plan is developed and such a plan should include information, as outlined below:

### 10.1 Market research

Linking with retail trade and market researchers to provide market information on who owns bikes, where bike shops are, mosaic profiling of where likely cyclists live, and where the best routes are and identify households living within half a mile of bike routes.

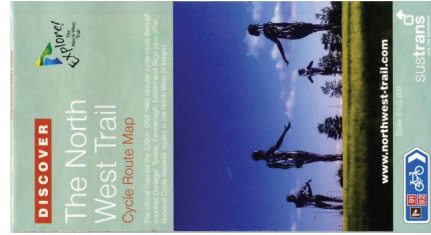
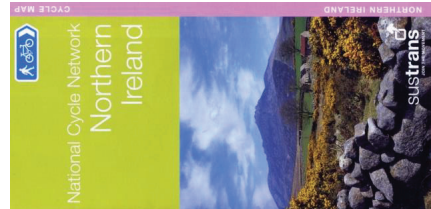
### 10.2 Accessible information

Information on where and how to cycle is often hard to find, and difficult to stumble across. Many local and city authorities have great information hidden away on websites, or great maps of cycling routes that are not available where people will find them. Reviewing the content and where it is and directing people to where they can find useful information would be crucial.

Information that needs to be more visible and available digitally and in print includes:

- where to cycle – maps, leaflets, interactive mapping (Google maps now include cycling information)
- how to get cycling – cycle training availability and eligibility, where to find it, what schools are running it
- cycling with children – what size bike for children, child seats, tagalongs, bike trailers, cargo bikes
- what bike to buy – the different kinds of bikes, and how to set them up, including electric bikes, tricycles etc
- basic bike maintenance – what to check, where to go, bike shops etc

- what to wear – how to look good on a bike, waterproofs, helmets and the law
- see and be seen – best lights, and lights and the law, high vis or not a bell, cycling on pavements
- cycle etiquette – does and don'ts, cycle signs, sharing the path, using a bell, cycling on pavements
- bike buddies – find a bike buddy, set up a bike user group
- storage and security – bike locks, where to lock your bike, bike storage at home.





### 10.3 Marketing campaigns

Great campaigns can work well to promote particular messages, and to sell cycling effectively we need to focus on promoting the benefits of cycling, not bikes themselves. Any effective marketing needs to have the audience in mind – what messages will work with the audience, what matters to them, what will inspire and motivate them. All marketing needs to be aspirational and motivational, and, with regard to cycling, should position cycling as a normal, everyday thing rather than something that is difficult, dangerous and requires a host of special equipment.

One great example of a promotional campaign encouraging parents to let their children get out and about more by foot and bike was Sustrans' 'free range kids' campaign which raised awareness of the issue of children not being out and about and active, and gave lots of information, tips and advice on how to enable children to be out more.



An example of a multi-faceted campaign is Sustrans' 'Big Pedal' - a UK wide inter-schools cycling and scooting competition – this achieved over a million journeys made on scooter and bike in just two weeks by creating an event, a sense of competition and excitement, some momentum and a lot of materials to support schools, parents and children to participate in the event.

The up and coming Giro d'Italia in Northern Ireland offers a similar opportunity.

Location specific marketing campaigns are also useful to promote new local infrastructure such as the Comber Greenway in Belfast where posters were put

up on bus shelters close to the Greenway letting people know that they now had the most fantastic route just around the corner.



### 10.4 Events

Events are a great way to create a stir and a buzz locally. Public events which are well promoted can achieve large numbers of attendees and offer a platform to promote the benefits of cycling. They also tend to generate good local media interest.

Sustrans' Pedal on UK was an event to stimulate public interest in cycling, and focused on cycling activity and family events open to the public which offered a chance for people to find out more about bikes and what they offered.

There were a number of ways of participating – and, crucially, you didn't need to know how to cycle to enjoy the event. Bike powered smoothie makers, painting bikes, bike displays and bike stunt shows, bikes to try, pedalling cinemas, bikes as art – all of these elements combined to promote bikes to a very broad audience.

Involving local celebrities is also a great way to bring in the crowds.



### 10.5 Positive media coverage

Case studies of people who cycle, have taken up cycling, who have lost weight cycling, have given up their car because of their bike – these are integral to telling stories about how cycling changes lives.

Peers speak to peers, so selling in compelling case studies to a range of media, and ensuring new and returning, as well as existing cyclists, tell their stories to people like them, will help to normalise cycling in people's minds.

**We recommend** the development of a Marketing and Promotional Strategy for cycling in Northern Ireland.

## 11 Delivery and funding

### 11.1 Delivery organisation

The successful development of cycling in Northern Ireland will require most Government Departments to play their part. They all can make a contribution and indeed can all derive benefits: Health, Regional Development; Social Development; Education; Enterprise, Trade & Investment; Arts, Culture and Leisure; Environment.

The private and voluntary sectors also have a significant role to play in the development of cycling.

There is clearly a need for co-operation and co-ordination between the various Departments and sectors and an appropriate organisational structure set up.

We do not feel able to set out a proposed solution at this stage; however, it is an issue that requires early attention in order to find the best model to deliver the cycling vision for Northern Ireland in the most efficient and effective way.

The role and responsibility of the newly established Cycling Unit within DRD could be central in any new organisational structure. The Department of Regional Development should oversee and lead this process.

Local Government, under its new remit (RPA) will also have a significant role to play in delivery, in particular planning and implementation of local networks and programmes. The appointment of a Cycling Officer in each Authority should be considered.

**We recommend** that early consideration is given to establishment of the most effective organisation structure/agreement to deliver the Cycling Vision in the most efficient way at Central and Local Government.

### 11.2 Funding

At a time when public spending is under significant pressure, even though the economy appears to be recovering, we have to ensure that every pound is spent wisely. While we clearly indicate that increased public investment in cycling is required to deliver the Vision and bring about a long-term cultural change, every pound spent can directly or indirectly contribute to the realisation of the Vision.

In order to begin to address the gaps in the existing infrastructure, develop new infrastructure and run appropriate behavioural change programmes including promotion and marketing, a commitment is required to provide consistent and substantial annual funding specifically for cycling.

We have compared expenditure levels elsewhere and would suggest an annual budget specifically for the development of cycling of £12.6m.

We would envisage that cycling infrastructure can be developed through other capital expenditure such as urban regeneration/public realm projects, through planning gain in new (public and private) developments and through maintenance expenditure such as road improvement schemes.

We would also envisage Behaviour Change Programmes being funded or supported by other agencies such as the Public Health Agency.

**We recommend** that annual budget of £12.6m is provided specifically for the development of cycling.

Given the role cycling can play in delivering the Programme for Government, funding for cycling could come from a range of Departments. On occasion there will be opportunities for Departments to work together to co-fund initiatives. Below we indicate some possible initiatives that individual Departments could fund, and some potential sources of funding.

	Capital	Revenue
DRD	Cycle routes - development and maintenance On street bike hire Public transport carriage of bikes and parking at stations	Behavioural change programmes in schools, workplaces and schools Promotion of cycling through campaigns, information on routes etc. Monitoring of cycle use
OFMDFM		Projects focused on job creation and children within Delivering Social Change programme
DHSPPS	Cycle routes	Behavioural change programmes in schools, workplaces and schools to increase physical activity as a way of addressing health inequalities
DSD	Cycle routes within public realm and neighbourhood renewal schemes	Behavioural change programmes in schools, workplaces and schools with a focus on Targeting Social Need areas
DETI	Tourism and leisure routes Mountain biking facilities	Promotion of touring, leisure, sports and mountain biking
DCAL	Sports facilities such as an NI Velodrome	Support for cycling clubs
DOE		Cycle training for children and adults
DOJ		Promotional campaigns for safer use of roads
DEL		Policing road users
DARD	Cycle routes in rural communities	Programmes using cycling to create jobs such as bike recycling
Local Councils	Greenways and parks	Behavioural change programmes in schools, workplaces and schools with a focus in rural areas
EU	Cycle routes including cross border with ROI and Euro Velo routes	Rural economic development programmes including cycle tourism
Lottery	Cycle routes	Events, community projects Maintenance of urban cycle routes and greenways
		Programmes using cycling as a way of addressing inequalities and social exclusion

## 12 Action plan

In this section we have set out the key actions we consider necessary to begin to deliver the future vision for cycling in Northern Ireland. We have set them out within the suggested time frame. We have not identified the organisation at this stage.

### Key overall objectives of the action plan:

- establish clear cycling objectives in the Programme for Government
- integrate Active Travel/Cycling into the Statutory Planning Process
- integrate Active Travel/Cycling into Health, Tourism, Social and Environmental Policies
- update the current NI Cycling Strategy and Active Travel Strategy – including new targets
- ensure adequate/balanced investment in both capital (Infrastructure) and revenue (Behavioural Change/Marketing)
- establish a clear policy on monitoring and feedback which will inform future actions
- establish a clear Marketing and Promotional Plan that supports the development of cycling
- help maximise funding opportunities between Government Departments, Local Authorities and other interest organisations
- establish a co-ordinated approach to implementation.

**12.1 Policy**

Project/Programme	1-2 Years	3-4 Years	5+ Years
Review Active Travel Strategy targets & action plan	✓	-	✓
Programme for Government Active Travel targets	Initial development	✓	-
New policies & legislation to include Active Travel	✓	✓	✓



**12.2 Infrastructure**

Project/Programme	1-2 Years	3-4 Years	5+ Years
Fill in gaps in network	✓	-	-
Design/Technical Guide	✓		
Masterplans	✓	✓	
Safe Routes to School	✓ Initial 180 Schools	✓	✓
Community Links	Pilot Project	✓	✓
DIY Streets	Pilot Scheme	TBC	TBC

## 12.2 Infrastructure

Project/Programme	1-2 Years	3-4 Years	5+ Years
Greenways Ongoing Programme	Strathfoyle Connswater Belfast/Holywood	✓	✓
Quietway/Bicycle Streets Ongoing Programme	Pilot Project	✓	✓
Urban Cycle Highways Ongoing Programme	Pilot Project	✓	✓
Links to Public Transport Ongoing Programme	Pilot Project	✓	✓
Cycle Parking Ongoing Programme	Pilot Project	✓	✓
Active Travel Demonstration Projects	✓	-	-

**12.2 Infrastructure**

Project/Programme	1-2 Years	3-4 Years	5+ Years
National Cycle Network (NCN) Masterplan	✓	-	-
NCN Review & Upgrade Existing	✓	✓	✓
New Routes in N Ireland	Feasibility Studies	✓	✓
New Cross Border Routes	Feasibility Studies Newry Carlingford	Dundalk Ulster Canal ✓	✓
Public Bike Hire Scheme	✓		✓ Expansion

### 12.3 Behavioural change

Project/Programme	1-2 Years	3-4 Years	5+ Years
Develop overall Behavioural Change Strategy	✓		
Expanded Active Schools Travel Programme	✓	✓	✓
Cycle Training Schools/Adults	✓	✓	✓
Workplaces Expanded Programme	180 Schools ✓	✓	✓
Communities	Develop Programme	✓	✓
Personalised Travel Planning	Link to major infrastructure programme	✓	✓
Volunteering	Develop programme	✓	✓
Travel in Harmony	Develop programme for various initiatives	✓	✓

### 12.4 Marketing/Promotion

Project/Programme	1-2 Years	3-4 Years	5+ Years
Marketing & Promotional Strategy Market Research	✓	-	Revision ✓
Maps, leaflets Apps, website	✓	-	✓
Targeted Campaign at specific groups	Example Bikes/clothing - Image	✓	✓
Events etc Bike Week Community rides	✓	✓	✓

**12.5 Monitoring**

Project/Programme	1-2 Years	3-4 Years	5+ Years
Belfast Bicycle Account	✓	✓	✓
Surveys/Reports Co-ordination	✓		
Review Cycle Counter with a few to revamp and annual report	✓		



## Appendix - References for Chapters 3 & 4

- <sup>1</sup> DRD (2000) *Northern Ireland Cycling Strategy*. Available at: [http://www.nidirect.gov.uk/ni\\_cycling\\_strategy\\_for\\_web.pdf](http://www.nidirect.gov.uk/ni_cycling_strategy_for_web.pdf)
- <sup>2</sup> DRD cycle monitoring statistics.
- <sup>3</sup> DRD, *Travel Survey for Northern Ireland 2010-12*, p. 42.
- <sup>4</sup> *Ibid.*
- <sup>5</sup> *op. cit.*, Table 4.3b, p. 21.
- <sup>6</sup> *op. cit.*, Table 3.3, p. 18.
- <sup>7</sup> *Ibid.*
- <sup>8</sup> The popularity of the footway at Ormeau Bridge is due to the fact that the cycle/bus lane along Ormeau Road is not continued over the bridge, leading cyclists to use the wide pavement which they clearly feel is safer. The issue could be addressed very easily by simply reallocating some of the space currently reserved for pedestrians to cyclists.
- <sup>9</sup> DRD *Travel Survey for Northern Ireland 2005-2007*. The figures represent the main mode of travel for each child. More recent figures are not currently available.
- <sup>10</sup> *Ibid.* No separate figures are kept for cycling. However, 31% walk and 1% use 'other' modes of transport which excludes bus but includes cycling, rail and motor-cycle. However, it is assumed very few primary school pupils would use the train as their main mode of transport, and obviously none would use a motor-cycle.
- <sup>11</sup> *Ibid.* 19% walk to school and 3% use 'other' modes of transport. It is assumed 1% use rail or motor-cycle and 2% cycle.
- <sup>12</sup> DfT, *National Travel Survey 2012* Table NTS0613 (TSGB1108).
- <sup>13</sup> Davison, Kirsten K., Werder, Jessica L. and Lawson, Catherine T. 'Children's Active Commuting to School: Current Knowledge and Future Directions' in *Preventing Chronic Disease*, Vol. 5, No. 3, July 2008. Available at: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2483568/>. See also evidence cited by McMillan, T. E. *Walking and Biking to School: Physical Activity and Health Outcomes*, Research Brief May 2009. San Diego: Active Living Research, p.2.
- <sup>14</sup> Figure from 2007 Young People Behaviour and Attitudes Survey, cited in DHSSPS *A Fitter Future for All. Consultation Report. Obesity Prevention Framework for Northern Ireland. 2011-21* p. 27. Just 15% of children questioned in the survey had undertaken at least 60 minutes of physical activity in each of the preceding seven days.
- <sup>15</sup> DRD (2011) *Public perceptions on car emissions*, Fig. 6, p.14. Respondents could select more than one option.
- <sup>16</sup> DRD *Public awareness of Travelwise NI Initiatives*, Table C13, p. 36.
- <sup>17</sup> DRD *Travel Survey for Northern Ireland 2010 – 2012*. Table 5.3, p. 41. The figures cited are those for 2010-12. In 2000-02, 63% of households had no bike, 13% had one bike and 24% had more than one bike.
- <sup>18</sup> DfT, *op. cit.*, Table NTS0608 (TSGB1105)
- <sup>19</sup> DfT, *op. cit.*, Table NTS0608 (TSGB1105).
- <sup>20</sup> Road casualty figures presented at a meeting of the NI Road Safety Forum, October 2013.
- <sup>21</sup> The Northern Ireland figure is derived from Northern Ireland Assembly Written Answer AQW 25589/11-15, dated 11<sup>th</sup> September 2013, in which the Minister for Regional Transport, Danny Kennedy, stated that his Department's budget for cycling measures in the current financial year was approximately £420,000 and that he expected this level of

expenditure to continue in the following financial year. The other figures are cited in All-Party Parliamentary Cycling Group (2013) *Get Britain Cycling. Summary and Recommendations.*, p. 7, part from the Edinburgh figure which has been obtained from Sustrans Scotland.

<sup>22</sup> These figures are based on cycle investment figures provided by the Regional Development Minister for the financial years 2007/8 – 2010-11 in AQW 20547/11-15 on 4<sup>th</sup> March 2013.

<sup>23</sup> *The Effects of Smarter Choice Programmes in the Sustainable Travel Towns: Full Report*, Chapter 3, Department for Transport, 2010. <http://www.dft.gov.uk/publications/the-effects-of-smarter-choice-programmes-in-the-sustainable-travel-towns-full-report/>

<sup>24</sup> Grous, Alexander (2011) *The British Cycling Economy: 'Gross Cycling Product' Report*. London: LSE

<sup>25</sup> Grous, Alexander (2011) *The British Cycling Economy: 'Gross Cycling Product' Report*. London: LSE

<sup>26</sup> City of Copenhagen (2013) *Copenhagen City of Cyclists Bicycle Account 2012*, p. 18. The figures quoted do not include shopping in shopping malls and refer to the aggregated revenue for all cyclists and pedestrians. The report states that cycling contributed 15.4bn Danish Kroner in retail revenue. An exchange rate of 1 Danish Kroner to £0.11 sterling has been used in our calculation.

<sup>27</sup> Fáilte Ireland, *Activity Product Usage among Overseas Visitors 2011 (Preliminary)*. Only the preliminary version of these figures included the total spend. Therefore, our 'spend per visitor' calculation has been arrived at by using the preliminary figures. All Republic of Ireland tourism revenue calculations have been made using an exchange rate of £1 = €1.2 euros (or 1 euro = €0.84).

<sup>28</sup> SQW Consulting (2008) *Planning for Cycling. Report to Cycling England*. Department for Transport, Table 1, p.3. Available at: <http://webarchive.nationalarchives.gov.uk/20110407094607/http://www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2009/03/planning-for-cycling-report-10-3-09.pdf>

<sup>29</sup> This assumes that non-domestic cycling visitors spend the same amount per head as in the Republic of Ireland i.e. £966. It would probably also require a significant increase in the proportion of overseas visitors for whom cycling facilities are important in choosing where they take a holiday.

<sup>30</sup> The current number of commuters who cycle to work in the Belfast travel-to-work area is 2,567, according to NI Census 2011 figures, reported in Table KS701NI(a). Therefore, if we round that figure down to 2,500, a trebling of the current level would mean that there would be an additional 5,000 cycling commuters. The total economic benefits calculation for these additional cyclists was made using SQW Consulting's estimate of £601 as the annual economic benefits per additional regular cyclist in an urban area, using on-road facilities. As many Belfast cycle commuters actually use off-road facilities for all or part of their journey to work, the overall benefits are likely to be higher using this calculation. SQW Consulting's estimate is contained in SQW Consulting, op. cit., Table 1.

<sup>31</sup> Figures taken from Sustrans' route usage counts.

<sup>32</sup> The cost benefit ratio is calculated by determining the total economic cost and the total economic benefits of the scheme over 30 years. The total economic cost includes maintenance costs. In this instance, the total economic cost was calculated as £441,114.

<sup>33</sup> DfT Guidance on Value for Money Assessments. Available at: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/255126/value-for-money-external.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/255126/value-for-money-external.pdf)

<sup>34</sup> See information on the DRD's economic appraisal procedure at: [http://www.drdni.gov.uk/index/roadimprovements/appraisal\\_procedure/economic\\_appraisal.htm](http://www.drdni.gov.uk/index/roadimprovements/appraisal_procedure/economic_appraisal.htm)

<sup>35</sup> Sustrans (2014) *Improving access for local journeys: a summary in numbers*

<sup>36</sup> SQW Consulting, op. cit., Table 1.

<sup>37</sup> op. cit., p. 4.

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March 2014

<sup>38</sup> Sustrans (2010) *Safe Routes to Stations*

<sup>39</sup> Figures from South Yorkshire PTE, collated by Sustrans.

<sup>40</sup> Fáilte Ireland *Activity Product Usage among Overseas Visitors 2009 and 2011*. Overall overseas visitor numbers from Fáilte Ireland *Tourism Facts 2012*. The number of overseas visitors who participated in golf in 2011 was 181,000.

<sup>41</sup> Figures calculated using Fáilte Ireland, *Activity Product Usage among Overseas Visitors 2011 (Preliminary)* and Fáilte Ireland *Tourism Facts 2012*. There is a slight discrepancy between the preliminary figures for the total number of overseas visitors who cycled and the equivalent figure in the final version of the document published by Fáilte Ireland. However, only the preliminary version included the total spend. Therefore, our 'spend per visitor' calculation has been arrived at by using the preliminary figures. All Republic of Ireland tourism revenue calculations have been made using an exchange rate of £1 = €1.2 euros (or 1 euro = €0.84).

<sup>42</sup> Fáilte Ireland Profile of overseas visitors who cycled in Ireland 2011 and *Activity Product Usage among Overseas Visitors in 2011*.

<sup>43</sup> NITB statistics 2009.

<sup>44</sup> This assumes that non-domestic cycling visitors spend the same amount per head as in the Republic of Ireland i.e. €966. It would probably also require a significant increase in the proportion of overseas visitors for whom cycling facilities are important in choosing where they take a holiday.

<sup>45</sup> The Great Western Greenway website is at: <http://www.greenway.ie/> The Great Western Greenway iPhone app is available at: <http://itunes.apple.com/ie/app/greenway/id452304760?mt=8>

<sup>46</sup> Fitzpatrick Associates *Great Western Greenway – Economic Impact Case Study – Final Report* (Dublin: Fáilte Ireland)

<sup>47</sup> op. cit.

<sup>48</sup> op. cit.

<sup>49</sup> See: <http://celticlinkferries.com/giro-ditalia-and-celtic-link-ferries>

<sup>50</sup> City of Copenhagen, op. cit.. The figures quoted do not include shopping in shopping malls and refer to the aggregated revenue for all cyclists and pedestrians. The report states that cycling contributed 15.4bn Danish Kroner in retail revenue. An exchange rate of 1 Danish Kroner to €0.11 sterling has been used in our calculation. Copenhagen has a population of 559,000. The Belfast Metropolitan Area or greater Belfast area has a population of 579,000.

<sup>51</sup> MacDonald, Mott (2006) *Sustainable Transport Choices and the Retail Sector* (London: Commission for Integrated Transport), p. S-19-20 and Table S-19.

<sup>52</sup> Transport for London (2011) *Town centre study 2011* (London: Mayor of London/Transport for London), p. 13. 'Frequently' was defined as five or more visits per week.

<sup>53</sup> op. cit., p. ii.

<sup>54</sup> MacDonald, Mott, p. S-8.

<sup>55</sup> New York City Department of Transportation (2012) *Measuring the Streets: New Metrics for 21<sup>st</sup> Century Streets* New York City DOT. Available at: <http://www.nyc.gov/html/dot/downloads/pdf/2012-10-measuring-the-street.pdf>

<sup>56</sup> CABE (2007) *Paved with gold: The real value of good street design*. Available at: <http://webarchive.nationalarchives.gov.uk/20110118095356/http://www.cabe.org.uk/files/paved-with-gold.pdf>

<sup>57</sup> Grous, Alexander, op. cit., Table 1 and Chart 2, p. 8.

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<sup>58</sup> The total number employed by Chain Reaction in Northern Ireland was provided by the company. It represents the total number employed in Northern Ireland in February 2014. The company featured in the Sunday Times Fast Track 100 league table in 2011 and 2012. This charts the companies with the fastest sales growth in the UK. It was also rated 14<sup>th</sup> in the Sunday Times International Track league table in 2011, and featured in the newspaper's Top Track 250 in 2013. For details, see: <http://www.fasttrack.co.uk/fasttrack/leagues/dbResults.asp?searchName=Chain+Reaction&image.x=0&image.y=0>

<sup>59</sup> See: 'The Times 'Britons buy more bicycles than cars', 30<sup>th</sup> October 2013: <http://www.thetimes.co.uk/fto/public/cyclesafety/article3907999.ece> and MailOnline 'Bicycle sales overtake cars for the first time ever in Europe', 30<sup>th</sup> October 2013: <http://www.dailymail.co.uk/sciencetech/article-2478404/Bicycle-sales-overtake-CARS-time-Europe--recession-blame.html>

<sup>60</sup> DRD *Travel Survey for Northern Ireland 2010 – 2012. In-depth Report*. Table 5.3, p. 41. The figures cited are those for 2010-12 and 2000-02. Available at: [http://www.drdni.gov.uk/northern\\_ireland\\_travel\\_survey.htm](http://www.drdni.gov.uk/northern_ireland_travel_survey.htm)

<sup>61</sup> Scotney, David "Does transport investment create jobs and lead to economic growth?" October 2012. Article on the Eltis Urban Mobility Portal. Available at: <http://www.eltis.org/index.php?uid=ZGpZZQLX&ID1=4&id=107>

<sup>62</sup> Sustrans, 2014, op. cit.

<sup>63</sup> SQW Consulting, 2008, o. cit., Table 1.

<sup>64</sup> Allender, Steven et al. 'The burden of physical activity-related ill health in the UK' in *Journal of Epidemiology and Community Health*, April 2007, Vol. 1, No. 3, pp. 344 – 348. Available at: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2652953/>

<sup>65</sup> DCMS (2002) *Game Plan* (London: DCMS), cited in SQW (2007) *Valuing the Benefits of Cycling* (London: Cycling England), p. 15

<sup>66</sup> DHSSPS *Health Survey Northern Ireland 2010-11: Obesity Analysis*, p.3. Available at: [http://www.dhsspsni.gov.uk/health\\_survey\\_2010-11\\_-\\_obesity\\_analysis.pdf](http://www.dhsspsni.gov.uk/health_survey_2010-11_-_obesity_analysis.pdf)

<sup>67</sup> op. cit.

<sup>68</sup> op. cit., p. 7. 'Sedentary' is defined as not having performed any physical activity at at least a moderate level for 20 minutes in the past 7 days. Those who are overweight are also slightly more likely to fall into this category.

<sup>69</sup> op. cit., p. 8. 35% of obese adults meet the guidelines, compared to 43% of both normal weight and overweight adults. The guidance which applied when this survey was carried out was 30 minutes of moderate physical activity on at least 5 days a week.

<sup>70</sup> DHSSPS *Health Survey Northern Ireland. First results from the 2011-12 survey*, p. 6. Available at: [http://www.dhsspsni.gov.uk/health\\_survey\\_northern\\_ireland\\_-\\_first\\_results\\_from\\_the\\_2011-12\\_survey.pdf](http://www.dhsspsni.gov.uk/health_survey_northern_ireland_-_first_results_from_the_2011-12_survey.pdf)

<sup>71</sup> Scarborough, P. et al., 'The economic burden of ill health due to diet, physical inactivity, smoking, alcohol and obesity in the UK: an update to 2006-07 NHS costs' in *Journal of Public Health*, Dec. 2011, Vol. 33, No. 4, pp. 527 – 35. Available at: <http://www.ncbi.nlm.nih.gov/pubmed/21562029>

<sup>72</sup> This represents the total cost before discount for 2013 for drugs categorised as being used to treat obesity. It was calculated using the Business Service Organisation's Prescription Cost Analysis figures for 2013. Available at: <http://www.hscbusiness.hscni.net/services/1806.htm>

<sup>73</sup> Perry, Ivan et al. (2012) *The cost of overweight and obesity on the island of Ireland .Executive Summary*. safe food, Tables ii and iii, pp. 11 – 12. Available at: <http://www.safe food.eu/SafeFood/media/SafeFoodLibrary/Documents/Publications/Research%20Reports/Final-Exec-Summary-The-Economic-Cost-of-Obesity.pdf> Northern Ireland relevant drugs costs were estimated at 77,000 Euros in 2009 which equates to approximately £64,000.

<sup>74</sup> These figures subtract the total relevant drugs cost of £64,000 estimated by the authors from each of the respective total figures, and then add £748,000, the actual cost of anti-obesity related drugs for 2013, to each of the totals.

<sup>72</sup> Northern Ireland Assembly Inquiry into the Benefits of Cycling to the Economy Submission by Sustrans

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- <sup>75</sup> Chief Medical Officer (2004) *At least five a week*, cited in SQW, 2007, op. cit., p. 13.
- <sup>76</sup> This calculation was made by Dr Harry Rutter, Specialist Registrar in Public Health Medicine. See Rutter, H (2000) *A policy report on the health benefits of increased cycling in Oxfordshire*. Available at: <http://www.modalshift.org/reports/tandh/discussion.htm>
- <sup>77</sup> Information on Bupa website: [http://www.bupa.co.uk/health\\_information/html/healthy\\_living/lifestyle/exercise/cycling/cycling\\_health.html](http://www.bupa.co.uk/health_information/html/healthy_living/lifestyle/exercise/cycling/cycling_health.html)
- <sup>78</sup> Fentem, P.H. (1994) 'ABC of sports medicine. Benefits of exercise in health and disease' in *British Medical Journal*, No. 308., pp. 1291-5, cited on Bupa website (see link in footnote 14).
- <sup>79</sup> Perry, Ivan et al., op. cit., Table iii, p. 12. The authors estimated the cost at approximately 593,000 euros. A current exchange rate of £0.84 to one Euro has been used to convert their figure into pounds sterling.
- <sup>80</sup> op. cit., pp. 22 – 23.
- <sup>81</sup> Perry, Ivan et al., op. cit., Table iii, p. 12. A current exchange rate of £0.84 to one Euro has been used to convert their figure of approximately 136,000 euros into pounds sterling.
- <sup>82</sup> Grous, Alexander, op. cit.
- <sup>83</sup> SQW Consulting, 2008, op. cit., Table 1.
- <sup>84</sup> Estimate from PA Consulting. See news release issued by PA Consulting in December, 2007 at: [http://www.paconsulting.com/news/press\\_release/2007/Northern+Ireland+gridlock+costs.htm](http://www.paconsulting.com/news/press_release/2007/Northern+Ireland+gridlock+costs.htm)
- <sup>85</sup> Professor Peter Jones, Director of Transport Studies at the University of Westminster has observed that a reduction in traffic levels of this magnitude, as seen during the school holidays, tends to "have a major impact on traffic congestion in areas of London where the [road] network is at capacity." (Jones, Peter *Options for 'Reducing Traffic Congestion: An Overview' in London Assembly Alternatives to Congestion Charging*, 2002, p.13.). It should be noted that it is also important to ensure that the freed road space does not fill up with new cars. This can be done through measures such as the reallocation of some road space for cycle lanes (see Cairns et al, footnote 23).
- <sup>86</sup> Cairns, S. et al. (2004) *Smarter Choices – Changing the Way We Travel* (London: DfT), p. 367.
- <sup>87</sup> *Defra Greenhouse Gas Emissions Inventories for England, Scotland, Wales and Northern Ireland: 1990 – 2011*, Table ES1.4. Available at: [http://uk-air.defra.gov.uk/reports/cat07/1306070907\\_DA\\_GHGI\\_report\\_2011\\_issue1.pdf](http://uk-air.defra.gov.uk/reports/cat07/1306070907_DA_GHGI_report_2011_issue1.pdf)
- <sup>88</sup> DRD, op. cit., Table 3.3, p. 18. These statistics refer to journeys undertaken as a car driver or passenger.
- <sup>89</sup> Litman, Todd (2008) *Evaluating Transportation Land Use Impacts* (Victoria, Canada: Victoria Transport Policy Institute), p. 12, Table 6. Available at: <http://www.vtpi.org/landuse.pdf>
- <sup>90</sup> SQW Consulting, 2008, op. cit., Table 1.



Northern Ireland  
Assembly

Appendix 4

# Memoranda and Papers from the Department





# Departmental Letter re Committee Queries - 9 April 2014

Central Management Branch

Room 413c  
Clarence Court  
10-18 Adelaide Street  
Belfast BT2 8GB

Telephone: (028 905) 41140  
Facsimile: (028 905) 40064  
Email: alan.doherty@drdni.gov.uk

Your reference: DALO 33/3/2013  
Our reference: SUB310/2014

09 April 2014

Paul Carlisle  
Clerk to the Committee for Regional Development  
Committee Office  
Room 254  
Parliament Buildings  
Belfast  
BT4 3XX

Dear Paul

## **Committee Inquiry into the Benefits of Cycling to the Economy**

This letter provides the Department's response to the Committee's request for a progress report in respect of planned actions regarding the Northern Ireland Cycling Strategy. For your convenience I attach a copy of the Northern Ireland Cycling Strategy Second Report which was published in January 2007.

Over the twelve year period from 2002–2014, the Department has invested over £10 million in the development and expansion of cycle lanes, in both urban and rural areas and on cycling infrastructure measures, with a view to creating a safer environment for cyclists. Many of these have been implemented in co-operation with the sustainable transport charity, Sustrans, as part of the National Cycle Network and has included the provision of approximately 230 kilometres of cycle lanes.

Each year, the Department's Roads Service continues to implement the planned actions set out in the Northern Ireland cycling strategy in line with the targets it sets itself for the provision of cycling measures and the funding that it makes available. Progress against these targets is reported to the Transport NI Management Group. To date, these targets have been successfully met each year.

The Department is committed to providing safer roads for the growing number of vulnerable road users, including cyclists and pedestrians. To date, this has been done by utilising a range of measures such as road safety engineering, traffic calming and enhancement of the pedestrian and cycling network. The Minister fully recognises the benefits to be obtained from infrastructure investment, in the short term through construction employment and, in the longer term, as a catalyst for wider economic growth, combined with the obvious environmental and health benefits of making cycling a key pillar in a fully integrated transportation system.

The Northern Ireland Cycling Strategy has been followed by the Active Travel Strategy which was launched in 2013. In developing this Strategy, the Active Travel Forum considered the wider economic and social benefits of active travel including cycling. Last September the Minister announced the establishment of a dedicated Cycling Unit which has been set up within the Department to facilitate the Active Travel Forum as well as bringing forward a revised Cycling Strategy for Northern Ireland – building on the two previous strategies.

One of the Cycling Unit's aims is to improve cycling provision by using road space to facilitate the movement of people (as opposed to vehicles) and putting convenient, safe, accessible cycling infrastructure at the heart of our transportation and travel networks to encourage and deliver modal shift. This will make our towns and cities more desirable places to live, work and interact and help tackle issues such as reduced social cohesion, health and well being and environmental concerns. The new Cycling Unit is currently researching existing policies and best practice taking account of the provision in established cycling societies.

The contents of this reply are fully disclosable under FOI.

Yours sincerely

**Alan Doherty**

Departmental Assembly Liaison Officer

# Department for Regional Development - Connswater Community Greenway

**Central Management Branch**

Room 413c  
Clarence Court  
10-18 Adelaide Street  
Belfast BT2 8GB

Telephone: (028 905) 41140  
Facsimile: (028 905) 40064  
Email: alan.doherty@drdni.gov.uk

Your reference: DALO 39B/3/2013  
Our reference: SUB/459/2014

Paul Carlisle  
Clerk to the Committee for Regional Development  
Committee Office  
Room 254  
Parliament Buildings  
BELFAST BT4 3XX

30 May 2014

Dear Paul

**Query Arising from Connswater Community Greenway Presentation to Committee Cycling**

This letter provides the Department's response to the Committee's question on funding provided by this Department towards the Connswater Community Greenway.

The Department's Cycling Unit met with the team overseeing the development of the Connswater Community Greenway back in February. At that time issues were raised regarding a crossing near East Bread Street on the Newtownards Road. On that issue the Department is continuing to consider solutions. In addition, the Department has been consulted by designers regarding where the project interfaces with the public road network and officials have advised designers on current standards and practices.

The Department has not provided funding or implemented works in relation to this project. However, it will continue to liaise with the project team to facilitate any proposed works on the public road network.

This letter is fully disclosable under FOI.

Yours sincerely



**Alan Doherty**

Departmental Assembly Liaison Officer

# Departmental Presentation on Cycling Inquiry - 11 June 2014

## Department for Regional Development

### Presentation to Committee for Regional Development's Cycling Inquiry

11<sup>th</sup> June 2014



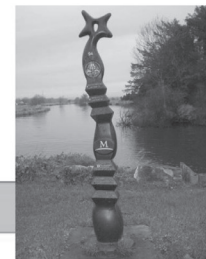
INVESTOR IN PEOPLE



Department for  
**Regional  
Development**  
www.drdni.gov.uk

## Cycling Initiatives

- 1995 – Launch of the National Cycle Network in Northern Ireland
- June 2000 – First NI Cycling Strategy
- September 2001 – Regional Development Strategy
- July 2002 – Regional Transportation Strategy
- 2013 – Active Travel Strategy (DRD):
  - to put walking and cycling at the heart of local transport, public health and well being'
- 2013 – DRD Cycling Unit.



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Department for  
**Regional  
Development**  
www.drdni.gov.uk

# Developing cycling infrastructure

- Since 2002 – over £10 million in the development and expansion of cycle lanes and on cycling infrastructure measures
- 360km of cycle lanes and tracks
- Some reallocation of road space to cyclists
- Infrastructure measures such as Toucan crossings, cycle stands and Advance Stop Lines
- Adopt recognised good practice to promote a cycle friendly network
- Provision for cycling in design of traffic calming schemes e.g. by-pass of road humps and pinch points for cycles and 20mph zones
- Safer Routes to Schools and cycling schemes through the DRD Travelwise initiative



**BUT DOES IT FEEL LIKE IT?**



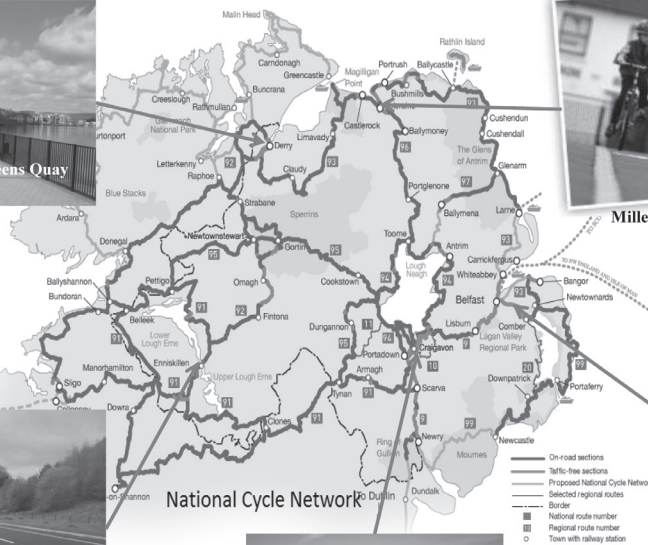
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# Cycling Infrastructure in NI

1338km of National Cycle Network in Northern Ireland



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Department for Regional Development  
www.drdni.gov.uk



## Where do we go from here?

- A more joined up approach to cycling
- To provide a focus and co-ordination:
  - For cycling issues
  - For cycling related activities
- To make cycling an integral part of network planning and development
- To ensure that cycling provision is a key element in both strategy and delivery
- To promote active travel



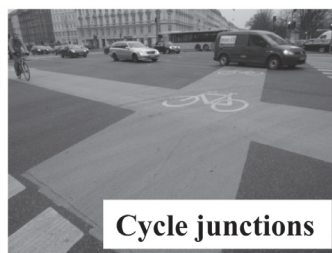
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## Cycling Societies

- What are the features that characterise a serious cycling society?



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## It's more than just cycling

- The PfG context
- Car-focused or People-focused transportation?
- Benefits for the individual and for society
- Economic benefits include:
  - Health improvement through prevention
  - Better places in which to live and work
  - Local economy
  - Recreation and tourism
- Environmental benefits – pollution and noise



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## Bicycle strategy

- The Vision
- The Issues
- The Strategy
- The Commitment
- The Change



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# Department for Regional Development 12062014

## CENTRAL MANAGEMENT BRANCH



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**Our reference:** SUB/513/2014

12 June 2014

Paul Carlisle  
Clerk to the Committee for Regional Development  
Committee Office  
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BELFAST  
BT4 3XX

Dear Paul

### **QUERIES ARISING FROM NIEL AND SPORT NI PRESENTATIONS TO CYCLING INQUIRY**

This letter provides the Department's response to the following three queries raised by the Committee following its meeting on 28 May 2014.

#### **Do the Park and Ride sites have secure cycling facilities?**

The provision of secure cycling facilities in Park and Ride sites owned by the Department varies between locations. Cycle hoops / stands are provided at some locations but none of these are secure cycling facilities. However, the Park and Ride sites at Cairnshill and Blacks Road have cycle hoops located near the security offices. In addition, hoops at the park and ride site at Cairnshill are covered and there are 10 lockers available for cyclists to store equipment if they wish to do so. The proposed replacement Park and Ride site at Sprucefield will have provision for secure covered cycle parking.

Translink provides specific cycle parking amenities at numerous bus, rail and integrated public transport facilities across Northern Ireland. As far as the security of such facilities is concerned, the majority are monitored by CCTV.

The number of bicycle parking spaces at each rail, bus and integrated station is set out in the table at Annex A. It is Translink's intention to expand cycle storage capacity over

the next year. Translink is also progressing with a wider bicycle facility programme and hopes to bring forward an economic appraisal in 2014/15.

**Can the Department considering a pilot cycle way / lane in rural area (sic)?**

The Department has been involved in a number of discussions with other bodies (e.g. Newry and Mourne District Council, the Blackwater Regional Partnership and Waterways Ireland) about the development of rural cross-border Greenways. We have also begun exploring what funding opportunities may be available for this kind of scheme. At present, the Department is actively pursuing the inclusion of sustainable transport within the 2014-2020 *INTERREG V* Territorial Co-operation programme and, if successful, we would anticipate significant opportunities for the funding of these projects.

**Has the Department's Cycling Unit met with Sport NI to discuss the development of cycling and, if not, why not?**

The Department's Travelwise Team, which is now part of the Cycling Unit, has had contact with Sport NI for several years through the Department's Active Travel Forum. Sport NI will be represented on the Cross-sectoral Cycling Group which the Minister has set up to replace the Active Travel Forum and which meets for the first time on 26 June. Sport NI was also one of the key stakeholders invited to attend one of five workshops held by the Department's Cycling Unit during the latter half of May when its Bicycle Strategy Issues Paper was discussed.

This letter is fully disclosable under FOI.

Yours sincerely



**JULIE ANN DUTTON**  
Central Management Branch

**ANNEX A**

**NUMBER OF BICYCLE PARKING SPACES AT EACH RAIL, BUS AND INTEGRATED STATION**

<b>Location</b>	<b>Mode</b>	<b>No. of Spaces</b>
Antrim	Integrated	20
Armagh	Bus	Nil
Ballymena	NIR	6
Ballymena	Bus	6
Ballymoney	NIR	10
Banbridge	Bus	4
Bangor	Integrated	44
Belfast Central	NIR	12
Carrickfergus	NIR	6
Coleraine	Integrated	24
Craigavon	Bus	4
Downpatrick	Bus	20
Dungannon	Bus	6
Enniskillen	Bus	Nil
Greenisland	NIR	4
GVS	NIR	6
Hollywood	NIR	12
Jordanstown	NIR	6
Laganside	Bus	5
Larne Town	NIR	2
Larne	Bus	Nil

Limavady	Bus	8
Lisburn	NIR	16
Lisburn	Bus	16
Londonderry	NIR	4
Londonderry	Bus	6
Lurgan	NIR	12
Magherafelt	Bus	Nil
Moira	NIR	6
Newcastle	Bus	20
Newry	NIR	4
Newry	Bus	10
Newtownards	Bus	1 + (2 planned for)
Omagh	Bus	4
Portadown	NIR	28
Strabane	Bus	Nil
Whiteabbey	NIR	6
Whitehead	NIR	6
	<b>Total</b>	<b>344</b>



# Department for Regional Development 240614

## CENTRAL MANAGEMENT BRANCH



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**Our reference:** SUB/552/2014

24 June 2014

Paul Carlisle  
Clerk to the Committee for Regional Development  
Committee Office  
Room 254  
Parliament Buildings  
BELFAST  
BT4 3XX

Dear Paul

### **INQUIRY INTO CYCLING AND ITS BENEFITS TO THE ECONOMY**

Following officials' presentation to the Committee on 11 June 2014, on the inquiry into cycling and its benefits to the economy, you wrote to me with a number of queries. Please see below Transport NI's responses to those queries.

#### **Are Health Impact Assessments carried out when planning road schemes/works and, if not, what is the potential to do so?**

Health Impact Assessments (HIA) are not a mandatory requirement in the development of a roads project. Occasionally Roads Projects will undertake an HIA as a part of the development phase however these are often screened out. However, through Local Transport and Safety Measures (LTSM) programme, schemes are developed which will take into consideration various active travel measures to enhance the walking and cycling network, to encourage greater participation in these healthy and sustainable forms of transport.

Our Major Roads Projects undertake extensive Environmental Assessments, which investigate issues such as Air Quality and Noise and inform key decisions such as the alignment of the proposed route. Our bypass type projects often have beneficial impacts on these issues by removing strategic traffic from town centres and thereby improving the

air quality, reducing noise and improving accessibility to community facilities for the vast majority.

**What is the total length of cycle lanes per Council area?**

The table below provides a breakdown of the total length of cycle lane by Council area:

	<b>Council</b>	<b>Cycle Lane</b>
1	Antrim Borough Council	14.2
2	Ards Borough Council	5.6
3	Armagh City & District Council	2.4
4	Ballymena Borough Council	10
5	Ballymoney Borough Council	2.6
6	Banbridge District Council	1.15
7	Belfast City Council	84.4
8	Carrickfergus Borough Council	3.35
9	Castlereagh Borough Council	35.67
10	Coleraine Borough Council	13.35
11	Cookstown District Council	3.1
12	Craigavon Borough Council	41.14
13	Derry City	16.9
14	Down District Council	8.1
15	Dungannon and South Tyrone Borough Council	2
16	Fermanagh District Council	4.6
17	Larne Borough Council	1.6
18	Limavady Borough Council	11.2
19	Lisburn City Council	31.4
20	Magherafelt District Council	2.72
21	Moyle District Council	1.2
22	Newry & Mourne District Council	35.3
23	Newtownabbey Borough Council	19.13
24	North Down Borough Council	20.76
25	Omagh District Council	11.4
26	Strabane District Council	2.4
	<b>TOTAL</b>	<b>385.67</b>

**Since 2002 the Department has invested £10M in cycling infrastructure – what investment has there been in roads in the same period and what is the £10M as a percentage of this?**

The £10M quoted as the Transport NI investment in cycling infrastructure, only includes for the road marking costs, where we have allocated road space to on road cycle lanes. As such, it would not be appropriate to quote this as a percentage of road improvement costs, which include the full construction costs.

**What cycling provision, in terms of investment, length and protected infrastructure, is there going to be on the A2, the A8, A26 and the A31 investments?**

In general the Department provides for utility cycling in major road improvement schemes where there is an identified need. We do not generally provide for amenity cycling unless a particular scheme impacts on an existing cycling desire line. In catering for strategic traffic the Strategic Road Improvement Programme will also provide a safer environment for cyclists and pedestrians on the existing urban and rural networks.

#### A2 Shore Road

The A2 Shore Road Greenisland scheme will include a 3.5m wide combined footway/cycleway along the shore side of the dual carriageway between Jordanstown Road and Station Road Greenisland. This is a distance of 1900m. The cost of this is included within the scheme cost and cannot be separately identified.

#### A8 Belfast to Larne

On completion of the A8 Scheme, cyclists will have access to approximately 13km of new shared use footway/cycleway along the eastern carriageway and at a number of crossing points on the new dual carriageway. Approximately £800,000 of the total anticipated costs for the scheme are considered to be apportioned to providing this cycling infrastructure.

A26 Glarryford

On completion of the A26 Scheme, cyclists will have access to approximately 1.7km of new shared use footway/cycleway, or dedicated cycleway, at intermittent locations to improve safe crossing at the junction slip roads. Approximately £300,000 - £350,000 of the total anticipated costs for the scheme are considered to be apportioned to providing this cycling infrastructure.

A31 Magherafelt Bypass

Currently the combined footway/cycleway is being extended from Magherafelt town centre along what will become the "old A31" to Castledawson Roundabout. The Magherafelt Bypass contract will include for extending the footway/cycleway across the Roundabout to the Castledawson road on the east side of the Roundabout.

Given the rural nature and remoteness from the town there is no footway, nor cycling provision, on the bypass mainline

This letter is fully disclosable under FOI.

Yours sincerely



**ALAN DOHERTY**  
Departmental Assembly Liaison Officer

# Departmental Draft Bicycle Strategy - 16 September 2014

## CENTRAL MANAGEMENT BRANCH



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**Our reference:** SUB 730/2014

16 September 2014

Paul Carlisle  
Clerk to the Committee for Regional Development  
Committee Office  
Room 254  
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BELFAST  
BT4 3XX

Dear Paul

### **DALO 1/4/2014: DRAFT BICYCLE STRATEGY**

Thank you for your letter of 2<sup>nd</sup> September 2014 and request that Departmental officials attend the Committee meeting on 24<sup>th</sup> September 2014 in connection with the draft Bicycle Strategy. Andrew Grieve (Head of DRD Cycling Unit) and Orla Campbell (Deputy Principal, DRD Cycling Unit) will attend.

I attach a copy of their presentation to the Committee for circulation to Members in advance of the meeting.

This letter is fully disclosable under FOI.

Yours sincerely



**ALAN DOHERTY**  
Departmental Assembly Liaison Officer





# DRAFT BICYCLE STRATEGY

for Northern Ireland  
August 2014









# 1.0

## INTRODUCTION

The Department for Regional Development (DRD) has prepared a Bicycle Strategy for Northern Ireland which sets out, over a 25 year horizon, how we plan to make Northern Ireland a cycling community.

This Draft Strategy document outlines our vision for cycling in Northern Ireland and, at a high level, how we intend to achieve this vision.

In accordance with Section 75 of the Northern Ireland Act (1998) a Section 75 Equality of Opportunity Screening Analysis Form has been completed on the draft Strategy. The draft Strategy has not been subject to Rural proofing as it will be more meaningful to undertake a 'Rural Proofing' exercise on the Bicycle Strategy Delivery Plan.



## 1.1 CONSULTATION

The consultation period will run from 27th August 2014 to 21st November 2014.

We will also be hold a series of Public Consultation events during October 2014, these will include events in rural areas. Full details of events will be sent to stakeholders, advertised on our website and published in the press in due course.

## 1.2 TELL US WHAT YOU THINK

What we have outlined in this Draft Strategy are the issues which we consider to be key in establishing a cycling culture in Northern Ireland. You can send us your views on the issues that feature in this document and on any other relevant issues which may not have been covered to the address below.

This document is available in a range of formats. Please contact us with your requirements .

We would like to receive your response by Friday 21st November 2014.

Anne Burke  
Cycling Unit  
Department for Regional Development  
Clarence Court  
10-18 Adelaide Street  
Belfast

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**Minicom/ TextPhone:** (028) 9054 0642

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We will acknowledge receipt of your submission.

We will prepare and publish a Consultation Report outlining the Department's response to the issues raised in due course.

In accordance with the requirement of the Freedom of information act (2000) all information contained in your response may be subject to publication or disclosure. This may include personal information such as your name and address. If you want your response or your name and address to remain confidential, you should explain why confidentiality is necessary. Your request will be granted only if it is consistent with freedom of information obligations. An automatic confidentiality disclaimer generated by your email system will not be regarded as binding on the Department.





2.0

## OUR CYCLING FUTURE

### 2.1 VISION

The Department for Regional Development has developed a vision for cycling, which outlines the kind of cycling community we would like Northern Ireland to be in 25 years. The vision is

“To establish a cycling culture in Northern Ireland to give people the freedom and confidence to travel by bicycle, and where all road users can safely share space with mutual respect.”

The vision for cycling is set within the context of, and driven by the Executive's Programme for Government priorities of growing a sustainable economy, improving health and well being while building communities and protecting the environment. Cycling can make a significant contribution towards the five Programme for Government priorities.

We plan on achieving this vision by first publishing this high level Bicycle Strategy and following it up with a Bicycle Strategy

Delivery Plan which will outline specific, measurable, achievable, realistic and time bound objectives, policies and actions.

We want to be visionary in our approach and we want to embrace innovation.

We are developing a long term strategy, spanning a 25 year horizon, to give us the chance to make Northern Ireland a cycling society.

We want this society to be a community which values, nurtures and celebrates cycling in all its forms – on-road, off-road, commuter, recreation, journeys to education etc.

We aspire to become more like our European neighbours who have embraced the bicycle as simply 'another mode' of transport that is accessible, attractive, safe and desirable.

Cycling is not just beneficial for the individual, but also delivers benefits for wider society including, less congestion, fewer sick days, longer life expectancy, less wear and tear on the roads, less pollution and buoyant local economies.

We want to reap the benefits of cycling for everyone.

We have looked, and will continue to monitor what our near neighbours in England, Wales, Scotland and the Republic of Ireland are doing to progress cycling, and we will draw on the experience of other European countries who are considered to be established cycling societies.





We understand that we have a long way to go, and that it will take beyond a 25 year horizon to reap the full benefits of our bicycle strategy. However we are committed to our vision.

We will work with other Government Departments, District Councils, the voluntary and private sectors and other interested parties to ensure that the Strategy is fully and optimally implemented.

## 2.2 WHY A BICYCLE STRATEGY?

We feel that it is significant that this document is called a 'Bicycle Strategy' rather than a 'Cycling Strategy' as it presents a clear signal that we are planning for a mode of transport, rather than simply the activity of 'cycling'. In planning for the mode we are affording the bicycle the same level of attention as other modes.

## 2.3 MAKING THE CONNECTIONS

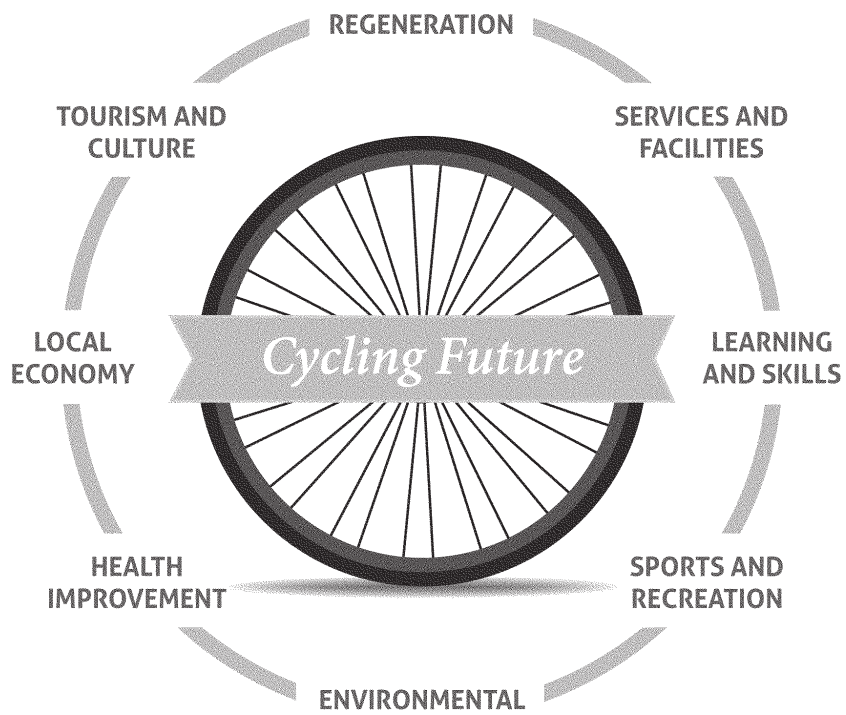
Our 'cycling future' is interrelated with a number of other factors, some of which are outside the remit of the Department. For example, increased levels of bicycle use can make a positive contribution towards health, transport, environmental, economic and social objectives.

Responsibility for some of these areas sits with other Government Departments or public bodies. For this reason we feel it is vitally important that we work across the sectors to develop and implement this strategy to make sure that the greatest benefits are delivered for everyone.

The key connections between our cycling future and other sectors are summarised overleaf.



FIGURE 2.1: Making the Connections - A New Approach





### Health Improvement

Implementation of the Bicycle Strategy has the potential to play a significant part in achieving national health policies. The health benefits of increased levels of cycling are numerous, and include a fitter, healthier society, improved mental health, lower levels of obesity and fewer sick days from work.

### Tourism and Culture

Northern Ireland is an excellent tourism and holiday location. The Bicycle Strategy can assist in celebrating the unique character of Northern Ireland by developing Amenity Routes, Greenways and cross border routes. We want people to come here to enjoy a good, high quality cycling experience and take that behaviour home with them.

### Services and Facilities

Implementing the Strategy will result in improved access to a greater range of services and facilities. Improved access supports social equality and integration.

### Learning and Skills

Implementing the Strategy will result in improved access to education and training. Working directly with children and young people will assist in establishing sustainable travel behaviour from an early age. Helping adults to improve their cycling

skills will empower more adults to choose to cycle, thereby improving their ability to access learning, training and employment opportunities.

### Environmental

The Bicycle Strategy will contribute to improvements in the physical environment. Increased levels of cycling could contribute to reduced congestion, improved air quality, less noise pollution and a cleaner environment.

### Regeneration

By contributing to enhanced public realm the Strategy will contribute to making better places in which to live and work. By creating vibrant, safer and well used urban spaces people will be encouraged back into our towns and cities.

### Sports and Recreation

Implementation of the Bicycle Strategy will support participation in sporting activities and improve access to recreational facilities.

### Local Economy

By providing safe, accessible and direct connections between residential areas, employment areas and retail centres the Bicycle Strategy will support the local economy.





# 3.0

## BACKGROUND

We know that increased use of the bicycle can improve our society. It can contribute to improvements in public health, air pollution, noise pollution, urban design, sense of place, social inclusion and education.

Up until now the money available for cycling has been spread thinly across Northern Ireland. We want to change that approach to a prioritised, more focussed approach to make sure that the full benefits of spend on cycling are realised.

To begin with we will focus on a small number of areas, develop detailed

proposals for these places and begin by rolling out pilot projects.

We will closely monitor our pilot projects to make sure we identify the full range of benefits, and adopt a lessons learnt approach where pilots are less successful than we expected.

We are developing a 'three pillar approach' for the development of cycling which includes careful planning, high quality infrastructure and effective behaviour change campaigns.





**FIGURE 3.1:** Three Pillar Approach



Infrastructure provision on its own is not usually sufficient to generate new numbers of bicycle trips. We know we need a creative approach to encourage more people to cycle part or all of their everyday journeys.

We need to develop comprehensive programmes which are made up of a variety of initiatives and work areas.

We know that in addition to 'Building', we also need to 'Support' and 'Promote'.



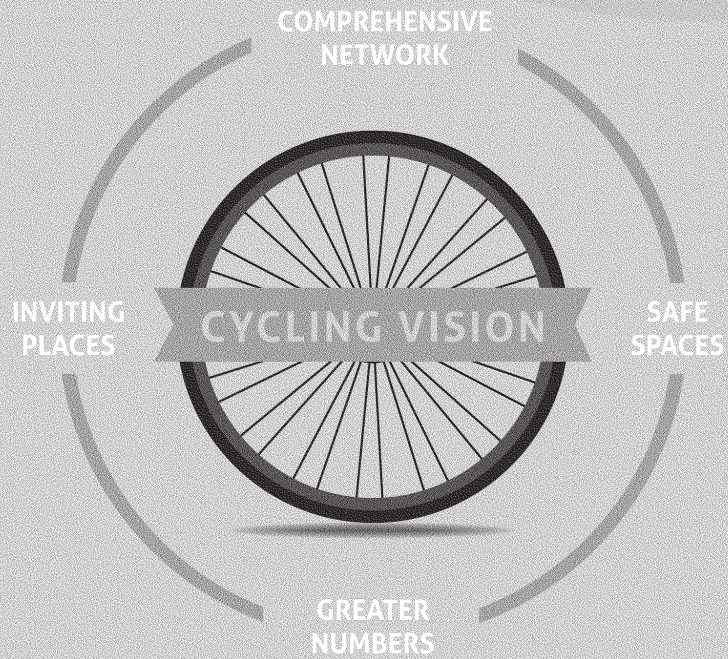


# 4.0

## MOVING TOWARDS OUR VISION

We have developed four key elements which will contribute to achieving our vision for cycling in Northern Ireland. These are:

**FIGURE 4.1:**  
Key Elements for Achieving our Vision





#### 4.1 A COMPREHENSIVE NETWORK FOR THE BICYCLE

This will comprise of:

- Arterial routes
- Quiet routes
- Greenways

We are committed to creating a network of high quality, direct, joined up routes. We envisage a series of 'arterial routes' in our urban areas, which will largely mirror our arterial road network and be in a radial form.



We will develop 'Quiet routes' which will offer convenient yet quieter, less trafficked options for cyclists in our urban areas.



We will develop 'Greenways' which may be orbital or less direct, off road routes into or between our urban areas.



Local routes will feed into this hierarchy of routes in order to deliver an area based cycle network providing links to shops, community facilities, places of education and workplaces.

Since 2002 the Department has invested over £10 million in the development and expansion of cycle lanes and on cycling infrastructure measures. However, we appreciate that many people feel that provision is frequently fragmented and of varying quality.

Going forward we will ensure that provision is more integrated and coherent in nature, by providing a 'whole of route' treatment. Where 'opportunities' arise, i.e. provision of bicycle infrastructure as part of road maintenance or upgrade schemes we will seize these opportunities, whilst emphasising how these improvements fit into the wider vision for Northern Ireland.



#### 4.1.1 URBAN ROUTES

In urban areas we will develop masterplans which will build on the 'comprehensive network for the bicycle' connecting where people want to travel from/ get to.

Our masterplans will cover defined geographic areas, will contain detailed proposals for bicycle infrastructure, in addition to details of area specific behaviour change initiatives and campaigns, and will contain locally driven interventions.

In response to the perception that provision for bicycles is frequently fragmented and of varying quality we want to focus funding resources in specific locations initially, to develop a more joined up approach to cycling provision.

At the moment there is a general perception that levels of commuter cycling in Belfast are higher than in other urban areas. This coupled with the fact that Belfast is the most populated urban area in Northern Ireland has drawn us to conclude that the first masterplan we develop should be for Belfast.

We plan to develop the masterplan for Belfast and then commence work on masterplans for other urban areas. These will be based upon the existing Transport Plans.

#### 4.1.2 RURAL ROUTES

We recognise that there are differences between using the bicycle in an urban area and in a rural area. Cycling in rural areas presents particular problems such as higher speed roads, sometimes narrow, meandering roads with limited opportunities for safe overtaking by motorised vehicles, the presence of agricultural vehicles and longer distances between urban centres.

Where it has been possible to provide cycle tracks and lanes on main roads in rural areas we have done so. We will continue make this provision where opportunities arise, especially where there is cycling demand.

We plan on developing specific interventions, including greenways, and piloting them in rural areas so that we can measure the impact of such interventions.





### 4.1.3 GREENWAYS

We recognise that quieter less trafficked routes, such as Greenways are good examples of off-road routes which are attractive to a broad spectrum of cyclists and we intend to support the development of additional Greenways throughout Northern Ireland where possible.

Greenway routes are best suited to old railway beds or canal banks, where gradients tend to be small and attract new, inexperienced and young cyclists. However, greenways can be potentially developed anywhere with similar properties.

We intend to look at proposals to develop both urban and rural Greenways, as we recognise that in urban areas Greenways offer the potential to link housing areas, schools and amenities, whilst in rural areas they can be a valuable tourist attraction as well as providing a link to local facilities. Where possible we aspire to connect urban and rural Greenways in order to create long distance, high quality routes.



### 4.1.4 MAINTENANCE

Where we provide bicycle infrastructure it is very important that it is maintained to a high standard: both in terms of routine maintenance (i.e. surfacing – the surface of a cycle lane should be maintained to roadway standards) and clearance (i.e. high priority afforded to the clearance of glass / snow / debris on the bicycle network).

We will develop targets in relation to the maintenance and clearance of our cycle routes.

### 4.2 SAFE SPACES FOR THE BICYCLE

We know that safety is important to people using the bicycle. There are a number of elements to safety that we want to address.

It is important we make changes to our transport network that contribute to increased safety for people who use the bicycle.



### 4.2.1 DESIGN GUIDANCE

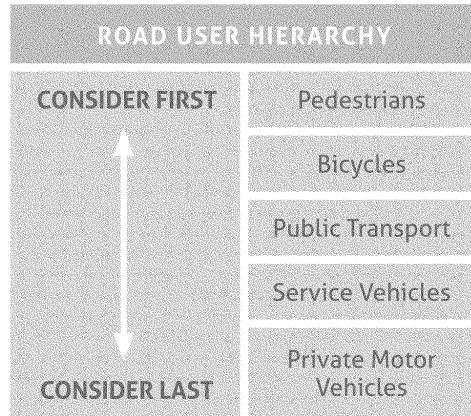
We plan to develop new, best practice design guidance which will be used by those designing for cycling. This guidance will identify ways that junctions, roundabouts and cycle lanes can be made safer and made to feel safer. The guidance will promote a 'common standard' to work to, and it will give cyclists confidence that their safety is taken seriously and that steps are being taken to make the network as safe as possible.

We envisage that the guidance will rely on general principles and flexible guidelines rather than strict specifications and rigid categorisation.

### 4.2.2 HIERARCHY OF ROAD USERS

It is important to us that we fully acknowledge the concept of a hierarchy of road users which has been developed for use in the planning and design processes for new developments and proposed traffic management schemes.

**FIGURE 4.2:** Road User Hierarchy



\*Adapted from Department for Transport (2007), Manual for Streets

The objective of this hierarchy is to ensure that the needs of the most vulnerable road users are fully considered in urban highway schemes, but not necessarily to give priority to pedestrians and cyclists in every location.

We are also mindful that there are different 'types' of cyclist, who have different requirements. We will consider the requirements of likely users on a scheme by scheme basis.





**FIGURE 4.3:** Designing for Cyclists

DESIGNING FOR CYCLISTS	
TYPE OF CYCLIST	LIKELY REQUIREMENTS
FAST COMMUTER	Confident in most on-road situations, and will use a route with significant traffic volumes if it is more direct than a quieter route.
EXPERIENCED UTILITY CYCLIST	May seek some segregation at busy junctions and on links carrying high-speed traffic.
INEXPERIENCED UTILITY CYCLIST, COMMUTER AND LEISURE CYCLIST	May be willing to sacrifice directness in terms of both distance and time, for a route with less traffic and more places to stop and rest. May travel more slowly than regular cyclists.
CHILD	May require segregated, direct routes from residential areas to schools, even where an on-road solution is available. Design needs to take account of personal security issues. Child cyclists should be anticipated in all residential areas and on most leisure cycling routes.
USERS OF SPECIALISED EQUIPMENT	Includes people with disabilities using hand-cranked machines and users of trailers, trailer-cycles, tandems and tricycles. This group requires wide facilities free of sharp bends and an absence of pinch-points or any other features which force cyclists to dismount. Cycle tracks and lanes where adult cyclists frequently accompany young children should be sufficiently wide to allow for cycling two abreast. This enables the adult to ride on the offside of the child when necessary.

\*Adapted from Department for Transport (2007), Manual for Streets



#### 4.2.3 A LEGIBLE NETWORK

We recognise the importance of developing a consistent, uniform signage and design format for our 'comprehensive network for the bicycle.'

It is vitally important that we have distinctive design attributes for the cycle network as it will minimise confusion for cyclists and other road users. By developing a legible, easily identifiable brand standard we will increase the sense of security and safety for all road users and increase Northern Ireland's potential as a tourism destination.

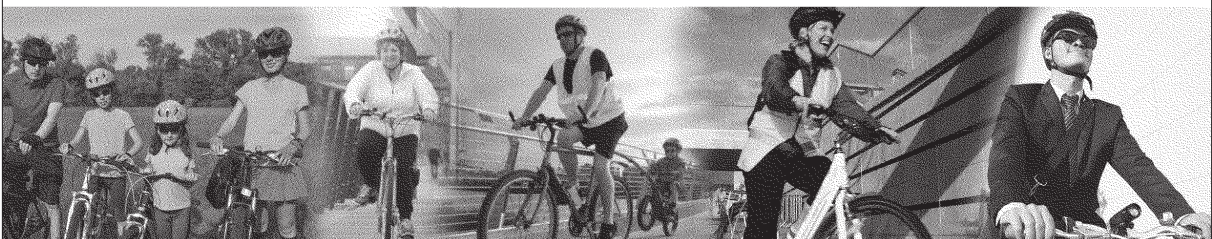
#### 4.2.4 RESPECT AND UNDERSTANDING

We want to encourage greater respect and understanding between all users of the transport network. This includes car drivers, bus drivers, tax drivers, HGV drivers, van drivers, cyclists and pedestrians. It is important that there is awareness, care, courtesy and consideration for each of the modes and that each knows how best to interact with the others.

There are a number of ways we would like to approach these issues, including:

- Cycle Training/ Bikeability
- Driver Training
- HGV Driver Training
- Bus Driver Training
- Taxi Driver Training
- Media Campaigns delivering key safety messages to all road users.

We will work with Government Departments, representatives of the respective industries and licensing bodies to develop specific interventions promoting greater respect and understanding.





#### 4.2.5 EDUCATION

We know that by working with the education sector and young people we can influence the travel behaviour of young people. We feel we can achieve this through a number of channels including:

- TravelwiseNI Safer Routes to Schools
- Department of Education funded bicycle infrastructure, Cycle Proficiency Training
- Sustrans 'Bike It' Programme



We recognise that adults too require support to build confidence and skills to enable them to cycle. A key mechanism for this is the availability of adult cycle proficiency training.

#### 4.3 GREATER NUMBERS OF PEOPLE TRAVELLING BY BICYCLE



We want to increase the numbers of people travelling by bicycle.

Where it is possible for a person to travel by bicycle, we want to encourage them and make them feel safe and comfortable doing so.

We need to make a greater, more highly visible effort to improve the security of those using the bicycle which will help to 'tempt' non cyclists to cycle shorter journeys.

We want to make the bicycle an attractive, obvious mode of transport, and to help those who choose to cycle, by:

- Having high quality infrastructure which provides greater priority for the bicycle;
- Providing secure cycle parking where it is required;
- Developing Bicycle Hubs;
- Promoting the 'Cycle to Work' scheme to employers;
- Promoting e-bikes;
- Public Bike Hire schemes.



### 4.3.1 INTERCHANGE BETWEEN MODES

We know cycling is part of the larger transport picture. We recognise the importance of helping interchange between different modes of transport by making sure cycle routes and infrastructure are integrated into our transport hubs, bus and rail stations, major bus stops and Park & Ride sites.

We would like to address a number of issues relating to facilitating modal interchange including:

- Secure cycle parking at entry/ departure points from public transport
- Carriage of bicycles on public transport
- The use of folding bikes



Facilitating interchange between modes will give a greater number of people the opportunity to cycle part of their journey and to cover greater distances.

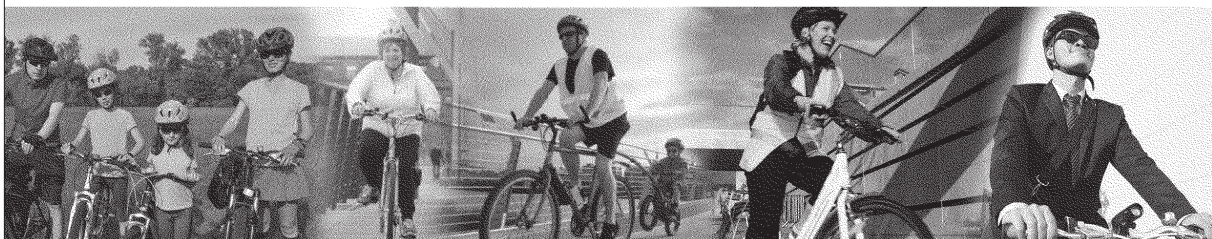
### 4.3.2 WORKING WITH EMPLOYERS

We recognise that employers have a significant role to play in facilitating and encouraging people to travel to work by bicycle. We want to work with employers and support them to make the changes necessary to get people cycling to work. We currently work with employers through:

- Bike to Work Day
- Promotion of the Cycle to Work Scheme
- Workplace Travel Plans



We want to work effectively and efficiently with employers to support them in encouraging their staff to cycle to work. We will investigate best practice in this area and seek to develop specific interventions to this end.





#### 4.4 INVITING PLACES FOR ALL

An important element of our strategy is a focus on public spaces and creating a desire to spend time in our public spaces. It is about improving Northern Ireland for everyone, including those with no particular desire to get on a bicycle.

People’s experience of the urban environment and its life has a significant role in the choices they make in relation to transport. We want our public spaces to be lively, attractive, safe, sustainable and healthy. We want people to spend more time in these spaces.



Travelling by bicycle helps people to experience our public spaces intimately, and keeps people in touch with the changing seasons.

#### 4.4.1 TRAFFIC CALMING

A key factor in making our urban spaces inviting is our ability to create a calmer traffic environment. We are keen to explore creative and innovative traffic calming ideas and pilot these in appropriate locations.

20mph zones and 20mph limits have the potential to make a significant contribution to a ‘calmer traffic environment’. It is important to recognise the difference between 20mph zones and 20mph limits.

20mph zones, are designed to be self-enforcing, using physical measures such as humps, chicanes and gateway features to achieve the desired speed reduction.

To date around five hundred 20mph zones have been introduced. These have been implemented in locations where local residents have expressed a desire for reduced speed limits and following consultation with local stakeholders.

20mph limits, consist of a speed limit change which drivers are alerted to using 20mph speed limit signs.

20mph limits are most appropriate for roads where average speeds are already low, and the guidance suggests below 24mph.

The DoE Road Safety Strategy 2020 identifies an action measure to pilot 20mph limits. Five pilot 20mph limit schemes are being implemented.



Monitoring of the average speed of traffic in the pilot areas will be undertaken, along with local consultation exercises to assess whether 20mph limits demonstrate improved road safety as well as the wider benefits of lower speed limits.

Evidence shows that the implementation of 20mph zones and limits reduces the number and severity of road traffic collisions, and can contribute to cyclists feeling safer cycling on road.

If we can more effectively manage traffic speeds in specific areas we will be able to create safer urban spaces which are dominated by people not cars. Higher volumes of people will bring life and vitality to streets.

#### 4.4.2 NEW DEVELOPMENTS

By working with those who have responsibility for land use planning policy we want to ensure planning policy accurately reflects our commitment to recognise the bicycle as an integral mode of transport. Furthermore, we want to ensure that the impact of new developments on cycle provision is appropriately identified in Transport Assessments. We want to ensure proposed changes to the transport network make provision for access by bicycle.

#### 4.4.3 ENVIRONMENTAL IMPROVEMENT SCHEMES

We strive to work with other Government Departments and Councils to ensure that provision for bicycles is represented comprehensively in any new Environmental Improvement Schemes.

When detailed proposals for Environmental Improvement Schemes are being drawn up we want to make a meaningful contribution that will lead to better spaces for all members of society to use.





# 5.0

## MEASURING SUCCESS

The Bicycle Strategy Delivery Plan will be published following the finalisation of this Bicycle Strategy. The Delivery Plan will contain a series of specific, measurable, achievable, realistic and time bound objectives, policies and actions. This will form the basis for the monitoring undertaken on the progress made by the Strategy.

We have consciously chosen not to set an arbitrary Northern Ireland wide target for the percentage of people cycling by a nominal date as we do not think it will be useful in encouraging people to use the bicycle as a mode of transport at local level.

It is our intention to develop specific city wide or local area targets through our 'masterplanning' approach. This way targets will reflect local circumstances, and avoid a 'one size fits all' approach.

It is however suggested that ultimately, we will evaluate the overall impact of the Bicycle Strategy in terms of modal shift, both within defined geographic areas and Northern Ireland wide.









**CYCLING UNIT**  
Department for Regional Development  
Clarence Court  
10-18 Adelaide Street  
Belfast

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**Fax:** 028 9054 0662  
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**Text Relay Service:** (028) 9054 0179  
(prefix 18001)  
**Email:** [cycling.unit@drdni.gov.uk](mailto:cycling.unit@drdni.gov.uk)



# Departmental Presentation on Cycling Strategy - 24 September 2014

## Draft Bicycle Strategy

### Presentation to Committee for Regional Development

24<sup>th</sup> September 2014



INVESTOR IN PEOPLE



Department for  
**Regional  
Development**  
[www.drdni.gov.uk](http://www.drdni.gov.uk)

## Background

- **Regional Development Strategy 2001**
  - ‘revive the healthy habits of walking and cycling’
  - ‘greater priority to encouraging more walking and cycling’
- **Regional Transportation Strategy 2002**
  - ‘a shift in emphasis away from the car towards more sustainable modes such as walking, cycling and public transport’
  - ‘safe and extensive walking and cycling networks’
- **A New Approach 2012**
  - ‘promote an increased mode shift to public transport, walking and cycling’
- **Programme for Government 2011-15**
  - ‘more people using sustainable modes of transport’
  - ‘improving health and wellbeing’
  - ‘protecting the environment’



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Department for  
**Regional  
Development**  
[www.drdni.gov.uk](http://www.drdni.gov.uk)



## Cycling Strategy

- Cycling Strategy 2000
  - ‘co-ordinated approach to increasing cycle use’
  - ‘establish a pro-cycling culture’
  - ‘a significant commitment to cycling ...’
  - ‘cycling seen as a safe, healthy, flexible, inexpensive and sociable means of travel’
  - ‘a reassessment of the way roads are used and an environment created that favours cycling’



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Department for  
**Regional  
Development**  
[www.drdni.gov.uk](http://www.drdni.gov.uk)

## Bicycle Strategy 2014

- The vision for cycling
  - ‘to establish a cycling culture in Northern Ireland to give people the freedom and confidence to travel by bicycle, and where all road users can safely share space with mutual respect’
- Cycling is about more than simply travelling
  - Active lifestyles and better health
  - Cleaner environments and less noise
  - Better places and safer spaces
- The three pillar approach
  - Build
  - Support
  - Promote



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Department for  
**Regional  
Development**  
[www.drdni.gov.uk](http://www.drdni.gov.uk)

## Public Consultation

- Launch – 27<sup>th</sup> August 2014
- Consultation events – September to November:
  - Ballymoney, Belfast, Cookstown, Derry / Londonderry, Enniskillen, Newry
- Cycling seminar – 16<sup>th</sup> October 2014
  - ‘Northern Ireland - Changing Gear’
- Consultation ends – 21<sup>st</sup> November 2014
- Consultation report – end of December
- Preliminary report to Committee – 10<sup>th</sup> December 2014



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Department for  
**Regional  
Development**  
[www.drdni.gov.uk](http://www.drdni.gov.uk)

## What next?

- Executive agreement
- Bicycle Strategy Delivery Plan
- Cycling Masterplans
  - Belfast
  - Other urban areas
  - Greenways
- Bicycle Account
- Funding



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Department for  
**Regional  
Development**  
[www.drdni.gov.uk](http://www.drdni.gov.uk)

# Department for Regional Development 071014

## Central Management Branch

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Clarence Court  
10-18 Adelaide Street  
Belfast BT2 8GB

Telephone: (028 905) 41140  
Facsimile: (028 905) 40064  
Email: alan.doherty@drdni.gov.uk

Your reference: DALO 4D/4/14  
Our reference: SUB/792/2014

Paul Carlisle  
Clerk to the Committee for Regional Development  
Committee Office  
Room 254  
Parliament Buildings  
BELFAST BT4 3XX

07 October 2014

Dear Paul

### **Draft Bicycle Strategy**

This letter provides the Department's reply to the questions raised in your letter of 25 September 2014 in relation to the draft Bicycle Strategy. The response to each of the Committee's questions is set out below.

### **You state that an arbitrary Northern Ireland wide target for the percentage of people cycling by a nominal date will not be useful in encouraging people to use the bicycle as a mode of transport at local level. How does this balance with the Priority Three commitment of cycling and walking in the Programme for Government?**

We are not against targets as the document states our intention 'to develop specific city wide or local area targets'. It is important that we develop relevant and useful targets rather than arbitrary ones.

We consider that targets associated with the 'walking and cycling' commitment in the Programme for Government are a case in point. The Active Schools Travel programme is operating in a relatively small number of schools while the target is a Northern Ireland wide target. The province wide target, because it includes the majority of schools where interventions are not taking place, tends to mask the achievements of the schools where interventions are taking place. To address this we have proposed restating the PfG targets in terms of the schools where interventions are taking place.

Nonetheless, as stated at the briefing we are open to persuasive arguments that Northern Ireland-wide targets should be set.

### **Describe in detail the process you undertook in drawing together this statement of intent?**

In drawing up the draft Bicycle Strategy an issues paper was developed and this was circulated to key stakeholders including all Government Departments, local councils, business and interest groups for comment. We then held five workshops across Northern Ireland (Armagh, Ballymena, Belfast, Londonderry and Omagh) and recorded views from the participants.

**As agreed by the Executive, you must begin the process of rural proofing at the outset of your policy development or policy review. Why, therefore, is Executive advice being ignored?**

The Cycling Unit communicated directly with colleagues in DARD at an early stage of the Strategy Development process to explore how a meaningful rural proofing exercise could be carried out, in accordance with DARD guidance 'Thinking Rural'.

It was agreed with DARD officials that given the high level of the strategy rural proofing would be more appropriately undertaken at the Delivery Plan stage, as at that point there will be specific actions against which to assess and demonstrate to rural dwellers that Government has considered the impact of its policy on them and their area.

The Cycling Unit has also sought guidance from the Rural Community Network (RCN) on appropriate locations for consultation events on the Draft Strategy to ensure rural dwellers have opportunities to feed into the consultation process. RCN has also assisted the Cycling Unit by advertising the public consultation events to their network.

**The paper is Belfast and urban centric – the “comprehensive” network is focused on urban. How do you think you will achieve the support of cyclists outside of Belfast?**

The draft Bicycle Strategy proposes a focussed approach – the idea that a more focussed approach will make sure that the full benefits of spend on cycling are realised. As indicated at the Committee our initial ideas are that there will be work done in developing the network in Belfast and in developing a joined up Greenway spine across Northern Ireland. We believe that this represents a commitment to provide for people using the bicycle across Northern Ireland.

**What impact will this document have outside of Belfast?**

We await the responses from the public consultation. The Strategy will aim to guide a comprehensive programme of interventions across Northern Ireland for urban and rural communities.

**We have the Comber Greenway, the Connswater Greenway and the Newry Towpath and the Committee has been to see the Great Western Greenway. What, then, will the benefits be of doing another pilot on a greenway?**

**Describe what added-value more pilots would bring, given the existence of best practice infrastructures etc elsewhere in Northern Ireland, the UK, Ireland and Europe?**

The reference to piloting Greenways in section 4.1.2 is an error. We are not proposing a pilot Greenway. We are proposing connecting the existing Greenways to provide a continuous Greenway route across Northern Ireland that will provide opportunities to extend to other areas including cross border links that have the potential to reach as far as the Great Western Greenway in County Mayo.

We are also proposing to further enhance existing greenways to increase access and attractiveness.

**You describe doing master plans on Belfast and other urban areas based upon exiting Transport Plans. Can the Department forward copies of the existing local transport plans?**

Existing transport plans are available on the DRDNI website. Links to the relevant transport plans are included below.

**Belfast Metropolitan Transport Plan 2015** <http://www.drdni.gov.uk/index/bmtp/reports.htm>

**Sub-Regional Transport Plan 2015**

Text Document – [http://www.drdni.gov.uk/srtp\\_main\\_doc-2.pdf](http://www.drdni.gov.uk/srtp_main_doc-2.pdf)

Technical Supplement – [http://www.drdni.gov.uk/index/subregionaltransport/srtp\\_technical\\_supplements.htm](http://www.drdni.gov.uk/index/subregionaltransport/srtp_technical_supplements.htm)

**How will the master plans and the local transport plans integrate?**

Our current thinking is that the outline provision for the use of the bicycle in the transport plans will be developed into coherent, good quality, joined up provision for use of the bicycle. Our master plans will review, update and build on what is already identified in the local transport plans, and the Local Transport Studies which informed these plans.

Looking forward bicycle networks developed by the Cycling Unit will be used to inform and influence the development of new/ refreshed transport plans.

**Can the Department provide examples of where you have provided cycle tracks and lanes on main roads in rural areas?**

Transport NI Divisions do not uniformly keep records by Urban/Rural split; therefore some roads have been classed as rural roads as they are subject to a speed limit of greater than 40mph, while urban roads as those subject to a limit of 40mph and under.

Transport NI do not develop the cycling network on the basis of rural versus urban environments. To date many, but not all, of the schemes have been within an urban environment, as it has been considered that this is where the greatest benefits could be achieved for the greatest number of cyclists. However, where a need for cycling facilities has been identified within a rural setting, officials have responded accordingly and made provision where possible.

Within this context, examples of where we have provided cycle tracks and lanes on main roads in rural areas are as follows:

- Sydenham Bypass;
- A55 Parkway;
- Hollywood Road;
- A55 Belvoir Road Belfast;
- Saintfield Road;
- Purdysburn Road/Hospital Road ;
- Milltown Road;
- Knockmore Road;
- Mc Kinstry Road;
- O'Neill Road/Station Road;
- A8 Climbing Lanes, Ballynure;
- A8 Doagh Road to Coleman's Corner;
- A8 Belfast Larne Road Ballynure;
- Ballyclare Road to Doagh Road;
- Ballyclare Road Doagh;
- A2 Tillysburn to Hollywood;
- A2 Belfast Road Bangor;
- A31 Castledawson Road;
- A4 Dublin Road;
- A21 Comber;



- A2 Newry;
- A2 Portstewart Road from Council office to Portstewart;
- A2 Quilly Road Coleraine to Downhill;
- A2 Coast Road between Portstewart and Portrush;
- A37 Dunhill Road;
- A37 Dunhill Road from Macosquin to Greenmount Roundabout;
- A2 Ballykelly Road from Windyhill Road roundabout to Spallen Road;
- B68 Ballyquin Road from Dogleap Road to Scroggy Road;
- A37 Broad Road from Killane Roundabout to Greystone Road;
- A42 between Ballymena and Broughshane;
- A6 between Antrim and Randalstown;
- A57 across the motorway interchange; and
- B18 Rogurey Road from Cloghogue to Loughbeg, Toome.

**Aside from the perception that the road user hierarchy is anti-motorist, how will a hierarchy designed for planning and design processes for new developments be integrated into a multi-use existing infrastructure?**

We consider that the road user hierarchy is common sense rather than anti-motorist. We believe that considering the needs of vulnerable road users at the outset of a transport intervention rather than at the end represents a reasonable approach.

The road user hierarchy appears in the DfT Manual for Streets publication which is not used in Northern Ireland (DMRB is used for all road design) therefore we are not constrained to only use the hierarchy for new developments. It is suggested that all transport interventions, whether for new or existing infrastructure, should take account of the hierarchy.

**There have been examples where the use of such a hierarchy has been used in presumed liability cases following accidents involving pedestrians and cars. What research has the department conducted on this?**

The hierarchy in our document is a planning tool to ensure that the needs of more vulnerable road users are kept at the forefront of design so that the likelihood of them being involved in road traffic collisions is minimised. 'Presumed liability' relates to the legal process in the aftermath of such incidents.

There is no 'presumed liability' in any jurisdiction within the United Kingdom although such a regime is the norm throughout Europe. There is a campaign to change civil law in Scotland to introduce a system of 'presumed liability' with the aim of providing greater protections for vulnerable road users.

**Your "Designing for Cyclists" section is a direct lift from a Department for Transport document. How do you intend to apply this model into planning processes?**

It is acknowledged as such. Many of the ideas in the document have been taken from other jurisdictions and other organisations including many of those who provided information for the Committee's Cycling Inquiry. We believe that we should make use of best practice from other places.

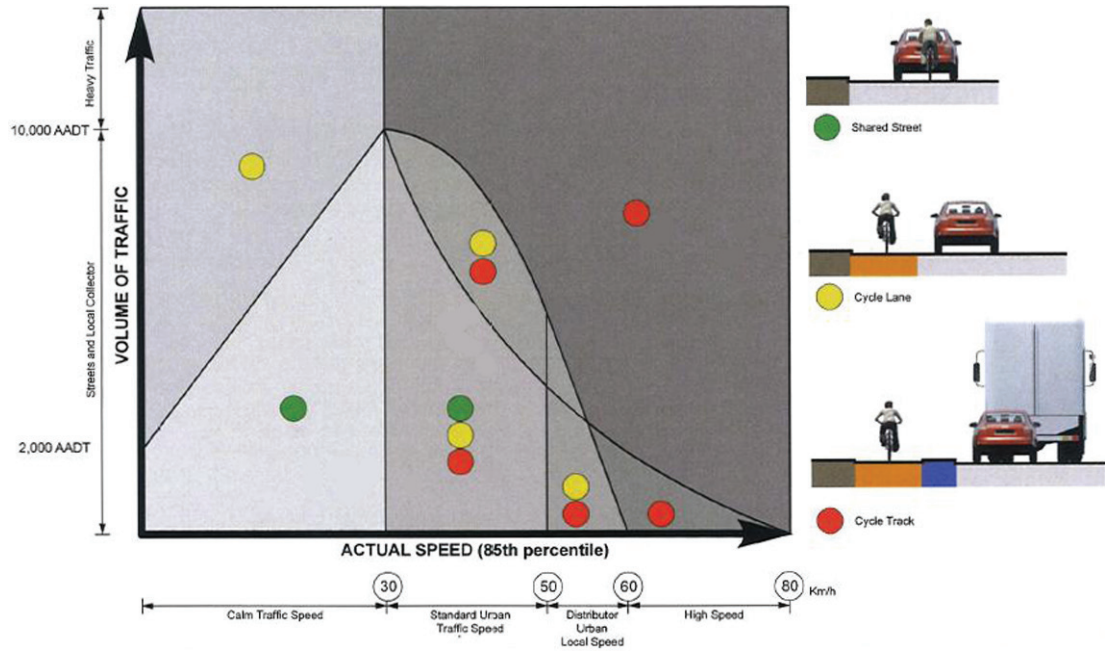
In terms of applying the model into planning processes we have begun discussions with Planning colleagues but there is much work to be done.

**What are the pros and cons of segregation of cycle lanes?**

There is no overarching, widely accepted consensus on the pros and cons of providing cycle lanes (i.e. on road provision for use of the bicycle) as against cycle tracks (i.e. segregated provision for the use of the bicycle). This is because benefits or otherwise must be considered on a scheme by scheme basis taking into account the context of the scheme and all relevant considerations. Officials would be willing to discuss this issue further with the Committee, if desired.

**Why is greater segregation of cycling lanes not considered?**

The graphic below sets out a widely used, internationally accepted approach to identifying in what traffic environments various cycle provision options are recommended.



Specific cycle provision options will be considered for each scheme, based on the individual merits and the context of that scheme. This level of detail will be considered during the Bicycle Strategy Delivery Plan stage.

This letter is fully disclosable under FOI.

Yours sincerely

**Alan Doherty**  
 Departmental Assembly Liaison Officer

## Departmental Presentation on Cycling Strategy -

7 January 2015



# Draft Bicycle Strategy – preliminary consultation report

Presentation to Committee for Regional  
Development



7<sup>th</sup> January 2015



## Public Consultation

- Launch – 27<sup>th</sup> August 2014
- Consultation events – September to November:
  - Cookstown, Derry / Londonderry, Enniskillen, Antrim, Newry, Ballymoney, Portadown and two in Belfast
- Cycling seminar – 16<sup>th</sup> October 2014
  - ‘Northern Ireland – Changing Gear’
- Consultation ended – 21<sup>st</sup> November 2014
- Preliminary report to Committee – 7<sup>th</sup> January 2015
- Consultation report – end of January



## Responses

- Consultation events – 72 people attended
- Cycling seminar – around 180 attendees
- Twitter feeds: *#NIChangingGear*
  - 235 contributors
  - 933 tweets
  - 258,800 twitter accounts reached
  - 1.9 million exposures
- Consultation responses – 104
  - 6 Councils / 2 Departments
  - 20 Professional or trade associations
  - 2 Political parties
  - 11 Voluntary / community / lobby groups
  - 63 Private individuals



## Draft Bicycle Strategy 2014

- The vision for cycling
  - ‘to establish a cycling culture in Northern Ireland to give people the freedom and confidence to travel by bicycle, and where all road users can safely share space with mutual respect’
- Cycling is about more than simply travelling
  - Active lifestyles and better health
  - Cleaner environments and less noise
  - Better places and safer spaces
- The three pillar approach
  - Build
  - Support
  - Promote









## Key emerging themes

- Support for the draft Bicycle Strategy
  - General (but not unanimous) support for the vision
  - General demand for targets in some form
- Safer and improved infrastructure
  - The need for consistent and coherent best practice design
  - Better cycle provision (infrastructure and parking)
- A calmer more respectful use of our roads and streets
  - Traffic calming
  - Cycle parking



## Questions



Northern Ireland  
Assembly

Appendix 5

# Memoranda and Papers from Others



# APG Letter - 18 February 2014

Mr Paul Carlisle  
Room 254  
Parliament Buildings  
Ballymiscaw  
Stormont  
Belfast  
BT4 3XX



Date: 18 February 2014

Dear Paul,

**RE: Inquiry into the Benefits of Cycling to the Economy**

I am writing to you in my capacity as Chair of the APG on Cycling in relation to the committee's proposed inquiry into the benefits of cycling to the economy.

The APG very much welcomes this inquiry and as such would like to make a submission to the inquiry. Therefore, it is the APG's intention to host a round table event with various stakeholders to help us form this.

However, due to the commitments of various parties it is unlikely that this event can be staged before the week ending 29 March. As such, can I ask if the Committee would then consider accepting the submission the week beginning 31 March 2014.

Thanking you in advance for your consideration of this matter.

Best regards,

**Chris Lyttle MLA**

## CAL Committee Letter - 21 January 2014



Northern Ireland  
Assembly  
**Committee for Culture, Arts and Leisure**

Mr Jimmy Spratt MLA  
Chairman  
Committee for Regional Development  
Room 435  
Parliament Buildings

21st January 2014

Our Ref.: C431/14

Dear Jimmy,

**Regional Development Committee Inquiry into the benefits of cycling to the Northern Ireland Economy**

At its meeting on 16<sup>th</sup> January, the Committee for Culture, Arts and Leisure considered your memo of 15<sup>th</sup> January regarding your Committee's intention to undertake the above Inquiry. Members agreed that I should write indicating the Committee's support for your Committee undertake the Inquiry.

The CAL Committee has been investigating the track facilities available to cyclists in Northern Ireland and how these might be improved. This work has included visits to velodromes at Orangefield, Glasgow, Dublin, Newport and London. Members have engaged with Cycling Ulster, Belfast City Council and the Department of Culture, Arts and Leisure on this issue. The Committee is content that the Terms of Reference for your Inquiry do not overlap with this work stream.

Yours sincerely,

*Michelle McIlveen*

**Ms Michelle McIlveen MLA**  
Chairperson  
Committee for Culture, Arts and Leisure

cc. **Committee for the Environment**  
**Committee for Health, Social Services and Public Safety**  
**Committee for Enterprise, trade and Investment**

**Committee for Culture, Arts and Leisure**  
Room 344, Parliament Buildings, Ballymiscaw, Stormont, Belfast BT4 3XX  
Telephone: (028) 9052 1718  
E-mail: [committee.cal@niassembly.gov.uk](mailto:committee.cal@niassembly.gov.uk)



# Chain Reaction Cycles



## CHAIN REACTION CYCLES

Welcomes the NI Assembly Committee for Regional Development

1

### ■ AGENDA



- Introductions
- Business Overview
- Financial Overview
- Organisational Structure
- Business Model USP
  - House Brands
  - Flagship Store
  - Competitive Environment
  - 2013/2014 Challenges & Opportunities
  - Contribution to NI economy
  - Developments in the NI cycling Market

2

## ■ INTRODUCTIONS – Agenda



### Introductions:

#### CRC:

2:00 – 2:30            CRC & the cycling industry

2:30 – 3:00            Q&A

3

[Welcome to CRC](#)

4

## ■ BUSINESS OVERVIEW

- 1984: George and Janice Watson establish a family bike shop: 'Ballynure Cycles' with £1500
- 1990: Relocate to Main Street Ballyclare and change name to 'Chain Reaction Cycles'
- 1999 - launch of [www.chainreactioncycles.com](http://www.chainreactioncycles.com) with Belfast technology partner Export Technologies and begin to offer products globally
- 2005 – Purchase ground and begin to construct current 70k sq ft HQ facility in Doagh



- 2010 – Construct additional 50 sq ft Bike distribution facility on outskirts of Ballyclare

5

## ■ BUSINESS OVERVIEW

- 2011 – Establish 10k Sq Ft Retail store on Boucher Road Belfast.
- 2012 – Continue to scale the business with Board restructure and 3 new directors
- 2012 – Establish 10k sq ft Office at Mallusk to house the 'Commercial Heart' of the business
- 2012 - Acquire Additional 100k sq ft warehouse facility in Carrickfergus, to support further investment in stock and growth
- 2013 – launch of new Tier 1 ATG web site platform and bring full e-commerce development in house
- 2014 - Continue Global expansion to 150mil + Business and beyond

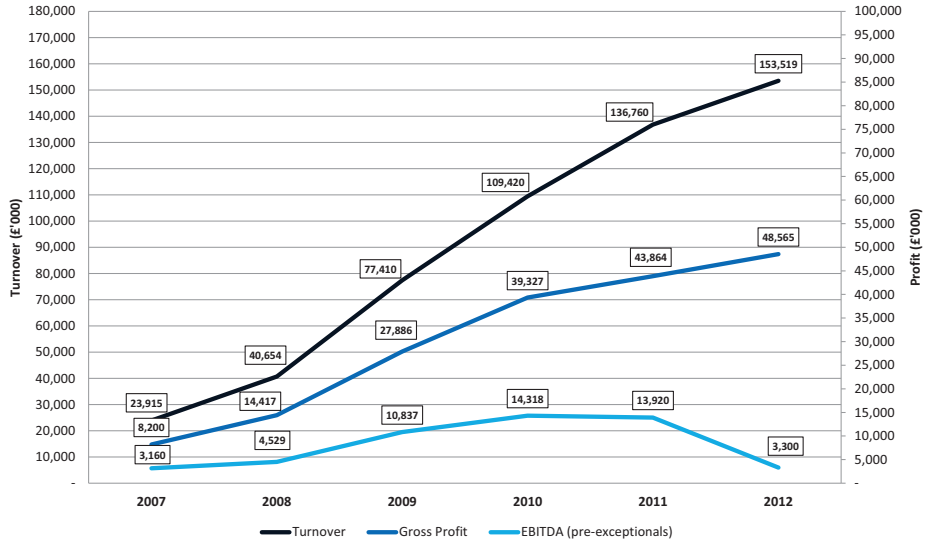


6

## FINANCIAL OVERVIEW



CRC Financial Summary (2007-2012)



7

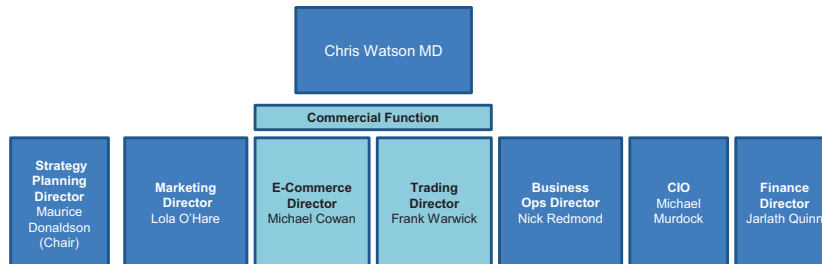
## ORGANISATIONAL STRUCTURE 2013/2014



Privately owned NI Company, by the Watson Family

Chris 50%	George 10%	Janice 10%	Lola 10%	Sabrina 10%	Georgina 10%
--------------	---------------	---------------	-------------	----------------	-----------------

### Operating Board



8

## ■ BUSINESS MODEL USP



- Specialist cycling product provider, mid to high end, MTB, Road, BMX, Tri & Run
- Product Range: over 600 Brands and 60k products to choose from, largest in the industry
- Value, Competitive prices, in Season discounts, end of line clearance and overstock specialists
- Service: speedy global shipping in 1-5 days, 365 day returns, Free delivery
- Staff, some of the most knowledgeable people in the industry, technical expertise, history
- Customer interaction: Contact and support in English, French, Spanish, German, Italian, Portuguese, Russian, Japanese
- Global Brand strength, More than 1.5mi customers in 100+ countries, 1 mil facebook fans
- Grass Roots sporting event and team involvement:
  - An Post-Sean Kelly Pro International Road Racing development team
  - CRC Nukeproof World Championship level Downhill race Team
  - CRC Dan Lacey BMX World Team
  - Numerous Local Ireland, UK and worldwide cycle race events, organisation and sponsorship
- Own label 'House brand' development of world class products – 15% of Business revenues in 2014

9

## ■ HOUSE BRANDS



Historic respected French Bike brand from the 70s  
 Acquired by CRC in 2009  
 Now in fifth model year of CRC designed product

Historic American Mountain Bike components Brand from the 80s  
 Acquired by CRC in early 2000  
 Now in 7<sup>th</sup> year of development, one of the most respected high end MTB Brands globally



Range of other brands either acquired by CRC or developed from scratch  
 All in various stages of development  
 Intention to be Brand leaders in their respective product groups

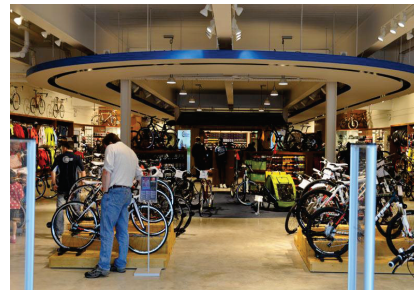
10



## ■ FLAGSHIP STORE



- Pilot Belfast Store 2011
- 10,000 sq ft concept
- Monitor Trading
- Test Process
- Test Right Product Mix
- YOY growth since opening
- Creating a community
- Building relationships with Cycle Clubs
- Workshop training
- Ride-outs/Book signings
- Growing the market



11

## ■ COMPETITION – COMPETITIVE ENVIROMENT



### UK

- Wiggle.co.uk
- Evanscycles.com
- Probikekit.com
- Ribblecycles.com
- Parker-international.co.uk
- Merlincycles.com

### Australia

- Torpedo7.com
- Wiggle.com.au

### Japan

- Wiggle.jp

### France:

- probikeshop.fr

### Belgium:

- mtbikers.com

### Germany:

- Bikemailorder.de
- Roseversand.com
- Fahrrad.de
- Bike-discount.de

### USA

- performancebike.com
- pricepoint.com
- bikenashbar.com
- jensonUSA.com
- competitivecyclist.com
- speedgoat.com
- blueskycycling.com
- wheelworld.com
- cambriabike.com

*New Entrants to market – aggressive on price, service and quality.  
Attractive market place and opportunity globally*

12

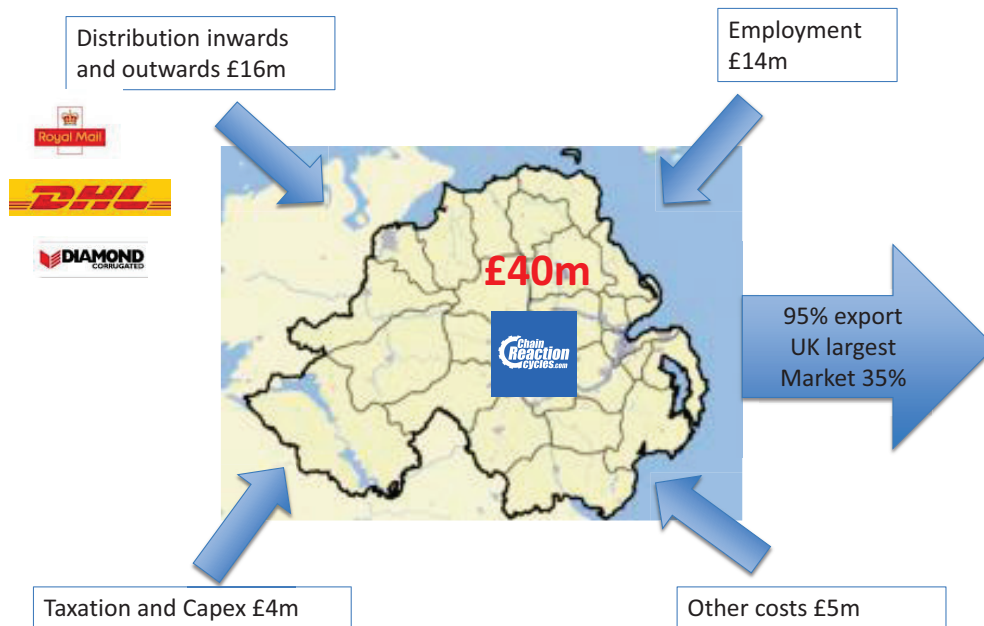
## ■ 2013/2014 CHALLENGES & OPPORTUNITIES



- Developing and enhancing In House experience on new ATG web platform
- Developing world class CRM customer relationship management and analytical insight
- Internationalising our marketing and product offering for International Customers
- Volatile currency and customs duty regulations requirements: Russia, Brazil, Australian GST
- Financing Growth and capital infrastructure projects to support quick and efficient order processing
- Controlling costs in an improving economy with downward retail price pressure and upward wage and service cost pressure
- Maintaining NI home growth business against backdrop of global competition
- Developing multi country distribution
- Developing world class leading bike products and marketing and distributing them globally

Bring it on!.....

13



14

## ■ NI Cycling market – NI v rest of UK



- NI Following the UK trend of growth over last 10 years but behind the curve
- What's worked in GB:
  - Scotland & Wales:
    - Investment in Mountain Bike purpose built facilities MTB has overtaken golf as a revenue driving activity in Scotland
    - UK sporting successes: Olympic track cycling – Boardman/Hoy/Wiggins/Pendleton – Wiggins Tour De France – London 2012 Legacy
    - Boris Bikes in London
    - Celebrity endorsement – charity events
    - UK Ride to Work scheme
    - UK investment in infrastructure – National Cycling Centre & London velodrome. BMX tracks all over the UK at grass roots levels

15

## ■ NI Cycling market – NI specific



- The Giro effect
- Infrastructure and awareness improvements – advertising sharing the road
  - Green boxes for cyclists on traffic lights
  - Creating greenways
  - Campaigning from Sustrans/CRC
- Growth of the Road Sportive market: non competitive mass participation events: Lap the Lough, Big Italian Bike ride
- Road racing – very strong local club cycling scene race events sold out
- Mountain Biking – investment in delivery of world class mountain bike trails: Rostrevor, Castlewellan, Davagh forest, Barnets etc
- BMX – Street/Park/Urban: T13 facility in Titanic, Urban sports and youth culture combined. Bridges skate park Belfast, Carrick skate park
- BMX race: re-emergence of BMX racing – Ratoath BMX in Co Meath – pressure to redevelop Ormeau Park BMX track to kick start the scene in NI. (Now underway)

16

## ■ NI Cycling market – Lots to do



- Behind UK in youth development
- Very little infrastructure – bridging the gap – bike as a toy v bike as a sport/past-time/lifestyle choice
- Current development is voluntary – very little funding
- Traffic infrastructure needs lots of improvement
- No velodrome on the island of Ireland
- NI still in its infancy as a sports tourism destination
- Belfast needs a version of Boris Bike

## Committee for Culture, Arts & Leisure



**Northern Ireland  
Assembly**

**Committee for Culture, Arts and Leisure**

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**From:** Peter Hall  
Clerk to the Committee for Culture, Arts and Leisure

**Date:** 8<sup>th</sup> April 2014

**To:** Paul Carlisle  
Clerk to Committee for Regional Development

**Subject:** Inquiry into the Benefits of Cycling to the Economy

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Dear Paul,

Your memo dated 27<sup>th</sup> March 2014 refers.

At its meeting on 3<sup>rd</sup> April 2014, the Committee for Culture, Arts, and Leisure considered your memo and agreed to forward to your Committee two CD's of our meeting on 24<sup>th</sup> October 2013 and 7<sup>th</sup> November 2013. Members also agreed to forward to your Committee a copy of the CAL Committee's velodrome report. At these meetings the Committee received oral briefings from Cycling Ulster (24/10/13) and Sustrans (07/11/13). The Committee felt that these might be of interest to the Committee for Regional Development in this Inquiry as the subject matter is relevant. I have enclosed two CDs as these were oral briefings not covered by Hansard.

With regard to your request for a suggested line of questioning to aid your scrutiny of the Department of Culture, Arts and Leisure, the Committee has not been briefed on the topic of your Inquiry and, therefore, it would be appropriate for me to suggest questions.

Yours sincerely,



**Peter Hall**  
Clerk to the Committee for Culture, Arts, and Leisure





Northern Ireland  
Assembly

**Committee for Culture, Arts and Leisure**

**Track Cycling Facilities Report**

**Background**

The governing body for cycling in the island of Ireland is Cycling Ireland of which Cycling Ulster is a provincial subcommittee. Current membership of Cycling Ireland is almost 20,000 with over 85 clubs and 4,500 members in Northern Ireland alone.

In March 2013, the Committee was forwarded correspondence from Anthony Mitchell, Ulster Talent Development Officer and Ulster Track Coach for Cycling Ulster, to the Minister, outlining a number of issues for cycling in Northern Ireland, particularly the poor state of facilities here.

Mr. Mitchell's correspondence with the Minister highlighted the achievements of Newtownards man Martyn Irvine, who took a silver medal at the 2013 World Track Championships, followed by a world title within two days. Mr. Irvine is the first Irish male cyclist to win a medal in the Championships in over 100 years. Mr. Mitchell reflected on the fact that such an achievement by a local cyclist should be capitalised on. He suggested that to do this would require a major rethink on the provision of competitive cycling facilities in Northern Ireland.

Mr. Mitchell went on to highlight to the Minister that cycling was included in the pre-London Olympic 'elite facility' programme, with a highly publicised plan for an indoor velodrome. Final bids were put forward by Downpatrick, Belfast and Newry; however, the programme failed to reach fruition.

Cycling is currently enjoying its highest profile ever here. In his letter to the Minister, Mr. Mitchell outlined that, whilst cycling is not entirely a facility-reliant sport, with much of Cycling Ulster's activities taking place on the open roads, it is in an indoor velodrome where real measurable progress is likely to be made. He pointed to track cycling having been the foundation for GB to first dominate the discipline before going on to success in the Tour de France in 2012. He suggested that it was the provision of an indoor velodrome in Manchester in 1994 which acted as the springboard for this rise to domination. He highlighted that

each region of the UK, except Northern Ireland, now has at least one state-of-the-art facility to ensure track cycling continues to flourish and encourage future talent. Currently there are 250m world standard indoor facilities at Manchester, Newport, London and Glasgow, with work now underway on others in Leeds and Derby.

Despite its lack of facilities, Northern Ireland is not without its successes in track cycling, other than Martyn Irvine's. Despite having only one outdoor Track, which is in great need of refurbishment or replacement, Northern Ireland has had a number of notable successes, including:

- James Brown (Portaferry,) who represented Ireland at the Paralympics;
- Wendy Houvenhagel (Maghera), who recorded Northern Ireland's best ever Commonwealth Games cycling performance, taking silver in Delhi;
- the Northern Ireland quartet of Martyn Irvine (Newtownards), David McCann (Belfast), Sean Downey (Dromore) and Philip Lavery (born in Northern Ireland), who took bronze in the Track Team Pursuit in Delhi; and
- Terry Mackin (Banbridge), who has taken Bronze in the World Masters Championship for two years running.

Additionally, Northern Ireland has numerous National Track champions and medalists from Youth through to Senior level. Mr. Mitchell suggested to the Minister that Northern Ireland's success in track cycling domestically, nationally and internationally could easily be much more notable given proper facilities. He highlighted that with 2012 being one of the wettest summers on record, over 50% of his planned training or racing sessions were cancelled. This is because the 30° tarmac banking at Orangefield is unsafe to use in wet conditions. He went on to highlight that track cycling had to be taken off the events programme for the 2013 World Police and Fire Games here because of potentially poor weather conditions and the poor condition of the track at Orangefield. He reflected that this sent out a negative message regarding Northern Ireland attitude towards cycling.

Mr. Mitchell believes that the recent announcement of a multi-million pound investment to bring the Giro d'Italia here in 2014 makes this an ideal time to reflect on the need for vastly improved track cycling facilities for Northern Ireland. He suggests three key options to improve track cycling here:

1. Revisiting the Pre-London Elite Facilities programme with a view to the provision of an indoor competition velodrome;
2. The identification of a potential site which could house a permanent indoor track structure which could act as a training facility; and
3. The refurbishment and upgrade of current facilities at Orangefield to include resurfacing; infield provision and football stand-type covering over the cycling surface.

The Committee referred Mr. Mitchell's correspondence to Belfast City Council to seek clarification on the Council's plans for the track at Orangefield. In his response to the Committee in April 2013, Mr. Andrew Hassard, Director of Parks and Leisure at the Council, advised that:

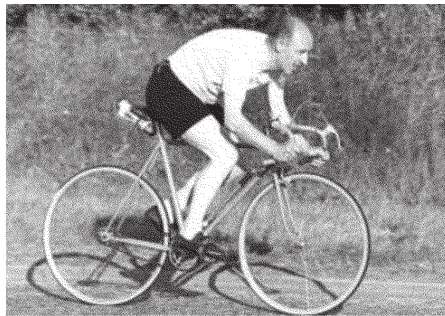
*The track at Orangefield is in relatively poor condition and the Council has prepared a strategic outline case which provides cost estimates for its refurbishment. This is something that the Council would hope to pursue over the next few years subject to funding becoming available and the rationalisation of the arrangements with Bloomfield Football Club over the use of the site.*

Subsequent to this correspondence, the Committee visited the Sir Chris Hoy velodrome during its study visit to Glasgow in June 2013 and, at its strategic priorities session on 10th September 2013, the Committee agreed to undertake a piece of work into cycling in Northern Ireland, ahead of Northern Ireland hosting the Giro d'Italia in 2014. The Committee visited the Dublin velodrome in October 2013, accompanied by Mr. Mitchell and, following a briefing from Cycling Ulster in October 2013, the Committee the Wales National Velodrome at Newport in November 2013 as Cycling Ulster suggested that this velodrome provided a model for what should be developed here. During its study visit to London in December 2013, the Committee also visited the London velodrome at the Olympic Park.

The Committee received briefings from the Ulster Sports Academy and Sports Institute Northern Ireland at its meeting on 14<sup>th</sup> November at the Jordanstown campus of the University of Ulster. During these briefings it became apparent that both bodies supported the development of an indoor velodrome in Northern Ireland. Subsequently the Committee wrote to the Minister to suggest her officials engage with the Institute and Academy around a variety of issues including the development of a velodrome at Jordanstown following the demolition of the main university building there. The Minister responded positively, indicated that her officials had engaged as suggested by the Committee.

### **ORANGEFIELD (Outdoor Cycling Track)** (Visited by the Chair in October 2013)

Ulster track cycling currently takes place at Orangefield track in Belfast. The track is a 396m outdoor banked (30°) oval track surfaced in tarmac. It is the only surviving facility of this kind in Ulster.



Tommy Givan

Orangefield track was opened for competition in 1957 and was used extensively throughout the 50s and 60s when track cycling enjoyed tremendous support. The track has been used continuously over the years, although interest has been mixed. One of the early stalwarts of track cycling in Northern Ireland was Belfast man Tommy Givan of Maryland Wheelers. It was in his honour that the track was re-named the Tommy Givan track after his death in 1981. A memorial stone to Tommy, a former National Track Champion, stands at the entrance to the track. The Orangefield track can be reached from Houston Park, off the Castlereagh Road in Belfast.

As the Committee is aware, the track has not been fully resurfaced since it was opened; instead specific repairs have been made to damaged areas. There is a football pitch at the centre of the track which is home to a local football club. This club holds the Facilities Management Agreement (FMA) for the site from Belfast City Club. As the FMA holder, the football club is the lead site-user and has first call on the facilities. A year's notice is required by either party (BCC or tenant) to end an FMA.

The track is surrounded by mature trees and the roots of these have broken through the track in some places. As an outdoor track, the use of Orangefield by Cycling Ulster is subject to the caprice of the Northern Ireland weather. If there is rain the track is unusable by all but the most experienced or foolhardy. During the football season it is likely that the track will only be available to cyclists on Sundays and this is only through prior arrangement with the football club and the removal of their portable goalposts from the track where they are stored. As already highlighted, bad weather also means that the track cannot be used.

There is no other purpose-built cycling track in Northern Ireland and Cycling Ulster members who wish to undertake track cycling tend to have to use the Cycling Ireland outdoor track in Dublin if they cannot access Orangefield.

Following recent track successes and increased media coverage, interest in track cycling has grown. Racing has returned to Orangefield with the traditional Tuesday evening Track League running throughout the summer months (weather permitting). There are also regular training days throughout the year both for newcomers and experienced track riders.



Cycling Ulster uses the track as much as it can; however, usage is limited by the weather and by the lead tenant of the site. A key issue is the provision of safe facilities for young cyclists. Orangefield becomes unsafe with even a light rainfall, so it is out of commission for young cyclists for much of the year.

In early 2012 Cycling Ulster believes that the Council had identified, and apparently ring-fenced £250k towards an improvement programme for Orangefield. However, to date work has not commenced. In the letter to the Committee from Belfast City Council this programme is alluded to and there is a suggestion that it will be put into action over the next few years. However, no specific timeline is offered.



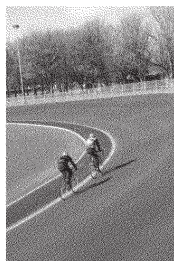
**DUBLIN (Outdoor Cycling Track)**  
**(Visited by the Committee in October 2013,**  
**accompanied by Mr. Mitchell, Cycling Ulster)**

The Lord Mayor of Dublin, Councillor Emer Costello, opened the newly refurbished and upgraded Dublin velodrome at Eamonn Ceannt Park on Sundrive Road, Dublin 12, in July 2009. The purpose behind the upgrade was to provide for a growing demand for track cycling facilities following on from the cycling coverage at the 2008 Beijing Olympic Games. The track is 459m or 1,506ft long.

The velodrome is the only one of its kind in the Republic of Ireland and is home to Cycling Ireland. The Committee visited the velodrome on its study trip to Dublin in October 2013 to allow Members to see a relatively new outdoor track. The well-maintained track stood in stark contrast to the Orangefield track in Belfast. The Dublin velodrome is most used in summer; however, it can be used when the weather is dry and there is no frost or ice on the track. The track's surface allows it to dry extremely quickly. The track has hosted local, national and international meetings and sees considerable use from members of Cycling Ulster. The track is well-fenced and has a large infield which is not shared with another sport.

**Cost**

The velodrome cost in the region of €50,000 and was financed jointly by Dublin City Council and a grant received by Cycling Ireland under the Sports Capital Programme from the Department of Art, Sport and Tourism. David Cockram of the British Cycling Federation undertook and oversaw the track design and CLG Construction completed the work. Some of the new design features of the velodrome track include level changes around all four bends, realignment of the track edge and resurfacing of the entire cycling area. The work began in February 2009 and was completed on schedule. The next phase of development was the construction of sporting facilities in Eamonn Ceannt Park, including a changing pavilion which serves both the velodrome and the sports pitches. Cycling Ireland has offices and bicycle storage in the pavilion, which has a high degree of security.



Dublin  
velodrome

**NEWPORT (Wales National Velodrome)**  
**(Visited by the Committee in November 2013,**  
**accompanied by Anthony Mitchell, Cycling Ulster,**  
**and Alan Campbell, Sport NI)**

The Committee visited the Wales National Velodrome in Newport in November 2013. It had been suggested to Members during a briefing from Cycling Ulster that the Newport facility represents the model that Northern Ireland should pursue for the development of a velodrome here.

The Wales National Velodrome in Newport is one of only a handful of internationally recognised indoor velodromes in the UK (the others being Glasgow and Manchester and the soon-to-be finished Olympic Park Velodrome in London) and is Wales' official National Velodrome. The velodrome, with its banked 250m cycle track regularly plays home to British National competitions, performances from international competitors and is regularly used by the British National team for practice sessions. The World Class cycle track is also used for those enthusiasts looking to test and perfect their cycling skills - sessions cater for the complete novice through to regular club racing in a 'Track League'.

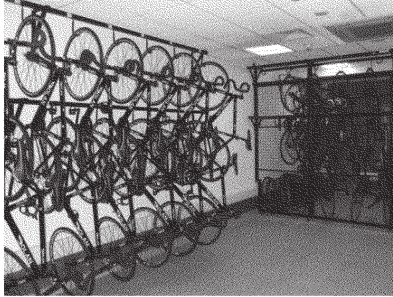
The velodrome was built next to a number of existing facilities, including: a football pitch with a running track around it and spectator stands; a swimming facility; a tennis facility; and other court-based sports. The arena at the centre of the velodrome also hosts badminton, table tennis, trampolining, martial arts and 5-a-side football regularly and can host netball. It was planned at the outset from the development of the velodrome that it would be integrated with other sports. The arena also hosts gyms, other cycling facilities and bike storage.



The picture on the left shows the underside of the Newport velodrome track. It illustrates how additional funds were not used to create unnecessary finishes. It also allows the underside of the track to be easily accessed.



The picture on the left shows the Newport facility's 'spin' room. This can be used for members of the facility's gym; however, it is also used for the cyclists using the track to warm up and for international teams who used the facility for training prior to the 2012 London Olympics and other competitions.



The picture on the left shows where the Newport velodrome's bicycles for hire are kept. While these are not elite level they are perfectly fine for those using the track. There is a separate secure room where track cyclists can rent a space to keep their bicycle.

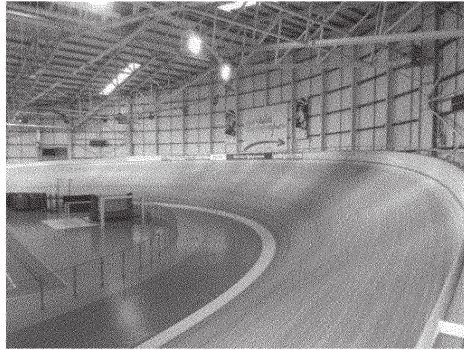


The picture on the left shows the arena within the Newport track set up for other sports, including badminton, football and table tennis.

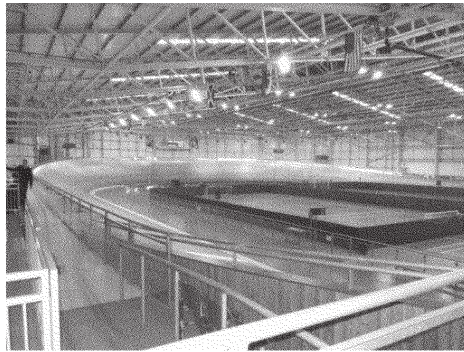


The picture on the left shows the bank of seating at Newport. This is the only seating and provides space for 500. An additional 750 people can stand around the top edge of the track. The velodrome operators have indicated that this capacity of 1,250 is adequate for their needs.





The picture on the left illustrates how the track fills the structure that houses it. The picture also illustrates how funds were not spent on 'finishing' the interior of the building. It retains an 'industrial' look that saves a considerable amount of money. The building also remains flexible for modification.



The picture on the left also shows the other sporting uses of the centre of the track and the 'industrial' nature of the building that houses it.



The picture on the left shows a closer view of the seating at Newport. The seating is close to the track.

The representatives from Newport City Council, which owns and manages the velodrome, were very clear that the facility should be as multi-functional as possible. In addition to the other sports that can be accommodated in the centre of the cycling track, the facility also hosts childrens' parties, 'do-cycle' tots

coaching and 'soca-tots' coaching. Additionally, the facility has hosted events for the Chamber of Commerce, Careers Wales and various corporate days, as well as being Newport's main location for election counts. It is clear from this that the Council views the facility as much as a space as a sporting venue.

The Newport velodrome has now been in operation for 10 years. Newport City Council has highlighted some aspects of the facility that they would change if starting again. These include:

1. Increased storage capacity;
2. An increased number of access points onto the track, particularly at least one that is closer to the reception, toilets and bicycle hire stores;
3. A completely enclosed infield with full netting coverage;
4. More flexible lighting arrangements – although more costly, it would have been useful to include, at build stage, lighting which could be lowered on winches for maintenance; the Council has purchased a cherry-picker for this purpose, as has the Manchester velodrome; and
5. A public address system that is better suited to events.

The Council has also highlighted the kind of rebound boards that are placed around the track. Those at Newport are very heavy and take considerable time and effort to remove and replace. Additionally, they require considerable space for storage. The Council is aware that the new velodrome planned for Derby envisages having a sunken area with storage under the track which also offers the ability for vehicles to be brought in. The Council has highlighted that the most flexible solution would be a movable floor for the facility, however, this would only come at considerable cost.

The Council stresses the need for thorough community consultation during the development stage for any velodrome to ascertain the various potential uses for the space that would also be income generators. This consultation should also seek to establish the uses of floor space which would generate the highest numbers of participants. It is important to also consider further uses of facilities on the site through things such as GP referrals to the gym and dance studio which can be run in conjunction with the local health authority, much as a 'Well Being Centre'. Newport suggests that although these do not generate high income they afford good daytime use of these facilities and are very well received by the local community. A good-sized dance studio and sufficient meeting rooms are also important to consider.

The facility is also used for activities which are part of programmes to rehabilitate young offenders. These activities are funded by the relevant authorities in Wales and act as an income generator. Additionally, programmes are run with young people to get them into sport and offer alternatives to hanging around on the streets. These are also funded by the appropriate authorities in Wales and have been successful in developing young people who go on to act as mentors for



children younger than themselves and as a source of leaders for youth activities. These activities are also a modest income generator. However, the Council has highlighted the community benefits and involvement that these provide and stresses that they are regarded as important elements of the velodrome's offering by the Council.

#### **Establishment and Running Costs**

The Newport facility cost less than £10m to build when it was completed in 2003. It is difficult to pin down absolute costs for the facility as the budget also covered an amount of contingent spending. There was a bidding process for a National Velodrome for Wales through the National Lottery which was launched over 10 years ago and was won by Newport City Council. The Council's success in the process depended on many factors; however, key benefits offered by Newport City Council were its location in the middle of an excellent transport network which provides easy access to both Cardiff and London and a site which had already been developed for other sports. The facility has been developed further since the initial build. Changing rooms have been added and the prefabricated/warehouse nature of the building allows for these changes better than a traditional 'solid' build might. The Council advocates this kind of building as the most flexible and adaptable to future circumstances.

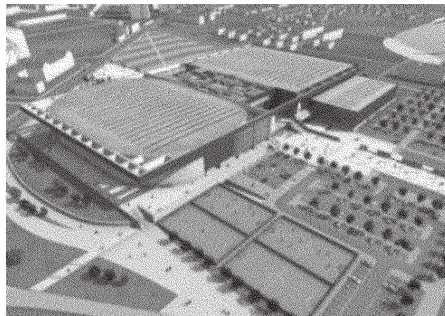
Newport City Council provides a subsidy of approximately £1m per annum. Income generation is also around £1m per annum and this has grown slowly over time. As expected, the biggest costs are staffing, utilities and rates. The key income generators are through fitness and cycling. The Council, in common with the authorities that run other velodromes, works hard to draw in those new to cycling. In common with other velodromes it also offers accredited programmes for those wishing to become more expert at track cycling and, in some cases, move on to competitive cycling. The facility offers courses to suit all cycling abilities and age groups. These carry reasonable charges and are very popular. They ensure that those using the track are properly trained and supervised. The cycling courses are also staged across the day to ensure maximum utilisation of the track. Accreditation is an important part of these courses.

### **SIR CHRIS HOY VELODROME (Emirates Arena, Glasgow) (Visited by the Committee in June 2013)**

The Committee visited the Sir Chris Hoy Velodrome, part of the Emirates Arena, during its visit to Scotland in June 2013. The Committee was looking at a number of issues around the 2014 Commonwealth Games in Glasgow and Members were particularly keen to see the Arena which is a key part of the regeneration of the East End of Glasgow.

The Sir Chris Hoy Glasgow Velodrome was completed in October 2012, well in advance of the 2014 Commonwealth Games. It was created by leading track designer Ralf Schuermann, an expert in Velodrome development. It has already seen considerable use, with well over 100,000 people having now used the facility. Again, a key issue was the co-location of other sporting facilities with the velodrome and, in this case, that means an indoor athletes track, numerous courts and gyms etc.

3DReid were the architects who worked with construction company Sir Robert McAlpine to produce the velodrome. It has a 250m track, with permanent seating for 2,500 spectators and temporary seating to increase this by a further 2,000. The Committee saw the temporary seating in place and it would seem that it is likely that the additional seating will remain even after the Commonwealth Games takes place.



The picture on the left is an artist's impression of how the arena would look. Members who visited will be aware that the completed arena was very similar with just a few changes to the front access to the complex.

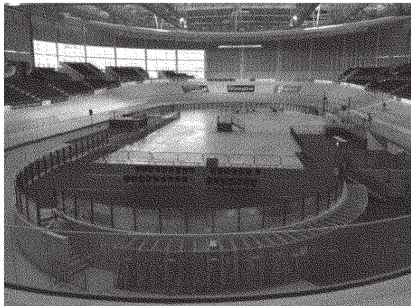
Owned by the The City of Glasgow, the velodrome is part of the National Indoor Sports Arena, or the Emirates Arena as it known is under the current sponsorship deal. The cost of the arena in its entirety was approximately £120m. It has a much higher level of finish than the Newport velodrome which, obviously, comes at a price. This arena provides numerous sports halls, has capacity for 5000 spectators as well has media areas and conference/office facilities. It is one of the largest venues of its kind in Europe. SportScotland and Scottish Cycling are both based at the arena. Unlike many other sports capital projects, the Sir Chris Hoy Velodrome has progressed in a timely manner, according to expected schedules and has been completed on time. This has allowed the facility to be

extensively tested prior to the Commonwealth Games this summer. In November 2013 the velodrome hosted the Track World Cup Series – a qualifying event for the 2013 World Championship. This event provided an excellent opportunity to test the velodrome's credentials and iron out any small problems that only became apparent when the arena was fully operational.

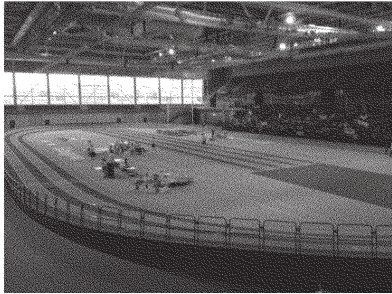
#### **Other Facilities in the Arena**

The arena has a 200m, 6 lane athletics track which is hydraulically operated to allow for other events, such as badminton, to be held. The athletics track has already been used for international events, allowing any issues to be resolved prior to the Commonwealth Games. An indoor track will also mean that athletes have an all year round training facility. With throwing cages, long jump pits, a 137m warm up/sprint straight and pole vault mats, the facility provides for a full range of track and field events. The infield of the track can also be used for a variety of activities including badminton, netball, etc. The arena is also home to some of Glasgow's sports teams, including the Glasgow Rocks basketball team. The arena sports hall has space for 12 badminton, with capacity for a full-sized basketball or netball court and space for over 1,000 spectators.

The arena has one of the biggest gyms in Glasgow, with 80 pieces of equipment and views over the velodrome. Gym members have access to the usual range of fitness classes in both a custom-built dance studio and, when appropriate, the sports halls. There are also four five-a-Side pitches and four outdoor 3G five-a-side football pitches.



On the left is the Glasgow velodrome. A decision has been made not to proceed with a skate park in the centre of the track ticket receipts for the velodrome have exceeded all expectations and other activities are not yet required for additional income. Using the centre of the track for events, including dinners, has proved to be an unexpected source of income.



On the left is the Glasgow arena's athletics track. This utilises a sophisticated system of hydraulics so it can be used for other sports. The picture shows a number of local schools having their annual sports day there.

During the Committee's visit to Glasgow they met with David Grevemberg, the Chief Executive of Glasgow 2014, which is the Commonwealth Games organising company. Members asked specifically about the Sir Chris Hoy Velodrome. Mr. Grevemberg commented that the velodrome is the most successful in the world in terms of footfall and financial sustainability. Glasgow Council has worked hard to get people to use the velodrome and the public awareness campaign has proved to be very successful. Mr. Grevemberg suggested that part of the success of the velodrome is that it is not a stand-alone project; it has been developed as part of an indoor arena with a multi-purpose athletics track, numerous sports courts and vast gyms. He highlighted that if people were asked if they would go to a velodrome they would reply that they wouldn't; however, if asked would they visit an indoor arena with all the facilities indicated above **and** a velodrome, they are much more likely to say yes. The other facilities attracted people to the arena and the public awareness campaign around the velodrome and the success of Sir Chris Hoy and the other British cyclists at the 2012 London Olympics, has meant that people have been persuaded to try the velodrome when their initial intention has been to do something else at the arena. In this way word has spread and more and more people have come to the arena specifically for the velodrome.

## **LONDON VELODROME (Queen Elizabeth II Olympic Park) (Visited by the Committee in December 2013)**

In February 2005 plans were announced for a £22m VeloPark at the proposed Olympic Park site in London. Sport England would invest £10.5m, Lee Valley Regional Park Authority £6m, and the Mayor of London and Transport for London would invest £3m and £2.5m respectively. The site was to be 34 hectares at the Northern end of the proposed Olympic Park, next to the A12. The park would include a velodrome seating 1,500, which could be increased to 6,000 if London's bid for the 2012 Olympic and Paralympic Games were successful. The site would also have an international competition BMX circuit, a BMX freestyle park, a cyclo-cross/cross-country mountain bike course and an outdoor cycle speedway track. The facilities would be used for international events as well as those learning to ride. It was estimated that the park would attract 88,000 users a year, replacing the Eastway Cycle Circuit which had opened in 1975 and was the first purpose-built road cycling venue in Britain. That facility closed in September 2006 to make way for the London VeloPark. The London velodrome is the third 250m covered track in the UK.

In September 2008 plans for the VeloPark were revealed. These had been chosen with help from Chris Hoy. In 2009, at the time work began on the construction of the velodrome, the estimated cost of that facility alone was £105m. Work on the velodrome was completed in February 2011 and was it the first Olympic Park venue to be completed at a cost of between £100 and £120m. The roof is designed to reflect the geometry of cycling, as well as being lightweight and efficient reflecting a bike. A concrete lower tier houses 3,500 seats located around the track, while a further 2,500 seats are suspended within the two curves of the venue's roof. There is also a 360-degree concourse level with windows allowing people views of the Olympic Park. The velodrome is energy efficient, with rooflights reducing the need for artificial lights, and natural ventilation that reduces the need for air conditioning. Rain water is also collected, which reduces the amount of water used from the municipal water system.

Designer Ron Webb (who designed the velodrome tracks for the Sydney and Athens Games) was in charge of the design and installation of the track. The 250m track was made with 56 km (35 miles) of Siberian Pine and 350,000 nails. The velodrome is informally known as "The Pringle" due to its distinctive shape. It was shortlisted for the 2011 RIBA Stirling Prize and won the 2011 Structural Awards Supreme Award for Structural Engineering. In 2011, it also won the Prime Minister's Better Public Building Award at British Construction Industry Awards. The venue was used for the first time in competition during the UCI Track Cycling World Cup in February 2012.

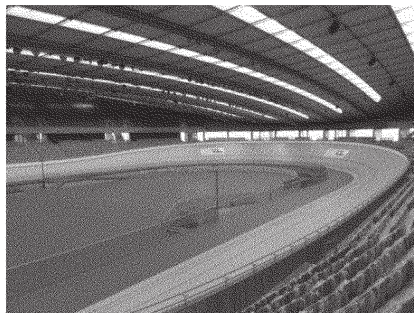
In early February 2007 the plans for the VeloPark were revised with no mountain bike course. The promised cycle speedway track will also not be built. British Cycling will remain based at the Olympic-standard Manchester velodrome which



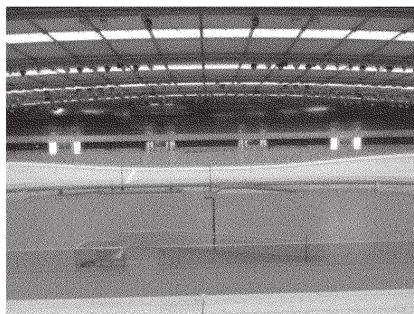
has been a catalyst for the success of British Cycling in recent years, most notably at the 2008 Olympic Games. An agreement was struck in 2012 to bring track cycling to the London velodrome post-2012 Olympics.

The velodrome was handed over to the Lee Valley Regional Park Authority in January 2014 and it will open as the Lee Valley VeloPark in March 2014. The velodrome is at the centre of the Lee Valley VeloPark. In common with other velodromes, the Lee Valley track offers accredited programmes for those wishing to become more expert at track cycling and, in some cases, move on to competitive cycling. The facility will also offer courses to suit all cycling abilities and age groups.

The London velodrome was built as a showcase for the London Olympics and, as such, it has a level of specification and finish that was designed to impress and came at a price. The Lee Valley Regional Park Authority has made the decision not to diversify the activities of the velodrome outside cycling. Therefore the structure has not been modified to offer the opportunity to hold other sports or events in the centre of the track. The Authority's reasoning was the close proximity of world class facilities nearby to accommodate other sports and events such as concerts.



The picture of the left illustrates how the London velodrome does not offer the capacity for other sports to be played in the centre of the track or for other events to be hosted. The velodrome has been designed purely with track cycling in mind.



The picture on the left shows the large seating capacity of the London velodrome. There are 6,000 seats in the facility.



The picture on the left provides an excellent illustration of the high banking of an international competition level indoor cycling track.

### Other Facilities

The outdoor BMX racing track also has a spectator capacity of 6,000. Work began on its construction in March 2011. The first competition at the venue was the test event for the Olympic Games, a round of the 2011 UCI Supercross BMX World Cup series. The track for men is 470m long and features a berm jump, an S-bend transfer, a box jump and a rhythm section in the final straight. The women's course is 430m long featuring three jumps in the opening straight and a tunnel before like the men's including a rhythm section in the final straight. It has been called one of the most challenging BMX tracks to date. The track also features an 8m high starting ramp and was designed by the UCI with the aim of pushing the boundaries of the sport. 14,000 cubic metres of soil was used to build the track. The Olympic BMX track has been remodelled and improved to make it ready for use by thousands of riders from BMX beginners to professional riders. During the Games every one of its big bumps and jumps had to be 'cleared' in order to reach the next one but now the 390m floodlit course is entirely 'rollable'. This means that newcomers to BMX can ride the course safely without having to leave the ground and then progress to jumping as their skills and confidence improve.

Lee Valley VeloPark's one mile floodlit road circuit is cycling's own road in the heart of east London. The new road circuit is built on both the physical and sporting legacy of the Eastway Cycle Circuit. Its asphalt surface is 6m wide and it has 3m of safety zones on either side. It's designed to offer maximum speed and safe handling while also providing a testing ground for races right the way from youngsters improving their balance cycling skills up to professional riders contesting the finish sprint of a floodlit night race.

### **MANCHESTER VELODROME (National Cycling Centre)**

The Manchester velodrome forms part of the National Cycling Centre and is an indoor cycle-racing track in Sportcity, Manchester. It opened in September 1994 and remained the only indoor Olympic-standard track in the United Kingdom for 18 years, prior to the completion of the London Velopark for the 2012 Summer Olympics.

A velodrome was proposed as part of Manchester's bid for the Olympic Games of 1996 and 2000; however, Manchester was selected to host the 2002 Commonwealth Games, and the velodrome and the City of Manchester Stadium were centrepieces on the Sportcity site for those Games.

The facility is owned by Manchester City Council and has been home to British Cycling since 1994. The velodrome is located adjacent to the City of Manchester Stadium, and next to the National Indoor BMX Arena which opened in 2011. It hosted track cycling events in the 2002 Commonwealth Games, the Revolution series and the UCI Track Cycling World Championships a record three times - in 1996, 2000 and 2008. The velodrome has been cited as a catalyst for Britain's successes in track cycling since 2002.

The Manchester Velodrome was developed as a joint venture between Sport England, Manchester City Council and British Cycling. These bodies recognised the need for an Olympic-standard facility in the United Kingdom to improve British track cycling. Funding was provided by the Government, through the Department of the Environment (£6.5m), the Sports Council (£2m) and the Foundation for Sport and the Arts (£1m). Manchester City Council is the freehold owner and the centre is managed by The Velodrome Trust. The velodrome is Olympic-Standard; however, it is not the same kind of showcase at the London velodrome. Its cost in 1994 of just under £10m is difficult to translate into a 2014 equivalent; however, it is likely to cost in the region of £50m to rebuild today.



Manchester velodrome.

The velodrome was designed by FaulknerBrowns Architects and has garnered a reputation for speed since its opening. The centre's roof structure is based around a 122m, 200 tonne arch allowing for an unrestricted viewing area for spectators. Covered by an aluminium roof, the total structure weighs around 600

tonnes. The track is 250m long and its bankings reach 42° in the middle. The track is as steep at the top as it is on the black (racing) line. On 21 May 2007 the velodrome closed for resurfacing in Siberian pine at a cost of £400,000. It reopened on 16<sup>th</sup> July 2007, and is considered a smoother ride. By 30<sup>th</sup> March 2008, more than 15 world records had been set, including Chris Boardman's 1996 and 2000 hour records and the 4,000m team pursuit record set by the Great Britain men's team at the 2008 World Championships.

The UCI hour record set by Boardman in the 'Best Human Effort' category in 1996, was rescinded by UCI in 2000 and subsequent attempts at breaking Eddy Merckx's 1972 record stopped as UCI believed advanced bicycle technology gave cyclists too much help. Boardman set out to break the record on a bike comparable to Eddy Merckx's 1972 machine. He surpassed the record at the velodrome in 2000, achieving a distance of 49.444km as against the 1972 record of 49.431km, and then retired.

The velodrome has become a popular venue for cyclists with taster and practice sessions frequently booked up several weeks in advance. In 2011, the National Indoor BMX Arena was opened next to the velodrome. Plans proposed in 2012 include a mountain bike trail on Clayton Vale, which would be the first facility of its kind in the United Kingdom and would aim to replicate Britain's performance on the track in mountain biking.

## CONCLUSIONS

During its examination of the options to improve track cycling facilities in Northern Ireland, the Committee has visited enclosed state-of-the-art velodromes in Glasgow (Commonwealth Games, 2014) and London (Olympics, 2012) which were designed and built for hosting international showpiece competitions. As such they came at considerable cost and have a high degree of expensive finishing. In addition, the Committee has visited the Wales National Velodrome at Newport. This is a much more modest facility and was built at much less cost. However, it has hosted international competitions and international team training. The Committee has also visited the Dublin velodrome which is an outdoor track which has been considerably refurbished over the past number of years and is home to Cycling Ireland. There are no indoor velodromes in either the Republic of Ireland or Northern Ireland. The other regions of the UK all have indoor velodromes, with new facilities currently under development in Leeds and Derby. **Annex 1** below highlights the existing track facilities in the UK and Republic of Ireland.

Currently Northern Ireland's only track cycling facility is at Orangefield Park where Cycling Ulster is the secondary tenant. The Committee is heard from this organization that the facility is insufficient to allow the development of track cycling here and does not meet the demands of the growing numbers of cyclists here.

It has been made very clear to the Committee that the most suitable location for a velodrome is where it will have compatible facilities around it – most likely to be other sports facilities and sporting bodies. Additionally, it is clear that any indoor velodrome in Northern Ireland must be multiuse, with facilities for other sports and considerable community input. Highly expensive showcase indoor velodromes such as Glasgow and London are not practical for Northern Ireland and are not compatible with the needs of cycling here.

Correspondence to the Minister has already outlined Members' belief that the University of Ulster campus at Jordanstown would be an excellent location for such a facility as it is already a locus for sports and is home to both the Sports Institute Northern Ireland and the Ulster Sports Academy. Both bodies are in support of the development of an indoor velodrome at the site and initial discussions between these bodies and the Department have taken place. However, the Jordanstown site is not likely to become available for another four or five years when the university moves most of its courses to Belfast and the main building is demolished. That is unless another part of the extensive site is used for the development of the velodrome.

Even if the development of an indoor velodrome was agreed in the immediate future and work began, it would still be some time before the facility would be available for use. In the meantime Cycling Ulster needs a track. It is quite



apparent that the site at Orangefield is currently inadequate and needs considerable development, not least putting it at the exclusive disposal of Cycling Ulster. Belfast City Council has not been specific in indicating a timescale for the redevelopment of Orangefield and it may be the case that another outdoor track should be developed in the meantime.

**Recommendations:**

1. The Committee recommends that urgent action is taken by the Department to develop an outdoor cycling track, similar to the Dublin velodrome at Eamonn Ceannt Park. This will allow the many members of Cycling Ulster to have a track to which they have full-time, permanent access.
2. The Committee recommends that, in the medium term, the Department develops plans for an indoor velodrome at the Jordanstown campus of the University of Ulster, modeled on the National Velodrome for Wales at Newport. Thus, the facility could benefit from the presence of the Sports Institute Northern Ireland and the Ulster Sports Academy on the site.
3. The Committee recommends that the velodrome at Jordanstown should also be a multi-sport facility (as per Newport) and that other centres of sporting excellence (e.g. boxing) should be located at the site, as should sport governing bodies.

ANNEX 1

**Velodromes in the United Kingdom and Republic of Ireland**

Velodrome	Location	Length	Banking	Surface/Note
<b>ENGLAND</b>				
Aldersley Track	Aldersley, Wolverhampton	458.56m 1,504.5ft	22.5°	<b>Asphalt</b> Outdoor track
Bournemouth Cycle Centre	Bournemouth, Dorset	250m 820ft	-	<b>Tarmac</b> Outdoor track opened in June 2011
Calshot Velodrome	Calshot, near Southampton	142.857m 468.69ft	45°/20°	<b>Wood</b> Short, steeply banked indoor track, housed inside an old aircraft hangar. The original track was longer. Track rebuilt with a wooden surface in 1996 by Ron Webb.
Clairville Stadium	Middlesborough, North Yorkshire	455.65m 1,494.9ft	-	<b>Tarmac</b>
Forest Town Welfare	Mansfield, Nottinghamshire	402m 1,319ft	10°	<b>Tarmac</b> Built in 1908, the track has 4 bankings and is a rectangle around a football pitch.
Gosling Sports Park	Welwyn Garden City	460.95m 1,512.3ft	-	<b>Asphalt</b> Outdoor track
Herne Hill Velodrome	London	450m 1,476ft	30°	<b>Tarmac</b> A track in a shallow concrete bowl, built in 1891. A rebuild commenced to mark the track centenary and was completed in 1992 by Ron Webb. It was resurfaced in tarmac in 2011.
London Velopark	Leyton, East London	250m 820ft	42°	<b>Wood</b> Constructed for the London 2012 Olympic Games.
Long View Leisure	Huyton Knowsley, Merseyside	400m 1,312ft	-	<b>Tarmac</b> Outdoor track

Lyme Valley Stadium	Newcastle-under-Lyme, Staffordshire	399.71m 1,311.4ft		<b><u>Asphalt</u></b>
Manchester Velodrome	Manchester	250m 820ft	42°	<b><u>Wood</u></b> Indoor track built in 1994.
Halesowen Velodrome	Halesowen, Birmingham	400m 1,312ft	-	<b><u>Asphalt</u></b> Outdoor track opened in 1947.
The Mounbatten Centre	Portsmouth	535.6m 1,757ft	-	<b><u>Asphalt</u></b> Outdoor D shaped track with two partial bends into a banked straight and flat D shaped loop.
Palmer Park Stadium	Reading	459.15m 1,506.4ft	-	<b><u>Asphalt</u></b> Outdoor track.
Poole Park Track	Poole, Dorset	534m 1,752ft	-	<b><u>Tarmac</u></b>
Preston Park	Brighton, East Sussex	579.03m 1,899.7ft	-	<b><u>Tarmac</u></b> Outdoor track built in 1877. The oldest velodrome in the UK.
Pride Park Velodrome	Derby	250m 820ft	-	<b><u>Wood</u></b> Construction began in late 2012 and is due to finish in 2014.
Quibell Park Stadium	Scunthorpe	485.06m 1,591.4ft	-	<b><u>Asphalt</u></b> Outdoor track.
Roundhay Park	Leeds, West Yorkshire	-	-	<b><u>Soil and Grass</u></b> Grass track.
Richmondshire Velodrome	Richmond, North Yorkshire	364m 1,194ft	-	<b><u>Grass</u></b> Built in 1892, this is a banked velodrome covered with grass. It is used for league races through the summer and hosts national grass track meetings.
<b>SCOTLAND</b>				
Caird Park	Dundee	402.34m 1,320ft	-	<b><u>Concrete</u></b> Outdoor track.

Sir Chris Hoy Velodrome	Glasgow	250m 820ft	45°	<b>Wood</b> Indoor track which opened in October 2012. To be used for the Glasgow Commonwealth Games in 2014.
Meadowbank Velodrome	Edinburgh	250m 820ft	-	<b>Wood</b> Outdoor track built in 1985 and used for the 1986 Edinburgh Commonwealth Games.
<b>WALES</b>				
Carmarthen Park	Carmarthen	405.38m 1,330ft	-	<b>Concrete</b> Built in 1900, it is the oldest concrete velodrome in the world in continuous use.
Maindy Stadium	Cardiff	459.37m 1,507.1ft	25°	<b>Concrete</b> Outdoor track used for the 1958 British Empire and Commonwealth Games.
Newport Velodrome	Newport	250m 820ft	42°	<b>Wood</b> Welsh National Velodrome opened in 2003.
<b>NORTHERN IRELAND</b>				
Tommy Givan Track	Orangefield, Belfast	396m 1,299ft	30°	<b>Tarmac</b> Outdoor track which opened in 1957 and was renamed the Tommy Givan Track in 1981.
<b>REPUBLIC OF IRELAND</b>				
Eamonn Ceannt Velodrome	Dublin	459m 1,506ft	-	<b>Tarmac</b> Outdoor velodrome. It was resurfaced and refurbished in 2009.
Kanturk Velodrome	Kanturk, Blackwater Valley, Co. Cork	250m 820ft	-	<b>Tarmac</b> Outdoor velodrome

# Committee for Culture, Arts and Leisure



Department of  
**Culture, Arts  
and Leisure**

[www.dcalni.gov.uk](http://www.dcalni.gov.uk)

AN ROINN

**Cultúir, Ealaíon  
agus Fóillíochta**

MANNYSTRIE O

**Fowkgates, Airts  
an Aiscdom**

**Our ref: COR/171/2014**

01 July 2014

Mr Paul Carlisle  
Committee Clerk  
Committee for Regional Development  
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Dear Paul

## **Committee Inquiry into the Benefits of Cycling to the Economy**

Thank you for your letter of 30 May regarding Sport NI's presentation to the Committee in which you asked that we contact Sport NI to provide more information. In response to your question,

- You state that Sport NI is responsible for the development of sport, including cycling, in Northern Ireland. If you were given the budget for developing cycling, what would you spend it on?

Sport NI have provided the following information:

If a budget were to be made available to better promote cycling in NI, Sport NI believes that Strategies and Plans would need to be developed (in consultation with a range of partners) and implemented to develop :

- Participation in cycling as a sport for life long enjoyment
- High performance cycling (plan now complete)
- Cycling as a form of physical activity
- Cycling as a realistic travel alternative to places of work and education
- The physical infrastructure needs of cycling

Specifically Sport NI believe that investments in the following interventions could make a significant difference across a number of these areas, but note that not all these investment areas fall within the Sport NI areas of responsibility:



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Action Required	Possible Sport NI investment	Supported by
Ensure that the needs of cyclists' and pedestrians' are given a priority by planners at the early stage of all new development schemes, including housing and business developments as well as traffic and transport schemes.		DoE, DRD and District Councils
Expansion of the current cycling infrastructure with dedicated cycle lanes, physically separated from motorised traffic, and connected strategically with other forms of public transport e.g. park and ride schemes.	Extend current stock of off road MTB trail provision including pump tracks	DoE, DRD, DARD and District Councils
Initiatives designed to provide cycle training and support to primary and secondary schools across Northern Ireland and actively promote cycling as a safe and normal activity for people of all ages.	<p>Provision of bike voucher (£50) and free helmet to every child during Key Stage 2.</p> <p>Provision of bike skills training (physical literacy, road sense, proficiency etc) to every child by the end of KS2</p> <p>Invest in cycling infrastructure at schools - secure parking for bikes and scooters, 'car clear' areas 200 yards (or similar) either side of school gates.</p> <p>In-service training for teachers and teacher training colleges.</p>	Traffic calming (and bike prioritisation) measures on streets adjacent to school sites including cycle lanes and advanced stops at traffic lights etc



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Action Required	Possible Sport NI investment	Supported by
Increased number of public cycle events	Support the hosting of international cycle events – road and MTB	On-going support for cycle event access to public roads without incurring charges for police motorcycle escort group (as is now the case in England. The consequence of police charging in England has been that many sportive are quite expensive to enter now and costs may be prohibitive to those on lower incomes)
<p>Measures to make the interface between cycling and motorised transport safer such as:</p> <p>Changing attitudes and behaviours</p> <p>Adjusting speed limits</p> <p>Car free urban centres</p> <p>Physical separation of cyclists and motorists</p>	<p>Adult 'cycle proficiency' training course to raise confidence.</p> <p>Driver attitudes press campaign.</p> <p>Expansion of bike public hire schemes.</p>	<p>Traffic calming (and bike prioritisation) measures on streets in urban centres including cycle lanes and advanced stops at traffic lights etc</p> <p>Extended network of cycle lanes with physical separation from motorized traffic</p>
<p>Equip our places of work and education (both public and private) with facilities to support active travel:</p> <p>Covered &amp; secure cycle parking</p> <p>Changing facilities</p> <p>Lockers</p>	<p>Support social economy based cycle retail trade e.g. allied to cycle amnesty/recycle schemes, and in anticipation of increased cycle journeys to workplaces and places of education.</p> <p>Bursary schemes for NEETs/LTUs to extend accredited cycle training - coaches, trail leaders, mechanic skills etc</p> <p>Investment in public sector places of work to encourage cycling to work and education.</p>	<p>Strengthen support for private sector workplaces to provide cycle parking &amp; changing (rate relief scheme rather than grant?)</p>

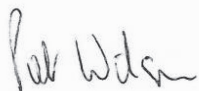


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Action Required	Possible Sport NI investment	Supported by
<p>A contribution to the implementation costs of the Cycling Ireland High Performance Strategy Review</p>	<p>Implementation (funding) for Cycling Ireland High Performance Strategy (inc talent ID &amp; development structures).</p> <p>Support investment in track facilities including a velodrome - at location/s to be determined by Cycling Ireland (ROI or NI) recognising the catalytic and transformational effect that track success can have in terms of inspiring non-cyclists (all over Ireland) to take up cycling. Such an investment would also recognise that cyclists from all over Ireland would benefit from such a facility and that more than one facility of this type in Ireland is unlikely to be sustainable. There is now a blueprint in Manchester in terms of community engagement based on a velodrome.</p>	<p>Irish Sports Council funding and commercial sponsorship.</p>

You also requested a copy of the Cycling Ireland High Performance Strategy, which I have enclosed. Please note that Cycling Ireland are content with the DRD Committee receiving a copy of this report on a **CONFIDENTIAL** basis.

I trust this is helpful



**PAT WILSON**  
**Departmental Assembly Liaison Officer**

cc: CAL Committee Clerk

Enc





# Committee for Enterprise, Trade & Investment



**Northern Ireland  
Assembly**

**Committee for the Enterprise, Trade and Investment  
Room 375  
Parliament Buildings**

**Tel: +44 (0)28 9052 1614**

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**To: Jim McManus**  
**Clerk to the Committee for Enterprise, Trade and Investment**

**From: Paul Carlisle**  
**Clerk to the Committee for Regional Development**

**Date: 31 March 2014**

**Subject: Committee for Regional Development Inquiry into Cycling Benefits:  
Committee for Enterprise, Trade and Investment – Draft Response**

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1. At its meeting on 27<sup>th</sup> March 2014, the Committee received an oral briefing from NITB which covered plans for the Giro d'Italia, which was not covered by Hansard.
2. NITB agreed to consider Committee proposals and undertake a scoping study on the development of cycle paths along canals and disused railways. The Committee will forward the study to the Committee for Regional Development when received. Development of cycle paths would, of course, be a matter for DRD. The NITB scoping study may help the Committee in developing a line of questions for briefings.
3. Other than this briefing, the Committee has not given significant consideration to the matters raised in the Department's response to the Inquiry.

**Jim McManus**  
**Clerk**  
**Committee for Enterprise, Trade and Investment**



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**To: Paul Carlisle  
Clerk to the Committee for Regional Development**

**From: Jim McManus  
Clerk to the Committee for Enterprise, Trade and Investment**

**Date: 18<sup>th</sup> April 2014**

**Subject: NITB Information in Linear Cycling Tracks**

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1. At its meeting on 27<sup>th</sup> March 2014, the Committee for Enterprise, Trade and Investment received a briefing from the Northern Ireland Tourist Board (NITB) regarding the Giro d'Italia and events legacy issues.
2. As a follow up, the Committee asked NITB for information about its scoping study of linear cycle tracks including the use of canals and disused railway tracks (as has been done with the Comber Greenway). NITB's response in respect of this request is attached.
3. At its meeting on 10<sup>th</sup> April 2014, the Committee agreed to forward this to your Committee as part of its inquiry into the benefits of cycling. The Committee also agreed to contact NITB for *specific* information into the work that it is doing to develop linear cycling tracks.
4. I hope your Committee finds the attached information useful.

**Jim McManus  
Clerk  
Committee for Enterprise, Trade and Investment**





**REQUEST TO DETI FROM THE ETI COMMITTEE**

At its meeting on 27 March 2014 NITB briefed the ETI Committee on the Giro and events legacy issues.

Members asked NITB:

- a. To enquire about a scoping study of linear cycle tracks including the use of canals and disused railway tracks as has been done with the Comber Greenway; and

**DEPARTMENTAL RESPONSE:**

1. To date, no applications have been received through any of the Northern Ireland Tourist Board (NITB) funding schemes to deliver a scoping study of linear cycle tracks on the use of canal and disused railway tracks.
2. NITB's Tourism Innovation Fund 2014/15 which is due to open later this year will aim to enhance the overall visitor experience by supporting the development of innovative tourism projects and services that will build on Northern Ireland's strengths and which will appeal to Northern Ireland's key market segments.
3. Cycling is a key activity within the Unique Outdoors experience theme and future plans will focus on developing and promoting cycle routes which showcase Northern Ireland to our visitors.
4. To date, NITB's cycling infrastructure development has focused on off-road and mountain biking trails. Over £2.2million has been invested in this area over the last few years. World class mountain bike trails have been established at Castlewellan; Rostrevor; Davagh and Blessingbourne Estate as well as a jumps park and mountain bike trail at Barnett Demense in Belfast.
5. NITB has also funded the development of several multi-use cycling and walking trails including those at Castleward and Divis & Black Mountain.



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**To: Paul Carlisle  
Clerk to the Committee for Regional Development**

**From: Jim McManus  
Clerk to the Committee for Enterprise, Trade and Investment**

**Date: 8<sup>th</sup> May 2014**

**Subject: Linear Cycling Tracks**

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At its meeting of 8<sup>th</sup> May 2014 the Enterprise, Trade and Investment Committee discussed a submission from the Northern Ireland Tourist Board in response to committee queries regarding Linear Cycling Routes.

At the meeting members agreed to forward this to the Committee for Regional Development as regards the ongoing inquiry into the benefits of cycling.

**Jim McManus  
Clerk  
Committee for Enterprise, Trade and Investment**



**REQUEST TO DETI FROM THE ETI COMMITTEE**

At its meeting on 27 March 2014 NITB briefed the ETI Committee on the Giro and events legacy issues.

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- a. To enquire about a scoping study of linear cycle tracks including the use of canals and disused railway tracks as has been done with the Comber Greenway; and

**DEPARTMENTAL RESPONSE:**

1. To date, no applications have been received through any of the Northern Ireland Tourist Board (NITB) funding schemes to deliver a scoping study of linear cycle tracks on the use of canal and disused railway tracks.
2. NITB's Tourism Innovation Fund 2014/15 which is due to open later this year will aim to enhance the overall visitor experience by supporting the development of innovative tourism projects and services that will build on Northern Ireland's strengths and which will appeal to Northern Ireland's key market segments.
3. Cycling is a key activity within the Unique Outdoors experience theme and future plans will focus on developing and promoting cycle routes which showcase Northern Ireland to our visitors.
4. To date, NITB's cycling infrastructure development has focused on off-road and mountain biking trails. Over £2.2million has been invested in this area over the last few years. World class mountain bike trails have been established at Castlewellan; Rostrevor; Davagh and Blessingbourne Estate as well as a jumps park and mountain bike trail at Barnett Demense in Belfast.
5. NITB has also funded the development of several multi-use cycling and walking trails including those at Castleward and Divis & Black Mountain.



**REQUEST TO DETI FROM THE ETI COMMITTEE:**

At its meeting on 10 April 2014 the Committee noted the response from NITB in respect of development of linear cycling tracks.

Members asked NITB to clarify what it specifically it is doing in relation to developing linear cycling tracks.

**DEPARTMENTAL RESPONSE:**

1. The Northern Ireland Tourist Board (NITB) has not received any applications to-date to support the development of linear cycle tracks, however we would welcome these if future opportunities to administer capital funding schemes arise.
2. In partnership with key Belfast stakeholders including Sustrans, NITB has undertaken significant destination development work for Belfast and within the objectives of the Belfast Strategic Tourism Framework, have over the past few years looked at issues such as 'connectivity' across the city for visitors which involved identifying traffic free cycling and walking routes.
3. NITB has met with The Head of the Lagan Canal Trust and have discussed the development of cycle and walking paths alongside the proposed development of the Ulster Canal from Belfast to Lough Neagh. The Lagan Canal Trust has invited NITB to advise/sit on their board to provide tourism guidance at this early stage in this proposed 15 year development project.
4. It is envisaged that post Giro d'Italia 2014, as part of the development of the Unique Outdoors Experiential theme, NITB will be exploring future opportunities to develop the road cycling product as well as off-road greenways and the mountain bike product. NITB will specifically look at how development of these products will help to further unlock unique outdoors experiences for visitors to Northern Ireland.

**Reply prepared by:** Kathryn Thomson  
Chief Operating Officer  
Northern Ireland Tourist Board  
Tel: 028 9044 1603  
E-mail: [k.thomson@nitb.com](mailto:k.thomson@nitb.com)

**Date:** 30 April 2014

# Committee for the Environment



**Northern Ireland  
Assembly**

**Committee for the Environment  
Room 416  
Parliament Buildings**

**Tel: +44 (0)28 9052 1783  
Fax: +44 (0)28 9052 1795**

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**To: Paul Carlisle**  
**Clerk to the Committee for Regional Development.**

**From: Sheila Mawhinney**  
**Clerk to the Committee for the Environment**

**Date: 8 April 2014**

**Subject: Inquiry into the Benefits of Cycling to the Economy**

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1. At its meeting on 3 April 2014 the Committee for the Environment considered your request for information regarding the issue of cycling being raised at Committee.
2. Having checked our records I can confirm that this issue has not been raised at Committee
3. I wish you well with your inquiry.

**Shelia Mawhinney**  
**Clerk**  
**Committee for the Environment**



# Connswater Community Greenway

## eastBELFAST PARTNERSHIP

Paul Carlisle  
Committee for Regional Development  
Room 435  
Parliament Buildings  
Ballymiscaw  
Stormont  
Belfast BT4 3XX

28<sup>th</sup> May 2014

### Committee Inquiry into the Benefits of Cycling to the Economy

Dear Paul,

Thank you for the opportunity to present an update on the Connswater Community Greenway (CCG) and cycling as part of The Regional Development Committee's inquiry into the benefits of cycling to the economy. I am glad that the Committee Members found the presentation and I look forward to hosting a site visit for the Committee in due course.

Please see below the questions subsequently raised by the Committee, as detailed in your letter 16<sup>th</sup> May 2014, and our response:

#### **Q 1. Can you provide the Committee with further information on the numbers of people using the recently built Sam Thompson Bridge?**

The Sam Thompson Bridge was opened to the public 04/04/14. We have collected data from the first month of opening 04/04/2014 – 03/05/2014 and the figures are as follows:

Total crossings 32,174 of which 27,915 were pedestrians and 4,259 were cyclists.

The average number of users per day is 1,072. We will continue to monitor usage.

#### **Q2. One of the PARC objectives was to examine the cost effectiveness – do you think your project is achieving this?**

Colleagues from Queen's University Belfast (QUB) are undertaking the Physical Activity in the Rejuvenation of the Connswater study (PARC) at an estimated cost of £1m over the period 2010 – 2017. As part of this study, QUB has investigated the potential for the Greenway to improve the walkability of the area, and value of the potential additional walking added by the CCG. They have estimated that the annual aggregate benefit, as reported by local residents, of the additional walking to be £23.6m annually.

They have also looked at the benefits of physical activity in terms of health and estimated that if just 2% of those currently inactive living along the CCG become active, this will cover the physical activity related construction and maintenance costs of the project, including the costs of all walkways, trails, bridges and lighting, over a 40 year period.

QUB has looked at the overall potential economic return of the CCG (including property values, flood alleviation, employment, tourism, health and climate change) which they



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The company has HM Revenue & Customs Charitable Status. Charity Registration No. XR24914



estimate to be up to 14 times the initial investment. This is estimated to be up to £500m over a 40 year period. Through the work undertaken by QUB we can show the potential cost effectiveness of the CCG.

**Q3. The Committee visited the Great Western Greenway in Mulranny, Co Mayo, which is 42km in length and cost £5.7m. Against this, do you think your proposal represents value for money?**

There are many different types of greenways and outcomes that can be achieved from greenways. The quality and scale of greenways also differ greatly depending on their location, design and the outcomes they are aiming to achieve. The Connswater Community Greenway is a regeneration project and investment in a living landmark and a legacy for future generations to enjoy. The investment in the CCG has many different elements including: 16kms of cycle and walkways, an intergrated flood alleviation scheme that will protect against fluvial and tidal flooding; extension and improvement of green and open spaces; moving rivers and improvements to the river corridors; public art and signage; lighting and street furniture; education areas and tourism and heritage trails; 26 new or improved bridges and crossings.

Without knowing the exact detail of the Great Western Greenway, it is difficult to undertake a direct comparison. However, I can only assume that many of the elements that are included in the CCG as listed above were not required in Mayo and as such the design, outputs and outcomes of the two Greenways will be very different.

Competitive tendering procedures have been used in the CCG project in accordance with guidance from Central Procurement Directorate, ensuring a competitive process and value for money. The whole life costs have been considered throughout the design process and looked at in conjunction with Belfast City Council who has agreed to manage and maintain the CCG.

**Q4. What will be the economic benefits of the greenway?**

The Connswater Community Greenway will have many economic benefits including; direct investment, improved physical environment, employment, tourism, active travel, health and physical activity, community cohesion and flood protection.

There will be an estimated increase in property values in the CCG area of between 2% and 10%.

The investment of £11.7m in the East Belfast Flood Alleviation Scheme is estimated to provide a cost saving of £54.7m over the lifetime of the project.

Other studies have shown a return from investment in urban walking trails of up to a ratio of 1:5, depending on their location and the demographics.

As previously mentioned, QUB has looked at the overall potential economic return of the CCG, which they estimate to be up to 14 times the initial investment. This is estimated to be up to £500m over a 40 year period.

**Q5. What leverage have you achieved and do you expect further leverage.**

By securing £23.5m from the Big Lottery Fund, EBP was able to secure investment in the CCG from DSD £3.2m, BCC £4m and DARD / Rivers Agency £11m for the East Belfast Flood Alleviation Scheme and QUB was able to secure £1m to monitor and evaluate the project.

EBP has also recently secured £750k for a new Visitor Information Centre on the CCG Civic Square at Holywood Arches and has recently completed a Holywood Arches Development Plan to attract further investment into the area as development continues.

**Q6. The emphasis of the proposal is on the health and physical activity. What targets do you have in respect of these and how do you intend measuring these.**

We have agreed 35 key project performance indicators and associated targets for the CCG.

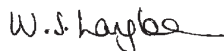
The targets relating to health and physical activity are as follows:

20% increase in pedestrian and cycle users; 28 wards with medium / high walkability (currently 23); increased play and recreation to 314 people per hour (currently 285); 82.5% of the population reporting good general health (currently 72.6%); 10% increase in use of active transport methods; 16kms of improved cycle and walking paths.

QUB undertook a detailed baseline survey of 1209 households in 2010 which enabled the baseline and targets to be set. There have also been intercept surveys and observation studies to measure who is using the space and how it is being used. We have recently installed a pedestrian and cycle counter in Victoria Park which enables us to monitor cycle and pedestrian use and patterns. QUB plans to repeat these measures at the end of the scheme to evaluate the impact of the Greenway.

I look forward to the outcome of the inquiry and should you have any further queries, please feel free to contact me.

**Yours sincerely,**



**Wendy Langham**

**Programme Manager**

# Connswater Community Greenway Presentation



**Connswater Community Greenway / Flood Alleviation Scheme Presentation 14<sup>th</sup> May 2014**

**Committee for Regional Development**



**eastBELFAST**  
PARTNERSHIP

## An area of need

*East Belfast has areas of multiple deprivation, with disproportionately poor health, low skills, low educational attainment and a poor living environment....*

- **3 wards** in east Belfast are in the top 10% most deprived in NI with respect to **Health indicators**.
- **5 wards** in east Belfast are in the top 10% most deprived in Northern Ireland with respect to **educational attainment**.
- **4 wards** in east Belfast are in the top 10% most deprived in Northern Ireland in terms of **physical environment**.

*Source: NINIS – 2010 deprivation indicators*





## Belfast



### What we will deliver.

- Benefits for **40,835+** people
- A **9km** linear park, a wildlife corridor
- Connecting **124Ha** of open space
- 26** new or improved bridges / crossings
- Serving **23** schools and colleges
- 16kms** of foot and cycle paths
- 5kms** of clean rivers
- 6** Tourism & Heritage trails
- A new civic square and streetscape
- An integrated flood alleviation scheme





**Promote community safety and cohesion – create a stronger, safer community** - Working in Partnership to make East Belfast a shared, welcoming, safe, peaceful and open place.



The Connswater Bridge as it was in the days of Conn O'Neill



**Support community learning and creating opportunity** – a community working together to tackle its problems and improve their quality of life.



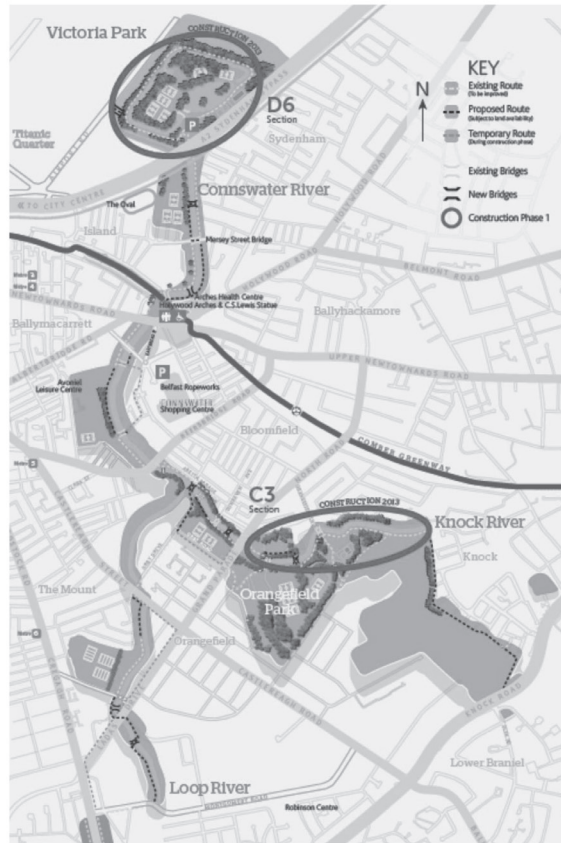


**Promote wellbeing** – provide places for recreation and exercise resulting in healthier and more active people and communities.





# Phase I











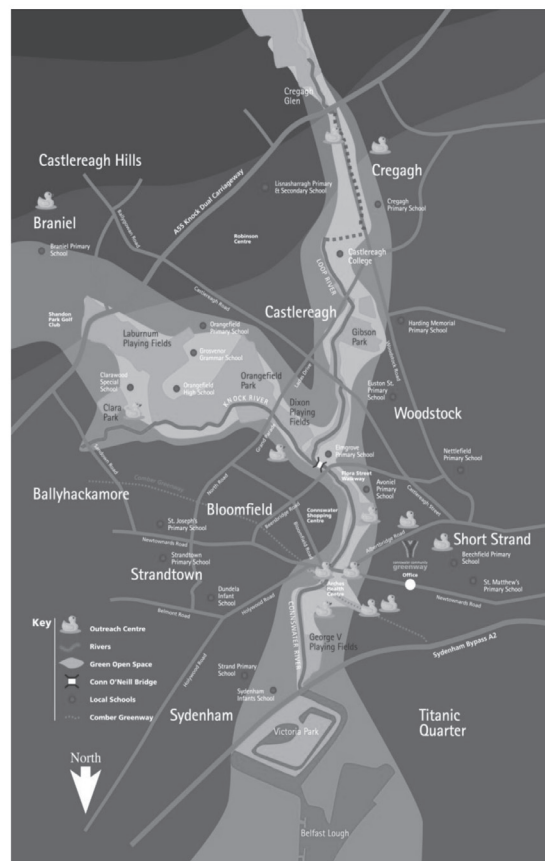




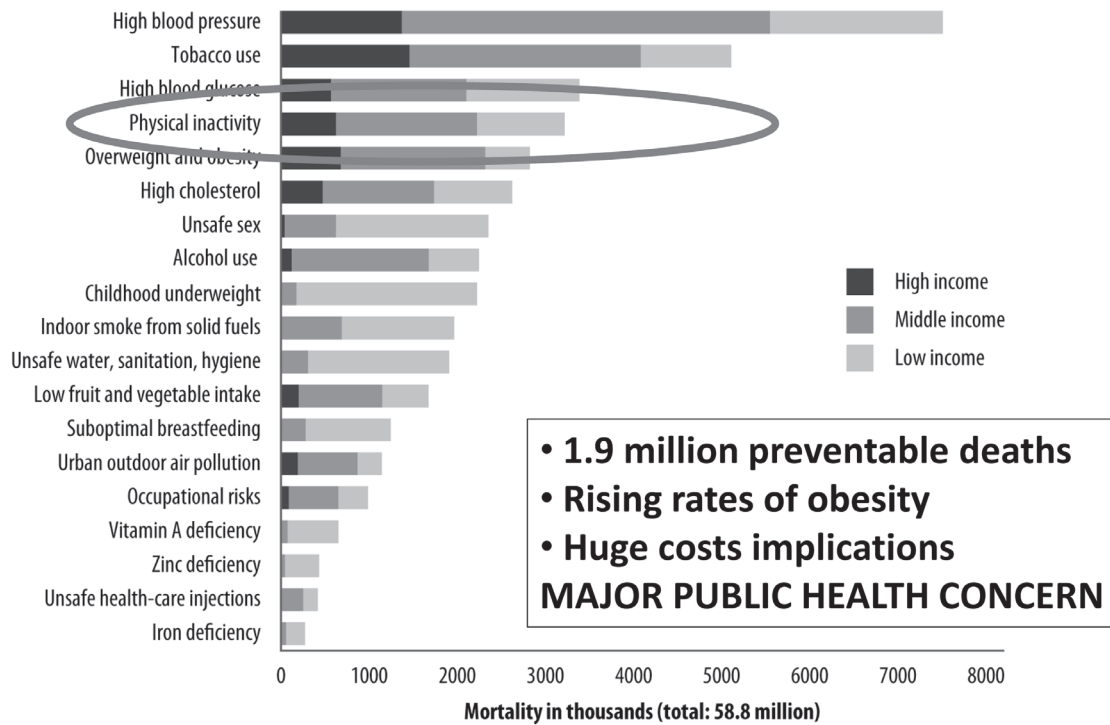
## THE PARC STUDY

PHYSICAL ACTIVITY AND THE REJUVENATION OF CONNSWATER

- Assess the impact of a range of interventions designed to promote physical activity.
- Determine the role of the built environment in promoting physical activity
- Establish the role of individual, community and organisational networks
- Examine the cost effectiveness of these approaches

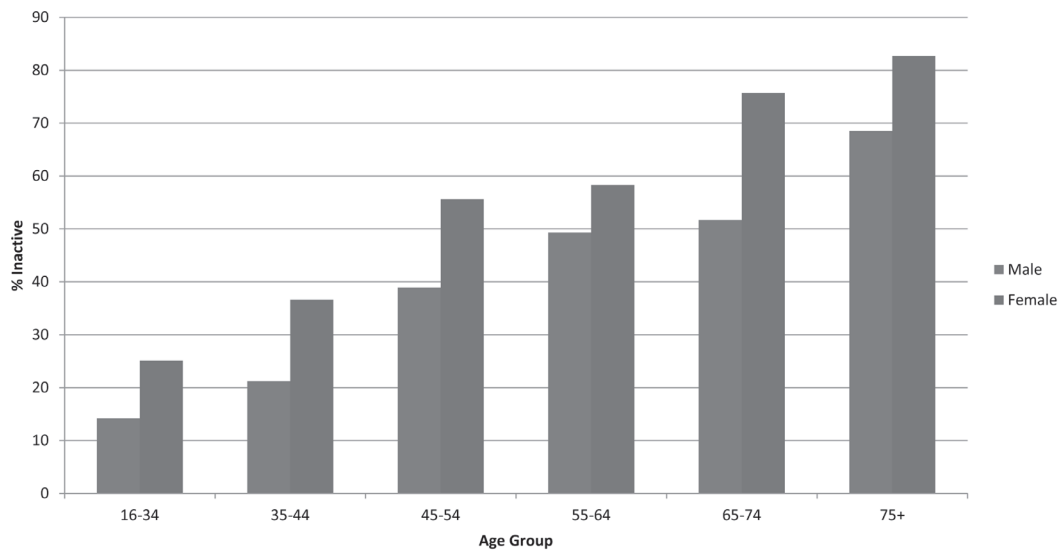


## The Problem: Physical Inactivity



### From PARC questionnaire:

Percentage of people classified as 'inactive' in the Greenway population



\*Inactive= Do not meet the current UK physical activity guidelines of at least 150 minutes of moderate-intensity physical activity per week.

'If 2% of the inactive people living along the CCG become active, then the project pays for itself and management and maintenance for 40 years.'





## THE BENEFITS OF CYCLING

### Physical and mental health benefits

- 20 min of cycling per day has a noticeable, positive effect on health
- a Dutch study discovered a statistically significant relationship between more regular cycling and absenteeism

### Opportunity to integrate exercise into transport

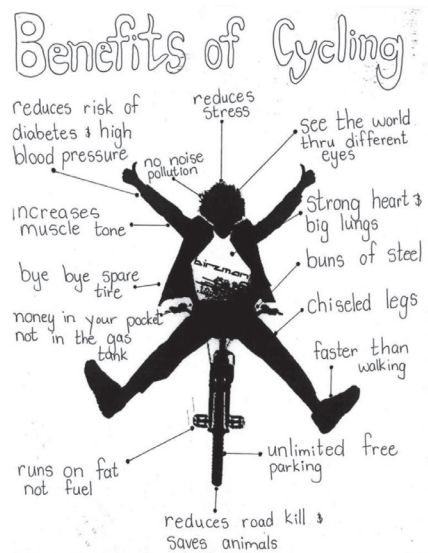
- a 15 min bike ride to and from work five times per week can burn the equivalent of 11 pounds of fat in a year

### Cost savings for health care providers

- a French study revealed that positive additional benefits from cycling had a monetary value of EUR 4.8 billion in 2008

### Affordable for everyone

- a pilot study in the UK showed some people saving as much as £80/month on taxi and public transport fares



## THE BENEFITS OF CYCLING

### Less congested cities

- one of the greatest benefits of cycling is the speed and convenience with which short journeys can be made

### Reduction of greenhouse gas and emissions

- cycling can make the greatest reduction in both carbon and PM emissions by replacing motorised trips

### Fast, convenient and flexible inner urban transport option

- Meets the needs of many users and increases mobility choices

### Cycling strengthen a city's image as a 'green' or innovative city

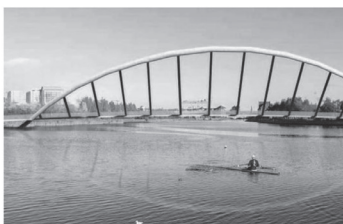
- Having a cycling ethos will enhance the corporate social responsibility and reputation



[www.belfastcity.gov.uk/investment](http://www.belfastcity.gov.uk/investment)

## ACTIONS TO INCREASE/IMPROVE CYCLING

- Link connecting Comber Greenway to Titanic Quarter and Central Belfast – Sustrans/BCC/EBP/DRD
- Comber Greenway – Sustrans
- Connswater Community Greenway – BCC/EBP/DSD
- Planned pedestrian/cycle bridge at the Gasworks - DRD/BCC
- Belfast Public Bike Share Scheme – BCC/DRD



[www.belfastcity.gov.uk/investment](http://www.belfastcity.gov.uk/investment)



## BELFAST PUBLIC BIKE SHARE

- In August 2012, the DRD Minister Danny Kennedy announced that Belfast City Council was successful in securing funding for the Public Bike Share Scheme as an Active Travel Demonstration Project
- The scheme is part of Belfast City Council's £150 million Investment Programme for the city.
- 30 docking stations and 300 bikes – 1<sup>st</sup> phase City Centre

### Who will use the scheme?

- **Residents** – for travel to work, leisure, shopping, going somewhere different, exploring, fun or visit friends
- **Tourists** – register for short term use and to visit or explore the attractions around the city
- **Students** – an accessible means of travel between the different campus and residential areas
- **Commuters** – intermodal journeys from bus stops, car parks or rail stations to the workplace and accessible means of moving around the city centre.



[www.belfastcity.gov.uk/investment](http://www.belfastcity.gov.uk/investment)



## Connswater Community Greenway / Flood Alleviation Scheme Questions Committee for Regional Development





# CTC, The National Cycling Charity

## Northern Ireland Assembly Committee for Regional Development

### Inquiry into the Benefits of Cycling to the Economy

#### **A response to follow-up questions from CTC, the national cycling charity**

This submission responds to questions sent to CTC by way of a letter dated 29th May 2014, following CTC's oral evidence submission to the above inquiry on 28th May 2014.

In addition to the 8 questions posed in that letter, we have also responded to a question put to us during the evidence session, asking us to justify our claim that the economic benefits of cycling in Northern Ireland could be in the hundreds of millions of pounds. This

#### **1. What is your vision for cycling in Northern Ireland and how far off is your vision from the actual?**

CTC's vision is to create the conditions where anyone, of any age or ability, can cycle safely, conveniently and enjoyably, for any local journey.

Specifically we wish to see cycling become the normal transport choice for journeys of 1-5 miles. This is a distance that most adults could cycle without difficulty in under half an hour. In the Netherlands for instance, 34% of all journeys under 7.5km (approx. 5 miles) are made by cycle<sup>1</sup>. Yet in Northern Ireland, cycling accounts for just 0.8% of journeys under 5 miles (n.b. the figure for Great Britain is 1.6%<sup>2</sup>), while 75% of these short journeys are made by car (either as driver or as a passenger)<sup>3</sup>.

In short, we have a very long way to go.

#### **2. Lower speed limits, reducing road traffic, poor driving, large vehicles, tougher prosecutions, driving bans – is your strategy anti-motorist?**

No. It is entirely unhelpful to portray this debate as if being pro-cycling means being 'anti-motorist'. Most adult cyclists also drive: for instance, 94% of adult CTC members have driving licences, and figures from the UK Government's National Travel Survey (NTS) indicate that 83% of 'cyclists' (as defined by the NTS) live in households with access to a car or van (n.b. this is just above the GB population average of 82%)<sup>4</sup>. Equally, many drivers also cycle – e.g. 18% of AA members say they cycle regularly<sup>5</sup>.

It is important to distinguish between being 'anti-motorist' (which would be silly) and being 'anti-car-dependence', or 'anti-traffic-congestion' (which we believe is entirely sensible). Although individuals may gain benefits from their own cars, they largely suffer disbenefits from other people's cars. Excessive car-dependence in our society results in congestion, road danger, air pollution and noise, unpleasant environments in both rural and urban areas, while significantly contributing to climate change. As noted in our original evidence-submission, the economic costs to society of congestion, air pollution, injuries and physical inactivity in English towns are all of a similar magnitude: around £10bn annually<sup>6</sup>.

Society's car-dependence also has knock-on impacts on alternative transport options. It makes walking and cycling dangerous and unpleasant, whilst eroding the service quality and price of public transport alternatives, by undermining the demand for these service. Hence it is particularly harmful to the interests of everyone who does not drive, including children, many young people and older people, and anyone who is unable to drive due to economic circumstances, poor sight or other medical conditions. 22% of Northern Ireland households do not have access to a car or van, rising to 44% in Belfast. Driving licence holding is low

among young and older people in Northern Ireland: only 42% of females aged 70+ have driving licences, while the figure is just 38% for males aged 17-207.

Increasing cycle use, by contrast, provides health, economic, environmental and quality of life benefits for everyone, whether or not they choose to cycle. Data from the 'Belfast on the Move' post-implementation study<sup>8</sup> shows that it is entirely possible to increase total accessibility (including by cycle) while reducing car use. The number of people entering central Belfast in the morning peak has increased by 6.7% (including an 18.9% increase in cycling, while walking is up 12.6%, bus use up 17.6% and train use up 36.6%) while car use is down by 4.2%. While congestion remains severe on Belfast's main arteries, the city centre now functions more efficiently and is consequently a pleasanter, cleaner and healthier place for all.

However, while boosting cycle use can help achieve the aim of reducing the use of private motor vehicles with all their adverse impacts, the opposite also applies. A substantial study for the UK Department for Transport by University College London<sup>9</sup> found that, whilst increased cycle provision would have some impact on cycle use, the most important factor was a willingness to restrain motor vehicle use. To quote the study's executive summary: "The key relationship is between car use and physical activity. In order to increase levels of physical activity, it is necessary to reduce use of the car."

This is unsurprising. Within the 24 hours per day available to us, individuals only have a finite 'travel time budget', and studies have found that this consistently averages around 1 hour per day in all societies in all time-periods<sup>10</sup>. We should not expect increased cycle use to occur without some reduction in car use – indeed, the main reason for promoting cycling is to help reduce car use. Promoting cycling can undoubtedly contribute to the aim of motor traffic reduction, but a willingness to achieve this aim is also necessary if cycling is to grow significantly.

In short, being pro-cycling isn't about being 'anti-motorist', it is simply about creating a society which is happier, healthier, more sustainable and wealthier.

Having said that, CTC is unashamedly 'anti-irresponsible-motorist' – hence our 'Road Justice' campaign ([www.roadjustice.org.uk](http://www.roadjustice.org.uk)). We are 'anti-irresponsible-cyclist' too, as explained during our oral evidence session. Moreover, we strongly advocate increased priority and resourcing for roads policing, to tackle irresponsible behaviour by all road users. Still, with finite resources, tackling irresponsible driving has to be the higher priority, given that it can and does cause a lot more harm<sup>11</sup>.

**3. You state that cross-departmental [action] is needed – do you agree that attributing responsible to one department rather than “Executive” silos the action?**

Yes, we agree entirely.

It is an ironic weakness that cycling provides benefits across so many different areas of public policy (economic, efficient transport, health, air quality, recreation and tourism etc), hence no single department of the Executive 'captures' all of its benefits. Yet as our written evidence explained, a coherent cycling strategy requires virtually every department of the Executive to contribute in some way. For instance, if the Department of the Environment is providing funding for 'Bikeability' cycle training, the Department of Education needs to call on schools to make curriculum time available for this. Or if it is promoting driver awareness campaigns, it needs to be able to co-ordinate with the Police Service of Northern Ireland to ensure that these are backed up by related enforcement activity, thereby reinforcing the point that the message of those awareness campaigns is a serious one.

CTC welcomes the fact that the DRD's Active Travel Action Plan 2012-15<sup>12</sup> lists actions not only by DRD but also by other departments of the Executive, other agencies (notably the Public Health Agency) and local councils. It remains to be seen though whether these will be delivered, or delivered well. Given the need for joined-up action across multiple departments

and organisations, CTC believes that future action plans should receive backing from the very highest levels of Government, to ensure genuine cross-organisational buy-in.

#### 4. **What data surveys do we currently have and what more do we need to be doing?**

Data on cycle use in Northern Ireland comes from:

- The Northern Ireland Travel Survey<sup>13</sup> – based on travel diary data, it provides detailed information about the purpose of people’s journeys, the number of trips, distances travelled, car ownership etc. However its limited sample size requires 3 years’ worth of data to be aggregated to provide statistically reliable data at the national level. It is insufficient to provide data at the local level.
- Cycle count sites<sup>14</sup> - these provide a useful location-specific index of local fluctuations in cycle use. However they cannot alone be relied on to measure overall trends in cycle use. For instance, a temporary obstruction elsewhere on a route (e.g. building works) may cause substantial numbers of cyclists to divert to an alternative route where they might then miss being counted.
- Census data<sup>15</sup>. This is the one consistent data source which can measure cycle use at the local level throughout the UK. However it only appears 10-yearly and covers commute journeys only. The NI Greenways website provides a useful analysis of its cycling-related data<sup>16</sup>.
- The Northern Ireland Sport and Physical Activity Survey 2010<sup>17</sup> contains some limited data on cycling for sport, recreation and day-to-day travel.

Cycle safety data is provided by the Police Service Northern Ireland<sup>18</sup>. The NI Greenways website provides two commentaries on the relationship between trends in cycle use and cyclist casualties<sup>19</sup>. What is clear is that, while cycle use is now rising in Northern Ireland (particularly in Belfast), cyclist casualty rates per mile travelled are not improving as they are for other road users.

#### 5. **Most of the data we have received are UK based, extrapolated” for Northern Ireland purposes. What sorts of surveys are needed to establish a cycling survey for Northern Ireland?**

Northern Ireland, in common with Great Britain, performs relatively well on providing cycle use statistics compared with most other European countries<sup>20</sup>. However, cycle use data at the local level remains poor, making it difficult to assess the impact of specific pro-cycling policies and measures.

CTC suggests boosting the sample size for the Northern Ireland Travel Survey, together with targeted monitoring of local level programmes and schemes, in order to strengthen our knowledge base of what measures are working to boost cycle use and improve cyclists’ safety, and our ability to assess their cost-effectiveness.

In general though, the need to extrapolate results from Britain (or England, or the UK) to Northern Ireland is more relevant to answering questions about, for instance, the scale of the benefits of cycling, rather than simply quantifying cycle use per se. See our answer to question 8 below.

#### 6. **How successful are we at integrating cycling with public transport?**

Northern Ireland performs relatively well in this respect. Most trains have space for 4 cycles (with some more recent trains having 8 spaces), while Translink longer-distance coaches will generally permit cycles to be carried in the boot.

However, any cycling strategy should make allowance for growth. Providing cycle parking at stations is possibly the most cost-effective of all measures for increasing cycle use<sup>21</sup>, so long as the parking is secure, sensibly located and sheltered. Transport for London has a very

sensible rule-of-thumb for cycle parking provision: when it is 80% full, consider providing some more!<sup>22</sup>

**7. Northern Ireland Environment Link suggested that spending per head on cycling in Northern Ireland was approximately 53p – you are suggesting £10 raising to double that amount. Where does this come from?**

We are aware of a figure of 58p<sup>23</sup>, a figure calculated from an Assembly Question about spending on cycling by DRD during the 5 years 2007-8 to 2011-12<sup>24</sup>. It does not include spending by any other departments, or by local authorities or other agencies.

In any case, the DRD's 'Action Plan for Active Travel 2012-15', published in Spring 2013<sup>25</sup> (it supplemented the earlier Active Travel Strategy 2012-15), itemises spending in the year 2012-13 of over £6.7m by DRD alone, amounting to £3.70 per person. Some of this is spending on walking but the majority appears to be on cycling. It also itemises future plans for action (albeit without costings), not only by DRD itself but by several other Government departments, agencies (notably the Public Health Agency) and District Councils. It would appear that spending on cycling has already had a significant recent uplift.

We would agree nonetheless that a step-change in cycling investment levels is still needed, as attested by current levels of cycle use in Northern Ireland. Although they are now growing, they are still low even by UK standards, and extremely low in comparison with many of our European neighbours.

As to where funding for cycling should come from, the answer is primarily from other transport projects with far lower benefit-to-cost ratios (BCRs). Studies have consistently shown that investment in cycling has exceptionally high BCRs compared with large road projects. Such projects are often justified on the assumption that they will yield economic benefits. Yet new roads can as easily "suck out" economic activity from an area as bringing it in. Researchers have consistently failed to document a clear relationship between road-building and local economic growth<sup>26 27 28</sup>.

By contrast, studies of the economic impact of cycling investment consistently reveal exceptionally high BCRs<sup>29</sup>. Consultants who have worked on these assessments have even been urged to play down their findings, for fear that they were too good to be believed by Government officials!

There seems to be an institutional reluctance among Government officials to believe that cycling can yield such high benefits. Yet, as previously noted, these benefits arise across many different policy areas, with the health benefits being of particularly high economic value.

For more information, see CTC's briefing on cycling and the economy<sup>30</sup>.

**8. Please substantiate your claim that increased cycle use could yield benefits worth £ hundreds of millions annually.**

A study by the London School of Economics found that cycling currently contributes around £3 billion worth of benefits to the British economy in 2010 values<sup>31</sup>. Similarly, a study by consultants SQW estimated, conservatively, that a 50% increase in cycle use in England would yield economic benefits worth £1.3bn<sup>32</sup>. Meanwhile we have already referenced evidence on the scale of the economic disbenefits of existing transport policy (see response to question 2 above).

Extrapolating the LSE figure to Northern Ireland relative to Northern Ireland's population suggests that the benefits of cycling in Northern Ireland would be in the order of £85m annually – although maybe it is less than this due to Northern Ireland's lower rates of cycle use. Still, it is not hard to see how even a doubling of Northern Ireland's low rates of cycle use could boost these benefits into £ hundreds of millions annually. Even larger benefits could be achieved by meeting the targets of the 'Great Britain Cycling' report<sup>33</sup> – i.e.

boosting cycle use to 10% of trips (approximately German levels) by 2025, then to 25% of trips (approximately Dutch levels) by 2050.

One way to maximise both the economic and carbon-reduction benefits of cycling (see next answer) is by pursuing a 'smart growth' agenda. This involves concentrating economic activity in urban areas, where journeys can more easily be made by cycling and other sustainable transport modes, while enabling businesses to maximise the 'agglomeration benefits' of proximity to one another, as well as the benefits of being located in an attractive urban setting. Blue-chip businesses are increasingly choosing to locate in places with a high-quality people-friendly / cycle-friendly urban realm, as this more attractive to the high-calibre employees they are keen to recruit.

Again, please see CTC's briefing on cycling and the economy for further information<sup>34</sup>.

**9. Can you please provide further information regarding how a change to cycling short journeys (instead of car use) can reduce the carbon footprint?**

CTC is aware of two key research findings which directly relate changes in cycle use to reductions in one's average carbon footprint:

- If the amount of mileage cycled in Britain were doubled by decreasing car use, this would reduce CO2 emissions by 0.6 million tonnes per year<sup>35</sup>.
- If EU citizens were to cycle as much as the Danes in 2000, (an average of 2.6km a day), it would help the EU meet more than a quarter of the targeted emission reductions for the transport sector<sup>36</sup>.

Meanwhile CTC has calculated that the average person making a typical daily commute of 4 miles each way would save half a tonne of CO2 per year – or 6% of their personal carbon footprint – by switching from driving to cycling<sup>37</sup>.

For more, see CTC's climate change briefing<sup>38</sup>.

Roger Geffen  
Campaigns & Policy Director  
CTC, the national cycling charity  
June 2014

## References


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- 2 Department for Transport. National Travel Survey 2013 table NTS0301 (see [www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/35595/nts0301.xls](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/35595/nts0301.xls))
- 3 Department for Regional Development. Travel survey for Northern Ireland in depth report 2010-2012 (see [www.drndni.gov.uk/final\\_-\\_tsni\\_indepth\\_report\\_2010-2012.pdf](http://www.drndni.gov.uk/final_-_tsni_indepth_report_2010-2012.pdf) table 3.1).
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- 6 Cabinet Office Strategy Unit. The wider costs of transport in English urban areas in 2009 (see <http://webarchive.nationalarchives.gov.uk/+http://www.cabinetoffice.gov.uk/media/307739/wider-costs-transport.pdf>).




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## CTC Presentation



# Maximising the Economic Benefits of Cycling



**Roger Geffen**  
Campaigns and Policy Director  
CTC, the national cycling charity



## About CTC

- CTC the national cycling charity
  - c66,000 members, founded 1878
  - Cycling activities, membership services (legal, insurance, magazine)
  - Campaigning nationally and locally
  - Cycling development e.g. cycle training, outreach







## Benefits to the Economy

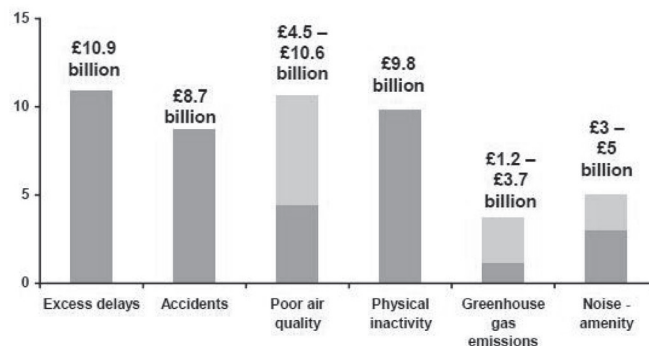
- *Reducing congestion.* A road lane carries 7 times more cycles as cars.
- *Stronger local economies.* Cycle-friendly planning is good for property values, retail vitality, local businesses, and “agglomeration” (benefits from businesses being close to each other).
- *A more resilient national economy.* Reducing oil-dependence supports energy security and balance of trade.
- *Wider economic benefits* e.g. due to reduced health-care costs and absenteeism, and improved productivity.



## Investment in cycling is hugely valuable

Each extra regular cyclist is worth £11K in health and other benefits  
(Cycling England)

Comparison of the wider cost of transport in English urban areas (£ billion per annum, 2009 prices and values)



PM Strategy Unit report, 2009

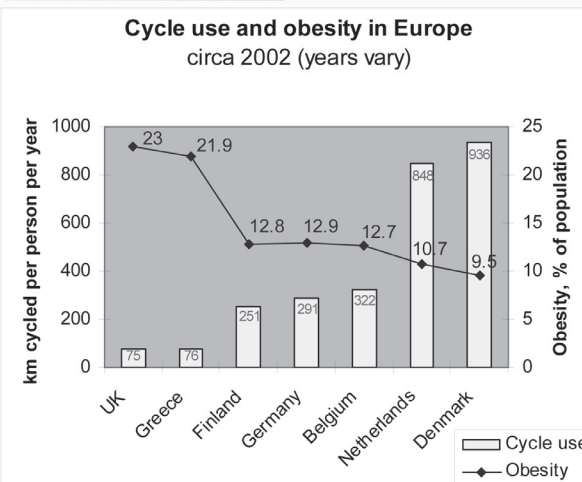
For c50 years, UK urban transport planning has focussed on congestion as the major problem: “keeping the traffic moving”.

Strategy Unit report shows that the societal costs of congestion, casualties, air quality and physical inactivity are of similar magnitude: c£10bn p/a



## A Healthy Economy?

- Cycling in mid-adulthood gives you a level of fitness equivalent to being 10 years younger...
- ...and a life expectancy 2 years above average



- CVD cost UK healthcare system £14bn in 2006. Overweight & obesity healthcare costs could double to £10bn by 2050, with wider societal costs rising to £50bn
- Business benefits: reduced absenteeism, more alert staff

*A relationship between cycle use and obesity?*



## Local economic benefits

- Cyclists spend more – less per shopping trip, but more trips. Retailers overestimate value of car-borne shoppers and underestimate those on foot, cycle and PT
- Retail sales on 9<sup>th</sup> Ave Manhattan rose by 49% after introducing a quality cycle lane, compared with 3% in rest of borough
- A well-used car park space generates \$27AUS/h, same area of cycle parking generates \$97/h



- Proximity to quality cycle routes raises property values – as do Boris Bike stations
- Leisure cycle tourism and mountain biking contribute £258 and £237m pa to Scottish economy





## What solutions are needed?

Creating safe, direct, coherent, comfortable and attractive cycling conditions for all local journeys generally involves a mix of:

- **Protected space** for cycling along / across major roads / junctions



- **Low traffic volumes and speeds** in town or city centres, in residential neighbourhoods, and on rural lanes.
- **Traffic-free routes** using parks and open spaces or rights of way – to complement (not substitute for) a cycle-friendly road network



## Other road safety issues

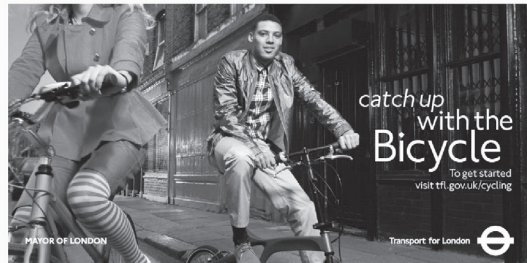
- **Speeding and irresponsible driving**
  - Forge partnerships with police and commissioners to prioritise roads policing
  - Link driver awareness and enforcement; synergy is important
- **Lorries**
  - c5% of traffic but c20% of cyclists' fatalities (and over 50% in London)
  - Restrict lorries esp at times and places of high ped and cycle activity
  - Use contracting powers to secure best practice: management of fleets/drivers, lorry driver training, sensors/cameras (n.b. we'd like Gvt to take TfL's Fleet Operators Recognition Scheme FORS and make it national)





## Positive promotion

- Advertising / promotional campaigns
  - Positive image, cycling as normal / stylish
- Maps, journey planners
  - Cycling England, CycleStreets
- Individual Travel Marketing (e.g. Travelsmart)
  - car use typically falls 10-14% in areas covered
- Incentive schemes
  - Gvt's Cycle to Work scheme, bike breakfasts and other taxable benefits.
  - Vouchers and reward schemes



## Cycle training and other opportunities to try cycling



### Known to increase cycle use:

- c2 hrs training will encourage people to make more trips, longer trips, to cycle all year round and to feel more confident when doing so
  - Safer cyclists?
  - Safer drivers?
  - Link to driver training?



### Other opportunities

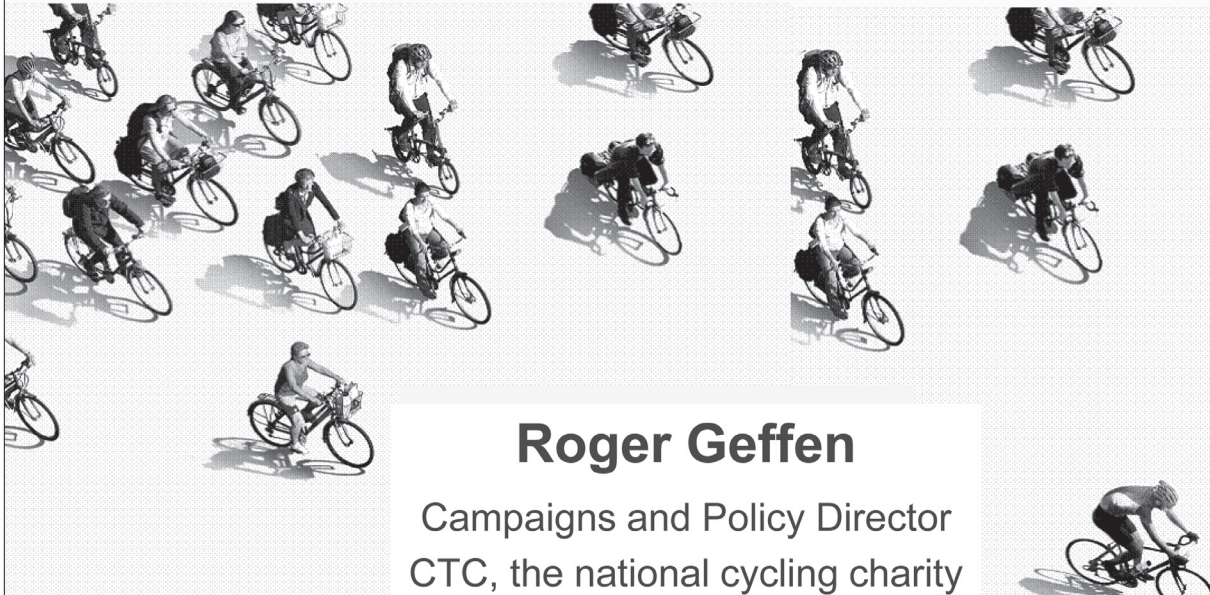
- Bikelt (Sustrans) for schools
- Workplace challenges (CTC)
- Champions projects for health patients, hard to reach groups etc (CTC)







# Maximising the Economic Benefits of Cycling



**Roger Geffen**

Campaigns and Policy Director  
CTC, the national cycling charity



## Protected space for major roads

- Physical protection preferred
  - The higher the traffic volumes and speeds, the more important this is
- Permeable protection
  - OK at lower speeds. Has some advantages: flexible for cyclists, adaptable, avoids costs of relocating drainage.
- Dedicated space without physical protection
  - May be OK at low volumes and speeds, but don't excuse it simply because 'space is tight'. If that's true and traffic is too fast/busy for child/less confident riders, then reduce traffic volumes and/or speeds
- Junction priority and safety is critical...





## Junctions and crossings

- Unsignalised priority at side roads
- Separate cycle signals
- Dutch-style roundabouts
- Bridges or underpasses...

N.B. In NL, DK etc, turning drivers give way to straight-ahead cyclists, even on green lights.  
DfT is considering rule-changes to address this



## Light traffic at low speeds

- Lower speeds: 20mph the norm for most urban streets, 40mph or less for rural lanes
- Limit (through) traffic in town centres, local streets and rural lanes
- Community-friendly design better than intrusive traffic calming







## Routes free of motor traffic

- Good widths, surfaces, maintenance, signing
- Generally better not to segregate peds and cyclists, if peds are wandering or playing (rather than walking)
- Avoid access controls – or else make them DDA-compliant (clearly visible/reflective bollards will do!)

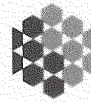
### Finding the funding

- Use opportunities from new developments and planned maintenance: road resurfacing is an opportunity for a cycle-friendly redesign





# DCAL Response to Committee Queries



Department of  
**Culture, Arts  
and Leisure**

[www.dcalni.gov.uk](http://www.dcalni.gov.uk)

AN ROINN

**Cultúr, Ealaíon  
agus Fóillíochta**

MINISTRE O

**Fowkgates, Airts  
an Aiscdom**

**Our ref: COR/171/2014**

01 July 2014

Mr Paul Carlisle  
Committee Clerk  
Committee for Regional Development  
Room 435  
Parliament Buildings  
Ballymiscaw  
Stormont  
BELFAST BT4 3XX

Causeway Exchange  
1-7 Bedford Street  
Belfast BT2 7EG  
Tel: +44 (0) 28 9025 8825  
Text phone: (0) 28 9052 7668  
email: [dcalni@dcalni.gov.uk](mailto:dcalni@dcalni.gov.uk)

Dear Paul

## **Committee Inquiry into the Benefits of Cycling to the Economy**

Thank you for your letter of 30 May regarding Sport NI's presentation to the Committee in which you asked that we contact Sport NI to provide more information. In response to your question,

- You state that Sport NI is responsible for the development of sport, including cycling, in Northern Ireland. If you were given the budget for developing cycling, what would you spend it on?

Sport NI have provided the following information:

If a budget were to be made available to better promote cycling in NI, Sport NI believes that Strategies and Plans would need to be developed (in consultation with a range of partners) and implemented to develop :

- Participation in cycling as a sport for life long enjoyment
- High performance cycling (plan now complete)
- Cycling as a form of physical activity
- Cycling as a realistic travel alternative to places of work and education
- The physical infrastructure needs of cycling

Specifically Sport NI believe that investments in the following interventions could make a significant difference across a number of these areas, but note that not all these investment areas fall within the Sport NI areas of responsibility:



A confident, creative, informed and healthy society

Action Required	Possible Sport NI investment	Supported by
<p>Ensure that the needs of cyclists' and pedestrians' are given a priority by planners at the early stage of all new development schemes, including housing and business developments as well as traffic and transport schemes.</p>		<p>DoE, DRD and District Councils</p>
<p>Expansion of the current cycling infrastructure with dedicated cycle lanes, physically separated from motorised traffic, and connected strategically with other forms of public transport e.g. park and ride schemes.</p>	<p>Extend current stock of off road MTB trail provision including pump tracks</p>	<p>DoE, DRD, DARD and District Councils</p>
<p>Initiatives designed to provide cycle training and support to primary and secondary schools across Northern Ireland and actively promote cycling as a safe and normal activity for people of all ages.</p>	<p>Provision of bike voucher (£50) and free helmet to every child during Key Stage 2.</p> <p>Provision of bike skills training (physical literacy, road sense, proficiency etc) to every child by the end of KS2</p> <p>Invest in cycling infrastructure at schools - secure parking for bikes and scooters, 'car clear' areas 200 yards (or similar) either side of school gates.</p> <p>In-service training for teachers and teacher training colleges.</p>	<p>Traffic calming (and bike prioritisation) measures on streets adjacent to school sites including cycle lanes and advanced stops at traffic lights etc</p>





Action Required	Possible Sport NI investment	Supported by
Increased number of public cycle events	Support the hosting of international cycle events – road and MTB	On-going support for cycle event access to public roads without incurring charges for police motorcycle escort group (as is now the case in England. The consequence of police charging in England has been that many sportive are quite expensive to enter now and costs may be prohibitive to those on lower incomes)
<p>Measures to make the interface between cycling and motorised transport safer such as:</p> <p>Changing attitudes and behaviours</p> <p>Adjusting speed limits</p> <p>Car free urban centres</p> <p>Physical separation of cyclists and motorists</p>	<p>Adult 'cycle proficiency' training course to raise confidence.</p> <p>Driver attitudes press campaign.</p> <p>Expansion of bike public hire schemes.</p>	<p>Traffic calming (and bike prioritisation) measures on streets in urban centres including cycle lanes and advanced stops at traffic lights etc</p> <p>Extended network of cycle lanes with physical separation from motorized traffic</p>
<p>Equip our places of work and education (both public and private) with facilities to support active travel:</p> <p>Covered &amp; secure cycle parking</p> <p>Changing facilities</p> <p>Lockers</p>	<p>Support social economy based cycle retail trade e.g. allied to cycle amnesty/recycle schemes, and in anticipation of increased cycle journeys to workplaces and places of education.</p> <p>Bursary schemes for NEETs/LTUs to extend accredited cycle training - coaches, trail leaders, mechanic skills etc</p> <p>Investment in public sector places of work to encourage cycling to work and education.</p>	<p>Strengthen support for private sector workplaces to provide cycle parking &amp; changing (rate relief scheme rather than grant?)</p>



Action Required	Possible Sport NI investment	Supported by
<p>A contribution to the implementation costs of the Cycling Ireland High Performance Strategy Review</p>	<p>Implementation (funding) for Cycling Ireland High Performance Strategy (inc talent ID &amp; development structures).</p> <p>Support investment in track facilities including a velodrome - at location/s to be determined by Cycling Ireland (ROI or NI) recognising the catalytic and transformational effect that track success can have in terms of inspiring non-cyclists (all over Ireland) to take up cycling. Such an investment would also recognise that cyclists from all over Ireland would benefit from such a facility and that more than one facility of this type in Ireland is unlikely to be sustainable. There is now a blueprint in Manchester in terms of community engagement based on a velodrome.</p>	<p>Irish Sports Council funding and commercial sponsorship.</p>

You also requested a copy of the Cycling Ireland High Performance Strategy, which I have enclosed. Please note that Cycling Ireland are content with the DRD Committee receiving a copy of this report on a **CONFIDENTIAL** basis.

I trust this is helpful



**PAT WILSON**  
 Departmental Assembly Liaison Officer

cc: CAL Committee Clerk

Enc



# Department for Agriculture and Rural Development

Memo from Department for Agriculture and Rural Development

Paul

**You'd been enquiring about a sustainable tourism element within the RDP and whether it has funded any cycling projects.**

*“Under the current rural development programme Measure 3.3, Encouragement of Tourism Activities provides grant assistance for the development of tourism related projects in rural areas. The objective of the measure is to use the natural resources in Northern Ireland to attract visitors thereby increasing visitor spend in rural areas resulting in the creation of jobs through the sustainable development of the rural economy.*

*Projects supported include the development of visitor attractions; visitor hospitality and accommodation facilities; and activity based tourism facilities which includes a number of cycle trails. Tourism themed projects were also supported under Measure 3.1, diversification into non-agricultural activity which was open to farmers and farm family members only.”*

Attached is a list of supported cycling related projects which have already been completed or are under development.

Hopefully this information addresses your query.

Thank you

Rosemary

**Rosemary Dawson**

Central Management Branch (Assembly Section)

028 905 25083 (Network 25083)

Rosemary.Dawson@dardni.gov.uk



Axis 3 support for cycling related projects @ June 2014

Application Status	Org Name	Project Title	Cycling /Canoe	Grant Awarded
Completed	Outdoor Recreation Northern Ireland (NI) / Belfast City Council	Barnett Demesne/ Mary Peters - mountain bike trail development	cycling	5,000.00
LOOAAccepted	Belfast City Council and CAAN	Barnett Demesne/ Mary Peters - Mountain bike trail development	cycling amenity and access to cycling/walking trail	125,275.95
LOOAAccepted	Carrickfergus Borough Council	Blackhead Path Carpark Development Scheme	cycling	49,950.00
LOOAAccepted	Outdoor Recreation Northern Ireland (N.I.)	Blessingbourne Trails Project - Phase II	cycling	392,721.25
LOOAAccepted	Outdoor Recreation Northern Ireland (N.I.)	Bunkers Hill Trail Development	cycling	76,474.35
Completed	Outdoor Recreation Northern Ireland (N.I.)	Castle Ward Demesne - multi purpose trail development	Equestrian /cycling	88,328.69
Completed	Castledawson Development Enterprises Ltd	Castledawson Development and Enhancement	cycling	42,593.62
Completed	Dermot O'Kane t/a CKR Cycles	CKR Cycles Sales Advice and Repair Centre	Cycling supply /maintenance	14,217.24
LOOAAccepted	Riding for the Disabled Association (Coleraine & District Group) Limited	Coleraine Off-Road Trail Ride	equestrian/cycling/walking	100,000.00
Completed	Sustrans Ltd	Comber Greenway - Ballyrainey Road walking and cycling bridge	cycling	83,000.00
LOOAAccepted	Cookstown District Council	Davagh Forest Recreation Trails	Cycling/walking	240,000.00
Completed	Outdoor Concepts Ltd	Development and diversification of outdoor adventure activities for activity tourism	cycling	875.00
Completed	Banbridge District Council	Newry Canal Pedestrian Footbridge - Scarva Village	cycling	38,325.00
Completed	Lisburn City Council	Paths at McIlroy Park, Ballyskeagh	Cycling	36,806.02
Completed	Lisburn City Council	Paths at Moira Demesne	cycling/walking	70,355.19
Completed	Newry and Mourne District Council	Public Right of Way (PROW) Millvale Road to Craigmore Road, Newry	cycling	24,551.00
LOOAAccepted	Banbridge District Council	Stramore Park Way	cycling - bmx track	120,000.00
LOOAAccepted	Antrim Borough Council	Tardree Forest - Trail Design	cycling	11,600.00
LOOAAccepted	Outdoor Recreation Northern Ireland (N.I.)	Tobar Mhuire - Development of outdoor recreation facilities in the grounds of Tobar Mhuire, Crossgar	cycling	144,189.97
LOOAAccepted	Grange Yard Ltd/ T/a Life	Trail Head Service Provision	Mountain Bike Trail/Canoe	9,395.00
LOOAAccepted	North Down Borough Council - D Howard	Upgrade and improvements to the North Down Coastal Path at Seahill, and between Seapark to Cultra.	cycling	350,426.20
<b>TOTAL</b>				<b>2,024,084.48</b>

# Department of Finance and Personnel

## Assembly Section

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Tel No: 02890 816715  
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Mr Paul Carlisle  
Clerk  
Committee for Regional Development  
Room 245  
Parliament Buildings  
Stormont

Our Ref OCQ/50/11-15

09 April 2014

**Dear Paul,**

### **NICS CYCLE TO WORK SCHEME**

Thank you for the opportunity to contribute to DRD's enquiry into the Benefits of Cycling to the Economy. I thought the Committee would be interested in what the NICS is doing to encourage its staff to cycle primarily, but not exclusively, to work.

The NICS Cycle to Work scheme was launched in June 2012 by the Minister for Regional Development, although managed by Corporate Human Resources in DFP. It allows civil servants to receive substantial discounts on the hire of a bicycle to travel to and from work. There are monetary savings because of the tax exemption status in relation to a cycle to work scheme, typically a £500 cycle costs only £335 once the savings have been applied. The maximum value of a cycle under the scheme is £1,000 (inclusive of VAT) and as at December 2014 more than 1,200 staff had availed of the scheme, which equates to an approximate take up rate of 4.7%.

There are other benefits to the individual and the employer in terms of improving the health of staff in that those who exercise regularly are at significantly lower risk of cardiovascular disease, Type II diabetes, all types of cancer, high blood pressure and obesity. As regards the wider environment

for example it takes around five percent of the materials and energy used to make a car to manufacture a bike, and cycling produces zero pollution.

It is estimated that, to date, the value of cycles purchased under the scheme is in excess of £700,000. All cycle retailers within Northern Ireland and Great Britain are eligible to participate.

Yours sincerely,

A handwritten signature in cursive script that reads "Gearóid Cassidy".

**GEARÓID CASSIDY**  
**Departmental Assembly Liaison Officer**

# Departmental Presentation on Cycling Strategy - 24 September 2014

## Draft Bicycle Strategy

### Presentation to Committee for Regional Development

24<sup>th</sup> September 2014



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Department for  
Regional  
Development  
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## Background

- **Regional Development Strategy 2001**
  - ‘revive the healthy habits of walking and cycling’
  - ‘greater priority to encouraging more walking and cycling’
- **Regional Transportation Strategy 2002**
  - ‘a shift in emphasis away from the car towards more sustainable modes such as walking, cycling and public transport’
  - ‘safe and extensive walking and cycling networks’
- **A New Approach 2012**
  - ‘promote an increased mode shift to public transport, walking and cycling’
- **Programme for Government 2011-15**
  - ‘more people using sustainable modes of transport’
  - ‘improving health and wellbeing’
  - ‘protecting the environment’



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## Cycling Strategy

- Cycling Strategy 2000
  - ‘co-ordinated approach to increasing cycle use’
  - ‘establish a pro-cycling culture’
  - ‘a significant commitment to cycling ...’
  - ‘cycling seen as a safe, healthy, flexible, inexpensive and sociable means of travel’
  - ‘a reassessment of the way roads are used and an environment created that favours cycling’



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## Bicycle Strategy 2014

- The vision for cycling
  - ‘to establish a cycling culture in Northern Ireland to give people the freedom and confidence to travel by bicycle, and where all road users can safely share space with mutual respect’
- Cycling is about more than simply travelling
  - Active lifestyles and better health
  - Cleaner environments and less noise
  - Better places and safer spaces
- The three pillar approach
  - Build
  - Support
  - Promote



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## Public Consultation

- Launch – 27<sup>th</sup> August 2014
- Consultation events – September to November:
  - Ballymoney, Belfast, Cookstown, Derry / Londonderry, Enniskillen, Newry
- Cycling seminar – 16<sup>th</sup> October 2014
  - ‘Northern Ireland - Changing Gear’
- Consultation ends – 21<sup>st</sup> November 2014
- Consultation report – end of December
- Preliminary report to Committee – 10<sup>th</sup> December 2014



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## What next?

- Executive agreement
- Bicycle Strategy Delivery Plan
- Cycling Masterplans
  - Belfast
  - Other urban areas
  - Greenways
- Bicycle Account
- Funding



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# DHSSPS Presentation

## Existing Key Facts Included in Written Evidence

### Children and Young people

- Health Survey Northern Ireland (HSNI) 2011-2012 – In relation to children, aged 2-15 years, 10% were assessed as being obese based on the International Obesity Task Force guidelines, 10% of both boys and girls.

### Adults

- HSNI 2011-12 – 61% of adults measured were either overweight (37%) or obese (23%). Slightly more males than females were obese (25% males compared with 22% of females) and males were also more likely to be overweight (42%) than females (34%).

### Physical Activity Participation

- HSNI 2011-12 – 35% of respondents were classified as meeting the recommended level of physical activity, with males (40%) more likely to be active than females.

## Updated Key Facts

### Children and young people

- Health Survey Northern Ireland 2012-13 – 25% of children aged 2-10 years old were classified as either overweight or obese. A fifth (19%) was classified as overweight and 6% as obese. There was no significant difference between boys and girls.
- Previous survey results recorded information from 2-15 year olds however we can compare the 2-10 years results in previous surveys:
  - 2011-12 – 36% were classified as overweight or obese,
  - 2010-10 – 27% were classified as overweight or obese.

### Adults

- HSNI 2012-13 – 62% of adults were classified as either overweight or obese. A quarter of adults (25%) were obese with a further two-fifths (37%) classified as overweight. Males (69%) were more likely than females (57%) to be overweight or obese.

### Physical Activity

- HSNI 2012-13 – Just over half of respondents (53%) met the new recommendations of 150 or more minutes of exercise per week, while 28% did less than 30 minutes exercise per week. Males (59%) were

# DHSSPS Response to Committee Queries

Tab A

## Answers to Questions

**1. In the Framework for Obesity prevention, you describe a number of influences that contribute to obesity, such as the environment, planning, design and transport. What is being done at strategic and operational levels to negate these negative influences?**

- DHSSPS is not the lead Department with control over decisions and actions regarding the environment, planning, design and transport which can collectively contribute to 'obesogenic environment'. Working in collaboration with Departments which do lead on these responsibilities is therefore a key focus for us. For example:
  - i. With DoE, the DHSSPS contributes to assist updating Planning Policy Statements. Furthermore it is our understanding that the issue of health and well-being will be dealt with in a new high level strategic planning policy statement which will be in place for the transfer of planning functions to the new councils ;
  - ii. DHSSPS and the PHA collaborate with DRD, DCAL and Sport NI to promote walking and cycling to schools. The Public Health Agency jointly funds the Active Schools Travel Programme with DRD. DHSSPS supports DRD in the delivery of their Active Travel Strategy, including through the Active Travel Forum.
  - iii. DE launched the Community Use of Schools Guidance Toolkit on 13th January 2014 which will create more options for local communities to access the school estate to make use of the facilities for physical activity. This met one of the outcomes contained within the obesity prevention framework: *More effective use and sharing of existing facilities and equipment within and between education, District Councils and local communities.*
  - iv. DHSSPS and the Public Health Agency (PHA) provide relevant advice, guidance and opportunities for participation in physical activity within local communities and using existing facilities.
  - v. With assistance from the Institute for Public Health in Ireland (IPH), DHSSPS continues to work with a number of other Departments to ensure health is

taken into consideration when developing or reviewing new and existing policies through Health Impact Assessments;

- vi. The Department and the PHA are currently engaged with OFMDFM on the delivery of their Play and Leisure Implementation Plan and Signature Programme and in doing so will improve play and leisure opportunities and experiences for children and young people with a focus on outdoor, community play.

**2. This same document states that patterns and modes of transport have changed, to the detriment of walking and cycling. What needs to be done to reverse this?**

- Improving and increasing access and opportunity for active travel will require some changes to existing roads infrastructure, planning and urban design, and this will impact positively upon the current 'obesogenic environment'. Facilities must be provided to enable safe walking and cycling opportunities for all ages and abilities. In addition, this should be accompanied with extensive population-wide promotion of active travel.
- The DHSSPS will continue to work with DRD who lead on the Active Travel Strategy and support the new cross sectoral cycling group which aims to bring together the key organisations which need to work together to deliver the health, economic, social and environmental benefits already identified in the Active Travel Strategy and assist in the development of a Bicycle Strategy for Northern Ireland.

**3. The focus of the Public Health Authority seems to be on actions mainly in Belfast. What initiatives with regards to cycling are you involved in elsewhere in Northern Ireland?**

- The Public Health Agency contributes to a number of cycling related actions, projects and programmes throughout Northern Ireland as per local need, and where infrastructure and facilities allow for safe participation. These include:
  - i. Physical activity coordinator posts in local Health and Social Care Trusts – the key role of these posts is to provide training, develop skills and provide information to promote physical activity in their local areas.

- ii. School based initiatives e.g. Positive Playgrounds, Bike-It etc. This features in schools throughout Northern Ireland, particularly through the Active Schools Travel Programme
  - iii. The CMO Physical Activity Recommendations are actively promoted by health practitioners across Northern Ireland and actions are undertaken by local Trusts to support these.
  - iv. DHSSPS and the PHA support delivery of DCAL and Sport NI's Sport Matters Strategy and DRD's Active Travel Strategy and its associated actions.
  - v. The PHA also promotes the Cycle to Work Scheme, Bike Parks, Storage and Incentives Initiatives.
- It should be noted that particular challenges exist with regards to promoting cycling within rural areas due to the existing infrastructure of the roads.

**4. The World Health Organisation produced Global Recommendations on Physical Activity for Health – how have these been incorporated into your strategy?**

- The WHO recommendations formed the basis of the *Start Active, Stay Active: A report on physical activity for health from the four home countries' Chief Medical Officers* which was updated and re-launched in July 2011, with additional new guidance for children under the age of 5 and adults over the age of 65.
- The PHA ensures that the CMO physical activity guidelines are disseminated to all health and physical activity practitioners across all regions of Northern Ireland; this is a key outcome of the obesity prevention framework, *A Fitter Future for All*, and one which features across all the life course stages.

**5. In the EU 6 of the 7 biggest risk factors for premature death relate to how we eat, drink and move. Do you think that we are employing an integrated and properly resourced approach to tackling physical inactivity?**

- The obesity prevention framework *A Fitter Future for All* contains a number of outcomes to promote and facilitate greater participation in physical activity as well



as encouraging healthier eating throughout the population in all settings. Evidence indicates that increased participation can help in weight management and control.

- In addition the CMO Physical Activity Guidelines reports that: *spending large amounts of time being sedentary may increase the risk of some health outcomes, even among people who are active at the recommended levels.*
- The issue of physical inactivity can be influenced by a number of factors including:
  - i. existing health conditions or mobility limitations;
  - ii. environmental impacts (such as being in prison or living in isolated areas with poor access to sports facilities or opportunities for active travel);
  - iii. socio-economic conditions (living in areas of disadvantage with poor local facilities or with a perception of being 'unsafe'); and
  - iv. occupation and home life (eg Individuals in full-time employment and with caring responsibilities may not have the time to regularly participate in quality physical activity opportunities).

**6. Has your Department made any applications to the *Second Programme of Community Action in the Field of Health* for cycling projects?**

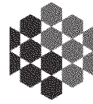
- No – the Department has not made any applications to the *Second Programme of Community Action in the Field of Health* for cycling projects.

**7. Can the Department provide the Committee with a copy of the Public Health framework whenever it is available?**

- It is expected that the new strategic public health framework *Making Life Better* will be launched in late June and will be available on the DHSSPS website.
- Two themes of *Making Life Better* relate, inter alia, to maximising the benefits of active travel. Within the theme "Creating the Conditions," the outcome "Making the most of our physical environment" includes a commitment to "enhance the capacity of our physical infrastructure to protect, support and provide access to healthy and active living and wellbeing." This makes the link between implementation of the Active Travel Strategy Action Plan and improving health and wellbeing.

- In addition, the theme “Developing Collaboration” aims to strengthen collaboration at both regional and local levels. Three areas of work have been identified around which a number of partners have been developing collaborative approaches, and which lend themselves particularly to local partnership action. One of these is “Space and Place – Move and Meet.” This again reinforces that much can be done to create safe, health-enabling neighbourhoods and environments for everyone, designed or maximised to promote health and wellbeing through, for example providing access to green spaces, opportunities for being physically active and for safe social interaction. It also recognises that - “At a broader geographical level opportunities may exist for “joining up” planning and provision of, for example, transport, walkways, cycle paths, existing infrastructure or services to better connect communities and increase access.”
- The points above demonstrate the cross-cutting nature of the framework; DHSSPS officials would be happy to brief the DRD Committee on the Making Life Better Strategic Framework at your convenience.

# DOE Presentation



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Your reference: COR/400/2014

Our reference:

Date: 4 June 2014

Dear Paul

## **WRITTEN BRIEFING REQUEST ON PLANNING AND CYCLING**

The Committee for Regional Development has invited written briefing from this Department on its inquiry into the Benefits of Cycling to the Economy, in advance of its meeting on 11 June 2014. This briefing, which covers planning and Northern Ireland Environment Agency issues, is in addition to the briefing on road safety and environmental issues that I provided to you in March 2014.

I can confirm that the following DOE officials will attend the Committee meeting on 11 June:

- Iain Greenway, Director of Road Safety and Vehicle Regulation
- Angus Kerr, Director of Planning Policy
- Wesley Shannon, Director of Environmental Policy
- Bob Bleakley, Assistant Director for Regional Operations, NI Environment Agency

### Planning matters

I can advise that cycling provision is an important consideration in the determination of planning applications for new developments.

In terms of planning policy – Planning Policy Statement (PPS) 13 'Transportation and Land Use' sets out the Department's commitment to incorporating cycle paths into new developments and promoting more sustainable modes of transportation. This policy is central to the plan preparation process and it advocates that accessibility by modes of transport other than the private car should be a key consideration in the allocation of land for development.

More specifically however, Policy AMP 3 'Cycle Provision' of PPS 3 (Revised) 'Access Movement and Parking' states that planning permission will only be granted for development providing jobs, shopping, leisure and services (including educational and community uses) where specific needs of cyclists are taken into account.

In addition, Policy QD 1 'Quality in New Residential Environments' of PPS 7 'Quality Residential Environments' advises that all proposals for residential development will be expected to conform to a number of criteria, including the support of a movement pattern that incorporates walking and cycling.

In terms of Development plans, a number of those published more recently have identified existing as well as proposed cycle networks and, where appropriate, the key site requirements of zonings and development opportunity sites requiring the provision of cycle paths or further enhancements to the cycle network.

Furthermore, development plans have introduced policies which directly impact on the National Cycle Network – such as Policy OSR 1 'Public Rights of Way and Permissive Paths' of the Draft Northern Area Plan 2016 which states that permission will not be granted for development proposals which would have an adverse impact on the route, character, function or recreational value of the Ulster way, the National Cycle Network, public rights of way or permissive paths.

#### **Future Policy and Guidance**

Looking to the future, the Department is currently bringing forward a new Strategic Planning Policy Statement for Northern Ireland (SPPS). The SPPS sets out the Department's regional planning policies for securing the orderly and consistent development of land under a reformed two-tier local planning system. It is a proportionate and appropriate framework for supporting delivery of the reformed planning system when the primary responsibility for planning functions transfers from the Department to councils next April.

The draft SPPS has no weight. However, when published in final form the SPPS will support and guide local plan-making, the design and delivery of individual development proposals and the determination of planning applications and appeals. It also influences how these functions are carried out by the new councils.

The SPPS reflects and updates in a strategic way existing provisions in relation to planning and cycling referred to above. It also includes a new core planning principle on Improving Health and Well-being. This recognises that the planning system can play an active role in improving the lives of people and communities in Northern Ireland and that planning authorities should contribute positively to health and well-being in plan-making and decision-taking under the reformed two-tier planning system.

Consultation on the SPPS closed on 29 April 2014. Officials are currently analysing the responses received. Subject to Executive Committee agreement it is expected that the SPPS will be published in final form by the end of the year.

The Department is also finalising its urban stewardship and design manual – ‘Living Places’. This supplementary planning guidance identifies accessibility as one of a number of key principles that need to be observed in order to create successful places.

The manual acknowledges that dominance of the motorcar has become a defining feature of many urban places, rarely contributing positively to their overall quality; and that the high number of vehicles on our roads has a negative environmental impact through emissions and economic impact through congestion. Whilst private car access remains important, it should sit within a hierarchy of sustainable transportation, which includes cycling, so that urban centres are dominated by people instead of cars, maintaining access and reducing negative impacts.

#### NI Environment Agency

A number of pieces of legislation cover rights to cycle, or prohibitions on cycling. These include elements of common law, the Access to the Countryside (Northern Ireland) Order 1983, and the Nature Conservation and Amenity Lands (Northern Ireland Order) 1985. The NIEA uses and implements this legislation in a number of ways. This includes funding (with Sport NI, NITB and DCAL Inland Waterways) Outdoor Recreation NI to co-ordinate the development and promotion of facilities, through the Natural Heritage Grants Programme. The outputs from Outdoor Recreation NI include [www.CycleNI.com](http://www.CycleNI.com), [www.outdoorni.com/local-outdoors/](http://www.outdoorni.com/local-outdoors/), and the development of facilities such as the new biking facilities in Rostrevor, Castlewellan, Tollymore and Davagh forests and Blessingbourne.

Other NIEA work includes:

- Funding of the creation of other walking and cycling paths through the Natural Heritage Grants Programme;
- Participation in regional Outdoor Recreation Forums;
- Research such as Assessing the Economic Impact of Outdoor Recreation in NI; and
- Development (with Sport NI, NITB and DCAL) of the Outdoor Recreation Action Plan for Northern Ireland.

The report into the Economic Impact of Outdoor Recreation (OR) in Northern Ireland is soon to be published by Sport NI and NIEA. This will have a number of references to cycling. Some of the headline findings are that consumer spending on outdoor recreation adds up to just under £132m (bicycles account for £25m and outdoor clothing for £18m); and that the estimated number of full time equivalent employees in NI related to OR is 3,537, with 12% of these in the cycling sector.

The actions in the Outdoor Recreation Action Plan include:

- Establish a Strategic Outdoor Recreation Group.
- Establish a National Outdoor Recreation Forum and a network of Local Outdoor Recreation Forums.
- By 2018 to have reviewed existing, and initiated the development and consolidation of appropriate outdoor recreation legislation with particular emphasis on:



- The roles and responsibilities of Government Departments, NDPBs, local authorities and individuals;
  - Access to public land;
  - Rights of ways, permissive paths and the development of core path networks and outdoor recreation hubs.
- To provide clear information on the social, health, economic and environmental benefits of OR in an agreed and co-ordinated manner.
- Audit current hubs for OR and identify geographical gaps and mechanisms to develop access and opportunities.
- Develop a systematic toolkit for community path and the national cycle network development.
- Create new grant schemes for maintaining and supporting access and the ongoing development of path networks, greenways and the National Cycle Network.
- Market NI as a tourism destination for OR.
- Undertake public surveys to identify recreation demand.
- Undertake research into the economic and social benefits of OR.
- Develop a joined up approach for monitoring and evaluation of facility use at a national level.

NIEA seeks to manage its Country Parks to provide visitors with an environment which is visually, physically, intellectually, spiritually and emotionally stimulating. NIEA recognises that outdoor recreation, such as cycling, is widely considered to provide significant health benefits.

Outdoor Recreation NI, which receives core funding from NIEA through the Natural Heritage Grant Aid Programme, initiated the development of the Cycle NI website which provides a guide to cycling in Northern Ireland. Castle Archdale Country Park, which has a 6-mile cycling route, is included as a cycling route on the Cycle NI website.

To develop provision of recreational activity further, Country Parks staff from NIEA Regional Operations recently met with Outdoor Recreation NI to discuss the commissioning of a scoping study of recreational opportunities at a selection of our Country Parks. This scoping study, once completed, will assist in identifying opportunities for future recreation provision such as the provision of family cycling paths (subject to funding).

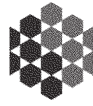
It is worth highlighting that at certain Country Parks, where it has been identified that there would be increased health and safety risks to cyclists, NIEA does not actively encourage, or forbids, cycling. For example, Redburn Country Park at Holywood, County Down, has very steep and short paths and there is resistance from the local community to facilitating cycling in the Park after a cycling fatality there. Equally, few of the paths at Scrabo Country Park are cycle-friendly. Similarly, the Roe Valley Country Park path network would in parts have steep river banks in close proximity to the river side pathway and would not lend itself to cycling. The North Down Coastal Path runs through Crawfordsburn Country Park, where NIEA is considering a cycle link from the Coastal Path to Crawfordsburn village. Consideration will also be given to possible cycle paths in parts of Peatlands Park and Ness Country Park.

I trust this information is of assistance, should you require anything further please contact me directly.

Yours sincerely,

Helen Richmond  
DALO  
[by e-mail]

# DOE Follow up queries from Regional Development Committee re cycling



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Your reference: COR/664/2014

Our reference:

Date: 3 July 2014

Dear Paul

## **FOLLOW UP QUERIES FROM DOE ATTENDANCE ON 11 JUNE 2014**

I am replying to your letter of 12 June containing queries arising from officials' attendance at the Committee's hearing on the benefits of cycling to the economy. I have converted the bullets in your letter into numbering of your points to assist ease of reference, and provide a response to each point below.

### **1. What role does planning have in the development of a safe cycling infrastructure?**

The technical standards associated with a safe cycling infrastructure are outwith the remit of the planning system. However, planning has an important role to play in the provision of cycling infrastructure.

Provision for cycling is promoted in various planning policies, principally:

- **PPS 3 (Revised) Access, Movement and Car Parking** which sets out planning policy for vehicular and pedestrian access, transport assessment, the protection of transport routes and parking. Policy AMP 8 'Cycle Provision' states that planning permission will only be granted for development providing jobs, shopping, leisure and services, including educational and community uses, where the needs of cyclists are taken into account, including safe and convenient cycle access; secure cycle parking having regard to the Department's published standards; and links to existing or programmed cycle networks where they adjoin the development site.
- **PPS 7 Quality Residential Environments** sets out the Department's planning policies for achieving quality in new residential development and advises on the

treatment of this issue in development plans. Policy QD 1 'Quality in New Residential Development' of PPS 7 states that all proposals for residential development will be expected to conform to a number of criteria including supporting a movement pattern that incorporates walking and cycling. PPS 7 is supported by supplementary planning guidance entitled 'Creating Places' which contains further detail on how provision for cyclists should be made in regard to proposals for new residential development.

- **PPS 13 Transportation and Land Use** sets out the Department's commitment to incorporating cycle paths into new developments and promoting more sustainable modes of transportation. It states that reliance on the private car should be reduced through a modal shift to walking, cycling and public transport. This policy is intended to inform the local development plan preparation process and it advocates that accessibility by modes of transport other than the private car should be a key consideration in the allocation of land for development.

Provision for cycling is also promoted through the **development plan system**. Some of the recently published development plans have identified existing as well as proposed cycle networks. Also, where appropriate, specific key site requirements relating to zonings and development opportunity sites require the provision of cycle paths or further enhancements to the cycle network.

Furthermore, some development plans have introduced policies which directly impact on the National Cycle Network. For example, Policy OSR 1 'Public Rights of Way and Permissive Paths' of the Northern Area Plan 2016, states that "Permission will not be granted for development proposals that would have an adverse impact on the route, character, function or recreational value of the Ulster way, the National Cycle Network, public rights of way or permissive paths".

**2. PPS13 has a policy objective of reducing the need to travel, especially by car. Does this make it urban-focused?**

PPS 13 applies to the whole of Northern Ireland, including both urban and rural areas. With regard to rural areas, General Principle 10 states that '*Rural public transport schemes should be developed to link rural dwellers to essential facilities and larger settlements.*' The PPS also takes account of the dispersed settlement pattern of rural Northern Ireland in the promotion of public transport use through provision of Park and Ride / Share sites at appropriate locations (General Principle 7 refers). Finally, General Principle 8 provides for the protection of land required to facilitate improvements to the transport network. This includes the potential reuse of disused transport sites and routes such as old road and rail lines, some of which may have potential as cycle routes.

**3. The process of implementing General Principle 1 of PPS 13 will require close liaison between land use planners, transport planners and public transport providers. However, the Department for Regional Development has only recently appointed a transport planner. How did this work previously?**

DOE Planning engages with DRD in terms of consultation in relation to the preparation of Development Plans and individual planning applications. With regard to Development Plans, Plan teams engage with transport providers and also with DRD so as to ensure that the Plan is informed by strategic transport considerations. For example, consultation is carried out with DRD to ascertain proposals for expansion or improvement of the strategic road network within the Plan area and proposals for town by-passes. Senior management of DOE Planning and DRD meet every six months to discuss issues of mutual interest.

**4. Would you agree that the best way to reduce cycling accidents is to have fully segregated cycle lanes? What considerations does PPS 13 have in respect of this?**

While infrastructure falls within the remit of DRD it might be helpful to the Committee to note that the Department for Transport commissioned the Transport Research Laboratory (TRL) to conduct a literature review to consider the role of infrastructure in relation to the safety of cyclists and their interaction with other road users. This was part of the wider research programme, Road User Safety and Cycling. TRL reported (TRL Report PPR 580<sup>1</sup>) that to draw a hard distinction between infrastructure and behaviour is problematic. Casualty outcomes are primarily the consequence of human behaviour in a context formed by infrastructure, law and culture and the behaviour of other road users. The report identifies that the most significant infrastructure-related risk factors for cyclists in single vehicle incidents are slippery road and poor or defective surface; and for multi-vehicle collisions, speed limits and encounters with other road users at junctions. It concludes that of all interventions to increase cycle safety, the strongest evidence is for the benefits resulting from reduction in motorised vehicle speed. The review identifies the potential benefits of segregated networks for cyclists but notes evidence that cyclists may be exposed to heightened risk where cycle networks intersect the general highway network.

PPS 13 references cycling through General Principle 9 which states that '*Reliance on the private car should be reduced through a modal shift to walking, cycling and public transport.*' Further, safe cycling is addressed in General Principle 11 entitled '*Innovative measures should be developed for the safe and effective management of traffic.*' One of the listed measures for achieving this principle is '*promoting safe walking, cycling and public transport across the whole journey*'. However, the PPS does not refer specifically to the provision of fully segregated cycle lanes.

Aside from PPS13, PPS 3 and PPS 7 also contain provisions to accommodate cycling (see Q1 above). In addition, the design guidance contained within 'Creating Places' states that housing layouts should be designed to provide clear, coherent and attractive routes for cycling in order to encourage it. In order to achieve this, the guidance suggests the following measures:

<sup>1</sup> The report can be accessed through the TRL online store (where it is free but registration required) at <http://assets.dft.gov.uk/publications/infrastructure-and-cyclist-safety/infrastructure-and-cyclist-safety.pdf>. It is also available on the cycling embassy's website:- <http://www.cycling-embassy.org.uk/sites/cycling-embassy.org.uk/files/documents/PPR580.pdf>



- Cycle tracks segregated from footways should be provided alongside local distributor roads;
- Cycle tracks should be provided in association with any footpath routes in the development;
- Cycle tracks should connect with, or be a part, of any wider cycle route provision, existing or proposed;
- Cycle tracks should be developed to serve places generating significant numbers of cyclists (such as schools or other local facilities).

**5. Higher destination accessibility, a higher number of exclusive bicycle lanes, a mixed environment and greater connectivity between local streets tend to increase the use of the bicycle. Is planning in Northern Ireland achieving this?**

All of these measures are supported in planning policy and guidance (as set out in answer to other questions in this letter). There is, however, no available quantitative information on the extent to which this is being achieved in Northern Ireland.

**6. Europe could cut its transport greenhouse gas emissions by more than 25% if every population cycled as regularly as the Danes. How is your Department promoting cycling as a means of protecting the environment?**

Lead responsibility for promoting modal shifts in transport lies with DRD, which under its Active Travel Programme (whose governance structures include DOE representation) lays out the range of benefits of walking and cycling. DOE has a supporting role to DRD's Active Travel work in areas such as road safety and planning policy, both of which the Committee explored with DOE officials at the 11 June Committee hearing.

**7. What weight will the new Strategic Planning Policy Statement (SPPS) have?**

The SPPS will be implemented after it is published in final form. Once implemented, it must be taken into account in the preparation of local development plans and will be a material consideration in planning decisions. The draft SPPS which was published earlier this year for consultation does not carry any weight.

**8. Primary responsibility for planning functions will transfer to local government next year – will that result in 11 different applications of PPS 13 and the new SPPS?**

The SPPS will reflect and update in a strategic way existing provisions within PPS 13 (and other existing PPS documents). Detailed policies will ultimately be brought forward within Local Development Plans prepared by Councils. There is likely to be some legitimate variation across Council areas in terms of policy and practice, reflective of local circumstances. Notwithstanding this, there are legislative provisions for the Department to ensure that development plan making and decision taking are generally aligned with broader strategic direction set by central government.

### **9. What progress are you making at reducing car emissions?**

The Northern Ireland Executive has a Programme for Government target to continue to work towards a reduction in greenhouse gas emissions by at least 35% on 1990 levels. In 2012 (latest figures), transport emissions accounted for 20% of Northern Ireland's total greenhouse gas emissions, with 65% of that figure from cars. Total greenhouse gas emissions from the transport sector in Northern Ireland have increased by 23% between the 1990 and 2012, despite improvements in efficiency of vehicles, as a result of strong growth in demand in earlier years. However, emissions peaked in 2007 and have since declined partly because of improvements in average fuel efficiency of vehicles and the switch from petrol to diesel cars and from a reduction in traffic volumes.

The Department of the Environment plays a key role in monitoring and reporting on activity across government to reduce greenhouse gas emissions, including transport emissions, to meet the Programme for Government target. This is evidenced through an annual progress report and action plan to the Executive. Examples of current Executive actions to reduce emissions in the transport sector include: Belfast Rapid Transit; installation of 'Pay as You Go' charge points for electric cars; a programme for schools to participate in cycling and walking skills under the Active Travel Action Plan; and additional Park & Ride and Park & Share spaces.

In relation to local air quality management, District Councils are required regularly to assess their local air quality against National Air Quality Objectives. Where objectives for air quality pollutants are exceeded, or have been identified as being at risk, Councils are required to produce Action Plans to work towards complying with the objectives. Such plans may seek to reduce air pollutant emissions, including those from road vehicles.

DOE provides financial support to local councils for air quality monitoring to assess compliance with objectives. DOE also provides technical advice and guidance to local councils and other government departments on measures to reduce emissions and improve air quality.

### **10. You mention a number of country parks where cycling is not encouraged due to health and safety concerns. What analysis of these parks has been undertaken to assess what remedial works might be required to make them safe?**

As officials indicated in their opening remarks at the Committee hearing, the Northern Ireland Environment Agency (NIEA) seeks to manage its Country Parks to provide visitors with an environment which is visually, physically, intellectually, spiritually and emotionally stimulating. I provided written briefing in advance of the 11 June hearing, summarising a range of work undertaken by NIEA to achieve this.

NIEA recognises that outdoor recreation, such as cycling, is widely agreed to provide significant health benefits. To develop provision of recreational activity further, NIEA staff recently met with Outdoor Recreation NI to discuss the commissioning of a scoping study of recreational opportunities at all seven of our Country Parks. This scoping study, once

completed, will assist in identifying opportunities for future recreation provision such as the provision of family cycling paths and potential links to long-distance cycling trails.

This analysis, by an organisation with expertise in this specific area, will guide decision making in how to balance the needs of different park users to maximise the overall benefit provided by the parks and to do so in a way that respects the safety of all park users. At the Committee hearing, officials indicated a number of issues that need to be taken into account in this assessment, including the size and topography of each park; its location; possible restrictions that may be required of certain users to provide maximum benefit for all; stakeholder views; and the extent of usage. Some parks may be more difficult to adapt than others, but consideration will be given to all of the issues raised by the ORNI review and recommendations made as to how to take the conclusions forward, taking account of the increase in benefits identified and the costs involved. We expect to receive the ORNI review towards the end of 2014.

#### **11. What funding is provided to Outdoor Recreation NI (ORNI)?**

NIEA is providing grant funding of £140,000 to ORNI in 2014-15. £120,000 covers core staff costs and £20,000 is for small project work. This funding is for the essential delivery of NIEA strategic access objectives which ORNI is currently delivering through its Operational Plan (2012-2015). ORNI is NIEA's main partner in the strategic management of the Ulster Way and long distance NIEA-approved walking routes. It will be working with partners and Councils to improve the Way Marked Ways (WMWs) and the Ulster Way. ORNI also manages a large number of volunteers who, on a regular basis, audit the Ulster Way, WMWs and Quality walks. ORNI is significant in Northern Ireland for the sharing of skills and knowledge which significantly furthers the delivery of sustainable outdoor recreation. It also manages a suite of websites promoting outdoor recreation: WalkNI, CycleNI, OutdoorNI and CanoeNI. These provide the public with a wealth of online information. Going forward, ORNI will be key to delivering many of the targets outlined in the cross-government Outdoor Recreation Action Plan along with NIEA, SportNI (DCAL) and NITB (DETI).

The Country Parks study is outwith this grant funding, and is expected to cost £25,000.

I trust this information is of assistance, should you require anything further please contact me directly.

Yours sincerely,

Helen Richmond  
DALO  
[by e-mail]

## Environment Committee Letter - 3 February 2014



Environment Committee Office  
Room 373  
Parliament Buildings  
Ballymiscaw  
Stormont  
BT4 3XX  
[Sheila.mawhinney@niassembly.gov.uk](mailto:Sheila.mawhinney@niassembly.gov.uk)  
Tel 028 9052 1783  
Fax 028 9052 1795

Mr Jimmy Spratt  
Chairperson  
Committee for Regional Development  
Room 435  
Parliament Buildings

03 February 2014

Dear Jimmy

**Committee for Regional Development Inquiry into the Benefits of Cycling to the Northern Ireland Economy**

At its meeting on 23<sup>rd</sup> January, the Committee for the Environment considered a memo regarding your Committee's intention to undertake the above Inquiry.

Members agreed that I should write indicating that the Committee for the Environment is content with the Terms of Reference for your Inquiry and welcomes your Committee's undertaking of this Inquiry.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Anna Lo', written over a light grey rectangular background.

**Anna Lo MLA**  
Chairperson  
Committee for the Environment

# ETI Committee Letter - 29 January 2014



**Northern Ireland  
Assembly**

**Committee for the Enterprise, Trade and Investment  
Room 375  
Parliament Buildings**

**Tel: +44 (0)28 9052 1614**

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**To: Paul Carlisle  
Clerk to the Committee for Regional Development**

**From: Jim McManus  
Clerk to the Committee for Enterprise, Trade and Investment**

**Date: 29 January 2014**

**Subject: Inquiry into the Benefits of Cycling to the Northern Ireland Economy**

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1. At its meeting on 23 January 2014, the Committee for Enterprise, Trade and Investment considered the Terms of Reference to the Inquiry into the Benefits of Cycling to the Northern Ireland Economy.
2. Members agreed to write to the Committee for Regional Development informing that they are content with the Terms of Reference and to ask the Committee to consider the tourism potential of cycling as part of the Inquiry and to look at the approach taken by other countries regarding this issue.

**Jim McManus  
Clerk  
Committee for Enterprise, Trade and Investment**



## Health Committee Letter - 23 January 2014

**From:** Aiken, Dr. Kathryn  
**Sent:** 23 January 2014 10:53  
**To:** :Comm. Regional Dev. DL  
**Cc:** Mealey, Craig  
**Subject:** TOR for cycling inquiry

Paul

The Health Committee noted your TOR for the inquiry at its meeting yesterday, and are content.

Kathryn



**KATHRYN AIKEN**  
*Clerk*  
Committee for Health, Social Services and  
Public Safety

work: 028 90 521841  
email: [Kathryn.Aiken@niassembly.gov.uk](mailto:Kathryn.Aiken@niassembly.gov.uk)

414  
Parliament Buildings  
Ballymiscaw  
Stormont  
Belfast  
BT4 3XX

## Mayo County Council Presentation



# Development of the Great Western Greenway

**Padraig Philbin**  
Enterprise & Investment Unit  
Mayo County Council  
pphilbin@mayococo.ie

- 
1. Adventure Tourism - Cycle and Walks
  2. Great Western Greenway
  3. what Next?

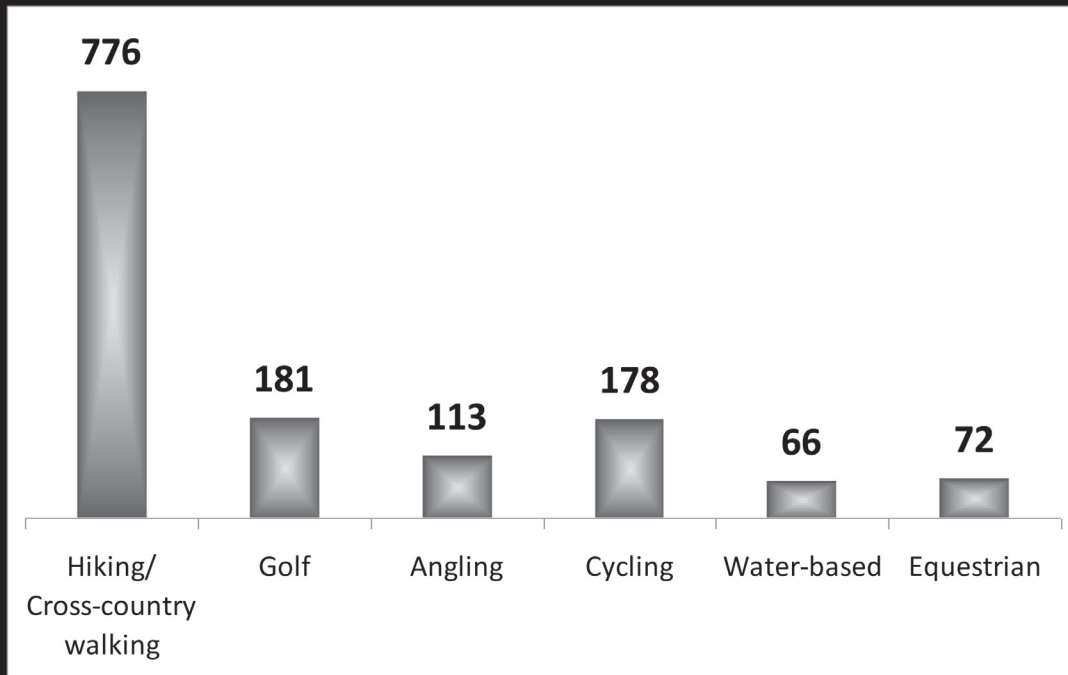




# Adventure Tourism

**Adventure Activity Events currently attracts up to 30,000 participants annually**

## Overseas Visitors Engaging in Active Pursuits (000s) 2011



### Irish Walking/Hiking Tourism

IRELAND	2010	2011
Overseas visitors	5,800,000	6,300,000
Hiking/Walking Visitors	830,000	776,000
Spend (€)	€781 million	€649 million



#### Most popular Visitor Activity Attraction

#### Is Ireland underperforming compared to European Walking Destinations?

Recent product, access costs, competing markets

## Walking/Hiking Tourism

### Walker Profile

- Middle Aged
- Affluent and discerning
- Stays an average of 16.1 nights
- Best Potential Markets – UK and mainland Europe



### What Trails is Visitor Seeking?

- Landscape Variety
- Range of physical challenges (high and low level)
- Facilities and Services
- Loop Walks ( 5-10km) and theme walks ( historical/spiritual)
- Most popular Irish Trails – South West & West
- Competing Destinations – Lake District, Hadrian’s Wall, Wales All Coastal Path, Camino de Santiago, Inca Trail

### What are the most iconic Walks in Galway?

## Irish Cycling Tourism

IRELAND	2010	2011
Overseas visitors	5,800,000	6,300,000
Cycling Visitors	164,000	178,000
Spend (€ )	€180 million	€200 million



**Cycling in Ireland - Underperforming compared to the rest of Europe**  
 Numbers visiting have failed to break through 200,000 p.a

Satisfaction levels dropped 2000 - 2005

**Some Reasons:**

- Access Cost
- Road Safety – busy roads
- Facilities
- Competing destinations – high quality trails, services, scenery, accessibility



## Cycling Tourism

### Overseas Cyclist - Profile

- Young / Middle Aged
- Affluent and well educated
- Travel in pairs
- Stays an average of two weeks in Ireland
- High Spenders - Spends 45% more



- Best Potential Markets – Europe (€54billion annually)

Germany (11 million potential cycle tourists), UK (4 Million), Holland (3 million).  
**What is Cycling visitor seeking?**

- Long continuous routes routed through scenic and wilderness areas, attractive towns with services and cycling facilities
- Mix of On Road and Off Road Routes ( off road high trafficked areas)
- Competing Destinations – NCN (UK), Via Verde in Spain, Atlantic Coast Cycle route in France. New Zealand Cycle Network

### TIMBER TRAIL



## FRANCE – VOIES VERTES

# CYCLE WEST

- Interreg IVA
- France/UK
- £7.4 m



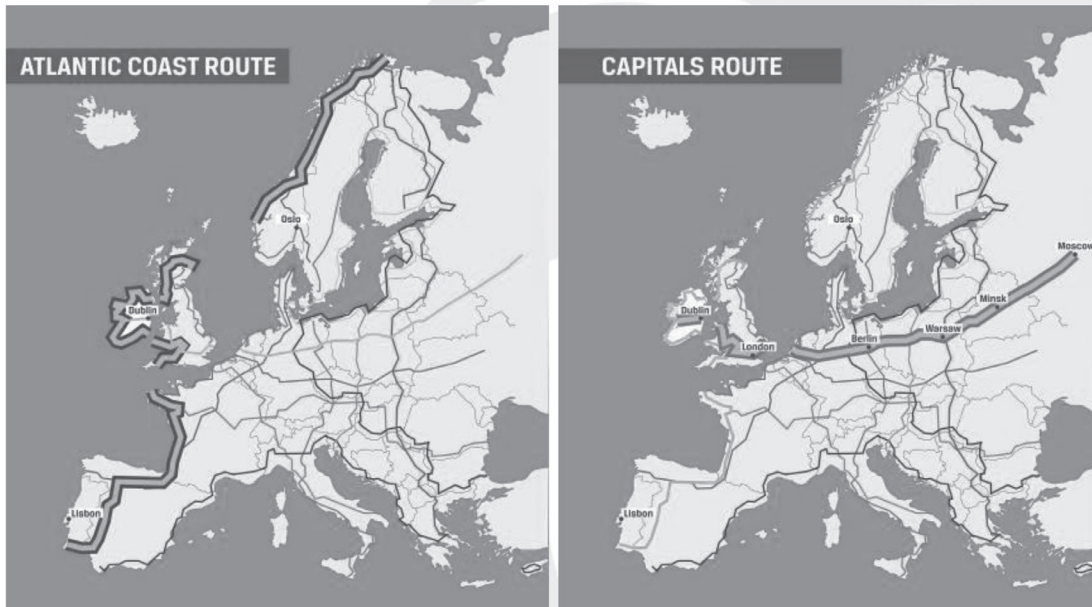
VIA VERDE  
SPAIN



DANUBE CYCLEPATH



## Proposed Euro Velo Routes – 14 Premier Cycle Routes for Europe



### **PROMOTING CYCLE TOURISM IN IRELAND**

1. A Strategy for the Development of Irish Cycle Tourism -  
Sustrans (Failté Ireland, 2006)
2. Smarter Travel – A Sustainable Transport Future 2009
3. National Cycle Policy Framework 2009















## Greenway *Key Features*

- Unique Walking & Cycling Facility
- National Demonstration Model - NCN
- European Destination of Excellence
- Smarter Travel corridor
- Unique **PARTNERSHIP** with landowners, community & business
- Enabling platform for innovation, regeneration and enterprise
- Tremendously popular rural greenway – 208,000 users in 2013



## Permissive Access

- Permission of landowner for public to traverse through privately owned railway land
- Public Liability Insurance
- Landowner Management Committee
- RSS/TUS Green Patrol are Key to success





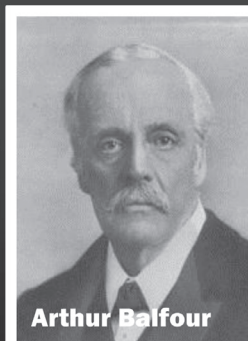
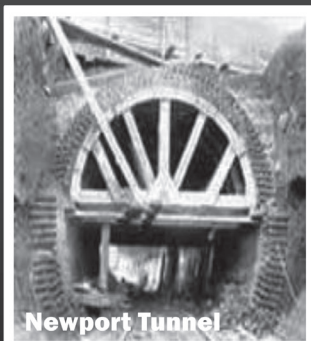
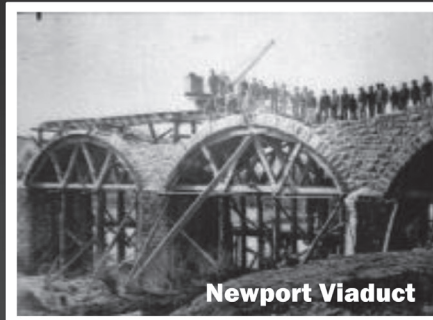
## DERELICT RAILWAY

2009



### The Midland Great Western Railway

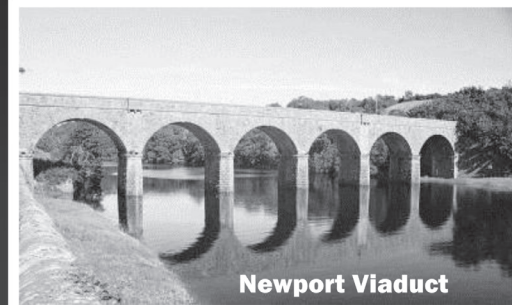
- Built under the Light Railways (Ireland) Act by Arthur Balfour, Chief Secretary for Ireland
- New railway would assist Fishing and tourism industries, combat unemployment and poverty which was rife in the West of Ireland.
- At construction peak in 1891 there were 1,313 employed who laid 7,000 tons of rail



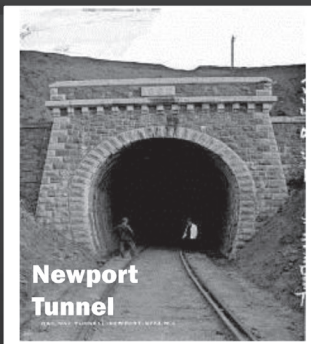




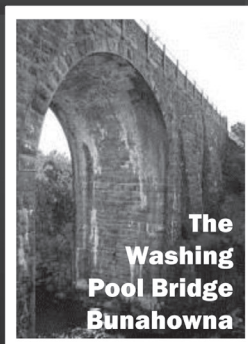
- The railway was built by Robert Worthington for £110, 000 and opened in 1894
- The line has impressive engineering (tunnels and viaducts) and passes by some of the most idyllic scenery in Ireland
- The railway closed in 1937 and its land sold off to adjoining landowners.



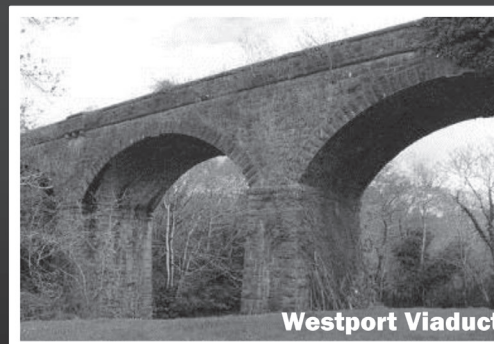
**Newport Viaduct**



**Newport Tunnel**



**The Washing Pool Bridge Bunahowna**



**Westport Viaduct**



**2009**

The Great Western Greenway commenced in April 2009 with permissive access from 161 landowners



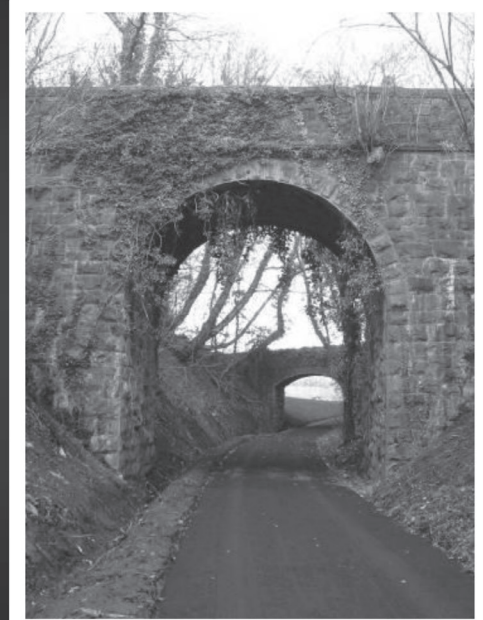


## Funding Partners

Investment €5.7million

Funded by:

- Dept of Transport, Tourism & Sport
- Fáilte Ireland
- Mayo Co Co
- NRA (Kilbride Section )
- Dept of Community, Rural Gaeltacht Affairs



## Clearance & Drainage





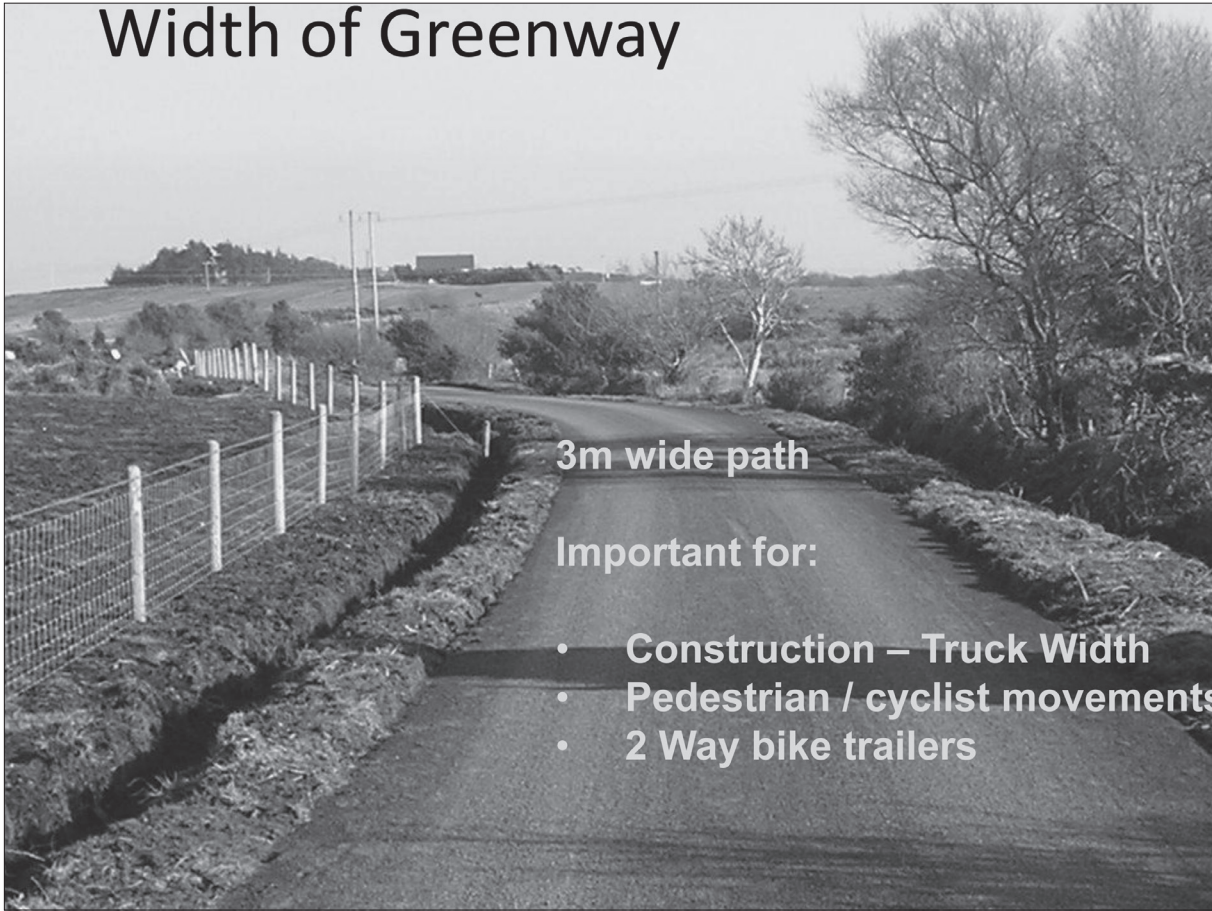
## Pavement Construction



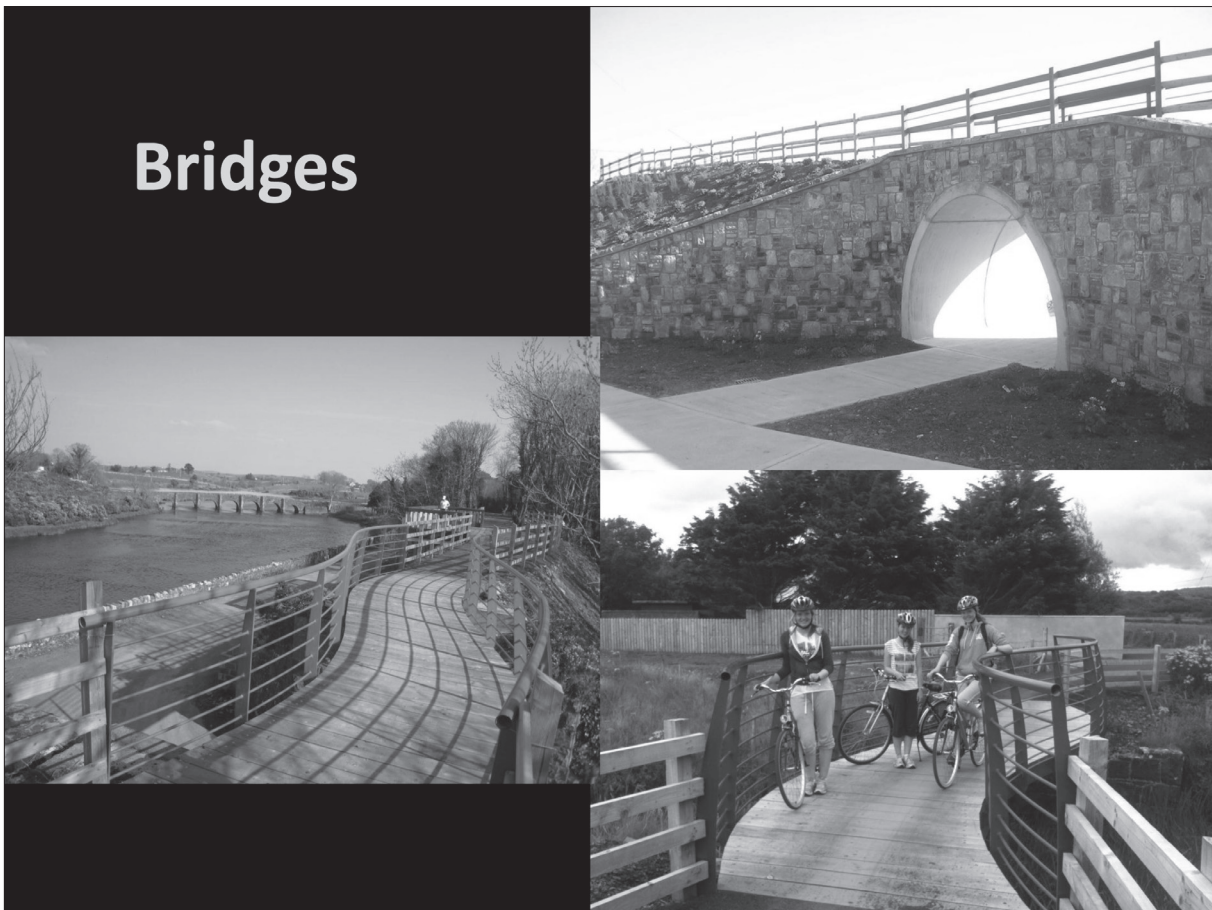
## Banking & Fencing



## Width of Greenway



## Bridges







## Signs



## Path Surfaces







## Road Separation



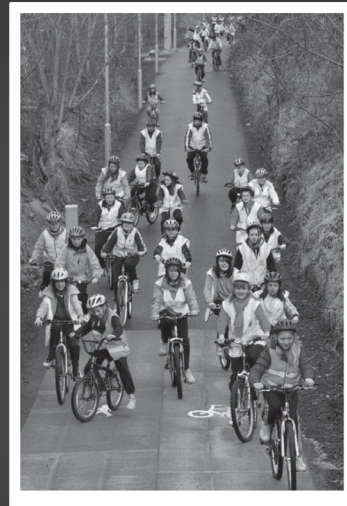
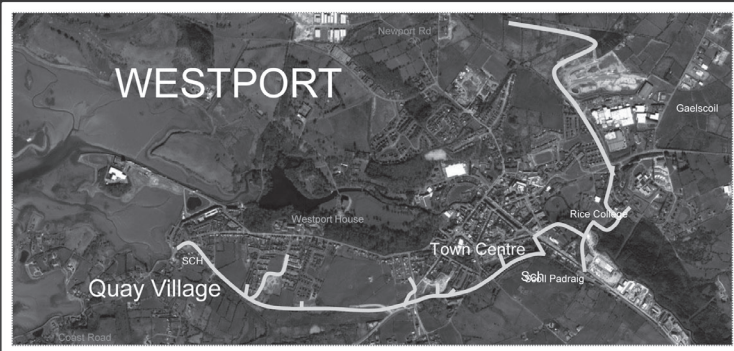
## Official Openings – Phases 1 and 2



## Greenway has wide appeal



## Promoting Travel Change

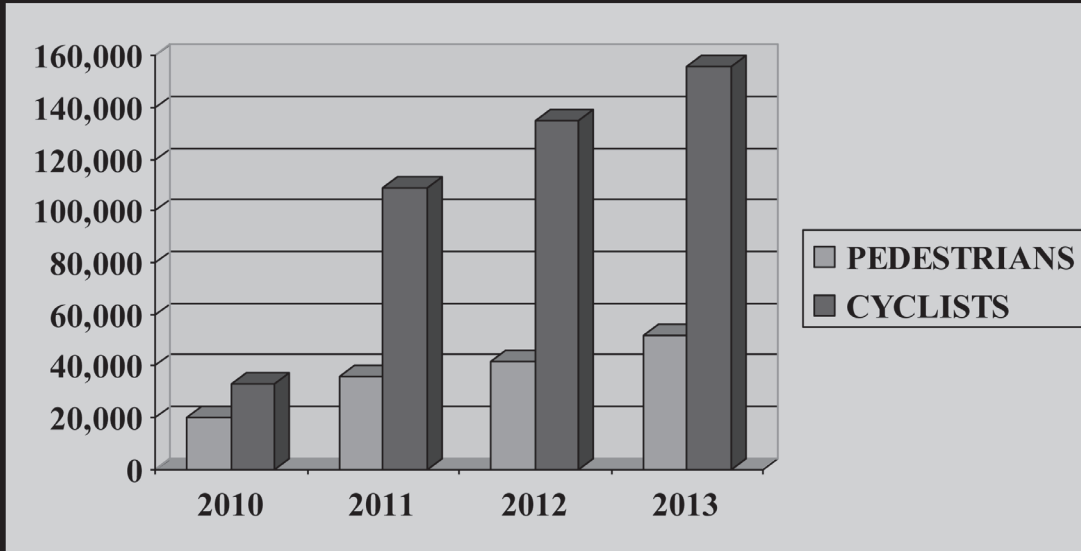


WESTPORT SMARTER TRAVEL  
DEMONSTRATION TOWN

600 persons/day on Greenway  
(1000 persons/day on Saturdays/Sundays)



## Users on Great Western Greenway



208,000 people travelled on the Greenway in 2013.



### 2013 User Profile (based on survey of 800 users)

- All Age categories (38% in 31-49 age bracket)
- Predominantly Cyclists (78%)
- Origin: (Ireland 75.5%, Overseas 24.5% (UK 9.5%)  
Ireland - Mayo (21%), Dublin (29%)
- Very popular with families (60%)
- 54% hired bike
- Average daily spend €62/person/day

## Changes Observed

- **Number of Users Growing each year**  
145,000 (2011) – 208,000 (2013)
- **More International Visitors**  
16% (2012) 24.5% (2013)
- **People cycling longer journeys**
- **Growth in use of on road cycle routes**



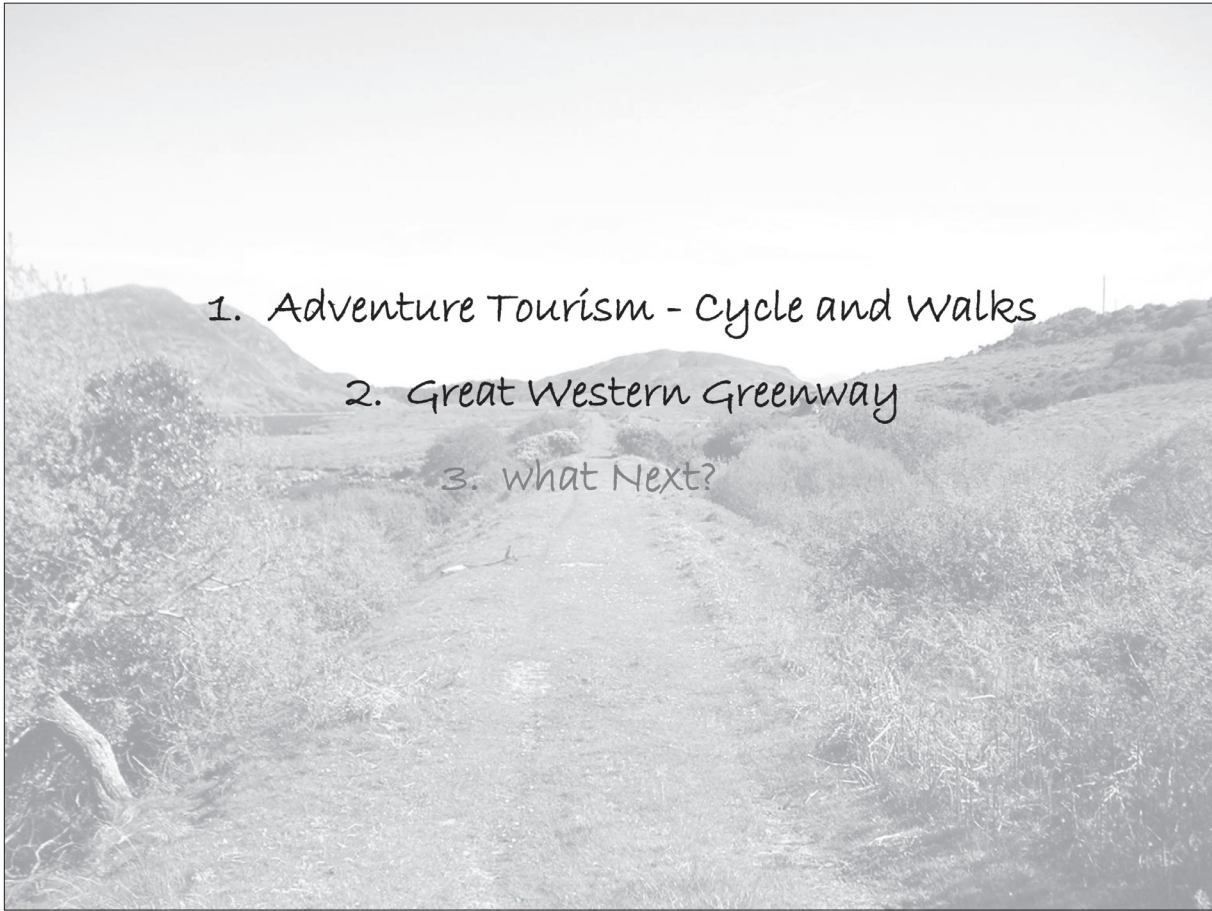
## New Businesses



**Employment: 38 New Jobs & supporting 56 existing jobs.**

**Economic Benefit: €7.2 million to local economy (€2.8m - overseas visitors)**



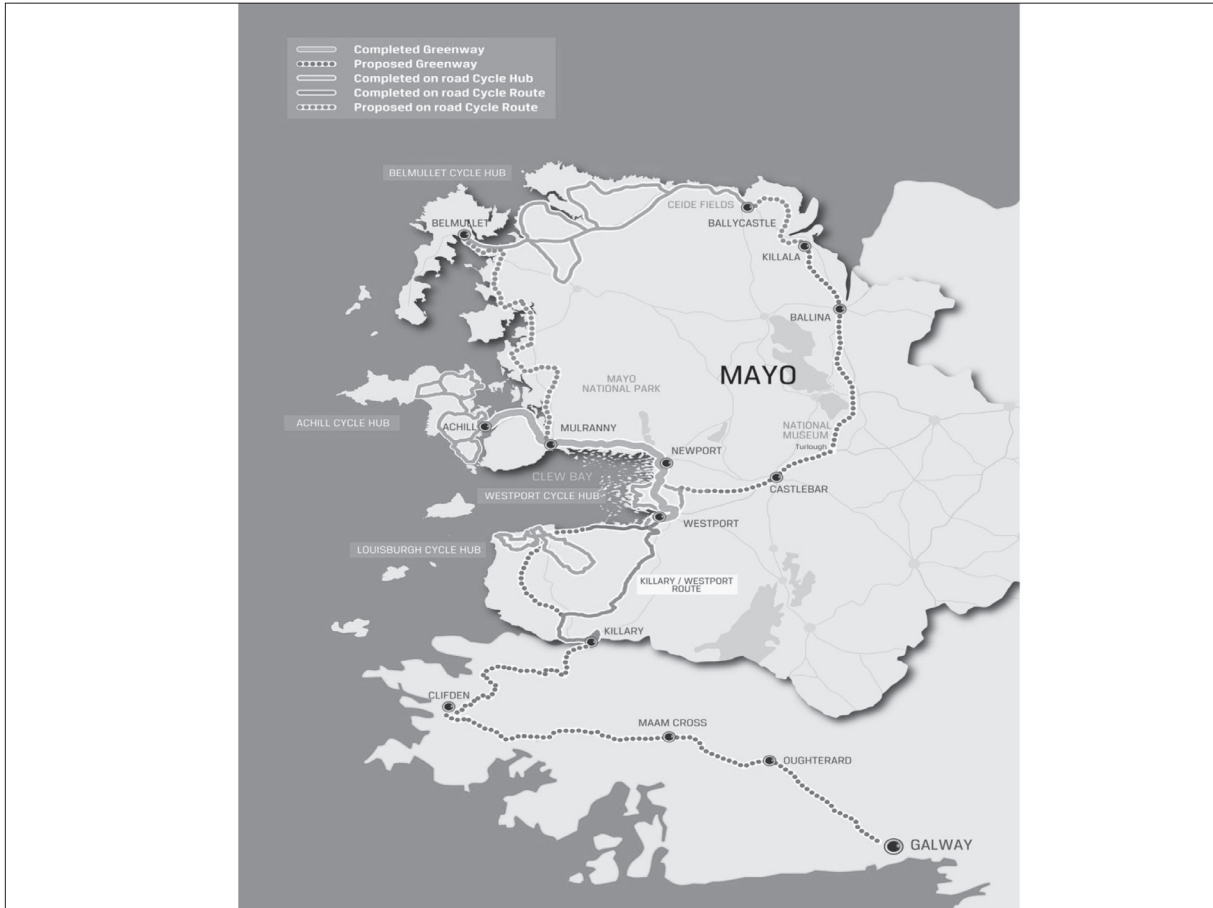


## Activities Services Centre - Mulranny



**Toilets and Shower Facilities, Customer Services, interpretation, Green Patrol**

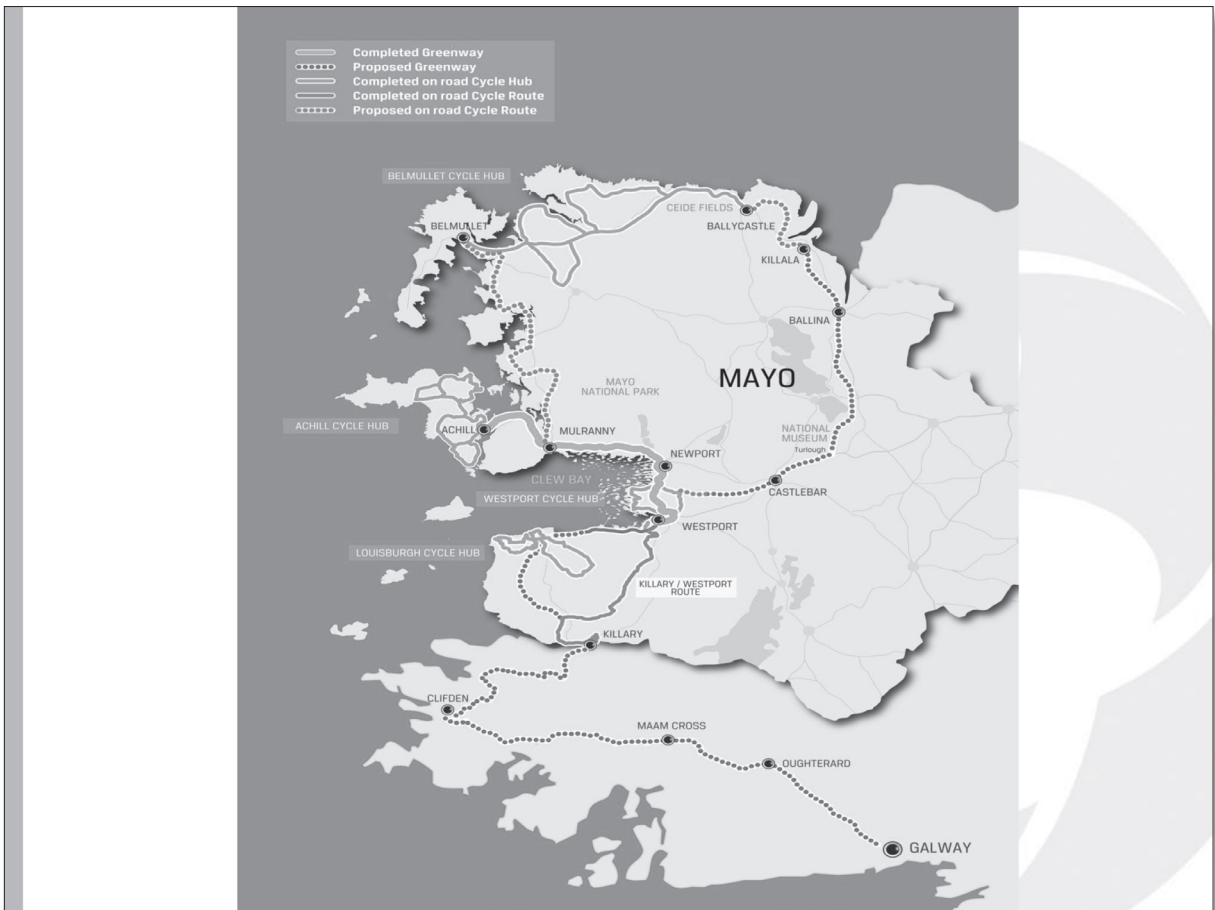




## NCN - Westport to Clifden



# NCN - Westport to Clifden



## Adventure Bridge



## Blueway – Pilot Project



### The Blue Way

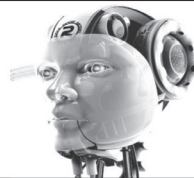
A trail along the Galway/Mayo coastline that links water recreational activities.





# Wild Atlantic Way

new coastal touring route



THE IRISH TIMES © InterTradeIreland  
**INNOVATION**  
AWARDS 2012



Thank You

# Mulranny Park Hotel Presentation



MULRANNY  
EUROPEAN  
DESTINATION  
OF  
EXCELLENCE



Suzanne O'Brien –  
Mulranny Park Hotel

- Infrastructure as a  
Tool for Economic &  
Community  
Development



EDEN AWARD WINNER • European Destination of Excellence •

## Where is Mulranny & the Great Western Greenway?

- A European Destination of Excellence / On the Wild Atlantic Way..





**MULRANNY**  
 & the Great Western Greenway ~  
 Strength in Community



MULRANNY  
 EUROPEAN  
 DESTINATION  
 OF  
 EXCELLANCE

**The Mulranny Story - The Overview**

- Where we are now... Building product, developing experiences..
- The challenge now of having the infrastructure in place..
- The tapestry on which to build..
- What we've learnt along the way..



**The starting point ..... Mulranny & the Great Western Greenway  
 - 10 years ago..**

- Limited activity in tourism & heritage
- Derelict & underdeveloped tourism infrastructure (Old Railway Hotel)
- Place to pass through
- Dormant
- Underutilised community resources
- Lack of vision



## The starting point and how it was achieved..... the Great Western Greenway

- The original Railway line closed in 1937 and sold off.
- Permissive access granted by the 161 Greenway landowners without which none of this would be possible / €5.7m investment.
- One of the first off road walk and cycle trails – 42km
- More opportunities - Railway Station to be transformed with €.5m
- Construction Completed but the real work begins..



## Mulranny Park Hotel – Re imagining the role of the hotel in partnership with the Greenway

- 4\* Hotel
- McKenna Guide 2014
  - Top 100 Places to stay
  - Top 100 Places to Eat
  - Top 10 for walkers
  - Top 10 Restaurant Dishes
- Voted Top 5 wedding venues in Ireland/Best in Connaught

### **Community Initiatives**

- Gourmet Greenway
- Greenway Adventures
- Mulranny Walking Experience / Wild Atlantic Walking





## Where are we now.... Understanding the Greenway as a Blank Canvas



Rosmurrevagh Salt Marsh

**Product Development – Creating memorable experiences / Marketing the Greenway..**

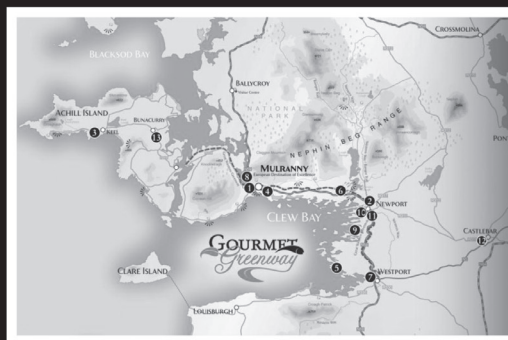
**Gourmet Greenway Food Trail (Hotel driven)**

• See, smell & experience – *real* traceability

**Greenway Adventures (Hotel driven)**

**Mulranny Walking Experience (Hotel driven)**

**Greenway Artists**



## Product Development Example - Gourmet Greenway

'Inspired and Inspiring' / "One of the best things in Irish hospitality" ~ John McKenna, Bridgestone Guide

*Discover Mayo's Finest Food from the Land and Sea...*

This food trail has been devised by Mulranny Park Hotel, in association with Mayo food producers, to showcase the wonderful artisan food in the vicinities of Mulranny, Newport, Westport and Achill.

With the Great Western Greenway as its backdrop, the Gourmet Greenway matches stunning scenery with simply delicious food. Where possible we encourage you to visit and purchase the fare of the producers along the Gourmet Greenway and build this unique gastro experience into your outdoor activities in an area of unrivalled beauty.

[www.mulrannyparkhotel.ie](http://www.mulrannyparkhotel.ie)

**1 Greenway Farm**

Greenway Farm was founded in 2010 by Colin & Alison McMillan, to provide quality produce to restaurants in the west Mayo region.

Nourished by pure Atlantic rain and wind sweeping across the bay, Greenway Farm produces fresh, high quality fruit and vegetables, grown entirely using natural, chemical-free methods. Nestled between the Greenway & Clew Bay, Greenway Farm is also home to a free-range flock of Hens, Ducks and Geese.

Derradilla, Newport, Co Mayo  
Tel: Alison 085-1452773, Colin 086-8354732  
Email: colanmcmillan@btopen.com  
Visit: By appointment with Colin or Alison  
Seasons: May to September  
GPS: N 53 54.186, W 9 35.272

**4 Murrevagh Honey**

Murrevagh Honey has been produced for the last 3 years by James McDermott & Derek Norton.

It is a small hobby apary, which started with one hive and has grown to seven. The bees gather their pollen and nectar from the wonderful Mulranny Mediterranean Heather, the fuchsia, blackberry bushes and all across the Murrevagh area.

The honey is harvested by hand using a spinner to extract the honey from the wax frames, which have been filled and capped with soft wax by the bees. Murrevagh Honey is a very light coloured honey with a delicate flavour.

Murrevagh, Mulranny, Westport, Co Mayo.  
Tel: James 086 8163382  
Email: jmcdermottd@tiscali.com  
Visit: The honey is sold locally when available in Mulranny Market and Kelly's butchers. The Apary can be viewed from the road (bring binoculars).  
GPS: N 53 54.230, W 9 45.860

**5 Carrowholly Cheese**

Carrowholly Cheese is named after the small village of Carrowholly, Westport, where the cheese is hand-crafted by owner Andrew Pellan Burns. Carrowholly is a hard, goods-style cheese made using raw cow's milk from local farmers and vegetarian rennet. The cheese is available in regular and mature versions, aged a minimum of 10 weeks and 9 months respectively. Younger cheeses are smooth and semi-firm, with a mildly sweet and slightly nutty flavour. Mature wheels are firmer, with a darker coloured paste and a fuller, more intense flavour. Available in five flavours – plain, nettle, pepper, garlic & chive and cumin – which come in 5kg, 1kg and 500gms units.

Carrowholly cheese is available through McCormack's Butchers & Christy's Harvest, Westport & Cafe Rua in Castlebar.

Carrowholly Cheese, Carrowholly, Westport.  
Tel: 087 2373536  
Web: purchase online at [www.carrowhollycheese.ie](http://www.carrowhollycheese.ie)  
Email: [carrowhollycheese@gmail.com](mailto:carrowhollycheese@gmail.com)  
Meets: Westport's – Thurs & Sat | Newport market – Fri  
GPS: N 53 48.858, W 9 36.520

*A Feast For The Senses...*

**1 Mulranny Park Hotel**

Mulranny Park's fresh breads, baked daily on the premises are so popular that they are now available to purchase. Choose from homemade brown, banana bread and sun dried tomato and parmesan. Also popular are our homemade jams and chutneys.

The Nephin Restaurant has one of the best vistas in the county, overlooking Clew Bay and with views of Crough Patrick. The dinner menu is a celebration of the Gourmet Greenway with all the producers featured on Head Chef Ollie O'Regan's menu.

The McKenna Guide lists the Restaurant as one of the 'Top 100 Restaurants in Ireland for 2013'. The Waterfront Bar offers a more informal dining experience with a hitro menu from 12pm to 9pm. If weather permits, have a drink on the terrace and reflect on your Greenway experience.

Mulranny, Westport, Co Mayo.  
Tel: 091 36000 Web: [www.mulrannyparkhotel.ie](http://www.mulrannyparkhotel.ie)  
Email: [info@mulrannyparkhotel.ie](mailto:info@mulrannyparkhotel.ie)  
GPS: N 53 54.340, W 9 47.038

**2 Kelly's Butchers in Newport**

Established on Newport's Main Street in the 1920s, Kelly's remains a family business, currently run by brothers Sean & Seamus and Sean's two sons, Kenneth & Cormac. Foodies make a point of stopping at Kelly's to purchase their award-winning black & white pudding and sausages that are consistent winners in national and international competitions. Don't depart without experiencing Kelly's 'Patie', a traditional black pudding originally cooked inside a sheep's stomach casing. Sean Kelly is described by Bridgestone Guide publisher John McKenna as "one of the most creative characters in the entire country" and is the first ever Irish member of the Confrerie des Chevaliers du Goutte-Soudin (The Black Pudding Fraternity of Lovers of Good Food)

Main Street, Newport, Co Mayo.  
Tel: 088 41149 Web: [www.kellysbutchers.com](http://www.kellysbutchers.com)  
Email: [info@kellysbutchers.com](mailto:info@kellysbutchers.com)  
Visit: Mon-Thurs 9am-7pm; Fri-Sat 8am-8pm  
GPS: N 53 53.149, W 9 32.798

**3 Keem Bay Fish Products**

Gerry Hassett began smoking wild Irish Salmon in 1985. When stocks of wild salmon were reduced and no longer sustainable, Gerry switched to smoking Clare Island Atlantic Farmed salmon and established Keem Bay Fish Products in 1992. The salmon is 100% organic and of excellence quality for smoking.

Foodies can find Gerry in his smoking house at Keel in Achill Island where he smokes salmon, mackerel and kippers in his own kiln and oak roasts salmon. Gerry & Julie are also the proprietor's of The Chaler restaurant in Keel which is 50 years in business and specialises in premium seafood.

The Chaler Restaurant, Keel, Achill, Co Mayo.  
Tel: 099 43157 Email: [keembay@gmail.com](mailto:keembay@gmail.com)  
Hours: Open daily from 6pm – closing times may vary.  
Meets: Fish can be purchased from the Chaler Restaurant during season.  
GPS: N 53 58.471, W 10 05.115

**6 Keem Bay Fish Products**

The one majority of artisan food producers in the Gourmet Greenway catchment are practicing crafts which are steeped in ancient traditions. Like the scenery of the area which was forged in the last ice age these crafts have been in practice since our ancestors rounded these shores. The processes used by the artisans of the Greenway have changed little over time with the exception of the introduction of modern hygiene standards.

606

## So, why a Gourmet Greenway? An Experience / Meeting the local producer

..

- People want a story behind the food on their plates.
- A food experience made real in a unique way..
- We took advantage of the resources available to us and created our own food trail



### Key Figures...

- 175,000 Visitors to Mulranny area in 2012 (286,000 total trips)
- Estimated Value to local economy is €7.2m – Fitzpatrick Associates
- New marketing initiatives which has contributed to 19% increase in occupancy and 15% increase in food in 2013 & delivering in 2014.
- Gourmet Greenway contributed in excess of €1.5m + in publicity & increased tourism.
- Walking Experience Economic value:- in excess of 2,000 bed nights of new business
- Tracks & Trails – Over a Million viewers (repeats) / €€€€€
- New business – 5 bike hire / Village of Newport transformed
- Sustaining employment – 38 new jobs





NÍ NEART GO CUR LE CHÉILE  
THERE IS NO STRENGTH  
WITHOUT UNITY



MULRANNY  
EUROPEAN  
DESTINATION  
OF EXCELLENCE

Leadership from different perspectives

- Mayo County Council
- Fáilte Ireland
- Heritage Council
- South West Mayo Development Co
- Greenway Landowners
- Mulranny Park Hotel
- Community Futures Process
- RSS, FAS and TUS
- Essence of Mulranny
- Foxford Woollen Mills
- Old Irish Goat Society
- Gift of Hands (Community)



What we've learnt ...

- Infrastructural Investment can leverage community & private buy in. Create momentum – but needs direction & co-ordination
- Work with the energy – others will follow. Huge strength in community.
- Infrastructure can re energise an area – bringing back that sense/pride of place
- Encourage to take the initiative / highlight the €€€€€
- Create experiences & packages
- Collaboration, collaboration & more collaboration.
- Mulranny – Ireland's Best Small Tidy Towns Tourism Town 2013
- Help each other...





MULRANNY  
& the Great Western Greenway ~  
Strength in Community



MULRANNY  
EUROPEAN  
DESTINATION  
OF EXCELLENCE

*'In the innovative age, a deep sense of the past is central to creativity, contributing to wholeness, integrity, civic responsibility, aesthetic sensibility and ecological stewardship'* *Distinctive Past Inspires Innovative Future, article by Dr Finbar Bradley UCD Smurfit Business School (Heritage Outlook Winter 2011)*

**Thank You for Your Attention**

# NIEL Presentation



## Inquiry into the Benefits of Cycling to the Economy

*Representing Northern Ireland Environment Link:*

*Dr Stephen McCabe*

*Organisation:*

*Northern Ireland Environment Link*

*Position: Policy and Projects Officer*

*Dr Joanna Purdy*

*Organisation:*

*Institute of Public Health in Ireland*

*Position: Public Health Development Officer*

We thank the Committee for the opportunity to provide evidence to the Inquiry into the Benefits of Cycling to the Economy.

Northern Ireland Environment Link (NIEL) is the networking and forum body for non-statutory organisations concerned with the environment in Northern Ireland. Its 65 Full Members represent over 90,000 individuals. Members are involved in environmental issues of all types and at all levels from the local community to the global environment. NIEL brings together a wide range of knowledge, experience and expertise which can be used to help develop policy, practice and implementation across a wide range of environmental fields.

By way of introduction, we would emphasise that cycling (and active travel in general) contributes to all 5 priorities in the Programme for Government (2011-15), and 20 of the 80 key commitments.

- **Priority 1: Growing a Sustainable Economy and Investing in the Future**

Cycling supports economic growth in many ways, from job creation in the construction and tourism sectors to improving access to workplaces and reducing absenteeism.

- **Priority 2: Creating Opportunities, Tackling disadvantage, Improving Health and Wellbeing**

In Northern Ireland 25% of households are without access to a car (40% in Belfast). Non-drivers can be excluded from accessing essential services such as jobs, education or healthcare. Making walking and cycling (as well as public transport) more accessible for the poorest communities is fundamental to addressing transport poverty and improving quality of life.

- **Priority 3: Protecting Our People, the Environment and Creating Safer Communities**

Regular physical activity in the form of cycling contributes to good physical and mental health. The Chief Medical Officers in the UK recognise that everyday active travel is one of the easiest ways for people to incorporate physical activity into their lives; it also reduces societal impact on the environment.

- **Priority 4: Building a Strong and Shared Community**

Cycling promotes increased physical recreation, and fosters a sense of inclusion and community. It can help to deliver landscape improvement schemes in public areas and promote private investment in towns and cities.



- **Priority 5: Delivering High Quality and Efficient Public Services**

Responsibility for local transport rests with a regional agency which presents challenges for delivery at city or town level. Success has been seen in Belfast City Council working with DRD to coordinate communications around Belfast public transport arrangements.

**Consider the structure and operation of the cycling network and its capability to deliver against Departmental and Executive objectives in respect of health, sport and the environment**

NIEL commends cycling successes such as the Comber Greenway, and encouraging works in progress (for example, the Connswater Community Greenway). Broadly speaking, cycling is on the increase in NI<sup>1</sup>, which brings benefits for health, sport and the environment. However, when compared to other parts of the UK, and especially to other areas of Northern Europe, it is clear that a lot more can be achieved in NI in terms of cross-sectoral policy objectives.

'Retrofitting' of the cycle network in many urban areas of NI has led to access and safety issues which discourage many from taking up cycling as a realistic mode of commuter transport (see Figure 1). The PARC study carried out by Queen's University Belfast has shown that approximately 60% of people in Belfast don't cycle because of fear of personal injury. Because of the retrospective installation of the network it is common to see, for example, cars parking across cycle lanes<sup>2</sup>. Likewise, the green cycle boxes at traffic lights are often ignored by drivers of motorised vehicles<sup>3</sup>. Many of these issues stem from a car-dependant culture, where awareness of cyclists is poor. As a result, many potential cyclists are discouraged from using our current cycling network. Belfast only has 2.5km of protected, purpose-made, cycling network (compared to approximately 80km 'on-road').



Figure 1. Approximately 60% of people in Belfast don't cycle because of fear of personal injury<sup>4</sup>

<sup>1</sup> <http://nigreenways.wordpress.com/2013/12/19/slowly-but-very-surely/>

<sup>2</sup> <http://nigreenways.wordpress.com/2013/03/05/belfasts-cycle-network-is-a-car-park/>

<sup>3</sup> <http://nigreenways.wordpress.com/2013/02/25/green-cycle-boxes-whats-the-point/>

<sup>4</sup> <http://nigreenways.files.wordpress.com/2014/03/danger.png>



Creating the appropriate cycling infrastructure is crucial to realising the economic and social benefits that cycling can bring to Northern Ireland. NIEL promotes the need for creation of green infrastructure networks in towns and cities throughout Northern Ireland – such infrastructure brings not only the obvious benefits associated with cycling (for example, physical and mental health, reduction in transport GHG emissions) but also wider societal gains such as flood alleviation and environmental/potentially economic benefits from increased carbon sequestration and storage in the urban envelope. These benefits may, at first, seem unconnected to cycling, but we would encourage that kind of cross-sectoral, multiple-benefit policy thinking across government.

The environmental commitment of the NI Executive to reduce greenhouse gases (GHG) by at least 35% on 1990 levels by 2025, and progress made toward that target is a clear measure of whether we are being successful or not in terms of sustainable transport (reduction in GHG is a policy objective of DRD’s *New Approach to Regional Transportation*). Transport (especially private car use) is a key contributor to GHG emissions. Growing cycling as a commuter mode of transport is one way in which emission reductions can be achieved. Figure 2 demonstrates that NI is currently projected to fall short of its 2025 GHG reduction target. NIEL would again encourage cross-Departmental working on this issue to enable NI to meet GHG emission targets. Short car trips generally produce a higher rate of emissions per mile than longer journeys therefore replacing just 5% of car travel with walking or cycling can reduce emissions by 4-8%

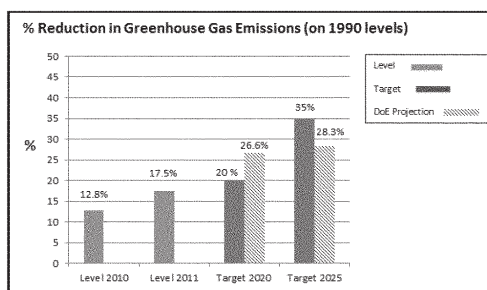


Figure 2: GHG emission reduction in NI (against 1990 levels) – observed levels, targets and DoE projections.

**Health and Economic Benefits of Cycling**

In Northern Ireland, levels of physical activity remain well below government recommendations.<sup>5</sup> Cycling is an ideal mode of transport for short journeys, however, less than 1% of journeys under one mile are cycled, compared with 37% taken by car or taxi.<sup>6</sup> Currently, just over half of adults in Northern Ireland (53%) meet the recommended 150 or more minutes of physical activity per week, while 28% did less than 30 minutes exercise per week.<sup>7</sup> Based on data from the Millennium Cohort

<sup>5</sup> Department of Health (2011) Start Active, Stay Active: A report on physical activity from the four home countries’ Chief Medical Officers. London: Department of Health

<sup>6</sup> Department for Regional Development (2013) Travel Survey for Northern Ireland In-depth Report 2010-2012. Belfast: Department for Regional Development

<sup>7</sup> Department for Health, Social Services and Public Safety (2014) Health Survey Northern Ireland 2012/13. Belfast: Department for Health, Social Services and Public Safety



Study, less than half (43%) of 7 year olds in Northern Ireland are achieving the recommended 60 minutes of physical activity per day.<sup>8</sup>

It is well established that low levels of physical activity are among the contributory factors to obesity. Presently, 62% of adults in Northern Ireland are either overweight or obese and one in four children (aged 2-10 years) is overweight or obese.<sup>7</sup> Obesity is known to contribute to a range of chronic conditions such as hypertension, coronary heart disease stroke and diabetes, which are responsible for a significant proportion of early deaths and reduced quality of life. Long term chronic conditions represent substantial financial costs to patients and the health and social care system, and cause a significant loss of productivity to the economy.<sup>9</sup> It has been estimated that overweight and obesity cost the Northern Ireland economy almost £370m annually, of which 25% were direct healthcare costs (in-patient and day-case costs, out-patient costs, GP costs and drug costs). Indirect costs were estimated at £277m and include productivity losses associated with work absenteeism and premature mortality.<sup>10</sup>

At national level, it has been estimated that cycling contributes £2.9bn to the UK economy through cycling-related sales, employment, work performance and savings to the health service. Health benefits from cycling save the economy approximately £128m in reduced absenteeism<sup>11</sup>.

The World Health Organisation Health Economic Assessment Tool (HEAT) for cycling and walking has been developed to estimate the value of reduced mortality that results from regular walking and cycling. HEAT is intended to be part of comprehensive cost-benefit analyses of transport interventions and infrastructure projects. It complements existing tools of economic valuations, can be used retrospectively or prospectively and is based on the best available evidence with parameters that can be adapted to fit specific situations.<sup>12</sup>

There are a number of examples from the UK and Europe where the Health Economic Assessment Tool has been applied. Applying the HEAT tool to Scottish Government travel data, Transform Scotland estimated that if 40% of Scottish car commuter journeys of less than five miles in length were switched to cycling, the annual economic benefit (accruing after five years) would be £2 billion per annum<sup>13</sup> The Glasgow Centre for Population Health used HEAT to estimate the value of existing levels of cycling. The mean annual benefit of cycling was estimated at £3m in 2009, increasing to £4m by 2012. This figure is considered a conservative estimate since the tool only accounts for reduced mortality and does not include reduced morbidity or other health benefits associated with cycling. In another example, Sustrans used HEAT to estimate the value of existing levels of walking

<sup>8</sup> Griffiths LJ, Cortina-Borja M, Sera F, Pouliou T, Geraci M, Rich C, Cole TJ, Law C, Joshi H, Ness AR, Jebb SA, Dezaux C. How active are our children? Findings from the Millennium Cohort Study. *BMJ Open*. 2013;3(8):e002893.

<sup>9</sup> Balanda, K.P., Barron, S., Fahy, L., McLaughlin, A. (2010) *Making Chronic Conditions Count: Hypertension, Stroke, Coronary Heart Disease, Diabetes. A systematic approach to estimating and forecasting population prevalence on the island of Ireland*. Dublin: Institute of Public Health in Ireland

<sup>10</sup> safefood (2012) The cost of overweight and obesity in the island of Ireland. Dublin and Cork: safefood

<sup>11</sup> [https://corporate.sky.com/documents/pdf/press\\_releases/2011/the\\_british\\_cycling\\_economy](https://corporate.sky.com/documents/pdf/press_releases/2011/the_british_cycling_economy)

<sup>12</sup> <http://www.heatwalkingcycling.org/>

<sup>13</sup> [http://www.gcph.co.uk/assets/0000/3794/BP37\\_for\\_Web.pdf](http://www.gcph.co.uk/assets/0000/3794/BP37_for_Web.pdf)





and cycling across the UK’s National Cycle Network, demonstrating that levels of cycling in 2011 prevented 264 deaths valued at £286m.

Regular commuter cycling in particular has been shown to reduce the risk of cardiovascular problems<sup>14</sup>, premature death<sup>15</sup> and obesity.<sup>16</sup> Promoting physical activity is one of the DHSSPS pillars for tackling obesity. The Institute of Public Health has noted that the scale of investment should be in proportion to targets set for increasing physical activity<sup>17</sup> in health policy guidance such as the Cardiovascular Service Framework<sup>18</sup> and the Obesity Prevention Framework in Northern Ireland.<sup>19</sup> True cross-departmental working and funding to encourage active travel can deliver real and measureable benefits for Northern Ireland.

There is also a link between cycling and commercial activity. In a review of cycling in Copenhagen, where in 2010 35% of all journeys to work or education were made by bicycle, the net social gain of cycling, which included a number of factors including transport costs, security, comfort, branding/tourism, transport times and health, was DKK 1.22 (£0.13) per cycled kilometre. By comparison, there is a net social loss of DKK 0.69 (£0.08) per kilometre driven by car<sup>20</sup>. (Exchange figures Danish Krone (DKK) to Pounds Sterling correct as of 15<sup>th</sup> May 2014).

An American report by People for Bikes and Alliance for Biking & Walking found that protected cycle lanes contributed to improved business among local traders. People who arrive to a business on bike spend less per visit but visit more often, resulting in more money spent overall per month. In Portland, people who travelled to a shopping area by bike spent 24% more per month than those who travelled by car. Studies found similar trends in Toronto and three cities in New Zealand. In New York City, after the construction of a protected bike lane and other improvements on 9<sup>th</sup> Avenue, local businesses saw up to a 49% increase in retail sales, compared to 3% increases in the rest of Manhattan.

**Identify and quantify appropriate measures of the Department and Executive success or shortfalls against the stated objectives**

**Recommendations**

The shortfalls outlined above represent significant opportunities for Northern Ireland.

<sup>14</sup> Hamer, M. & Chida, Y. (2008) Active commuting and cardiovascular risk: a meta-analytic review. *Preventative Medicine* 46: 9-13

<sup>15</sup> Matthews, C. E., Jurj, A. L., Shu, X. O., Li, H. L., Yang, G., Li, Q., Gao, Y. T., Zheng, W. (2007) Influence of exercise, walking cycling, and overall non-exercise physical activity on mortality in Chinese women. *American Journal of Epidemiology* 165: 1343-1350

<sup>16</sup> Wen, L. M., Rissel, C. (2008) Inverse associations between cycling to work, public transport, and overweight and obesity: findings from a population study based in Australia. *Preventative Medicine* 46: 29-32

<sup>17</sup> Lavin, T., Metcalfe, O. and Higgins, C. (2011) *Active Travel, Healthy Lives*. Belfast and Dublin: Institute of Public Health in Ireland.

<sup>18</sup> Department of Health Social Services and Public Safety (2011) *Service Framework for Cardiovascular Health and Wellbeing*. Department of Health Social Services and Public Safety: Belfast.

<sup>19</sup> Department of Health Social Services and Public Safety *A Fitter Future for All. Framework for Preventing and Addressing Overweight and Obesity in Northern Ireland 2012-2022*. Department of Health Social Services and Public Safety: Belfast.

<sup>20</sup> Copenhagen City of Cyclists Bicycle Account 2010



Long-term strategic:

Land use and transport planning should be integrated more fully - for example, more compact redevelopment is required in cities and towns to increase walkability and encourage cycling, with development focussed around integrated public and active transport nodes.

Short- to medium-term:

- More dedicated (and hence *safer*), purpose-built, off-road cycle lanes in urban areas, particularly in the form of green infrastructure networks (for working commuters and school children). We commend the model of Connswater Community Greenway, and would urge the funding and development of similar green infrastructure corridors that run from suburbs to city centre in other areas. While DRD are likely to be main funders for this kind of activity, other sources such as Social Investment Fund, DSD, Lottery funding and Council grants can add value.
- Established intra-urban bike rental systems at appropriate pick-up/drop-off points.
- Awareness/safety campaign for drivers *and* cyclists.
- Adopt mode-shift targets (aimed at reducing journeys by car year on year).
- Community and marketing programmes – it is important that DRD works at local/town level with Local Government and third sector experts. Local plans with local forums (involving local Councillors to ensure communities have a voice) should be established to coordinate programmes.
- The promotion and development of cycling and tourism in NI, especially building on hosting the Giro D'Italia.

# Northern Ireland Tourist Board

Paul Carlisle  
Committee for Regional Development  
Room 245  
Parliament Buildings  
Belfast  
BT4 3XX

2 July 2014

## **The Committee for Regional Development – Inquiry into the Benefits of Cycling to the Economy**

Dear Paul,

Thank you for inviting the Northern Ireland Tourist Board to give oral evidence to the Committee's Inquiry on Wednesday 11 June 2014.

During the meeting The Committee asked:

**a. For more information about the overseas journalism trips, specifically in respect of mountain biking and cycling?**

From January 2013 to the present day, the Northern Ireland Tourist Board (NITB) has hosted 28 overseas cycling press trips with a total of 82 journalists, photographers and camera crew. 6 of these press trips were specifically for mountain biking, the remainder were either for cycling specifically and/or the Giro d'Italia event.

**b. How successful these trips have been?**

While total coverage from these publications is currently being evaluated, the feedback from visiting journalists has been hugely positive and the influence of international press visiting Northern Ireland cannot be underestimated. We have hosted cycling press from GB, Germany, Italy, New Zealand, the USA, the Netherlands, Spain, France, Australia and the Nordics. To give some examples of reach, in February 2013 we hosted Gazetto dello Sport, an Italian cycling publication with a circulation of over 300,000. For the Giro d'Italia itself amongst others we hosted The Times from GB with a circulation of c. 400,000, Instagram GB with 265,000 followers and L'Equipe TV who have 1.2m viewers in France.

**c. Is there a limit on funding for an event?**

Events funded through NITB's Tourism Event Funding Programme can only receive up to a maximum of 50% of eligible costs. Events must also show how they support NITB's objectives of showcasing Northern Ireland on a world stage and increasing visitor numbers and spend. In this regard the level of NITB's funding is also based on the aimed return on investment and in line with the government principles around additionality. Major global events are often funded through a sponsorship model. In this regard the level of NITB funding is based on the objectives, targets and outputs within the Business Case and Economic Appraisal.

**d. Is funding reactive? For example, having already funded the mountain bike trails, would NITB source and fund events for the use of these trails?**

NITB will always seize every opportunity in terms of securing major events to Northern Ireland. Having invested in the capital infrastructure, which has now placed Northern Ireland in a position to bid for major Mountain Bike Events, NITB is working with key partners to look at the possibility for such bids.

**e. For a copy of the Giro Legacy Plan?**

The Giro Legacy Group is finalising the Giro Legacy Plan, which will be available in the next month.

**f. Your focus is on adventure tourism, including mountain biking and cycling. What is your targeted growth expectation for this sector?**

Mountain biking has been identified as a key opportunity within cycle tourism in Northern Ireland in strategies around Activity Tourism for Northern Ireland, both in terms of suiting Northern Ireland's geography and climate and because mountain bike enthusiasts show a significant interest in taking short breaks, which Northern Ireland is well positioned to deliver in terms of its compactness as a destination. Development of world-class mountain bike and multi-use trails using the natural landscape has been considerable and the recorded numbers using these trails is exceeding all targets, thus proving market demand for trails of this type and quality. Mourne Mountain Bike trails (Castlewellan and Rostrevor) reported an increase in visitor numbers to 35,344 at end of May 2014 against a target of 22,800. The Divis Mountain multi-use trails which have recently opened, have a target to increase visitor numbers from a baseline of 42,000 in 2012 to 57,000 by the end of year 3 and are ahead of schedule in terms of achieving this with.

**g. Cycling tourism is not a new phenomenon – why is it only getting appropriate focus now?**

While tourism development resources remain finite, tourism products which are given focus are chosen on the basis of which are best prospects to deliver tourism revenue. The Activity Tourism Strategy 2005-2007 identified that there was a low awareness that Northern Ireland is part of the National Cycle Network and that road cycling was not a motivator to visit Northern Ireland.

Through a Service Level Agreement with Outdoor Recreation NI (formerly CAAN) emphasis was placed on marketing cycling to the enthusiast through specialist cycling media but this was generally small scale as the key demand generating activities in Northern Ireland were golf and angling, adventure activities and walking. Promotion of cycling tourism in Northern Ireland included the production of 'Pedal' brochure and development of cycleni.com and mountainbikeni.com websites. Walkni.com to date receives around three times as many unique visitors as cycleni.com receives.

Given that Northern Ireland lacks the geography and climate to attract the kind of road cycling enthusiasts who travel to destinations such as the Alps to conquer the challenge of high peaks, the key focus has been on supporting events such as the Causeway Coast Sportive which are located close to a tourism demand generator, as this is our best way to attract out of state road cyclists to Northern Ireland (this event is growing year on year; from around 600 participants in 2011 to around 800 in 2013). Securing international events such as the Giro d'Italia Big Start which have a strong propensity to drive spectator numbers is also another way in which road cycling can be used to drive tourism. However, the key opportunity for cycling tourism in Northern Ireland was identified as developing world-class mountain bike and multi-use trails using Northern Ireland's natural landscape. Considerable development therefore has taken place in this respect with NITB investing over £2.2m in this area over the past few years.

However, the positive impact of the Giro d'Italia Big Start has propelled the interest in Northern Ireland as a road cycling destination to new heights and it is timely to review whether this interest can be converted into actual visits.

**h. What analysis have you undertaken to date of the cycling tourism market in Northern Ireland?**

The number of visitors who participate in cycling is monitored annually by the Northern Ireland Statistics and Research Agency (NISRA) through the NI Passenger Survey, while NISRA do not publish these figures they are available directly from them.

In addition, promoters of recent projects that have received infrastructural investment funding also collate key statistics in terms of visitor numbers and usage.

Further research is being planned for later this year (dependent on budget availability).

**i. For a copy of the NITB Events Strategy.**

The Northern Ireland Strategic Vision for Events to 2020 can be found on [www.nitb.com](http://www.nitb.com).  
events

Yours sincerely,

**David McCune**

DETI Assembly Liaison Officer

02/07/14

Cc: Committee for Enterprise, Trade & Investment



# Outdoor Recreation NI Presentation



OUTDOOR RECREATION NI

Delivering on the Government's Agenda

Aideen Exley  
Chris Scott

14 May 2014



## *'Inspiring outdoor recreation across Northern Ireland'*

Responsible for the strategic development, management and promotion of outdoor recreation across Northern Ireland for both the local community and for visitors.

Outdoor Recreation NI is funded by



*Inspiring Outdoor Recreation*

### A Flavour of our Work



Product Development	Volunteering	Widening participation	Promotion
<ul style="list-style-type: none"> <li>• 30+ km of off-road family cycle trails</li> <li>• 4 multi use sites (walking, family cycling, all-ability)</li> <li>• 100+ km of mountain biking trails</li> <li>• 2 mountain bike pump tracks</li> <li>• 300+ km of walking trails</li> <li>• Redevelopment of Forest Parks</li> </ul>	173 Walk & Cycle Volunteer Rangers 51 Mountainbike Volunteers  Auditing and repairing trails	Venture Outdoors – Creating Healthy Communities  People with disabilities, minority ethnic and disadvantaged communities  Walking In Your Community	Digital <ul style="list-style-type: none"> <li>• CycleNI</li> <li>• WalkNI</li> <li>• 668,000 visitors</li> <li>• 55,000 consumers</li> </ul> Events <ul style="list-style-type: none"> <li>• Sportive</li> <li>• Get Outdoors Weekend</li> </ul>



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### Meeting 3 Department & Executive Objectives



PfG	Strategy	Outdoor Recreation NI
PfG Priority 2: Creating Opportunities, Tackling Disadvantage, Improving Health & Wellbeing  PfG Priority 4: Building a Strong and Shared Community	Sport Matters 2009 – 2019, SportNI  A Fitter Future for All (Obesity) 2012-22, DHSSPSNI	<ul style="list-style-type: none"> <li>• Cycle training for community leaders</li> <li>• Volunteer Scheme</li> <li>• Community Path Network</li> <li>• CycleNI.com</li> </ul>
PfG Priority 1: Growing a sustainable Economy & Investing in the Future	A Draft Tourism Strategy for Northern Ireland to 2020, NITB	<ul style="list-style-type: none"> <li>• Development and marketing of mountain bike trails &amp; family off-road trails</li> <li>• Cycle &amp; MTB events</li> </ul>

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## Cycle Training, Volunteering & Paths



### Cycle Training

- One-day cycle workshops across Northern Ireland
- Community groups & underrepresented groups

### Volunteering

- Audit off-road family cycle route & multi-use trails
- Audit and repair mountain bike trails

### Community Path Network

- New scheme – walk & cycle
- Trails that connect communities
- Opportunities for recreation on their doorstep



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## Raising Awareness



- All on and off road trails
- Over 80,000 visitors to website 2013/14
- 43% local usage

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**PfG 1: Growing a sustainable economy and investing in the future**



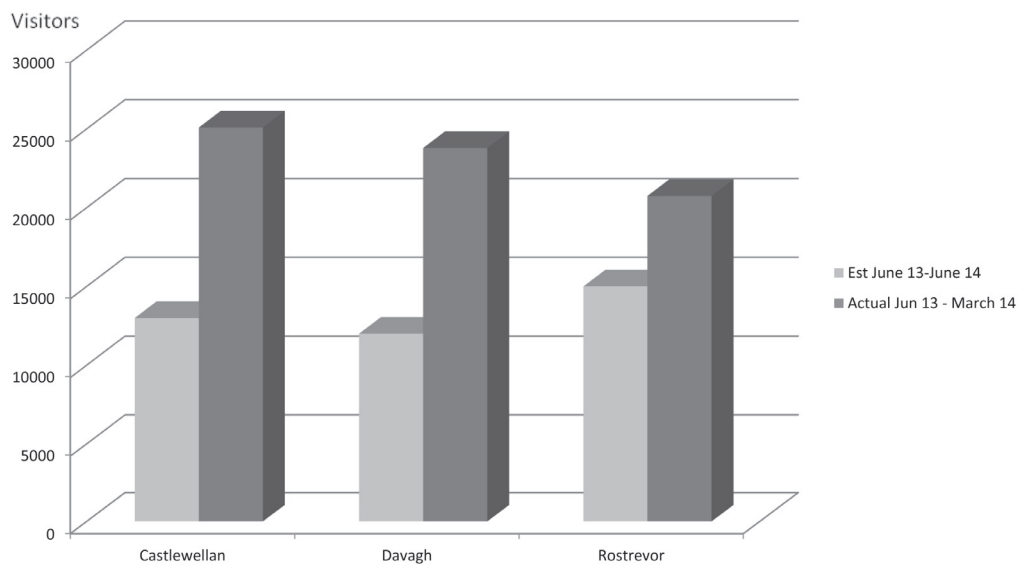
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**The story so far...  
Estimated Vs Actual Visitor Numbers**



Measured by electronic counters at each centre

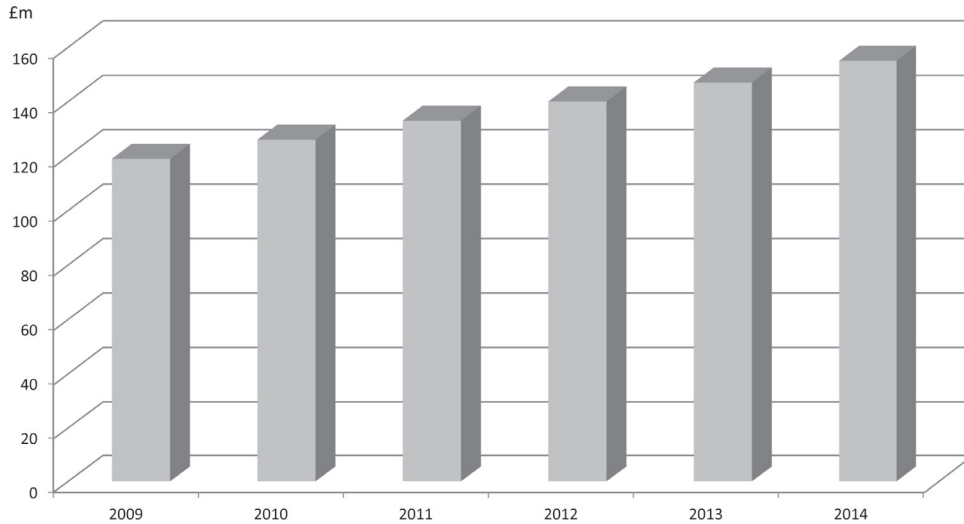
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### Economic Value of Mountain Biking in Scotland Projected Growth



No of Mountain Bike Visits – 1.3 million per annum  
Of these, 300,000 stay overnight



Economic Value of Mountain Biking in Scotland 2009

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### Realising our potential



#### Key Stats

Economic Impact £2.5 million

300+ riders from 25 different countries

10,000 spectator tickets sold each day

200 print, new media & photo journalists from over 25 countries

235,000 people watched live streaming from around the World

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Realising our potential



*Inspiring Outdoor Recreation*

Realising our potential



Glenariff



Gortin Glen

Lough Navar



Binevenagh

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CycleNI YOUR DEFINITIVE GUIDE TO CYCLING IN NORTHERN IRELAND

Routes Events Short Breaks Useful Info News Blog Competitions Newsletter

Home / Giro



**GIRO D'ITALIA BIG START**  
9TH - 11TH MAY 2014

The Giro d'Italia, one of the most prestigious professional road cycling road races, comes to Ireland from 9 to 11 May. The "Big Start" begins in Belfast and then involves routes around the stunning Causeway Coast, Armagh and Dublin. The Giro d'Italia then moves to Italy for the remainder of the stages.

[Read more](#) [Download your essential guide](#)

<b>WELCOME TO IRELAND 2014</b> RACE OVERVIEW	<b>STAGE 1</b> TEAM TIME TRIAL BELFAST (22KM)	<b>STAGE 2</b> STAGE RACE BELFAST TO BELFAST (218KM)	<b>STAGE 3</b> STAGE RACE ARMAGH TO DUBLIN (167KM)
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Overview  
**THE BIG START 2014**

**STAGE 1 - TEAM TIME TRIAL**  
Start - Belfast (Titanic)  
Finish - Belfast (City Hall)

**STAGE 2 - STAGE RACE**  
Start - Belfast (Titanic)  
Finish - Belfast (City Hall)

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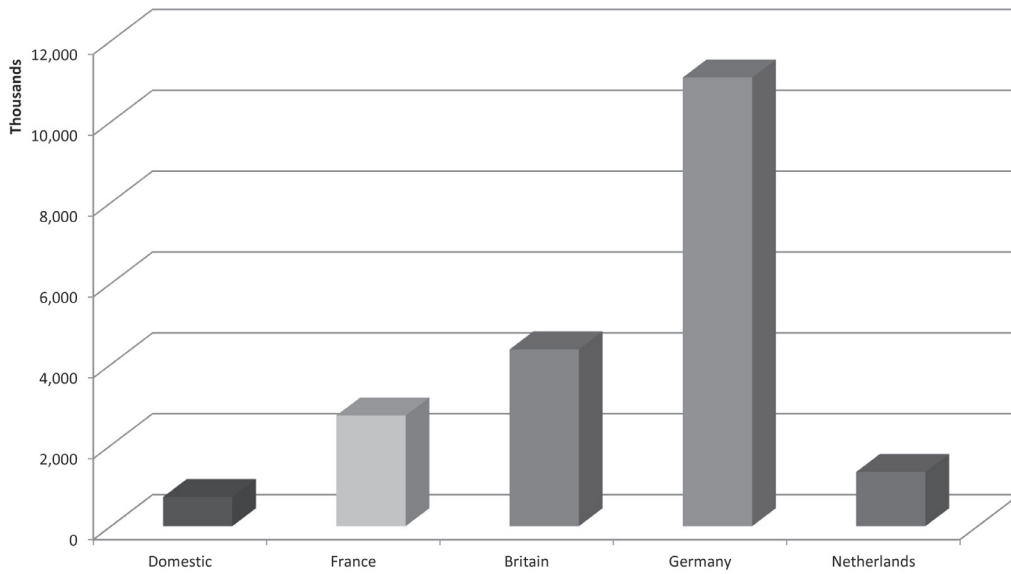
Cycle Touring



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**Confidently Promote**



**Core Market Potential:** those that have participated in cycling whilst on holiday abroad in the last 2 yrs and would consider participating in this activity on holiday in Ireland over next 3 yrs.

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**Family Cycling**



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## Making a statement



### Western Greenway – Mayo

42km – Achill – Westport

Traffic Free

€3m cost

€7.2m Economic Benefit (2011)

Faillte Ireland Website: [faillteireland.ie](http://faillteireland.ie)

*Inspiring Outdoor Recreation*

## Snap Shot Recommendations



PfG 1 Growing a Sustainable Economy	Recommendations
<b>Mountain Biking</b>	
1. Events	Aim to host at least 2 international mountain bike events by 2020
2. Promotion	Invest in a sustained marketing campaign to Great Britain and Republic of Ireland
3. Product Development	Continue to invest in further mountain bike trail centres to ensure NI has the critical mass to provide a mountain bike holiday destination
<b>Cycle Tourism</b>	
1. Make a big statement	Initiate a feasibility study for the creation of a long distance traffic free cycle route akin to Western Greenway.
2. Promotion	Invest in a sustained marketing campaign for touring cycling in key markets such as Germany
<b>PfG 2&amp;4 Creating Opportunities &amp; Building Communities</b>	<b>Recommendations</b>
1. Community Path Network	Invest in the development of a Community Path Network to help connect communities and create opportunities for cycling on people's doorstep
2. Cycle Leader Training	Invest in cycle training for community leaders in underrepresented communities

*Inspiring Outdoor Recreation*



**Contact**



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*Inspiring Outdoor Recreation*

# Outdoor Recreation Northern Ireland



Paul Carlisle  
Committee for Regional Development  
Room 435  
Parliament Buildings  
Ballymiscaw  
Stormont  
Belfast BT4 3XX

27<sup>th</sup> May 2014

Dear Paul

**Re: Committee Inquiry into the Benefits of Cycling to the Economy**

Thank you for your letter dated 16<sup>th</sup> May requesting additional information. Please find responses to the questions asked by the Committee. I hope you find the information useful in contributing to the inquiry.

**1. Can you provide the Committee with further details on the scoping papers being prepared on countryside activities in forest parks?**

To date ORNI has carried out the following Forest Scoping Studies:

- Castlewellan Forest Park, Tollymore Forest Park and Donard Forest (for Down District Council)
- Glenariff Forest Park, Ballycastle Forest and Ballypatrick Forest (for Moyle District Council)
- Gortin Forest Park (for Omagh District Council)
- 9 forests in the Clogher Valley (for Dungannon and South Tyrone Borough Council)

Each of the scoping studies assessed the current tourism and outdoor recreation opportunities available within the forests and made recommendations for potential development, while taking into account similar tourism and recreation development at local, regional and national level.

In addition, ORNI has recently put to NIEA a funding proposal to carry out for 5 of its Country Parks scoping studies which would consider how the Parks could be enhanced for outdoor recreation, particularly with regard to the family market.

*INSPIRING OUTDOOR RECREATION*

Outdoor Recreation NI is supported by the Northern Ireland Environment Agency, the Northern Ireland Tourist Board, Sport NI, Inland Waterways of the Department of Culture, Arts and Leisure and the Department of Social Development.

Outdoor Recreation (N. Ireland) is accepted as a charity by the Inland Revenue under reference XR 32792 Company Reg: NI 38105  
Outdoor Recreation (N. Ireland) is an Equal Opportunities Employer



**2. The actual visitors using the three national trails significantly surpass your estimates. How scientific were the estimates and how do you explain the impressive actual visitor numbers?**

The estimates for each trail centre were taken from the economic appraisal carried out for each trail centre. For example, both Castlewellan and Rostrevor Mountain Bike Trails were developed as one project namely, 'Mountain Bike Mournes'. ORNI applied for £1.4m (of a total £1.89m) from the Northern Ireland Tourist Board's (NITB) Tourism Development Scheme. Given the sum of money applied for, NITB commissioned Cogent Management Consulting LLP (Cogent) to conduct an economic appraisal of the project.

Cogent carried out a site assessment summary in which it identified the potential for each trail centre i.e. length of trails, type of trails and core target markets - this was derived from consultation with internationally renowned trail designer Dafydd Davis MBE. The potential for each trail centre was then benchmarked against comparable and already established mountain bike trail centres located in the United Kingdom and Ireland i.e. Coed y Brenin, Coed Llandegla and Penmachno in North Wales, Portuma Forest Park, Galway and Ballinastoe, Co Wicklow. This benchmarking allowed anticipated visitor numbers to be predicted.

The actual visitor numbers have greatly exceeded initial prediction. Predicted visitor numbers for the three National Trail Centres from June 2013 to June 2014 was 40,000. From June 2013 to March 2014 actual visitor numbers were currently 62,314. If this figure for 10 months was extrapolated up to cover the 12 month period then the predicted annual visitor numbers will be 85,000. In ORNI's opinion there are a number of reasons for this:

1. Although the economic appraisal was carried out in 2009 funding for the project was not secured until 2013. Mountain biking underwent unprecedented growth during this period for example the *Economic Value of Mountain Biking in Scotland* report commissioned by Scottish Enterprise, predicted mountain biking would grow by £36m from £119m to £155m between 2009-2014.
2. Northern Ireland was unique in that previous to 2013 there was only one small official mountain bike trail centre (6km at Blessingbourne Estate in Fivemiletown, Co Tyrone) in Northern Ireland. Whilst there was plenty of anecdotal evidence to indicate there was a large volume of people taking part in mountain biking it was difficult to measure due to its unsanctioned nature. The development of purpose built official trail centres has created a supply to the previous immeasurable latent demand.
3. The three councils responsible for the management of the trail centres namely; Down District Council (Castlewellan), Newry and Mourne District Council (Rostrevor) and Cookstown District Council (Davagh Forest) took the positive and innovative step to establish the MountainBikeNI consortium which is led and facilitated by ORNI. By establishing this customer focused brand and marketing platform it has generated cross promotion between trail centres and also allowed Northern Ireland to be confidently promoted as a destination to the out of state market.

**3. Do you have any figures as to the direct economic benefit that mountain biking inputs to the Northern Ireland economy?**

The economic appraisal as referenced in the above question predicted that both Rostrevor and Castlewellan would generate an economic benefit of £675,000 in their first year of operation. Given the actual visitor number are significantly higher than predicted, it is anticipated that the economic impact will be also be higher.

Despite numerous attempts by ORNI over the past 10 years to secure funding directly from government departments to undertake research on activity tourism, funding has never been forthcoming. ORNI is currently trying to secure funding to undertake a significant piece of research on the impact of the mountain bike product in Northern Ireland from NITB through its Tourism Innovation Fund grant programme which is due to open this summer. This is a competitive grant programme and unfortunately there is no guarantee that we will be successful in our application. If we are successful and can secure the match funding for the research we would hope that a report would be available by March 2015.

**4. How are you promoting this growing sector?**

ORNI currently leads and facilitates the MountainBikeNI consortium which includes those councils which manage the National Trail Centres i.e. Down District Council (Castlewellan), Newry and Mourne District Council (Rostrevor) and Cookstown District Council (Davagh Forest). The consortium also receives sponsorship from Doagh based Chain Reaction Cycles (the world's largest online bike store).

The aim of the consortium is to make Northern Ireland the 'next must mountain bike destination'

The MountainBikeNI.com brand was launched in March 2013, following extensive competitor analysis / benchmarking and consultation with local mountain bikers to ensure it delivered for the target market. This involved the establishment of a 'one stop shop' website (MountainBikeNI.com), production of a suite of trail cards (including map) for each centre, installation of consistent on site visitor information / waymarking and delivery of collaborative marketing campaigns including on/off line advertising, PR, social media, e-marketing.

Whilst the mountain bike trail centres were identified as the main driver for the visit, the MountainBikeNI.com website also provides the platform to convey the holistic tourism experience on offer for mountain bikers in Northern Ireland. An ongoing trade engagement campaign ensures the local tourism industry is aware of the needs of mountain bike visitors and is incorporating this within its visitor offering. 96 local business are currently engaged in the MountainBikeNI.com website providing tailored information on 'Where to Stay' and 'Where to Eat', whilst Destination Guides provide information on the wider tourism events and attractions.

This successful bundling of Northern Ireland's tourism offering with mountain biking at the core makes it easy for local businesses to engage with the visitor and helps to create an engaging and personalised experience. The innovative work undertaken by the MountainBikeNI consortium therefore offers visitors a new way to immerse themselves in Northern Ireland's 'Unique Outdoors' whilst experiencing local culture through nature ('Naturally NI') whilst finishing their day in a local pub or restaurant enjoying the authentic 'Culture and Creative Vibe'.

### **Marketing**

Despite the aforementioned benefits of the MountainBikeNI consortium (see question above) the lack of budget is a restriction. Although over £2m was invested in the construction of new trail centres in 2013, the annual marketing budget is currently less than 4% of this value i.e. under £80k. In addition, there is also a need for further integration within Tourism Ireland and Northern Ireland Tourist Board.

Whilst MountainBikeNI has already established a strong promotional platform it is essential that this is adequately resourced in terms of staff resource and marketing budget to ensure Northern Ireland can be confidently promoted as a mountain bike destination.

### **Research**

Mountain bike development and marketing in Northern Ireland has to date been carried out using secondary research as the base. Whilst continual benchmarking will remain key, it is also important to establish a programme of primary research to review progress to date and inform future decision making. Again adequate budget needs to be made available to carry out such research.

### **Industry Engagement**

It takes more than high quality mountain bike trail to create a world class mountain bike destination. The overall visitor experience is heavily influenced by the local tourism sector which includes accommodation providers, eateries and mountain bike operators. Whilst mountain bike trails will give visitors a reason to visit the area, it is these additional tourism services that will give visitors a reason to stay. It is therefore of paramount importance these tourism providers are supported to enable them to adapt their services to meet the needs of mountain bikers and promote these services through targeted channels.

### **6. Your five key areas of work within your current operational plan are all very Northern Ireland focussed – do you think this hinders the development of your product?**

Most of ORNI's work focuses on Northern Ireland purely because we receive about 55% of our day to day running costs from NIEA, NITB, SportNI and DCAL (Inland Waterways). We do however work very closely with many partners in the Republic of Ireland and across Great Britain, but those parts of our work funded by the NI government requires us to focus on Northern Ireland.

If there was funding available to promote cycling out of state coupled with further investment in off-road product development, for example, greenways located in popular tourist hubs, then this would significantly change our efforts and Operational Plan emphasis moving forward.

### **7. How are you progressing towards your outcomes for mountain biking, namely increased opportunities for off-road cycling, increased levels of participation and the marketing of your product?**

ORNI is currently delivering the last year of its Operational Plan (2012-2015) and already the KPI's for mountain biking have been largely realised, that is,

Increased opportunities for off-road cycling / mountain biking through the development of new trails



1. 3 new National Trail Centres have been opened - Rostrevor & Castlewellaan (led by ORNI) and Davagh (led by Cookstown District Council)
2. 1 Regional centre including Northern Ireland's only dirt jump park has been opened - Barnett Demesne in South Belfast
3. 1 Regional centre has been extended from 6km to 12km - Blessingbourne (near Fivemiletown, Co. Tyrone)

Increased levels of participation and user satisfaction in NI's off-road cycling/mountain biking product by both the local population and visitors

Previous to 2013 there was little opportunity to partake in sanctioned mountain biking in Northern Ireland. Visitor counter data for new trail centres demonstrates an increased level of participation i.e. they have been visited the following number of times :

Castlewellaan	21,973	(July 2013 - March 2014)
Rostrevor	18,371	(July 2013 - March 2014)
Davagh	21,970	(April 13- March 14)
Blessingbourne	4,494	(April 13- Dec 13)
Barnett Demesne	16,428 + 1,700 Dirt Jumps Park	(July 13 - March 14)
<b>Total</b>	<b>84,936</b>	

As previously indicated ORNI is currently finalising a terms of reference for primary research into mountain biking in Northern Ireland. It is hoped a successful application to NITB's Tourism Innovation Fund (predicted to open in June 2014) will result in a report by March 2015. This will include further participation and satisfaction research.

Off Road-cycling / mountain biking product marketed with confidence to the local population and visitors

- See answer to above question - *How are you promoting this growing sector?*

Although this Operational Plan 2012-2015 period has acted as a strong catalyst for the growth of mountain biking in Northern Ireland, the Mountain Bike Strategy for Northern Ireland 2014-2024 highlights the need to not rest on our laurels and continue to develop world class product and confidently promote.

I trust that the answers above provide some further clarity for the Committee members. My colleagues and I would be very happy to meet individually with Committee members or with the full Committee again should that be required.

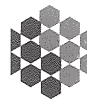
Please do not hesitate to ask if ORNI can be of any further assistance.

Yours faithfully



Dr Caro-lyne Ferris  
Executive Director

# Sport NI Response to Committee Queries



Department of  
**Culture, Arts  
and Leisure**

[www.dcalni.gov.uk](http://www.dcalni.gov.uk)

AN ROINN  
**Cultúr, Ealaíon  
agus Fóillíochta**

MÁNNYSTRIE O  
**Fowkgates, Airts  
an Aisedom**

**Our ref: COR/190/2014**

25 June 2014

Mr Paul Carlisle  
Committee Clerk  
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Dear Paul

## **Committee Inquiry into the Benefits of Cycling to the Economy**

Thank you for your letter of 12 June 2014 following Sinead McCartan's presentation to the Committee. In response to your question:

***In your corporate plan for 2013 – 2014, you have budgeted £25 million for capital investment in sport. How much of this went towards cycling?***

Sport NI, an arms length body of DCAL, has advised that no capital investment has been provided for cycling in 2013/14 financial year.

Furthermore, it should be noted that £20 million of the £25 million referred to in your query was provided by the NI Executive to DCAL for Regional Stadium Development.

I trust you find this is helpful.

**PAT WILSON**  
Departmental Assembly Liaison Officer

cc CAL Committee



Sustrans



## Committee Inquiry into Benefits of Cycling to the Economy

### Answers to Additional Questions Submission by Sustrans

June 2014

#### **Introduction**

Following our initial submission and subsequent presentation to the Committee for Regional Development, we received a number of additional questions in a letter from the Clerk of the Committee, dated 16th May 2014.

In this document we have set out the questions and answers in the order in which they were tabled.

We trust we have provided sufficient information in our answers. Should you require any additional information or clarification of any particular point, do not hesitate to contact me.

#### **Gordon Clarke**

National Director for Northern Ireland and the Republic of Ireland

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## Question 1

### **Can you provide the Committee with further information on the 18 rural villages involved in Active Travel pilot schemes?**

Sustrans worked with 18 primary schools over a two year period between 2008 and 2010. With funding from DARD, DRD and DE the project had 2 Active Travel Officers encouraging change within the schools. Each school had a range of infrastructure measures inside and outside the school property.

We have attached a Sustrans report produced on completion of the project and the full independent evaluation carried out by Cogent NI for DARD.

In this project car use to the schools fell from 64% to 49% and walking and cycling rose from 25% to 40%.

The key points coming out of the evaluation were:

1. The project was a success.
2. In order to effect modal shift, the model of combining behavioural change measures coordinated by an Active Travel Officer alongside infrastructural changes was deemed to be effective.

## Question 2

### **How significant should investment in the cycling infrastructure be?**

In order to achieve the Vision and deliver the Minister's cycling revolution, it will require significant and sustained investment for at least the next 30 years. In our submission we suggest an annual investment of £10m for urban areas and £2.6m for rural areas. This is for purely direct spending by DRD. Clearly, other projects and funding sources from government partners, such as DETI, DARD, and DSD can indirectly add to this expenditure. (The DSD urban regeneration function will transfer to Councils under RPA.) Embedding active travel in the statutory planning system can also drive investment in cycling through development / planning gain.

We are suggesting an investment of:

- £10 person - urban areas (including cities, towns and villages)
- £ 3 person - rural areas

We also think there should be an appropriate balance between infrastructure works (capital) and behavioural changes programmes (revenue). Figures are not easy to come by but Sustrans staff have indicated that in Scotland, England and Wales the balance is between 70%-80% capital and 20%-30% revenue.

## Question 3

### **Do we invest and hope to change behaviour or should investment and behavioural change run in parallel?**

All our research shows that when you invest in both infrastructure and behavioural change together, you inevitably get better results than you would get for single investment. Unlike northern European countries with high levels of cycling we need to build up people's skills in riding a bike, what to wear

while cycling particularly in inclement weather, what equipment you need for shopping and carrying children and basic bike maintenance.

A summary on the benefits of the Smarter Choice Behavioural programmes comes from “The Effects of Smarter Choice Programmes in the Sustainable Travel Towns - a report to the Department for Transport February 2010.” In summary it says:

*“On conservative assumptions, the implied benefit-cost ratio of the achieved outcome in the three towns, allowing only for congestion effects, is in the order of 4.5. Including environmental, consumer-benefit and health effects on the basis of recent Department for Transport modelling could broadly double the congestion-only figure.”*

The Sustainable Transport Towns had a spend balance of 60% capital and 40% revenue.

The Sustrans Rural Safe Routes to Schools project saw capital investment of £1m matched by £250k revenue with both revenue and capital running simultaneously. The summary Evaluation Report commissioned by DARD says:

*“The Evaluation provides evidence to support the marrying of a capital budget to a dedicated School Travel Advisor in order to affect modal shift.”*

## Question 4

### **Is there too much emphasis on investment in infrastructure as opposed to investment in behavioural change?**

We clearly need to invest more in infrastructure straight away in order to join up gaps in the existing cycle network provision. Infrastructure is needed to address safety issues - one of the main barriers that prevents or inhibits people from cycling.

The joint DRD / PHA funded Active School Travel programme is a behavioural change initiative. While it is, and has been, highly successful in encouraging cycling, it could be even more effective if there was a programme of infrastructure provision, both in and on the route to schools. A survey of nearly 250 parents at six schools on this programme included a question on what would encourage their child to cycle to school more often. The most popular responses were:

- ‘less traffic’ (46%)
- ‘cycle lanes on the route to school’ (45%)
- ‘better weather’ (42%)
- ‘living closer to school’ (42%).

We think that more funds are required to be spent on cycling. The infrastructure should be of a high enough standard to be used by all sections of society including women, children and the elderly. In parallel there should be revenue programmes to maintain cycle routes and work on behavioural change programmes to help individuals and organisations develop a cycling culture. It makes sense to focus behavioural programmes in workplaces, schools and communities along the routes that are being developed to maximise the use of the routes.

## Question 5

### **Can the Department be the panacea of all modes of transport in Northern Ireland or is there conflict of interests?**

Sustrans supports the development of sustainable transport solutions, walking, cycling and public transport, to address the health, environmental and economic challenges that we face here in Northern Ireland.

Good links between walking and cycling and public transport are essential. Cycle parking at railway and bus stations linking to safe routes to stations is a clear objective.



Having one organisation to help co-ordinate this provision has to be advantageous. The Department for Regional Development must be the organisation to lead cycling for transport. The Minister must decide how best to use limited roads space and how to allocate budgets. The DRD can also link cycling to public transport.

However the DRD should work in partnership with those who can help deliver the cycling revolution. This will include owners of traffic free routes away from roads such as Local Councils, Rivers Agency and DSD as well as those who can promote and develop the culture of cycling including Public Health Agency, Local Councils, the Voluntary and Community Sector, the Private Sector and the bicycle industry.

## Question 6

### **Why are figures on government investment in cycling in Northern Ireland unavailable?**

This is a question for the Departments to address. We were unable to obtain figures that we could stand over. It would appear that expenditure currently comes out of a number of other budgets such as two elements of Transport NI's Local Transport and Safety Measures and there is not a specific budget line.

There does not appear to be any collating of spend on cycling from other Departments such as PHA and Local Councils.

## Question 7

### **Is cycling merely an add-on or an after-thought or do you believe there is a genuine thrust towards the cycling revolution the Minister has referred to? What evidence do you have to support your opinions?**

We are convinced that there is an ideal opportunity just now to begin to deliver the cycling revolution the Minister has referred to. It won't happen by itself and it will require significant investment in infrastructure and behavioural change measures. Many major European cities have already developed cycling to a point where it is just the normal thing to do. It is convenient, inexpensive, reliable and good for one's health. Why wouldn't you cycle?

People see and experience other cities and understand these benefits. Where we have good infrastructure (such as the Comber Greenway) you get much higher levels of usage. When we have worked with children in schools such as the Rural Schools Programme and Bike It, we see significant increases in walking and cycling and major reductions in the number of school cars on the school run, reducing congestion (see Appendix Answer 1).

It is clear that with some exceptions, such as the National Cycle Network greenways, a lot of the on-road cycle routes constructed before the Cycle Unit was established are not high standard as they

stop short of junctions and often have cars parked in them. We would expect future cycle routes coordinated by the newly established Cycling Unit to be of a very high standard that appeal to the substantial "near market" – those who would like to cycle but are not due to road safety concerns.

Chapter 3 in our submission to the Committee outlines the current state of cycling in Northern Ireland including the imbalance between males and females. We also enclose a copy of the 2010 Cycle Usage Monitoring report which outlines changes in cycle trips at 30 locations in Northern Ireland.

## Question 8

### **How concerned are you that, despite the recent investments in cycling infrastructure, there is no baseline figure of the economic benefits of cycling?**

We are not concerned that at present there is no economic benefits baseline figure. However, going forward, it will be extremely beneficial to have figures which measure all the benefits in monetary terms. This will help set targets, but also assess investment in cycling in terms of direct and indirect economic benefits.

We also enclose a copy of the 2010 Cycle Usage Monitoring report which outlines changes in cycle trips over a 10 year period at 30 locations across Northern Ireland. It is important that the Departments continue to monitor changes in cycle use, changes in attitudes to cycling and also economic benefits.

## Question 9

Is there sufficient priority directed towards cycling?

Until the new Cycling Unit was established within DRD there was clearly insufficient priority directed towards cycling. Oftentimes cycle routes seem to have been built only when there was road space left over after cars and buses had been provided for. Cycle routes need to be given the appropriate priority to appeal to the masses.

European research (CROW 1993) identifies five main requirements of cycling infrastructure:

1. Coherence
2. Directness
3. Attractiveness
4. Safety
5. Comfort

The new Cycling Unit will hopefully quickly begin to deliver significant change to the infrastructure provision. We would like to see the establishment of a cross departmental group led by DRD that has a particular focus on active travel, which includes cycling.

## Question 10

### **What do you perceive to be the deficiencies in the Departments and Executives existing arrangements?**

As we mention in our submission and in response to Question 9 we see that investing in cycling and walking can bring benefits to all government Departments and relates to all 5 priorities of the Programme for Government objectives. There is need to have a more joined up approach. Presently DRD and the Public Health Agency are jointly funding the Active Travel Schools Programme and this is a very good example of a joined up, focussed programme which is given high priority due to it being in the Programme for Government. This partnership, we suggest, should also involve the Department of Education (on site infrastructure / cycle parking and curriculum activities), Department of the Environment (on road cycle training) and Department of Culture, Arts and Leisure (sport and recreation.)

The need for more joined up programmes that relate health, the environment and the economy together would be useful with appropriate budgets and inclusion in the next Programme for Government. In Page 27 of our submission we outline some suggested PfG targets:

By 2021 we will achieve:

- 10% of commuting trips in Belfast, 5% Derry~Londonderry by bike and 3% regionally
- address inequalities in cycling through doubling the percentage of cyclists being female, young people and the elderly
- doubling the economic benefits from cycling (based on new economic data)
- 50% of primary school pupils and 25% of post primary pupils cycling and walking to schools
- 75% of P6 pupils given Bikeability on road training
- a direct annual budget for cycling of £10m for urban areas and £2.6m for rural areas (70% capital, 30% revenue).

We need to address a number of specific legal issues in order to encourage cycling and address safety concerns for all cyclists and pedestrians, including the most vulnerable. One urgent issue that lies with DOE and DRD is a proposal to allow all taxis into bus lanes.

We must resist allowing more taxis in bus lanes. Cyclists and buses are now able to co-exist. Allowing taxis into the bus lanes will impact and slow down buses and create safety concerns for cyclists.

## Question 11

**Do we also need to change the system of legal liability on roads used by the public in order to protect the most vulnerable road users (cyclists and pedestrians)?**

Sustrans is in favour of changes to the system of legal liability to protect vulnerable road users where this is part of a wider road danger reduction strategy. Presumed liability has been adopted successfully elsewhere in Europe but the evidence suggests that it works best as part of a wider road danger reduction approach (as in the Netherlands and Sweden) alongside measures such as 20mph speed limits in residential areas and segregated cycle paths.

Further information on our position is available on our website: <http://www.sustrans.org.uk/blog/driver-liability-strict-or-presumed>

## Question 12

**In his written evidence on the Welsh Active Travel Bill, Professor Colin Pooley of Lancaster University argued that ‘... unless there are also constraints on car use, then schemes to increase walking and cycling may have limited success’. Do you agree with this statement and what sort of constraints would you perceive being introduced?**

Sustrans agrees with this statement. Evidence suggests that the impact of investment in active travel is multiplied through the parallel introduction of constraints on car use such as the reallocation of roadspace (e.g. creation of cycle lanes), traffic calming, bus lanes, filtered permeability (i.e. closing routes to through traffic except on foot or by bike and in some cases buses) and reducing long-term on-street parking. Evidence also shows that constraints on car use are effective in “locking in” change, so that individual behaviour change is not cancelled out by increases in car use by others.

# Rural Safe Routes to Schools Project Review







## An introduction from **Sustrans**

At Sustrans we strive to deliver practical solutions that give people the opportunity and motivation to make more sustainable journeys. The Rural Safe Routes to Schools programme in Northern Ireland is a shining example of this endeavor.



**As a result of this pilot project, thousands of young people all over Northern Ireland are now choosing to walk and cycle more often to school, bringing healthy, environmentally friendly and independent travel to our children. It is a great success story in which Sustrans and our many partners and funders can be justly proud.**

At Sustrans we focus on innovation and practicality. All our work seeks to challenge the widely held belief that a change in travel behaviour is difficult to achieve. This project, like all other projects that Sustrans delivers, gives the lie to this. It demonstrates that not only is significant behaviour change possible, it's also popular.

So why is it so important to encourage children to walk and cycle more? Like everywhere else in the UK and the Republic of Ireland, car use is on the rise. In the last 20 years the number of children being driven to school has doubled, this is despite the fact that the average school journey is just over three miles, or a 20 minute bike ride. The consequences of our ever more sedentary lifestyles are rising levels of obesity and traffic pollution which contributes to high levels of asthma. Both of these chronic conditions add considerably to Northern Ireland's health budgets each year.

Add to this concerns about climate change (personal car use contributes 13% of the UK's total carbon dioxide emissions), congestion at peak hours (as much as a quarter of traffic on the roads at 8.50am is on the school run), and you have a pretty powerful argument for doing things differently. Like all children, the young people of Northern Ireland want to travel independently to school. Nearly 50% of children in the UK would like to cycle to school, but only 2% do.

Parents, similarly, are keen for their children to travel actively, but fear of traffic and busy roads encourages them to add to the congestion.

So what can we do? Sustrans' solutions are not high tech, they are based on years of experience in enabling children to travel differently, and most importantly, our solutions work. The reason they work is because they engage and interest people.

With the support of the Department of Agriculture and Rural Development (DARD) through the EU Programme for Building Sustainable Prosperity, Department for Regional Development (DRD) Roads Service, the Department of Education and the DOE Road Safety Education Branch, this is precisely what this pilot project set out to do. As you'll see, this initiative has had a dramatic impact.

Sustrans has been putting the case for more sustainable travel for over 30 years. We have the people and know how, we have the evidence and economic case, and we have the policy initiatives.

What we need now is for this successful pilot to be rolled out to schools across Northern Ireland, and for much greater investment in cycling and walking to be sustained over many years. This should be prioritised on the basis of the sound evidence that demonstrates that active, low carbon travel is better for people, better for our economy, and better for our environment.

**Malcolm Shepherd**  
**Chief Executive, Sustrans**



# Improving the health of a generation

Foreword from the Department  
of Health, Social Services and  
Public Safety.

**In Northern Ireland, currently around one in four girls and one in six boys in Primary One are overweight or obese. Many of these children are not as physically active as they should be, they do not have a healthy balanced diet and this can contribute to an unhealthy lifestyle. By increasing the amount of physical activity in children now we can work towards improving the health and well being of the child through their whole life course.**

In order to achieve this, the Department of Health, Social Services and Public Safety has established an Obesity Prevention Steering Group which will oversee and implement a number of the recommendations contained in the Fit Futures Implementation Plan and provide expertise in the development of an

overarching Obesity Strategy for Northern Ireland.

I therefore support the work of Sustrans in promoting walking and cycling to school as a means of increasing the opportunity for children to take part in physical activity and which in turn encourages parents, guardians and teachers to participate.

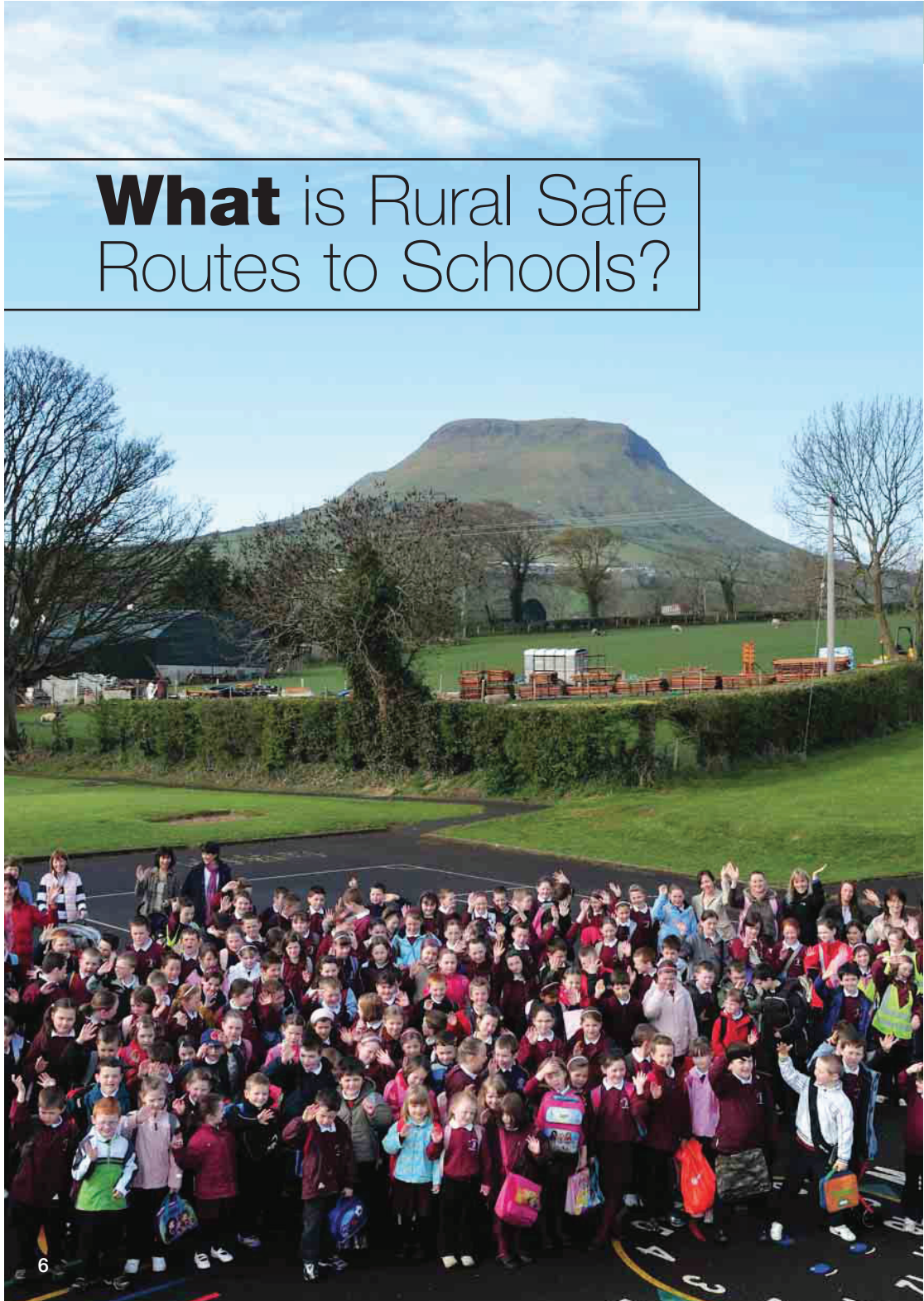
A project such as this which has a focus on promoting healthy and sustainable physical activity can contribute to the improvement of the health and well being of the people of Northern Ireland.

**Dr Michael McBride  
Chief Medical Officer for the Department of Health, Social Services and Public Safety. Northern Ireland**





# What is Rural Safe Routes to Schools?



**The first of its kind in Northern Ireland, the project sought to bring together a wide variety of agencies and resources that were already working on encouraging active school travel, and focus efforts on achieving two key objectives:**

- reducing car use on the school run by 10%
- increasing levels of cycling and walking.

Schools in rural areas were invited to apply to Sustrans to take part in the project which was funded to the tune of £1.3 million, and would look at all aspects of school travel, from the production of school travel plans, to improving the environment around schools for those travelling by foot and bike, to cycle training and other behaviour change initiatives.

Whilst more than 70 schools applied, indicating the demand from schools for this kind of support, Sustrans had to whittle this down to 18 to make best use of the funding available. The final selection of schools were all primary schools, varying in size from 50 to 450 pupils, with the majority of pupils living less than two miles from school.

The aim of the project was to work directly with schools that were keen to increase levels of walking and cycling, and help them to create a pro-walking and cycling culture which would continue and grow in the future.



**To achieve this we developed a ten step approach:**

- 1 build confidence within schools to promote walking and cycling
- 2 help the school to set up a School Travel Group, chaired by a “champion” of active travel, comprising pupils, staff, parents and governors to organise regular events and to develop a School Travel Plan
- 3 liaise between the school and agencies to ensure the provision of cycle parking, high quality pedestrian crossings and new and improved walking and cycling paths
- 4 advise and support the school on running special events to both inspire and reward children and parents for walking and cycling to school
- 5 ensure the provision of training to encourage safe walking and cycling
- 6 share information and celebrate success and good practice between schools through a regular newsletter
- 7 co-ordinate support for schools across the wide range of government departments responsible for school travel
- 8 support the development of a School Travel Plan and events in the classroom by ensuring their relevance to the school curriculum
- 9 rigorously evaluate the impact through before and after surveys of pupils, parents and staff and their attitudes to walking and cycling to school
- 10 oversee official completion of different aspects of the projects, inviting ministers and local elected representatives to celebrate the success of schools and pupils, and promote the benefits of active school travel to the wider public.



**49%**

of children are now driven to school, compared to 64% before the project.

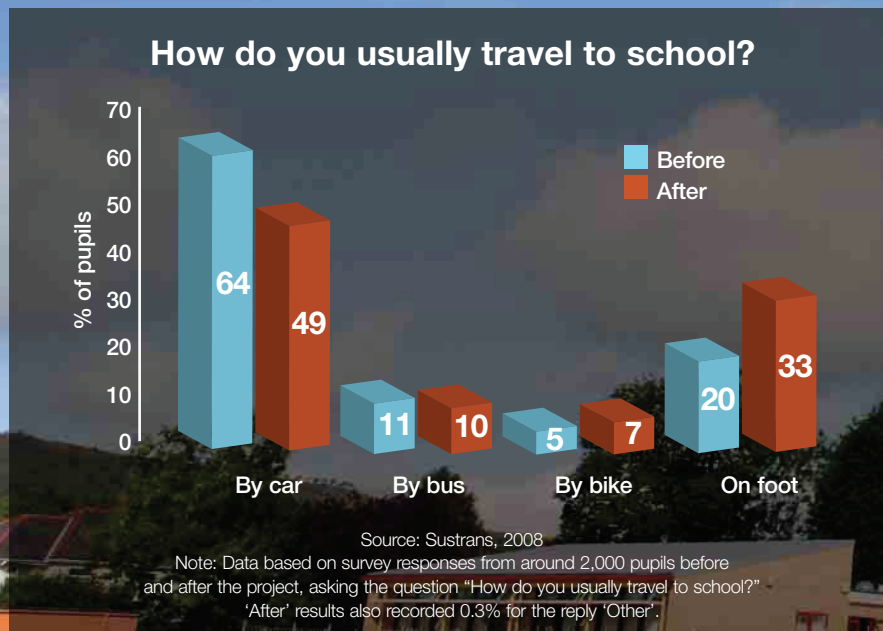
**7%**

of pupils now cycle to school compared to 5% before the project.

**33%**

of pupils now walk to school, compared to 20% before the project.

As with all of Sustrans' work with children and schools, there is evidence that the project has brought about significant changes in travel behaviour. Sustrans' Research and Monitoring Unit surveyed 3,500 pupils, 200 staff and 2,000 parents, before and after the project.



**83%**

of parents thought that Sustrans had been successful in getting them to think about the way they travel.

**79%**

of Head Teachers believe the initiative had a very good or excellent impact on helping their pupils become more physically active.

*"The benefits and changes in attitudes by parents, pupils and staff have been exceptional. Our recommendation would be to get involved now and reap the very worthwhile benefits of this scheme."*

**Gail Ferguson, Principal, Kilbride PS, Doagh**

*"I have noticed an improvement in the concentration levels in class"*

**John McCrea, Principal, Ballinamallard Primary School**

*"Parents are now happy to allow their child to walk or cycle home from school as the school area is now perceived as a safer place."*

**Joan Aldridge, Principal, St Marys Primary School, Derrytrasna**

*"The support from Sustrans has enabled us to embed walking and cycling into the school routine."*

**Mrs Ann Smart, Principal, St Mary's Primary School, Cushendall**

*"It keeps you really fit and I like the new track because it's making more people walk."*

**Joshua, Killylea Primary School, Co Armagh**



## Case Study – St Mary's Primary School, Derrytrasna



DARD Minister Michelle Gildernew with Joan Aldridge and pupils from St Mary's Primary

### Barriers to walking and cycling:

- speed of traffic along the main road outside the school
- no safe crossing area for children
- poor visibility to the west of the school gate
- problem with the volume of traffic in the school lay-by at school opening and closing times.

### What changed:

"We applied for the scheme because it gave us the opportunity to address some of the major concerns regarding our pupil's safety and it would make the whole school environment safe. We began by having a **walk to school day** and were pleasantly surprised at the number of children that walked or cycled, but even more surprised at the number of accompanying adults.

"Slowly parents began to allow their children a little more independence and let them walk or cycle unaccompanied. When the **traffic calming measures** began on the road, parents could see that their children were safer.

"We built on the success of our early walks by introducing **themed walks** (Spooky Halloween walk). We provided walk to school **breakfasts**. Towards the

end of the project the **Walk to School on Friday** was well established as a school routine and we will continue with this every Friday.

"Throughout the project there were many opportunities to complete **classroom based work**. Our Walk around the World provided lots of content for Maths lessons as miles were calculated on a daily basis and each class in KS2 completed a variety of work based on the world around us.

"I applied for the project believing that the external work beyond the school gates would make St Mary's a safer school. I didn't realise that the biggest change in our school would be in our **attitudes**. We enjoy our school walks and the informal chats we have each Friday morning with a growing number of parents who walk to school with us. Our children enjoy cycling on a daily basis and our **new bicycle shelter** is always full of bikes."

**Joan Aldridge, Principal, St Mary's Primary School, Derrytrasna**

### The benefits:

The number of children being driven to school has fallen from 82% to 52%.

## Case Study – Hezlett Primary School, Castlerock



### The barriers to walking and cycling:

- national speed limit (60 mph) on busy main road outside school gates
- congestion at school gates
- inadequate footpaths
- poor cycle storage
- most pupils travelling by car or bus.

### What changed:

“We were delighted to have been successful in our application and are absolutely thrilled with all that has been done to improve the route to school and make it safer for our pupils.

“We now have a part time **speed limit of 20 mph** at key times of the school day. This has made a vast difference to the speed of the traffic when children are arriving at or leaving school. Roads Service organised this and are monitoring it as part of a pilot scheme.

“Significant **improvements have been made to the paths** in the vicinity of the school and they have changed from being narrow, bumpy, footpaths to shared-use paths.

“Members of the local community, as well as our school population, are very positive about this improvement. The paths continue to be used regularly by an increased number of people.

“We have also received **new cycle storage**, with a new entrance for

bicycles at a safer and more convenient spot. With Sustrans’ support our cycle proficiency teachers have taken forward a new cycle training programme which is available to pupils in Year 5 and above. This includes some training outside the school grounds.

“The main benefit in school however, is the **change in attitude** of many of our school population. We now have half of our folks walking or cycling regularly to school. Our older pupils have developed the habit of walking or cycling and enjoy it so much. A number of our staff now “Park and Stride”, which never happened before. The great thing is that **this is sustainable**. We now have people in our community walking and cycling regularly. Much has been done to make the school journey as safe as possible.

“It was a joy to build relationships with all the stakeholders involved and, in our opinion, a great example of **teamwork involving various agencies**. We are delighted that so much was achieved within one year. It was a privilege to be involved.”

**Karen Gilpin, Vice Principal, Hezlett Primary School, Castlerock.**

### The benefits:

The proportion of children driven to school has fallen from 74% to 55%.



## Going **forward**

More regular walking and cycling among school children will not only deliver benefits to children, their families and communities, but will also complement and reinforce a wide range of government strategies, enabling joined up government.





## Active school travel

### Helping to put policies into practice

Policies of NI Assembly	Relevant NI Assembly Department
Children and Young People	Office of First and Deputy Minister
Education for Sustainable Development	Department of Education
Fit Futures, Obesity Strategy for NI (proposed)	Department of Health, Social Services & Public Safety
Healthy Schools	Department of Education
Neighbourhood Renewal	Department for Social Development
Physical Recreation	Department of Culture, Arts and Leisure
Programme for Government	Office of First and Deputy Minister
Regional Transportation Strategy	Department of Regional Development
Revised Curriculum	Department of Education
Rural Strategies	Department of Agriculture and Rural Development
Sustainable Development Strategy	Office of First and Deputy First Minister

There are many reasons why this particular project was so successful. Schools were well supported by people skilled at working with children and communities on practical projects, and able to maximise the benefits of changes to the physical environment. In addressing safety concerns by investing in new paths and crossings the team motivated parents, children and schools alike.

Building on this, and benefiting from Sustrans' experience of working with children and communities, walking and cycling activities and events were designed to be accessible, fun and inspiring for children and their parents. This was further supported in school through curriculum work, as well as a School Travel Plan and School Travel Groups.

By developing a holistic approach to school travel, and working partnerships between

government departments, schools and Sustrans, the project was able to address health, safety and transport concerns, all of which are inter-related, resulting in more effective planning and implementation. The opportunity exists to build on and extend the proven success of Sustrans' work with rural schools in Northern Ireland, and encourage even greater levels of walking and cycling by integrating other elements of Sustrans' work in the UK. Sustrans' Bike It project, for example, is, on average, trebling levels of regular cycling to schools in England and Wales.

We very much hope that the Northern Ireland Executive fund and support the development of a full Active School Travel programme to increase levels of walking and cycling by children to school whilst reducing car use on the school run.



Now it's **your** turn

### Would you like to benefit from this kind of initiative?

It is Sustrans' view that every child should have the benefit of a safe route to school. We want to make this a reality for more children, so if you would like to help us to access more funding for this kind of work, please register your interest and help us to make the case, and please talk to your local MLA and MP to encourage more spending on active travel.

#### Schools

If you would like Sustrans or a School Travel Advisor to work with your school contact Sustrans to register your interest by e-mail [nischools@sustrans.org.uk](mailto:nischools@sustrans.org.uk), phone 028 9043 4569, or visit [www.sustrans.org.uk/northernireland](http://www.sustrans.org.uk/northernireland)

#### Parents, Teachers or School governors

If you would like Sustrans to work with your school then contact the school Principal and ask them to make contact with Sustrans to register interest. If you would like to become a "School Champion" for walking or cycling at your school then contact the Sustrans School Travel Team at [nischools@sustrans.org.uk](mailto:nischools@sustrans.org.uk) Tel: 028 9043 4569

#### Making the Links: Secondary Schools and School Travel

Sustrans in partnership with Travelwise NI and Stranmillis College have produced a comprehensive curriculum plan – Making the Links: Secondary Schools and School Travel. This provides advice on how to compile a School Travel Plan and contains lesson plans for teaching children about sustainable travel.

Download Making the Links from the Sustrans website: [www.sustrans.org.uk/nischools](http://www.sustrans.org.uk/nischools)

#### Education Boards

If you want Sustrans to work with schools in your area then please make contact with Sustrans and encourage enthusiastic schools in your area to register their interest with us at [nischools@sustrans.org.uk](mailto:nischools@sustrans.org.uk), phone 028 9043 4569, or visit [www.sustrans.org.uk/northernireland](http://www.sustrans.org.uk/northernireland)

#### Health Trusts

If you would like Sustrans to work in your local physical activity and child obesity strategies please e-mail us [nischools@sustrans.org.uk](mailto:nischools@sustrans.org.uk), phone 028 9043 4569, or visit [www.sustrans.org.uk/northernireland](http://www.sustrans.org.uk/northernireland)

#### Further support and information:

##### Travelwise, Belfast

Email: [info@travelwiseni.com](mailto:info@travelwiseni.com)  
Tel: 0845 378 0908  
Online: [www.travelwiseni.com](http://www.travelwiseni.com)

##### Eco Schools

Email: [eco-schools@tidynorthernireland.org](mailto:eco-schools@tidynorthernireland.org)  
Tel: 0845 86 206 86  
Online: [www.tidynorthernireland.org](http://www.tidynorthernireland.org)

##### Environmental Education Forum

Email: [info@environmentlink.org](mailto:info@environmentlink.org)  
Tel: 028 9094 2156  
Online: [www.eefni.org.uk](http://www.eefni.org.uk)

Sustrans' Rural Safe Routes to Schools programme was supported by





## Who says P.E. class can't start at the door?

  
**sustrans**  
JOIN THE MOVEMENT

**Sustrans is the UK's leading sustainable transport charity.**

Our vision is a world in which people choose to travel in ways that benefit their health and the environment. We work on practical, innovative solutions to the transport challenges facing us all. If you think what we do sounds sensible, we urgently need people like you to help us do more. By giving from £5 a month you'll start to make a difference. Without this financial support, Sustrans and projects such as Safe Routes to Schools would probably not exist.

To find out more about Sustrans or to **become a Sustrans Supporter** please visit [www.sustrans.org.uk](http://www.sustrans.org.uk) or call **0845 113 00 65**.

Sustrans, 2 Cathedral Square, College Green, Bristol, BS1 5DD

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**RURAL SAFE ROUTES TO SCHOOL PROGRAMME**

**EVALUATION**

**FINAL**



**COMMERCIAL IN CONFIDENCE**

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**June 2010  
DARD/ Sustrans' Rural Safe Routes to School/ Eval Rep**



**DARD**  
**SUSTRANS' RURAL SAFE ROUTES TO SCHOOL PROGRAMME**  
**EVALUATION**  
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## 1. INTRODUCTION AND BACKGROUND

### 1.1 Introduction

DARD has commissioned Cogent Management Consulting LLP ('Cogent') to conduct a post project evaluation of the Rural Safe Routes to School Programme delivered by Sustrans under Measure 4.9 of the Structural Funds: Building Sustainable Prosperity (BSP) Programme.

### 1.2 Background to the Delivery Agent – Sustrans

Sustrans is the UK's leading sustainable transport charity. Its vision is a world in which people choose to travel in ways that benefit their health and the environment. Sustrans aims to:

- Reduce the environmental and resource impacts of transport;
- Enable people to choose active travel more often;
- Provide car-free access to essential local services; and
- Create streets and public spaces into places for people to enjoy.

Sustrans works in three ways to achieve these aims:

- It creates public space focussed on access not mobility;
- It provides information and work directly with people to bring about behaviour change;
- It influences government policy by demonstrating that it is possible to change people's behaviour and by measuring the benefit of its work in terms of health, environment, quality of life and value for money.

Increasingly Sustrans' focus is also on opening up access for many forms of transportation, tourism and recreation and encouraging the health benefits that can be gained from physical activity.

### 1.3 The Rural Safe Routes to School Programme

#### 1.3.1 Background

In today's society the car plays an increasing role in people's mobility. This has a number of impacts, including the negative health consequences of reduced physical activity and increased carbon emissions, as well as an increase in the level of traffic/road users and the number of road deaths.

In recognising this trend, and the impact that it has on children, Sustrans pioneered the Safe Routes to School (SRS) approach in GB in 1995 – a national initiative that was started as a practical project that aimed to enable more children to walk and cycle to school and reduce car use. At its origin, the assistance provided by Sustrans was through the provision of a free information service and this developed to the implementation of ten demonstration pilots in schools. Since then, the programme has been rolled out across GB and is now supported by a range of charitable trusts, the lottery and Sustrans' supporters.

Sustrans' role / influence in NI has its roots in the assistance provided to Department for Regional Development (DRD) Roads Service in the delivery of a pilot SRS initiative. This initiative was developed in conjunction with the Northern Ireland School Travel Advisory Group (STAG), which assisted six pilot schools were assisted through a pilot initiative. Specifically, Sustrans played a "hands on" role in the delivery of the pilot project at two of the six schools and lessons learned by Sustrans were brought to the proposed project.

Following on from this pilot, in 2005, Roads Service implemented a "Travelwise Safer Routes to Schools" Programme that sought to "*tackle the issue of the school run by raising awareness of its*

*impact on congestion, road safety, health and the environment.”* Under this programme, selected schools would receive a range of education and awareness materials on sustainable travel issues and, where appropriate, physical infrastructure improvements mainly within the school grounds and in the immediate area of the school. The aims of the Travelwise SRS Programme include:

- To reduce congestion and pollution;
- To promote sustainable transportation;
- To reduce child casualties and improve children’s health;
- To provide a safer local environment;
- To deliver a greater sense of personal safety;
- To increase independence and road sense of pupils; and
- To build a sense of community involvement.

The overall Travelwise SRS programme, which was, and continues to be, made up of two levels of support – known as the Accelerated and Enhanced Programmes – was not delivered as a statutory role of Roads Service, which means that it had, and continues to, struggle to become a priority and to attract sufficient funding and physical staff resources for it to achieve a positive impact.

### 1.3.2 Application and Economic Appraisal

In December 2005, DARD placed an open call for expressions of interest for project ready expressions of interest under the Structural Funds: Building Sustainable Prosperity (BSP) Programme, Measure 4.9 – Development and Improvement of Infrastructure Connected with the Development of Agriculture. The programme was to address a range of development needs including improvements to infrastructure through projects delivered, inter alia, by “*bodies interested in delivering regional or sectoral projects or programmes*”. The relevant measure objectives for this project were:

- To develop and improve the infrastructure in rural areas; and
- To protect and enhance the physical and natural environment of rural areas and communities.

Funding of up to 75% was available through the measure, with all monies to be spent by 30 September 2008.

Following an initial positive assessment of Sustrans’ Expression of Interest, the organisation was invited to submit an application (Part B) for funding. This application was received in February 2006 and was subjected to an Economic Appraisal by external consultants. The Assessment Panel met in August 2006 and the subsequent letter of offer was issued by DARD in October 2006.

The envisaged 24-month programme was estimated at the Economic Appraisal stage to cost £1,248,700, with its aim<sup>1</sup> being to:

*“Benefit children’s health and the environment by providing pupils with the opportunity to walk or cycle to school in safety, thereby reducing the number of children driven to school in cars”.*

In the delivery of this aim, the programme sought to work directly with exclusively rural schools that were keen to increase levels of walking and cycling, and help them to create a pro-walking and cycling culture, which would continue and grow in the future.

To achieve this, the programme was to provide two types of support, as summarised below:

1. Firstly through the **employment of two School Travel Officers** who would follow the following ten step approach:

<sup>1</sup> Source: August 2006 Economic Appraisal



Commercial in Confidence



- Build confidence within schools to promote walking and cycling.
  - Help the school to set up a School Travel Group, chaired by a “champion” of active travel, comprising pupils, staff, parents and governors to organise regular events and to develop a School Travel Plan.
  - Facilitate liaison between schools and agencies to ensure the provision of cycle parking, high quality pedestrian crossings and new and improved walking and cycling paths.
  - Provide support to the school on running special events to both inspire and reward children and parents for walking and cycling to school.
  - Provide training to encourage safe walking and cycling.
  - Share information and celebrate success and good practice between schools through a regular newsletter
  - Co-ordinate support for schools across the wide range of government departments responsible for school travel.
  - Support the development of a School Travel Plan<sup>2</sup> and events in the classroom by ensuring their relevance to the school curriculum.
  - Rigorously evaluate the impact through before and after surveys of pupils, parents and staff and their attitudes to walking and cycling to school.
  - Oversee official completion of different aspects of the projects, inviting ministers and local elected representatives to celebrate the success of schools and pupils, and promote the benefits of active school travel to the wider public.
2. Secondly, the programme was to provide monies for the **implementation of improved infrastructure along the entirety of school travel routes**. To this end the programme envisaged the implementation of three levels of works:

School Safety Zone	Types of work envisaged					Estimated cost per zone	Target
	Lockers	Cycle Shed	Path	Safety Zone	Cycle Lane		
Basic						£10,000	6
Intermediate						£46,000	6
Full						£120,000	6

The appraisal noted that whilst the intervention at each school would consist of a mix of measures including “Keep Clear” lines, “Slow” markings on the road, red surfacing, pelican crossings, LED school safety signs and footpaths and cycle paths, the works would be “specific to each site’s needs as identified by the School Travel Plan. A specific formula for a basic or intermediate intervention does not exist”.

It is noted that the SMART Objectives contained within the Economic Appraisal included the following for the recommended proposed programme:

- Recruit two Travel School Advisors by October 2006;
- Produce and implement School Travel Plans for 18 schools by June 2008;
- Achieve a 10% reduction on the number of car journeys to each school by June 2008; and
- To install six school safety zones by 2008.

<sup>2</sup> A School Travel Plan is a written document which outlines a series of practical steps for improving children’s safety on the journey to and from school. It includes a description of the school, its location and size; as well as detailing the current travel patterns, issues encountered therein and actions / targets as to how the school will implement measures to effect change. (Source: [www.schooltravelplans.org](http://www.schooltravelplans.org)).

### 1.3.3 Letter of Offer & Amendments Thereafter

During the course of the programme delivery Sustrans received one key letter of offer, with two addendums thereafter. The objectives and pre conditions attached to this key letter of offer are set out in the following table:

LETTER OF OFFER: 4 <sup>th</sup> October 2006	
Objectives	Pre Conditions
1. Recruit two Travel School Advisors by 31 January 2007;	(i) Ensure that during the selection and scoring process of rural schools, a geographical spread across NI, cross community and cluster school sites is taken account off, with at least one school being selected from each county;
2. Produce and implement School Travel Plans for 18 schools by June 2008;	(ii) Ensure that only those schools that agree to have staff trained as project "champions" are selected and this should form part of the selection process;
3. Achieve a 10% reduction on the number of car journeys to each school by June 2008;	(iii) Provide written confirmation that the applicant has a good and marketable title to the property and all necessary ancillary rights thereto to enable the property to be used for the project being financially assisted;
4. Establish a robust monitoring system to evaluate journey patterns by June 2007; and	(iv) Confirm the appropriate planning measures are in place;
5. To install significantly improved infrastructure at 18 rural schools by June 2008.	(v) Obtain the written approval of the Department to the selection of any tender relating to the carrying out of the Project;
	(vi) Establish a Monitoring Team comprising the Applicant and representatives of the Department and other key stakeholders to agree work schedules for the project and agree stages and conditions on which payment can be made; and to further establish a programme of meetings to monitor the progress of the project;
	(vii) Provide evidence, including any facility letters or agreements, satisfactory to the Department, that the applicant has secured matching funding from other sources sufficient to enable the project to proceed;
	(viii) Provide written confirmation that Sustrans will cover any shortfall in match funding and will also cover any project cost overruns;
	(ix) Provide costings prior to work commencing and advise the Project Monitoring Team accordingly; and
	(x) Provide a written confirmation from Roads Service and Department of Education that confirms their agreement to absorb any ongoing maintenance and insurance costs associated with the project.

In June 2007, DARD issued Sustrans with a letter of approval to extend the completion timeframe for the delivery of the objectives within the original letter of offer to 30 September 2008.

During the course of the programme delivery two addendums to the letters of offer were issued as follows:

- In August 2007, DARD notified existing projects of the potential for additional resources under Measure 4.9, with the requirement being that additional resources would be spent and claimed before 15 November 2007 and would be for activities that were deemed consistent with the original letter of offer. Sustrans successfully applied to DARD BSP for £63,000 of additional monies for match funding against the following activities:
  - **One day School Champion Training for 18 schools** (two delegates each) to be held on 20 September 2007. It was noted by Sustrans that *"The School Champion Training is a capacity building exercise to improve the sustainability of the project. We will formally train two*



*members of staff from each of the 18 schools in how to develop their school travel plans and manage the modal shift to walking & cycling. This will give each school additional skills to develop sustainable travel within the school and greatly improve the potential for the project's sustainability post September 2008."*

- **Professional analysis of completed school travel questionnaires for 18 schools.** It was noted by Sustrans that *"the professional analysis of the questionnaires will benchmark the project and provide a valuable source of information as to the attitudes, issues and approaches taken towards sustainable school travel by pupils, staff and parents in a rural setting. This will be a unique piece of social research. It will help inform future strategies within each school and the development of the School Travel Plans in rural schools generally."*
- **Enhanced capital works to Hezlett Primary School, Castle rock** – to include a shared use path (0.75km) from Hezlett House to Castlerock (including kerb realignment, drainage and resurfaced with machine laid bitmac to 2.5m. It was noted by Sustrans that *"the shared use path at Hezlett School will complement work already planned at this school to service pupils travelling from Articlave village. The proposed path to Castle rock will enable pupils travelling from Castle rock (50% of pupils) to also walk and cycle to school with a degree of safety not enjoyed at present. This will considerably improve the potential for modal shift at the school. The need for this shared use path to Castle rock has also been voiced by the school's PTA. In addition the project will bring benefits to the local tourist market, given that Castlerock is a well known and popular tourist resort and the proposed path will complement an existing National Cycle Network (NCN) route in the area"*.

The additional objectives attaching to the addendum letter of offer (dated August 2007) were as follows:

- To provide School Champion Training for all 18 schools by March 2008; and
- To conduct professional analysis of School Travel Questionnaires for 18 schools (pupils, staff and parents).
- In August 2008, DARD notified existing projects of the potential for additional resources under Measure 4.9, with the requirement being that additional resources would be spent and claimed before 15 November 2008<sup>3</sup>, already had all statutory approvals in place and would be for activities that were deemed consistent with the original letter of offer. Sustrans successfully applied for £48,000 of additional DARD BSP monies. The monies were for the following activities:
  - £3,000 for administration costs; and
  - £45,000 for additional capital works.

The addendum letter of offer (dated 12 September 2008) noted that *"this offer of additional funding forms an integral part of your letter of offer accepted on 4 October 2006 and is therefore subject to the same terms and conditions contained therein with the exception of the changes outlined in the attached addendum to that Letter of Offer."*

- At project close the DARD Project Officer granted permission for an additional increase to the DARD BSP grant. This amendment was for an additional £6,839 and, due to the scale of the increase, was not done through a formal addendum to the letter of offer.

In October 2008, DARD issued Sustrans with a letter of approval to extend the completion timeframe "Section 5 Payment of Financial Assistance" to allow final claims to be submitted to DARD before 5<sup>th</sup> December 2008. This was subsequently superceded by a letter sent on 7<sup>th</sup> January 2009 that provided

<sup>3</sup> This was originally stated as 31 October 2008 and extended in the letter of offer.

a further extension for final drawdown to 30<sup>th</sup> June 2009, based on the “*unprecedented financial crisis prevailing throughout the European Union*”.

Finally, Sustrans were required to carry out an evaluation within three months of completion of the programme.

#### 1.4 Objectives of the Evaluation

DARD’s specification for the evaluation requires the appointed consultant to, in line with the Green Book standard, HM Treasury Guide (Appraisal and Evaluation in Central Government), carry out the following tasks:

- Identify and explain variances between the projected data and the outturns, and provide an overall summary of how effective the programme was in achieving its objectives. The main lessons to be learnt from the Programme and projects shall be listed so that they can be taken into account for future similar programmes and projects.
- Adhere to a nine section report format and in each of sections (ii) to (vii), the projections included in the economic appraisal and the actual outturn situations should be presented and compared. Where there are variances between the projections and actual outturns, the reasons for these variances should be given.
- Section (ix) shall include the lessons learned and shall suggest to who the information shall be circulated.
- Liaise with DARD Project Officer and the Project Management Team regarding the completion of the PPE.
- Obtain all outturn information from Sustrans.

#### 1.5 Methodology

The approach undertaken to address the key aims and objectives of the evaluation is outlined below:

- **Background research** - Before undertaking the main primary research activities, a variety of background research activities were undertaken, including:
  - Establishing the logical and operational fit of the programme within the broader marketplace and the strategic context within which it operates;
  - Creation of questionnaires and aide memoires in-line with the terms of reference;
  - Detailed analysis was also undertaken of all available data relating to the activity and performance for the period under review.
- **Primary Research** – As part of the main primary research activities the evaluation team contacted the School Champion at the 18 participant schools and agreed to carry out a school visit to 17 of the 18 schools (the 18<sup>th</sup> school was not interested in participating in the evaluation). Prior to the school visit the evaluation team provided the School Champion with printed questionnaires for circulation to primary 6 and 7 pupils and their parents. These were subsequently collected from the schools and, where possible, the evaluation team carried out a face-to-face consultation with School Champion and a focus group with a selection of primary 6 and 7 pupils.

In addition, the evaluation team undertook a series of face-to-face and telephone consultations with the following board members and Sustrans staff:

Consultee	Organisation
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Steven Patterson	Sustrans
William Methven	Formerly Sustrans
Jill Smyth (nee McDonald)	Sustrans
Anne McQuillan	DARD
Mervyn Orr	DRD Roads Service – Northern Regional Office
Andrew Bready	DRD Roads Service

### 1.6 Report Structure

The remainder of this report is structured as follows:

Section	Content
Programme Delivery	Review of the activity undertaken as part of the Sustrans programme.
Achievement of Programme Objectives	Performance of the programme against objectives.
School Champions' satisfaction with, and views of, programme delivery	Consideration of delivery of the programme from the schools' perspective.
Views of Programme Impact	Examination of the impact of the programme in terms of its contribution to behavioural change.
Case Studies	Detailed case studies of three participant schools.
Review of Programme Finance	Review of programme expenditure and the degree to which it has provided value-for-money.
Conclusion and Recommendations	Identification of the key conclusions arising from the evaluation, and recommendations for similar programmes.

## 2. PROGRAMME DELIVERY

This section of the report provides an overview of the approach to implementation of the programme by Sustrans.

### 2.1 Staff Recruitment

As per the Economic Appraisal, Sustrans recruited two School Travel Officers to deliver the project. The two roles included the following:

- **Rural Safe Routes to School Schools Development Officer** - principally to provide support to 12 of the 18 schools; and
- **Rural Safe Routes to School Programme Manager** – management of the delivery of the programme, including line management to the Schools Development Officer and the provision of support to six schools.

Both posts were advertised in November 2006 and the two rounds of interviews took place in December 2006. The two appointed staff members took up their positions with Sustrans in January 2007 (William Methven was appointed the role of Programme Manager) and February 2007 (Jill McDonald was appointed the role of Schools Development Officer).

### 2.2 Project Governance

Upon receipt of the letter of offer Sustrans and DARD held a preliminary meeting to discuss the pre conditions and general conditions of the letter of offer. One of these pre conditions was that the programme should have an appropriate monitoring team, with an agreed schedule of meetings to monitor progress.

Subsequently, the Project Management Team for Rural Schools (known as PMTRS) was drawn together to include representation from the following organisations:

- Sustrans
- DARD – BSP Programme Office Representation
- Roads Service - Head Office and Engineering Division Representation
- Department of the Environment - Road Safety Branch Representation
- Department for Education
- Department for Finance & Personnel – Construction Services Representation

At the first meeting of the PMTRS, held on 5<sup>th</sup> December 2006, a proposed implementation timetable was provided by Sustrans which included for 18 meetings in the period to October 2008. In effect, 18 meetings were held in the period to December 2008 on mainly a monthly basis.<sup>4</sup>

The format of the meetings provided for the provision of a detailed monitoring report (verbal with supporting documentation) to the Board by the Sustrans staff, mainly provided by the Programme Manager, William Methven.

This monitoring would typically have included a standardised project spreadsheet that set out the running costs and budgets associated with the capital works, which was closely monitored by the Board to ensure that the project spend target was achieved, with immediate reallocation of monies between projects when an under or over spend became apparent. Furthermore, the Board would have been presented with an Operational Report that provided updates of activities undertaken and planned

<sup>4</sup> No monthly meeting in July, October and December in 2007; nor in January, May, July and October in 2008.

at the schools, which was often presented as a PowerPoint presentation with accompanying photographs.

**Feedback received by Cogent from the Board membership has indicated that the monitoring provided through these meetings was well structured and presented knowledgeably by William Methven, whose enthusiasm and attention to the programme finances was well recognised and acknowledged as valuable by all consulted Board members.**

### 2.3 Selection of Schools

One of the pre conditions within the Letter of Offer required Sustrans to ensure that the selection and scoring process undertaken to determine the 18 schools to be involved in the project should ensure a geographical spread across Northern Ireland, with at least one school being selected from each county, with due consideration given to cross community and cluster sites taken into account.

#### 2.3.1 Selection Criterion

The programme based its selection criterion on that used by Travelwise SRS, on the basis that this had undergone wide consultation and screening process, which confirmed that a full Equality Impact Assessment Analysis would not be needed.

The scoring matrix used to assess the applications was done in Excel and considered three areas, with associated sub considerations therein, as summarised below:

Criterion	Key heading
Relevant activity to date	Walk to School Campaigns
	Cycle to School
	Road Safety
	Health Promotion
	Environmental Awareness
	Other planned events
Distance from pupils' home to school	% pupils living within 0-2km from school
	% pupils living within 3-5km from school
Current mode of transport to school by pupils	% pupils walking
	% pupils cycling
	% pupils public transport / taxi
	% pupils private car

#### 2.3.2 Selection Timing and Communication

The selection of participant schools was discussed at the first PMTRS meeting in December 2006, where it was agreed that, due to concerns by Roads Service as to the ability of the deliverability of the capital works in the proposed timeframe to June 2008 (at that time), the selection process should be completed as quickly as possible, with a target of February 2007 for completion.

To this end, the Sustrans team undertook to communicate with schools in January 2007 through the following channels:

- Letter sent to all schools in rural areas;
- Advertisement placed in three Northern Ireland newspapers (Belfast Telegraph, Irish News and Newsletter);
- Information provided on the Sustrans' website; and
- Word of mouth.

The determination of eligibility of schools on the basis of being in a "rural area" was based on the DARD list of 297 rural wards across 26 Council areas and six counties. In practice, the circulation of



a letter directly to each school was a cumbersome task for the Sustrans team, with the difficulty lying in the lack of a central database of rural schools. Having consolidated the data held by the Department of Education with that held by the Education and Library Boards, a total of 645 schools were sent a letter on 16<sup>th</sup> January 2007 setting out the following eligibility criterion:

1. Be located in a rural area of Northern Ireland;
2. Have a number of pupils living within walking/cycling distance from the school i.e. 3 miles;
3. Be able to demonstrate an interest in either encouraging pupils to walk or cycle safely to school or in the related areas of sustainable development, health promotion, environmental protection or road safety; and
4. Be willing to work with Sustrans in developing a School Travel Plan.

The letter requested that the invitee complete an application form, including a Pupil Travel Survey Form, either online through the Sustrans website or by completing the enclosed application form. The closing date for the process was stipulated as 2<sup>nd</sup> February 2007.

It was further noted in the letter that *“an equal number of schools will be short listed from each county in Northern Ireland. Short listed schools will be the subject of further survey work during February and following this eighteen successful schools will be appointed by early March to take part in the project”*.

It was noted by DARD representation on the PMTRS that whilst the use of the rural definition meant that *“the likelihood of attracting secondary schools will be limited”*, this was unavoidable within the scope of the programme. The call for expressions of interest was responded to by 74 schools, the geographical spread of which is shown below:

County	74 Initial Schools	
	Number	%
Antrim	16	22
Armagh	7	9
Down	15	20
Derry	16	22
Fermanagh	7	9
Tyrone	13	18
<b>Total</b>	<b>74</b>	

### 2.3.3 Sifting Process

Upon receipt of the 74 responses, an initial paper-based scoring assessment was undertaken. It is noted, that whilst the application provided an opportunity for qualitative responses to specific questions, the PMTRS determined it best practice to only score on quantitative responses to as to avoid subjectivity and ensure fairness in the scoring process.

The PMTRS were involved in this stage of the selection process applied and a short list of 30 schools was determined. Each of these 30 short listed schools were visited by the Sustrans team, with schools judged on the following six points:

1. Consistency with the application
2. Motivation & commitment of school to walking and cycling
3. Current barriers to walking and cycling
4. Need
5. Potential for modal shift
6. Potential to improve existing infrastructure to support modal shift

The Board was then presented with the key findings of the site visits, with the Sustrans Programme manager recommending a list of proposed schools, which was derived by removing schools that would pose a problem for programme delivery, with a detailed explanation provided for each excluded school. The 18 selected schools are listed below.

<b>Final Selected List of 18 Participating School (all primary schools)</b>		
<ul style="list-style-type: none"> <li>• Ballinamallard</li> <li>• Broadbridge</li> <li>• Cloughmills</li> <li>• Gracehill</li> <li>• Hezlett</li> <li>• Kilbride</li> </ul>	<ul style="list-style-type: none"> <li>• Killylea</li> <li>• Killyleagh</li> <li>• Moneymore</li> <li>• St Colmcille's</li> <li>• St Jarlath's</li> <li>• St John's</li> </ul>	<ul style="list-style-type: none"> <li>• St Joseph's</li> <li>• St Mary's</li> <li>• St Mary's</li> <li>• St Patrick's</li> <li>• St Patrick's</li> <li>• Templepatrick</li> </ul>

The spread of schools was throughout Northern Ireland, with five schools in both County Antrim and County Fermanagh, with an even balance of two schools in each of the other four counties of Armagh, Down, Derry and Tyrone, as shown below:

<b>County</b>	<b>Initial Schools</b>	
	<b>Number</b>	<b>%</b>
Antrim	5	28
Armagh	2	11
Down	2	11
Derry	2	11
Fermanagh	5	28
Tyrone	2	11
<b>Total</b>	<b>18</b>	

In addition, it is noted that two of the schools were located in TSN areas (St Colmcille's Primary School, Claudy and St Patrick's Primary School, Castledearg) and that the split between dominations was fairly equitable (with nine CCMS schools, one integrated school and the remainder controlled schools).

## 2.4 Support provided to Schools through the School Travel Officers

### 2.4.1 Structure and Planning

Sustrans' proposed programme (as per the application and Economic Appraisal) was based on delivery over two full school years - with the programme staff in place by October 2006 to begin the programme in the autumn/winter term of 2006/07. In effect, due to delays in approval, the project was only commencing work with schools in the spring/summer term of 2006/07, following selection in February 2007.

The final list of 18 schools received a letter advising them of their success. It is noted by the Evaluator that there were no pre-conditions attached to this letter, and the delivery of the programme relied on buy-in from the School Champion to ensure that the activity aspect of the programme was delivered within the school.

**In practice some schools were not as participatory as would have been expected and consultation with the Programme Manager indicated that a delay between the activity and the commencement of the capital works would have provided a "leverage" to ensure full participation by schools on the activity side of the programme.**

Having been made aware of their selection, each school was invited to attend a project launch (attended by 15 of the 18 schools) and was provided with a resource pack (both hardcopy and on CD Rom) that provided the schools with the following:

- Letter to principal outlining key activities;
- A timeline of monthly in-school activity;
- A sample school travel plan;
- A template for use in devising a school travel plan;
- Questionnaires for pupils, staff and parents;
- Sample letter to parents explaining the project;
- A list of suggested events;
- Recording and monitoring sheets; and
- Information pamphlets giving advice to parents and schools on the need to reduce car use

Each school was subsequently visited by their School Travel Adviser, with one-to-one advice provided to the School Champions in the identified key tasks for the start-up months of May and June 2007, which were as follows:

- To set up a School Travel Group;
- To begin work on the School Travel Plan;
- To plan monthly events to raise awareness;
- To begin monitoring school run numbers; and
- To issue and collate questionnaires to pupils, teachers and parents.

The School Travel Advisers played a key role in the start-up process with each school. At the initial meeting, the school was provided with hands-on assistance in setting up their first event for May, as well as discussing the infrastructure needs to enable the initial work plan to be devised. Essentially, the Sustrans staff ensured that the school staff were confident with the resources provided and were clear on how to proceed with both the travel plan process and the setting up of the School Travel Group.

The PMTRS were keen that this preliminary planning work was completed by June 2007, before the end of the 2006/07 term, to ensure that the necessary foundations were in place for the 2007/08 school year.

During the course of the programme the School Travel Advisers sought to visit each school an average of once per month, with visits used to attend School Travel Group meetings, to attend organised events and to provide input to school assembly or classroom lessons. In addition, regular emails were provided on initiatives, updates, etc. Satisfaction with the support provided to the School Champions by the School Travel Advisers is considered in Section 4.

#### 2.4.2 Overview of key activities facilitated through the Programme

It is noted that whilst the feedback from the School Champions (as set out in Section 4) would suggest that the Travel Advisers were often at the events, and the Board minutes show that there were regular reports on school activity, this was not collated into a formal or central record / file. Indeed, the only method for understanding the activity at schools was through a review of the Sustrans photograph bank, supplemented by face-to-face discussions with schools. Furthermore, it is noted that the school travel plans did not provide a means to understand what was planned and what was actually delivered by each school. Indeed, the content of each travel plan varied, with some schools using the document purely as a planning tool at the outset of the programme, i.e. detailing planned activities, whilst other plans were used as a live document throughout the programme, i.e. detailing actual activities delivered.

Whilst there is not a full schedule of activity by school, the following types of activity were delivered during the programme:

<p><b>Local Events: Themed Events</b></p> <p>The Schools were assisted by the School Travel Advisers to host themed events in the schools. A number of themes were chosen by schools and included:</p> <ul style="list-style-type: none"> <li>• Teddy Walk</li> <li>• Valentine’s Heart Walk</li> <li>• Spooky Stroll</li> <li>• Santa and His Reindeer Walk</li> <li>• Welly Walk</li> <li>• Bikers Breakfast</li> <li>• Bikers Barbeque</li> <li>• Plod with Pudsey</li> <li>• Hawaiian Walkers</li> <li>• Bike Doctor</li> <li>• Easter Bunny Walk</li> </ul>
<p><b>Local Events : Other Initiatives</b></p> <ul style="list-style-type: none"> <li>• Weekly Walking Bus</li> <li>• Curriculum Walks</li> <li>• Walk / Cycle to School Challenge</li> <li>• Car sharing scheme encourages by Travel Committee organised by parents</li> </ul>
<p><b>Sustrans National Events</b></p> <ul style="list-style-type: none"> <li>• Tour d’Afrique - The schools were provided with the Sustrans Bike It programme material and encouraged schools to enter the UK-wide competition. Each school would have recorded the level of walking and cycling of its pupils and charted their progress on the map provided.</li> <li>• School Carbon Day – On 6th February 2008, 9 schools participated on Carbon Saving Day. Children at participating schools walked to school carrying red CO2 balloons to raise awareness about the amount of carbon dioxide produced by the daily school run. The event was designed to inform children about how they can help reduce CO2 levels by walking to school instead of being driven.</li> <li>• Round the World / Alastair Humphreys Challenge – Using an idea that came from a Sustrans Officer in</li> </ul>

<sup>5</sup> Cloughmills, Killylea, St Mary’s Cushendall, Killyleagh, St Colmcille’s and St Jarlath’s Primary Schools

**Local Events: Themed Events**

Lancaster, school were invited to take part in a virtual walk or cycle round the world following Alastair's journey. Six schools<sup>5</sup> won the challenge, which provided them with the opportunity to meet Alastair – described by Sir Ranulph Fiennes as “*the first great adventurer of the 21<sup>st</sup> century.*”

**Travelwise Events**

The schools were encouraged to participate on Travelwise Walk to School Week and Bike to School Week.

In order to motivate pupils many of the schools would have implemented their own incentive schemes, examples of which are:

- **Walking Charts** – wall charts were positioned in each class room and each child that walks to school is awarded a dot. At the end of each month, the child with the most dots was awarded a badge;
- **Cycling Raffle** – pupils were awarded a ticket each time they cycled to school, which was entered into an end of school year raffle to win a bike (donated by a local cycle shop); and
- **Class Cup** – Awarded to the class with the highest level of walking and cycling on a weekly basis.

**2.4.3 Champion Training**

The School Travel Advisers co-ordinated two School Champion Training sessions, with the first session scheduled in September 2007 and the second scheduled in September 2008. The days were branded “School Travel Action Days” and were held in Loughry College, Cookstown. Attendance by school and number is shown below:

School	20 <sup>th</sup> September 2007	25 <sup>th</sup> September 2008
Ballinamallard	2	2
Broadbridge	1	1
Cloughmills	1	1
Gracehill	2	2
Hezlett	1	2
Kilbride	2	-
Killylea	2	1
Killyleagh	1	2
Moneymore	2	1
St Colmcille's	2	2
St Jarlath's	2	2
St John's, Swatragh	2	2
St Joseph's	1	-
St Mary's, Derrytrasnagh	2	2
St Mary's, Cushendall	1	2
St Patrick's, Castleberg	1	-
St Patrick's, Derrygonnelly	1	1
Templepatrick	1	-
<b>Total</b>	<b>18 schools, 27 delegates</b>	<b>14 school, 23 delegates</b>

The training was provided by Sustrans staff (with two delegates from the Sustrans' head office for the first of the two training days) and delegates were provided with course material, as informed from best practice within Sustrans nationally. The agenda by day is shown below:





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Agenda/Topics covered	Agenda/Topics covered
<ul style="list-style-type: none"> <li>• School Travel Plans in NI – A brief overview</li> <li>• What’s involved in developing an STP?</li> <li>• Setting objectives and SMART targets</li> <li>• Presentation from NI Organiser of PTAs – Jayne Thompson</li> <li>• Presentation – NI revised curriculum – Vivienne Kelly SELB</li> <li>• STPs and the National Curriculum – how to make best use of the National Curriculum when developing your STP</li> <li>• Opportunity to view the Sustrans exhibition and resources</li> <li>• Introduction to the new STP Incentive Scheme</li> <li>• Keeping the momentum going! Using events to keep your STP going throughout the year</li> <li>• The STP and related safety concerns</li> <li>• An opportunity to ask the panel your questions relating to safety and the STP</li> <li>• School Travel Plans – A teacher’s perspective</li> <li>• Action Planning surgery</li> <li>• An opportunity to review other School Travel Plans and the chance to develop your own plan with assistance from the School Travel Team</li> </ul>	<ul style="list-style-type: none"> <li>• African Challenge discussed</li> <li>• Links to curriculum</li> <li>• Planning for next school year – Walk/Cycle around the world</li> <li>• Travelwise resources for schools</li> <li>• Looking to the future, building on previous work, cycle skills training</li> <li>• Recap of project</li> <li>• Next steps, how to keep going</li> </ul>

Training was provide to schools at no cost, with Sustrans providing a nominal amount to each school to cover back fill costs for release of School Champions. Whilst feedback was sought from delegates on the September 2007 Training Day, this was not available to the Evaluator. Feedback from the School Champions was sought on satisfaction with training, as detailed in Section 4.

**2.5 Infrastructural Improvements**

**2.5.1 Initial Budgets & Works**

The planned works at each school varied considerably, with works planned that fulfilled the following informal criterion:

- The proposed works could be delivered within the restricted capital budget of the programme - this typically excluded any works that required land acquisition e.g. land required to increase the width of pathways or to introduce new pathways where the road was not permitted to be “eaten into”; and
- The proposed works could be delivered within the short timeframe required to meet programme delivery requirements. This typically excluded any works that required planning permission.

Upon selection of the 18 participating schools, each school was categorised by its location within the Roads Service Division Area – North, West, South and East - and a site visit was undertaken by the Programme Manager and one of the four Roads Service Engineers. At this stage a preliminary assessment of the types of works that could be delivered were considered and an initial schedule of works was drawn up for each school. The initial schedule of works is presented in the following tables:

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School	Description	Proposed Spend by Cost Category (£'000)							Total		
		Safety Zone	Upgrade to cycle path	New pavement	Toucan / Pelican Crossing	Zebra Crossing	Calming	Cycle Shed		Internal Paths	Other
St.Jariath's	<ul style="list-style-type: none"> <li>Safety zone around approaches to school - flashing lights at key times.</li> <li>Improved road markings on approaches to school.</li> <li>Upgraded shared use path into village from school entrance. Drop kerbs to be introduced where necessary.</li> <li>Survey for crossing.</li> </ul>	20	30	0	20	0	0	5	2	0	77
Killyleagh	<ul style="list-style-type: none"> <li>Safety zone around approaches to school - flashing lights at key times.</li> <li>Improved road markings on approaches to school from Killyleagh and possibly Shrigley.</li> <li>Improved build out with red road markings.</li> <li>Mini roundabout to be re-examined.</li> <li>Dip in the road from Shrigley to be re-examined.</li> </ul>	15	0	0	0	20	0	5	0	0	40
St.Joseph's	<ul style="list-style-type: none"> <li>Traffic calming using islands and re-direction of pedestrians. Safety zone around approaches to school - flashing lights at key times.</li> <li>Improved road markings on approaches to school.</li> </ul>	20	0	0	0	0	15	5	0	0	40
Killylea	<ul style="list-style-type: none"> <li>Safety zone around approaches to school - flashing lights at key times.</li> <li>Improved road markings on approaches to school.</li> <li>Shared use pavement from school to village through the Green. Drop kerbs to be introduced where necessary in the village.</li> </ul>	20	15	0	0	0	0	5	0	0	40
Kilbride	<ul style="list-style-type: none"> <li>Safety zone around approaches to school - flashing lights at key times.</li> <li>Improved road markings on approaches to school.</li> <li>Kerb built out with road markings.</li> <li>Move 30mph sign further out.</li> <li>Drop kerbs to be introduced where necessary in the village. Pavement opposite school to be explored.</li> </ul>	20	0	0	0	0	15	5	0	15	55
St Mary's	<ul style="list-style-type: none"> <li>Safety zone around approaches to school - flashing lights at key times.</li> <li>Improved road markings on approaches to school.</li> <li>Kerb built out and road narrowing across frontage of school. Drop kerbs to be introduced where necessary in the village.</li> <li>Path through church grounds to be explored by Sustrans.</li> </ul>	20	0	0	0	0	15	5	3	0	43
<b>Sub Total</b>		<b>115</b>	<b>45</b>	<b>0</b>	<b>20</b>	<b>20</b>	<b>45</b>	<b>30</b>	<b>5</b>	<b>15</b>	<b>295</b>

EVALUATION OF THE RURAL SAFE ROUTES TO SCHOOL PROGRAMME

School	S	Description	NORTH & WEST ROAD SERVICE DIVISION SCHOOLS							Total		
			Safety Zone	Upgrade to cycle path	New pavement	Toucan / Pelican Crossing	Zebra Crossing	Calming	Cycle Shed		Internal Paths	Other
St John's		<ul style="list-style-type: none"> <li>Development of a walkway to avoid narrow bridge.</li> <li>A pelican crossing outside the school or near the school.</li> <li>Traffic calming measures on approach in both directions.</li> <li>Increased signage / flashing lights.</li> <li>Cycle shed</li> </ul>	30	0	50	30	0	0	5	0	0	115
Gracehill		<ul style="list-style-type: none"> <li>Cycle paths to Galgorm and Ahooghill from school.</li> <li>Pelican crossings at junction to school onto main road and nearer to Galgorm Village.</li> <li>Traffic calming along road to Galgorm around junction.</li> <li>Improved Cycle shed</li> </ul>	20	80	0	40	0	10	5	0	0	155
Hezlett		<ul style="list-style-type: none"> <li>Cycle path to Articlave</li> <li>Improved signage around approaches - flashing lights at key times.</li> <li>Improved road markings on approaches to school.</li> <li>Improved Cycle shed</li> <li>Upgrade street lighting in immediate area of school.</li> <li>Widen pavement into Castlerock •Review speed limit</li> </ul>	60	40	80	0	0	0	5	5	10	200
Moneymore		<ul style="list-style-type: none"> <li>Improved signage around approaches - flashing lights at key times.</li> <li>Improved road markings on approaches to school. • Two Pelican crossings in village at junction to school road and also in centre of village.</li> <li>Improved footpath at front of school</li> <li>Traffic calming along Magherafelt Road.</li> <li>One way traffic system at the front of the school.</li> <li>Cycle shed</li> </ul>	10	0	20	80	0	10	5	0	0	125
Cloughmills		<ul style="list-style-type: none"> <li>Traffic calming on approaches to school.</li> <li>Increased signage and lineage on approach to school</li> <li>Cycle shed</li> </ul>	10	0	0	0	0	15	5	0	0	30
St Mary's		<ul style="list-style-type: none"> <li>Pelican crossing on main road.</li> <li>Flashing lights and signage around school.</li> <li>Improvement of footpath close to Police station.</li> <li>Improved Cycle shed</li> </ul>	30	0	40	0	0	0	5	0	0	75
Broadbridge		<ul style="list-style-type: none"> <li>Improved signage around approaches - flashing lights at key times.</li> <li>Improved road markings on approaches to school.</li> <li>Cycle path down into village from school.</li> <li>Extend 30 mph limit &amp; street lighting to school.</li> <li>Improve pedestrian access within school grounds</li> </ul>	30	80	0	0	0	0	5	5	0	120

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School	Description	NORTH & WEST ROAD SERVICE DIVISION SCHOOLS (CONTINUED)							Proposed Spend by Cost Category (£'000)					
		Safety Zone	Upgrade to cycle path	New pavement	Toucan / Pelican Crossing	Zebra Crossing	Calmings	Cycle Shed	Internal Paths	Other	Total			
	<ul style="list-style-type: none"> <li>Improved footpath towards Derry road</li> </ul>													
Ballinamallard	<ul style="list-style-type: none"> <li>Improved signage around approaches - flashing lights at key times.</li> <li>Improved road markings on approaches to school.</li> <li>Pelican or Zebra crossing in village at junction to school road.</li> <li>Barriers on pavement at school front entrance.</li> <li>Traffic calming along front of school</li> <li>Cycle shed</li> </ul>	20	0	30	30	0	5	5	0	2	92			
St Colmelle's	<ul style="list-style-type: none"> <li>Pelican crossing at front entrance to school.</li> <li>Traffic calming measures</li> <li>Increased signage</li> <li>Cycle rack.</li> </ul>	30	0	0	30	0	5	3	0	73				
St Patrick's	<ul style="list-style-type: none"> <li>Improved signage on approaches - flashing lights at key times</li> <li>Cycle shed.</li> </ul>	20	0	0	0	0	0	5	0	20	45			
St Patrick's	<ul style="list-style-type: none"> <li>Improved signage around approaches - flashing lights at key times</li> <li>Improved road markings on approaches to school.</li> <li>Cycle shed</li> </ul>	20	0	0	0	0	0	5	0	0	25			
Templepatrick	<ul style="list-style-type: none"> <li>Cycle path along main road in village and up to school.</li> <li>Traffic calming in village &amp; outside school.</li> <li>Zebra crossing on Lylehill Road</li> <li>Improved signage around approaches - flashing lights at key times.</li> <li>Improved road markings on approaches to school.</li> <li>Cycle sheds</li> <li>Improved pathways within school</li> </ul>	10	80	0	0	10	20	0	0	0	120			
<b>Sub Total</b>		<b>290</b>	<b>280</b>	<b>220</b>	<b>210</b>	<b>10</b>	<b>65</b>	<b>13</b>	<b>32</b>	<b>1,175</b>				
<b>TOTAL</b>		<b>405</b>	<b>325</b>	<b>220</b>	<b>230</b>	<b>30</b>	<b>110</b>	<b>18</b>	<b>47</b>	<b>1,470</b>				

### 2.5.2 Implementation

One of the pre conditions within Sustrans' letter of offer was that it was required to provide written confirmation of match funding and that it would fund any cost overruns. Early into the project Sustrans made it clear to all parties that, as a charity, it would be relying solely on the partners to fund programme delivery. This key requirement then permeated how the Programme Manager managed the programme, seeking to ensure that the sum of the works agreed with the various Roads Service Engineers would always fall below the available pot of money.

This approach was evident in a correspondence in June 2007 from the Project Manager, whereby Sustrans advised each traffic engineer that the "costs on this project will have to be fixed at the levels indicated on the attached spreadsheets" because "as a charity, Sustrans is not in a position to fund overspends".

It was noted that a 5% contingency was built into the project and that, in addition, some projects had already a 10% contingency within their costs. Engineers were requested to continually review the project costs for schools in their area and advise Sustrans immediately if "the scheme requested for any school cannot be delivered for the amount on these spreadsheets".

**Consultation with the Roads Service Board members indicated that the Programme Manager worked well with all Engineers to ensure that the programme capital budget was fully utilised, without exceeding the budget. In effect this took much co-ordination by the Sustrans Programme Manager.**

It was acknowledged at the first PMTRS meeting that the timeframe for the implementation of the capital works envisaged under the letter of offer presented a challenge to Roads Service. Cogent's consultation with the Roads Service Engineer supported this assertion, in that typically Road Service would allow up to 18 months to design and implement infrastructural works on the Travelwise SRS Programme. In effect the programme had from June 2007 (allowing for selection in February and development of initial School Travel Plans in May 2007) to September 2008 to design and implement the works, which is 16 months, two months shorter than is typically allocated.

**In effect due the lack of contingency the view of the Board consultee was that the ability of the project to be delivered by Roads Service was considerably enabled through the close working relationship between Road Service Consultancy, the four area Engineers and the Programme Manager as monitored by the PMTRS.**

To enable the programme of works to be implemented to this proposed timetable, the four Roads Service Divisional Engineers used the in-house expertise of Roads Service Consultancy to develop a scheme, issue works orders, supervise the contract and carry out final measurements/verification of works completed. In the delivery of the programme of works, Roads Service used a number of existing term contracts, which included the following types of contracts:

1. Minor New Works Contract (for resurfacing of pathways, cycle lanes, etc.)
2. Maintenance Contract (for the implementation of white lining, coloured surfacing, etc.)
3. Supply Contracts (for the likes of the complex lighting equipment, signs, etc.)

**Consultation with Roads Service Board member indicated that the contribution in kind derived from this working arrangement represented approximately 15% of works carried out – which, based on final costs for Roads Service works, equates to £167,205.**

### 2.5.3 Actual Capital Works

Sustrans was not able to provide the Evaluation team with a schedule of actual works completed, with associated costs. Two spreadsheets were provided to the Evaluation team as representing the final



spend per school, which shows that the actual capital works implemented cost £1.174m, as detailed below:

South & East Roads Service Areas			
School	DARD & Road Service Actual Spend (£'000)	DENI Actual Spend (£'000)	Total Spend (£'000)
St Jarlath's	48	6	54
Killyleagh	80	7	87
St Joseph's	14	5	19
Killylea	50	10	60
Kilbride	16	7	23
St Mary's	21	10	31
<b>Sub Total</b>	<b>229</b>	<b>45</b>	<b>274</b>
North & West Roads Service Areas			
School	DARD & Road Service Actual Spend (£'000)	DENI Actual Spend (£'000)	Total Spend (£'000)
St John's	156	3	159
Gracehill	264	8	272
Hezlett	132	4	136
Money more	37	5	42
Cloughmills	17	6	23
St Mary's	15	4	21
Broadbridge	14	12	26
Ballinamallard	56	9	65
St Colmcille's	46	10	56
St Patrick's	13	6	19
St Patrick's	13	5	18
Templepatrick	65	-	65
<b>Sub Total</b>	<b>828</b>	<b>72</b>	<b>900</b>
<b>Total</b>	<b>1,057</b>	<b>117</b>	<b>1,174</b>

Variations in the actual works compared to the budgeted works (as presented in Section 2.5.1) resulted due to a number of reasons:

1. The costs presented in Section 2.5.1 were initial cost estimates based on a preliminary site visit and represent the cost of all possible works (to a budget of £1.47m). In practice the Programme Manager sought to work to the capital budget spend – which was £1.056m in the original letter of offer and rose to £1.189m through the two addendums; and
2. The Programme Manager and PMTRS worked off estimates until the works were completed. If the costs for completed works were higher than budgeted, the Programme Manager had to reconsider available budgets for projects not yet implemented.

**The Evaluation Team notes that the above spend of £1.174m does not tally in with the capital spend as presented in Section 7 (£1.221m). It was not possible to reconcile this inaccuracy due to the lack of project reporting data around project spend by school.**

## 2.6 Events & Marketing

In addition to the support provided to the schools in the development and implementation of the School Travel Plans, the School Travel Advisors facilitated and co-ordinated a number of other key aspects and activities of the programme, as set out in this section.

### 2.6.1 Links to the Curriculum

Sustrans sought to promote the added value of the programme, through its complementarity and use in delivering the curriculum. This was one of the key messages delivered at the first School Champion Training session. Examples of this were evident in the 'Around the World Challenge' involved maths at all levels from counting to miles, to estimating how long it takes to travel a certain distance and calculating how many days it would take to finish the course. The programme also linked with science through 'Curriculum Walks' such as nature trails and seasonal walks.

### 2.6.2 *On-Road Cycle Training*

Two of the schools, namely Hezlett and Kilbride, did on road cycle training with pupils with Try-Cycle. Hezlett participated on two full day sessions for parents and pupils on 7<sup>th</sup> and 8<sup>th</sup> February 2008. Kilbride participated on two half day sessions for parents and teachers on 22<sup>nd</sup> May and 13<sup>th</sup> June 2008.

The training sessions were referred to as Escorted Bike Rides as no certificates were awarded but the training was accredited to Level II standard of the National Standard Cycle Training Scheme. Sustrans noted that this was the first time that this type of training was delivered in Northern Ireland and was implemented as a pilot to determine what the appetite was for on road training within schools in NI. Whilst the pilots were successful, the issue of available funds for this specialist training was noted by the Kilbride School Champion as prohibitive.

### 2.6.3 *Parents Fun Bicycle Training Session at Killyleagh*

Killyleagh Primary School were facilitated by the School Travel Adviser to hold a session of Parents Cycle Training, as this was deemed appropriate for the school's identified needs.

### 2.6.4 *Alistair Humphreys Challenge and visit to schools*

Alastair Humphreys cycled 46,000 miles around the world on a journey lasting an amazing 4 years. Schools participating in the Rural Safe Routes to School project were invited by Sustrans to follow Alistair Humphreys journey themselves; virtually, by plotting on a map of the world how far the pupils and staff travel every day. Each school was issued with a map of the world to create a display for the children to see. For each day a pupil walked or cycled they were awarded with mileage to complete their journey around the world.

Sixteen schools took part in the challenge. Alastair Humphreys subsequently came to Northern Ireland on 11<sup>th</sup> and 12<sup>th</sup> February 2008 to visit the top schools that had made it around the world in the quickest time. Alastair made a presentation to children and told tales from his travels. He highlighted important issues such as keeping physically fit and travelling in a sustainable way.

### 2.6.5 *Bike Doctor*

Brian Nugent attended a number of schools to give bike workshops and check over pupils bikes. As the 'Bike Doctor' he wrote 'prescriptions' for individual bikes that needed servicing.

### 2.6.6 *Overall Rural Safe Routes to Schools Launch Event*

The Rural Safe Routes to Schools Project was officially launched in the ECOS Centre in Ballymena on 18<sup>th</sup> April 2007. Michelle Gildernew attended as minister-designate for the Department of Agriculture and Rural Development, as did Dr Bill McConnell, Director of Public Health Medicine for the Western Health and Social Services Board and representatives from all 18 schools.

### 2.6.7 *School Launches*

Nine of the 18 schools held official launches. Launch events were not compulsory but were held as a result of the school wanting to highlight the work undertaken. Sustrans encouraged the launch events and helped to co-ordinate such events in conjunction with DRD. For every launch event a press release was prepared by the Sustrans Head Office, along with DARD and DRD press offices. Details of those launches held are as follows:

School	Date	Ministerial/Other Presence
Kilbride	17 <sup>th</sup> April 08	A local MLA and former pupil attended
St John 's	15 <sup>th</sup> May 08	Ministerial presence from Martin McGuinness (DFM) and Conor Murphy (DRD)
Killylea	6 <sup>th</sup> June 08	Launch coincided with school's 70th Anniversary celebrations. Had attendance from the Mayor, who is a past pupil of the school, along with DARD officials
St Mary's Derrytrasna	27 <sup>th</sup> June 08	Ministerial presence from Conor Murphy (DRD) and Michelle Gildernew (DARD)
Ballinamallard	17 <sup>th</sup> September 08	Ministerial presence from Sammy Wilson (DFP)
Killyleagh	1 <sup>st</sup> October 2008	MLA attendance
Gracehill	16 <sup>th</sup> October 08	An International Rugby player attended
St Colmcille's	28 <sup>th</sup> October 08	Ministerial presence from Mark Durkan
St Jarlath's	5 <sup>th</sup> December 08	Ministerial presence from Conor Murphy (DRD) and Michelle Gildernew (DARD)

### 2.6.8 Newsletters

Sustrans produced three newsletters for Northern Ireland, in Summer and Autumn 2007 and Spring 2008. The newsletters highlighted news and initiatives and included messages from the School Travel Advisors and John Grimshaw, the founder and chief executive of Sustrans. The newsletters also contained an events round-up detailing what some of the 18 participating schools had been doing.

### 2.7 Publicity & PR

The Programme received significant levels of press coverage, with coverage on Radio Ulster and Radio NI, as well as over 80 articles in publications ranging from trade media such as Planning and Transport Times, to NI papers including the Belfast Telegraph, to more local titles including the Down Recorder.

Cuttings were collated by Sustrans Press & PR Manager in Sustrans Head Office and the circulation levels recorded were available, as detailed below:

Publication Date	Publication	Headline	Circulation (where known)
30-Jan-07	Belfast Telegraph (series)	Pupils at rural schools are urged to get on their bikes	91,000
18-Apr-07	Belfast Telegraph	£1.3m to get kids walking and cycling to school again	85,916
18-Apr-07	Belfast Telegraph (morning)	Time to get our kids walking and cycling to school again	85,916
19-Apr-07	Irish News	Rural project to get children on their bikes	48,613
19-Apr-07	Newry Reporter	Safe routes to schools project and St. Joseph's	14,359
25-Apr-07	Antrim Guardian	Templepatrick PS goes green for new transport scheme	15,698

Publication Date	Publication	Headline	Circulation (where known)
26-Apr-07	Ulster Gazette	Safer schools project is launched by Sustrans	10,281
23-May-07	Antrim Guardian	Gracehill pupils enjoy 'Bike to School Day'	15,698
23-May-07	Ballymena Guardian	Gracehill pupils enjoy 'Bike to School Day'	16,536
24-May-07	Armagh - Down Observer	Launch of St Joseph's Safe Routes	-
30-May-07	Down Recorder	Walk to School	11,725
01-Jun-07	Cycling Plus	Cash boost for school cycling	28,737
07-Jun-07	Newry Reporter	Minster launches school's safe routes initiative	14,359
08-Jun-07	Northern Constitution	Hezlett Primary children walk to school!	5,500
19-Jun-07	Belfast Telegraph	All together now, parents get back on their bikes	85,916
05-Jul-07	Newtownards Chronicle	Sustrans scheme for Killyleagh	10,283
11-Jul-07	Newtownards Chronicle	Land-owners asked to support 'Sustrans'	10,283
19-Jul-07	Ulster Gazette	Picture of children from Killylea Primary cycling to school	10,281
03-Oct-07	Ballymena Guardian	Small steps for kids, big strides for transport	-
24-Oct-07	Ballycastle Chronicle	Cushendall Primary School gets Safer Routes to School Programme	-
01-Dec-07	News Letter-Farming Life	Get on your bike this Christmas!	-
04-Dec-07	News Letter	Children are urged to cycle to school	-
05-Dec-07	Fermanagh Herald	Rural Development Minister backs 'cycling to school' scheme	-
06-Dec-07	Impartial Reporter	A bike is not just for Christmas	-
06-Dec-07	Newtownards Chronicle	Get on your bike this Christmas	-
12-Dec-07	Antrim Guardian	Safe Routes to School scheme launched	-
12-Dec-07	Ballyclare Gazette	Get on your bike this Christmas	-
12-Dec-07	Carrickfergus Advertiser	Get on your bike this Christmas	-
12-Dec-07	East Antrim Gazette	Get on your bike this Christmas	4,000
12-Dec-07	Larne Gazette	Get on your bike this Christmas	-
06-Jan-08	Antrim Times	Ministers' praise for successful Safe Routes to School project	-
06-Feb-08	Belfast Telegraph	Walk to school and save the planet	85,916
07-Feb-08	News Letter	Take it as red	-
12-Feb-08	Belfast Telegraph	Round the world cyclist meets the Ulster pupils who 'virtually' did the trip	-
13-Feb-08	Ballyclare Gazette	Kilbride Pupils highlight ballooning CO2 problem caused by the school run	-
13-Feb-08	Ballymoney Chronicle	Cloughmills PS greets global cyclist	-
14-Feb-08	Armagh Observer	County Armagh School wins cycle challenge	-
14-Feb-08	Newtonabbey Times	Pupils help highlight ballooning problem	-
19-Feb-08	Derry Journal	Pupils from various years at St Colmcille's Primary School	-
29-Feb-08	Belfast Telegraph	Pupils step into 'walking bus' on way to school	-
05-Mar-08	Coleraine Chronicle	Hezlett pupils on the right track	-
12-Jun-08	The Ulster Gazette	Mayor launches new path for Killylea schoolchildren	-
24-Jun-08	Ballymena Times	Millions to be spent on Ballymena's road	-
18-Sep-08	Impartial Reporter	Sammy leads the way	14,000
24-Sep-08	Fermanagh Herald	Minister gets on his bike to open cycle shelter	13,000
25-Sep-08	Impartial Reporter	Letter: Infrastructure not ideal for cycling to school	14,000
08-Oct-08	Down Recorder	Killyleagh kids get safe school route	-
09-Oct-08	Newtownards Chronicle	Killyleagh schools are ready to tackle the school run	-
16-Oct-08	Belfast Telegraph	Car runs cut as pupils walk and cycle to school	-
30-Oct-08	Belfast Telegraph	School traffic cut by scheme	-
30-Oct-08	Derry News	On our bikes!	-
02-Nov-08	Sunday Journal	The Mayor of Derry	-
07-Nov-08	Derry Journal	Claudy school children stop the traffic!	23,000
10-Dec-08	Belfast News Letter	Safe routes	-
10-Dec-08	Tyrone Courier	St Jarlath's Primary School	-
11-Dec-08	Armagh Observer	St Jarlath's Primary School	-
11-Dec-08	Ulster Gazette	Ministers praise school project	-
12-Dec-08	Dungannon Observer	St Jarlath's Primary School	-
17-Dec-08	Fermanagh Herald	Ministers congratulate Blackwatertown School's project drive	-
17-Dec-08	North West Echo	Lisneal gritting concerns	-
18-Dec-08	Armagh & Down Observer	Ministers congratulate Blackwatertown School's project drive	-
18-Dec-08	Armagh Observer	Ministers congratulate Blackwatertown School's project drive	-
18-Dec-08	Irish News	Ministers congratulate Blackwatertown School's project drive	-
19-Dec-08	Dungannon Observer	Ministers congratulate Blackwatertown School's project drive	-
01-Jan-09	Transport Times	Don't let the downturn throw you off course	9,000
07-Jan-09	County Down Outlook	Safety measures for local school	-
30/01/2009	Planning Trade Magazine	Focus safety helps to clinch school run switch	22,908
23/09/2009	Belfast Telegraph (series)	Safe cycling to school	75,963

### 3. ACHIEVEMENT OF PROGRAMME OBJECTIVES

In this section of the report we comment on the achievement of the programme objectives, as set out in letter of offer and two addendum.

#### 3.1 Objective I: Recruit two Travel School Advisors by 31 January 2007

As detailed in Section 2.1, the school travel advisers were recruited at the earliest opportunity, and job offers were made in December 2006. The Programme Manager role was taken up in January 2007, whilst the Development Officer did not start until February 2007.

#### 3.2 Objective II: Produce and implement School Travel Plans for 18 schools by June 2008

As detailed in Section 2.2, each school was provided with a resource pack and ongoing support to enable the development of a School Travel Plan. Whilst the process of completing the travel plan was commenced in May 2007, Sustrans did not closely monitor the exact date of completion of the Travel Plans but note that all schools developed and actioned a School Travel Plan by June 2008.

It is noted by the Evaluator that the format of the Travel Plans varies greatly across the schools in terms of content and quality. In addition, and importantly from a monitoring perspective, some schools have provided Sustrans with a retrospective report i.e. updated during the course of the programme and detailing activities actually implemented, whereas other plans are forward looking i.e. detailing what is planned for the programme delivery period. The absence of a planning document and a review precludes an understanding of how each school actually performed against what they set out to do.

#### 3.3 Objective III & VII: To achieve a 10% reduction on the number of car journeys to each school by June 2008 & To conduct professional analysis of School Travel Questionnaires for 18 schools (pupils, staff and parents)

At the outset of the programme, Sustrans provided the School Champion with three questionnaires to determine the baseline of travel behaviours and attitudes for the three key groups, namely:

- Pupils;
- Teachers; and
- Parents.

Each school co-ordinated the completion and return of these questionnaires in May 2007. The completed questionnaires were then analysed by Sustrans Head Office Monitoring Team so as to inform the schools and the overall programme with key information about their "starting point".

The three surveys carried out in May 2007 were repeated in May 2008 by the schools and the questionnaires were analysed by Sustrans Central Office.

Specific to this objective, the following is noted:

- Pre programme questionnaires were provided in May 2007 by 2,018 pupils, with 64.5% (1,302) recorded as travelling to school by car;
- Post programme questionnaires were provided in May 2008 by 1,913 pupils, with 49.3% (943) recorded as travelling to school by car; and

**This shows a 24% reduction in the level of pupils travelling to school by car.**



Cogent carried out a further survey of 977 pupils from P6 and P7 in April/ May 2010, which indicated that the percentage of pupils travelling to school by car is 50.7% - thereby indicating that whilst there has been a slight drop to the level experienced immediately after programme implementation, **the programme achieved a 21% reduction in the level of pupils travelling to school by car.**

### **3.4 Objective IV: Establish a robust monitoring system to evaluate journey patterns by June 2007**

At the launch event, schools were provided with sample monitoring forms and were requested to submit the completed forms to the School Travel Adviser on a monthly basis. Consultation with the Programme Manager has indicated that the intention was that these forms would be analysed to determine changes in pupils' travel behaviour on a monthly basis. In effect, whilst the process of monthly monitoring was implemented at all schools, it became apparent early into the process that the longitudinal data collected therein would not be used for the following reasons:

- Not all schools were compliant with returning the completed forms on a monthly basis; and
- The Sustrans team realised that the value of the monthly data was significantly diminished due to the shortened programme delivery timeframe – it was noted that, in order to appropriately track behaviours, it was deemed necessary to have data spanning at least two school years.

### **3.5 Objective V: To install significantly improved infrastructure at 18 rural schools by June 2008**

As detailed in Section 2.5.3, the level of works implemented at each school varied on a school by school basis, with a value range from £18k to £272k, as categorised below:

<b>Actual Cost</b>	<b>Number</b>	<b>Total Spend (£'000)</b>
Up to £35,000	8	179
£35,001 - £75,000	6	361
>£75,000	4	654
<b>Total</b>	<b>18</b>	<b>1,194</b>

Consultation with the School Programme Manager and Roads Service has indicated that the level of works implemented was dependent on the circumstances and opportunities prevailing at the time. It was further noted that although the Economic Appraisal included for the provision of lockers, these were deemed inappropriate for primary school children and this category of work was removed at an early stage.

**Consultation with Roads Service has indicated that the works implemented by the programme are fully additional with the match funding providing the necessary leverage to ring fence and spend this level of monies in the 18 rural school areas.**

### **3.6 Objective VI: To provide School Champion Training for all 18 schools by March 2008**

As detailed in Section 2.4.3, all 18 schools attended School Champion Training in September 2007, and a further session was attended by 14 schools in September 2008. Feedback on the training is detailed in Section 4.

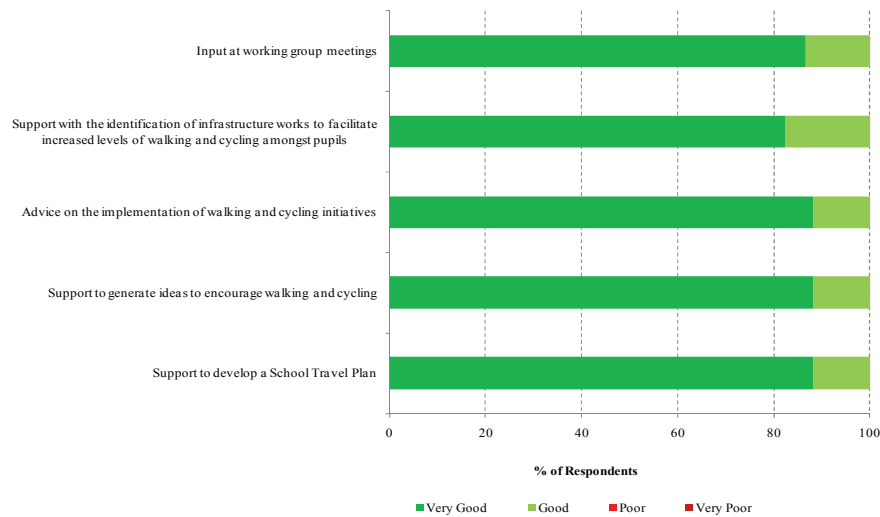
#### 4. SCHOOL CHAMPIONS’ SATISFACTION WITH, & VIEWS OF, PROGRAMME DELIVERY

As detailed in Section 1.5, as part of the main primary research activities the evaluation team held a face to face meeting with the School Champion at the 17 participant schools (the 18<sup>th</sup> school was not interested in participating in the evaluation). Section 4 provides a detailed analysis of the key findings from this primary research, in terms of their satisfaction with, and views of, programme delivery.

##### 4.1 Programme Support

All school champions considered the Programme’s support provided through the Sustrans School Travel Advisors to have been either ‘Very Good’ or ‘Good’.

**How would you rate the following support that your school would have received from the School Travel Advisor during the Project?**



*“The School Travel Advisor was Very competent and very understanding”*

*“Our School Travel Advisor was very enthusiastic and had a great belief in the objectives of the project, they were very approachable and always on hand”*

*“The School Travel Advisor was instrumental in securing an extension of footpath, they worked alongside the council etc to facilitate this.”*

*“Sustrans staff were on the ball and would see what was needed to make the school journey safe”*

*“The feature walks are well established with a massive turnout at walking buses (including grandparents and mothers with prams”*

*“The travel plan was a useful exercise – before the programme, the school had not focused in on how children actually get to school”*

*“The School Travel Advisor was realistic in the sense that they knew only so much could be done within the school’s circumstances.”*

##### 4.2 School Champion Training

Feedback from the School Champions indicated that all those who attended the School Champion Training rated the experience as either ‘Very Good’ or ‘Good’.

*“The training was very useful and the people taking the training were very helpful”.*

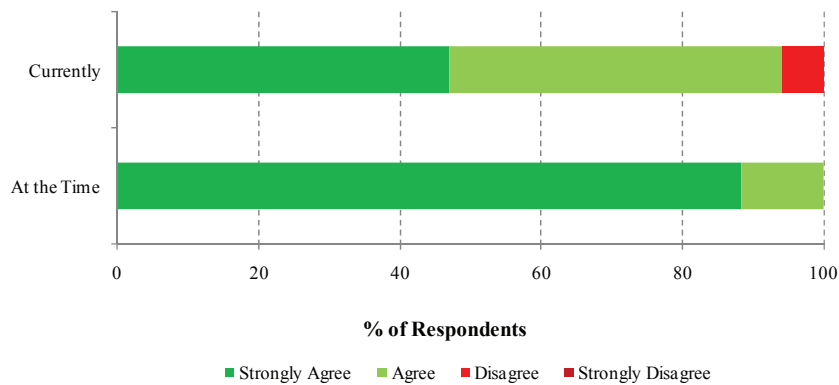
*“The greatest benefit from the training was the opportunity to meet and speak to other School Champions, to see how they interpreted the guidance and to share ideas.”*

*“Nice to have experts share ideas as opposed to tell you what to do.”*

### 4.3 Impact & Sustainability

All School Champions reported that the programme was key to reducing the number of car journeys and increasing the levels of walking and cycling during the programme delivery. It is notable that this impact was deemed to be lesser presently, with the passage of approximately two years.

**To what extent would you agree that the Sustrans Safe Routes to School Project led to a reduction in the number of car journeys and an increase in the levels of walking and cycling amongst pupils?**



This finding is supported by the assertion by School Champions that only 2 of the 17 have maintained activity levels at the level demonstrated during Programme delivery, with 15 of the 17 schools noting that there is now only partial implementation of the activity level that was evident during the Programme.

*"The school is not doing as much as it was during the project due to the requirements on teacher time and commitment, with teachers often having to personally commit to start early to assist with Walking Buses."*

*"Activity has reduced to a manageable level but is much greater than before Sustrans, the infrastructure works alone would not have had the same impact."*

*"It would have been hard for the school to run events on their own with so many other things to do – working with the School Travel Officer for one year was sufficient due to the time commitment required."*

*"There are a number of initiatives generally aimed at making children healthier that are over and above the curriculum"*

*"Whilst it is disappointing that the school is not keeping up the activity level, ongoing support within schools would be necessary to maintain the enthusiasm levels."*

#### 4.4 Other Points of Note

Many of the School Champions indicated that there were unforeseen benefits in project delivery, including the following:

- **Improved relations with parents** – many School Champions were surprised by the enthusiasm demonstrated by parents;
- **Better linkages to community** – many schools included community and local Council representation on their School Travel group which helped to forge better relations and build the schools' profile in its community;
- **Lack of promotional monies** – some schools indicated that the programme delivery in their school would have benefited greatly from the provision of a small promotional budget for event promotion;
- **Private Sector Support** – many schools benefited from donations from local businesses e.g. school vest donated by local grocery store and bike donated by a local cycle store;
- **Leverage** – one school was donated a strip of land by the local church to improve the functionality of a newly pathway. In addition, as a result of the programme, St Mary's (Derrytrasna) has successfully leveraged monies from SELB to implement on-road cycle training, the benefit of which was highlighted through the programme; and
- **Dependency on weather** – a common cautionary note was the negative impact that poor weather has on the level of walking and cycling.

#### 4.5 Key recommendations by the School Champions

School Champions were provided the opportunity to note any key recommendations or lessons for future delivery and the following are noted:

*"Cycle training is limited in the school playground. The on road cycling provided by Sustrans is more true to life, although it would not have happened without Sustrans. Therefore, ongoing support for schools to implement on road cycling would be beneficial."*

*"Continued contact from Sustrans and more visits."*

*"Advise on development of clear policies on insurance re parents walking to school and park and stride."*

*"Ongoing champion training would keep the project going, more hands on help, and provide fresh ideas."*



**Commercial in Confidence**



*"Children need on-road experience and the project provides a way of providing that experience through the Walking Buses. Other schools could benefit from this support."*



**5. VIEWS ON PROGRAMME IMPACT**

As detailed in Section 1.5, Cogent provided the School Champion with printed questionnaires for circulation to primary 6 and 7 pupils and their parents. These were subsequently collected from the schools and, where possible, the evaluation team carried out a face-to-face consultation with School Champion and a focus group with a selection of primary 6 and 7 pupils. The response rate for the various questionnaires is detailed below:

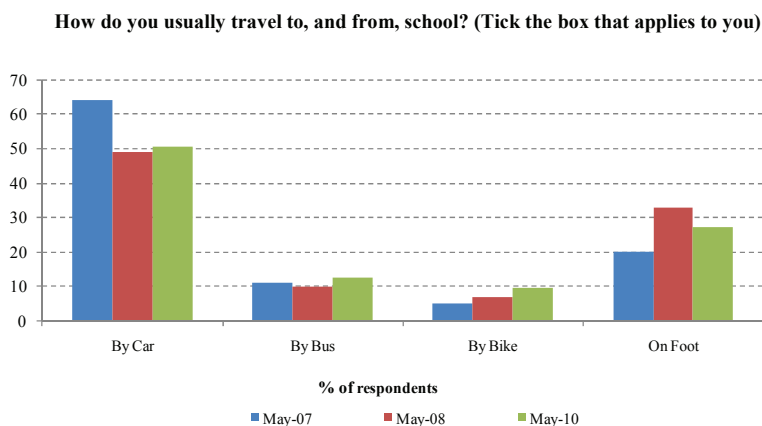
Target Audience	Distribution	Responses	% Response Rate
Pupils	1,240	815	66%
Parents	1,210	412	34%
School Champions	18	17	94%

In addition, Cogent held focus groups with primary 6 and primary 7 pupils at each of the schools visited and key comments received from school children are included in the following section.

For comparison purposes, where relevant, reference is made to the results of the surveys carried out by Sustrans in May 2007 (the baseline data) and in May 2008. The results of the Cogent survey were collated in April/May 2010.

**5.1 Modal Shift**

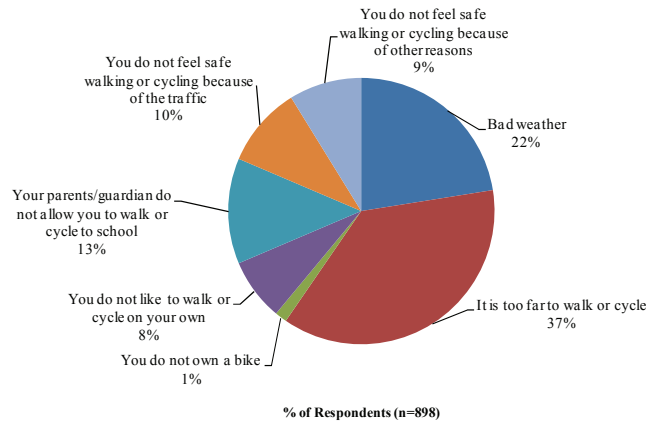
The pupils were asked how they normally travel to school, with key options being by car, by bus, by bike and on foot.



It is notable that the level of children travelling to school by car has fallen by 21% between 2007 and 2010, with notable increases in bike usage (almost doubled in the three-year period) and walking (increased by circa 40% on 2007 levels).

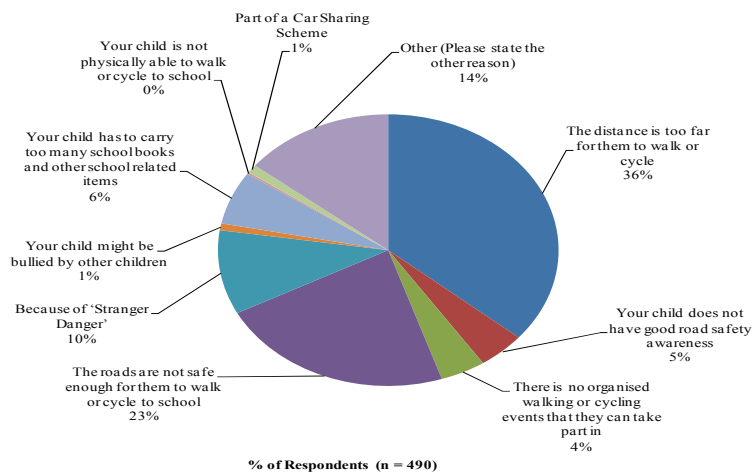
In terms of understanding why this shift was not greater, we asked pupils, parents and School Champions what they felt the barriers to walking and cycling were and the responses are detailed below:

**If you usually travel to school by bus or by car – why do you not walk or cycle? (Tick all boxes that apply)**



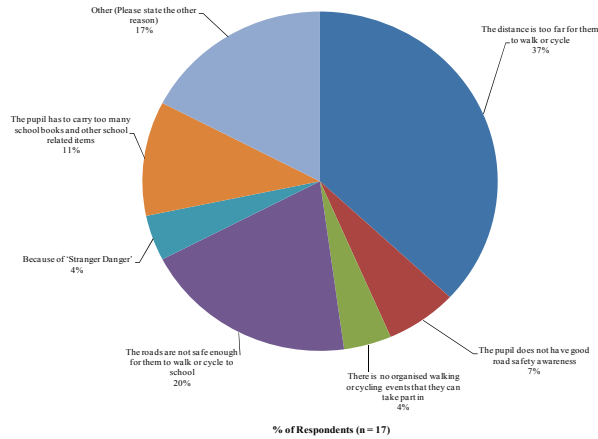
From the pupils' responses it would appear that there continues to be a perception that the two key factors acting as barriers to increased walking and cycling are outside the control of any programme of support – namely, inclement weather and distance. These key reasons were also reiterated by the parents surveyed, which showed that distance was the key inhibitor (36.1%), as shown below:

**If your child usually travels to school by bus or by car, why is this?**



Other reasons included practicalities/convenience of using the car due to work commitments and morning schedules; as well as a lack of enthusiasm from the child.

From the School Champion perspective, the key barrier to increased participation was that of distance (37%), followed by road safety concerns (20%).



## 5.2 Key Drivers for Change

Parents were asked to set out the rationale for any change to their children’s journey patterns. Of those who responded (N= 518), 54.6% (283) noted a change since the Programme was delivered in their school, with the primary reason being as a result of the programme of activities (65%) and the secondary reason being as a result of the infrastructural improvements implemented (35%).

*“The new cycle path/ safety zone makes it safer.”*

*“There are organised walking and cycling events that they take part in.”*

*“They have good road safety awareness.”*

It is noted however that School Champions deemed the rationale for the change to journey patterns as being almost evenly attributable to the programme of activities (54%) and infrastructural improvements (43%).

*“The success of the programme relied on the combination of both – it needs capital works to let parents see that the school has tried to minimise risks with key stakeholders.”*

*“Don’t think either would have worked alone.”*

*“Events more so than infrastructure because they indicated a drive within the school to increase levels of walking and cycling.”*

*“General appreciation of parents that should walk/cycle more in line with schools encouragement.”*

*“If the school were organising WB independently without Sustrans expertise parents would have been apprehensive even with infrastructure works. Need expertise on hand.”*

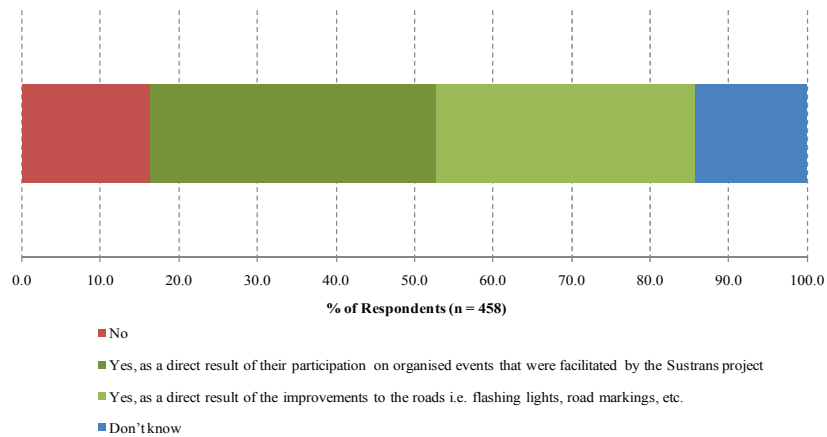
*“Parents see the events happening and how children cope with the route to school.”*

*“When they saw the infrastructure improvements it spurred them on to make effort.”*

*“Would have been no incentive without the project as a whole.”*

This was further substantiated in the following feedback, which shows that the majority (69.4%) of parents felt more open to allow their child to walk to school.

**As a result of the Safe Routes to Schools Project, are you more open to the option of your child walking and/or cycling to school?**



*"As my children live 4 miles from school along small country roads it is not possible for them to walk to school."*

*"This programme is not applicable to my school children as we live too far away from school to be able to walk/cycle to school."*

*"As a direct result of initiatives and improvements above I no longer drive to the school all the way. I now drop them off at a safe place where they can cross at the pelican crossing."*

*"I am confident of their safety when they take part on organised walking buses, as these are supervised by teachers."*

*"My children are more aware of the safety zone around the school, and as a direct result of both the works and the activities I am a lot happier to let my children walk to school."*

*"Makes my life much less stressful knowing my child can get to school safer as well as getting more exercise for him."*

### 5.3 Benefit – Improved Road Safety Awareness

Finally, the parents' survey has also suggested that the Programme was instrumental in improving the majority (71.1%) of pupils' awareness of road safety and the choices around school journey options. This was supported by the School Champions, who suggested that the awareness was improved in 94% of schools, although it was noted that School Safety talks would have been implemented by Road Safety Branch – however, the level of additionality was not specifically measured.

*"The key agent of change was the getting out and actually doing it - practical experience - there is only so much road safety training you can do."*

*"In addition to the traditional talk from Road Safety Officer, the school implemented a Road Safety Walk, which would not have been done to the same extent without the support of the programme."*

#### 5.4 Focus Group Feedback

The focus groups were useful for providing the evaluation team with insights into the localised impact of the programme on a handful of pupils, with their comments used to further support the questionnaires received. In order to provide a flavour of these localised benefits, we set out a number of examples of feedback from school pupils:

School	Case study
Ballinamallard	Two primary 7 pupils noted that they have been cycling to school this year after undertaking cycling proficiency in primary 6. They live close by and would have walked to school in previous years but prefer to cycle as it is quicker.  The School Champion noted that as a result of the Programme, the school reviewed its policy and moved its scheduling of cycling proficiency from primary 7 to primary 6 so that children can use the training and cycle to school at an earlier stage in their primary school career.
Broadbridge	One pupil noted that they live more than five miles from the school and would therefore never be allowed to walk, due to both timing and safety concerns on their parents' part. As a result of the Programme, the pupil has now been allowed to build in walking on a daily basis by being dropped off in the nearby village in Eglinton and walking the rest of the distance to school along the new path, which stretches from the school to the drop-off point.
Cloughmills	Pupils' note that their parents are happier to let them walk alone or friends now that the works have been done around the school.
Gracehill	One pupil notes that his mum drops him off at the new safe crossing point to walk to school from there as this is convenient for his mum.
Hezlett	One pupil states " <i>I started walking to school when the walking buses started and now I walk every day because I realised it was more fun and easy to do.</i> "
Kilbride	One pupil notes that he is dropped to school if his mum needs to be in work early. Whether or not he can walk to school depends on his mum and dad.
Moneymore	One pupils states " <i>If we are early in the mornings, mum would drop me off at the shop in the village to walk the rest of the way to school</i> "
St Jarlath's	One pupil notes that although she lives to far away to walk everyday her mum would sometimes drop her to the village and she walks from there
St Mary's, Derrytrasna	One pupil states " <i>the walking bus is my chance to walk to school as I live too far away</i> "

#### 5.5 Additionality & Deadweight

The net financial impact of the Programme (i.e. its additionality) can only be measured after making allowances for what would have happened in the absence of the intervention. That is the Programme's gross financial indicators/impact must allow for deadweight. 'Deadweight' refers to outcomes that would have occurred without the intervention i.e. the Rural Safe Routes to School Programme.

A project should not receive assistance if the project objectives would be achieved without the public expenditure. In general assisted projects should receive only the minimum assistance required to bring them about, with any excess over the amount referred to as 'deadweight'.

Additionality is not solely a matter of a project being pursued or not but often partial in the sense that without assistance:

- (a) The project may have been carried out in another location of some lower priority;
- (b) The same project may be carried out later; and
- (c) A different project may be carried out or the same project on a smaller scale or to a lower standard of quality.



Measurement of deadweight depends upon a number of subjective assessments of whether the support offered was necessary to reduce car journeys and increase the level of walking and cycling at participating schools. In this evaluation the methodological approach adopted to estimate additionality was that of the self-assessment approach<sup>6</sup> with School Champions in order to derive a counter-factual scenario.

That is, to establish levels of activity deadweight, participants were asked to identify which ONE of the qualitative statements, featured in the table below, best describes their view on the contribution that the support they received from the Programme made to car journeys and levels of walking and cycling.

The assessment considered whether the school would have attained the same reduction in car journeys regardless of the Programme, or whether the school would have achieved the reduction faster or at a different scale as a result of the Programme. The results of these questions are presented below:

<b>Which ONE of the following statements best describes how your School's decision to implement activities relating to encourage more walking and cycling would have been affected in the absence of the Safe Routes to Schools Project?</b>	<b>No.</b>	<b>%</b>
Definitely would not have happened - none of the activity would have happened	4	24%
Probably would not have happened	7	41%
Would have happened but at a lesser same scale	5	29%
Would have happened, but not as quickly or sometime in the future	1	6%
Would have happened anyway - all of the activity would have happened	0	0
<b>Total</b>	<b>17</b>	<b>100</b>

Based on each of the responses set out in the table above, a range of deadweight 'levels' has been assigned. The levels of deadweight associated with the "Definitely would not have happened" (i.e. zero deadweight) and the "Would have happened anyway" (100% deadweight) responses are without query. However, it would be inaccurate to ignore those responses that fall between these two absolute categories in the calculation of deadweight. Therefore, based on each of the responses set out in the table above, a range of deadweight 'levels' was assigned. These are detailed below:

<b>Definitions of Deadweight used in analysis</b>	
Full deadweight	All the schools that reported that the level of activity would have happened anyway without the Programme are considered to represent 'full deadweight'. <b>100% Deadweight.</b>
High deadweight	School that reported that they would have achieved the level of activity but feel that they did so quicker or at a larger scale than they would otherwise have done, in the absence of the Programme, are considered to be 'high deadweight' and are assigned a notional estimate that 25%-50% of the activity are considered to be a result of the Programme assistance. <b>50%-75% Deadweight.</b>
Low deadweight	School that 'probably' would not have implemented the activities without the Programme are considered to be low deadweight and are assigned a notional estimate that 75% of the activity are considered to be a result of Programme assistance. <b>25% Deadweight.</b>
Zero/No deadweight	Businesses that 'definitely' would not have implemented the activities without the Programme. <b>0% Deadweight.</b>

<sup>6</sup> As frequently outlined there are intrinsic difficulties associated with this technique when used in this regard which is commonly referred to as 'respondent's effect', that is, the fact that respondents (School Champions) may purposely exaggerate (in either an upwards or downwards direction) the impact of assistance from an external influence, such as the Rural Safe Routes to School Programme. More precisely, respondents may exaggerate the impact of assistance for fear that they may reduce their chances of receiving repeat assistance. On the other hand, other recipients may be likely to play down the impact of assistance attributing success to themselves and their own personal characteristics (such as own motivation; personal commitment; etc).

The assignment of the weighting factors is not an exact science and is based on our best interpretation of individual responses and the likely deadweight levels associated with them. Therefore, we have run sensitivity analysis (ranging between 50% - 75% deadweight) on the weightings for 'high deadweight'. The calculation of deadweight and additionality is shown below:

Calculating Average Additionality/Deadweight					
Response	% of Participants	Deadweight Factor Scenario 1	Average Programme Deadweight S1	Deadweight Factor Scenario 2	Average Programme Deadweight S2
Definitely would not have happened	23.5%	0	0	0	0
Probably would not have happened	41.2%	0.25	10.30	0.25	10.30
Would have happened but not at the same number/value of sales	29.4%	0.75	22.05	0.5	14.70
Would have happened, but not as quickly	5.9%	0.75	4.43	0.5	2.95
Would have happened anyway	0	1	0	1	0
<b>Average Deadweight</b>			<b>36.78</b>		<b>27.95</b>
<b>Average Additionality</b>			<b>63.23</b>		<b>72.05</b>

The above table calculates the average programme deadweight on the Programme at between 28% (Scenario 2) and 37% (Scenario 1), depending on the weighting that is given to the 'High Deadweight' indicators. **That is, on average 63% - 72% of the Programme 'benefit' is additional.**

**It is noted that whilst these estimates represent a high level of additionality, this would likely have been higher if the selection criterion did not award points to schools that were able to demonstrate experience of participating in similar projects. It is also noted that this is not a criticism of the selection criterion as the feedback from the Programme Manager indicated that the success of any such activity focused programme is heavily reliant on commitment and demonstrated enthusiasm towards activity implementation.**

## 6. CASE STUDIES

This section of the report sets out three case studies, one from each of the three cost categories detailed in Section

### 6.1 Case Study I – Hezlett Primary School

#### 6.1.2 Introduction/Background to the School

Hezlett Primary School is a controlled primary school, situated on the outskirts of Castle rock Coleraine. At the time of the programme delivery, there were 250 pupils (aged 4 to 11 years) on roll and the majority of children came from a range of socio-economic backgrounds from within the neighbouring villages of Articlave and Castlerock (both circa two miles away), and the surrounding rural area.

It was noted in the travel plan that, prior to participation on the programme, most pupils travelled to school by car or bus, with both the footpaths and cycle paths to and from each village deemed to be inadequate.

In addition, it was noted that parking at the school is limited and there is only proper space for about ten cars outside the school and children could enter the school grounds via both the front and back entrances.

#### 6.1.3 Key Identified Barriers

As part of the Sustrans programme, the school carried out a consultation with pupils, parents and staff to determine the key barriers to children cycling and/or walking to school. The main travel issues voiced by the various stakeholders were as follows:

- Paths in the area were unsuitable for walking and cycling;
- Cycle storage at school did not meet the needs of those who cycle, particularly in summer term;
- Traffic travels too fast outside the school with the speed limit being 60 miles per hour. Nearly all (85%) of parents stated that slower traffic speed was either an important or the most important factor in allowing their child to walk or cycle to school;
- There is major congestion outside the school at key times of the school day; and
- There was an expressed desire to tackle the area of fitness amongst children, with the expressed intention to encourage pupils to become more active.

#### 6.1.4 Capital Works

The initial site visit to Hezlett identified the potential for the following site works:

- Improved signage around approaches to school, with flashing lights at key times;
- Improved road markings on approaches to school;
- New cycle shed;
- Upgrade street lighting in immediate area of school;
- Widen pavement into Castlerock;
- Cycle path to Articlave; and
- Review speed limit.

In effect substantial works were successfully implemented at the school, with the key provision being the introduction of a new shared use path, linking both Articlave and Castlerock to the school. Within the school, a suitable entrance, cycle shed and connecting path was installed that has removed the need for children who cycle to school having to ride through a busy playground. The installed safety zone

(including road markings, warning lights and flashing speed lights) has increased parents' confidence in terms of allowing children to walk/cycle to school.

It was noted by the School Champion that the works have benefited the wider community, as well as the pupils and their parents.

Furthermore, as a result of participating on the programme, the school was selected as one of three schools in Northern Ireland to pilot a new speed limit initiative, which was already in operation in Scotland. The variable speed limit was introduced onto the road, imposing a 20 mph limit between 08:30 to 09:15, 13:45 to 14:15 and 14:45 to 15:15. Prior to the programme, it was noted that "governors had tried and failed repeatedly to get a speed limit imposed along the road in front of the school but was advised that there was not the requisite level of local houses". It is notable that, based on a PSNI survey, the average speed limit on the road outside the school has fallen from 56 to 28 mph.

**Key photographs of the improvements to the school routes to Hezlett Primary School**



### 6.1.5 Programme of Activity

The following activity targets were set:

1. To organise a weekly Walking Bus from the two local villages of Articlave and Castlerock by February 2008;
2. To extend cycle training to make it available to Year 5 pupils and above by February 2008. This will include an on path element encompassing the route to and from the pupils' homes.
3. To integrate travel issues into the curriculum by developing a whole school approach by February 2008.
4. To organise a major event each term to promote walking and cycling.
5. To organise a school cycling club and run special cycling events by June 2008.

During the programme the school achieved all of the above targets and noted that, the process of educating their school population of the benefits of walking and cycling, they held a meeting for parents and governors, which was attended by the Sustrans School Travel Adviser.

In the spring term of 2007/08, the school implemented a series of lessons in each class linked to Safe Routes to School, which was linked to a whole school display so that all pupils were involved so as to become motivated to walk or cycle regularly.

Furthermore, as a result of the programme, the school adapted its cycle proficiency provision, based on the escorted bike ride done during the Sustrans project to train kids in on-road cycling based at local danger spots.

Currently, two school years post programme, the school continues to co-ordinate the following:

- **Weekly Walking Bus** –This is offered from three areas (Articlave, Castlerock and Downhill) every Friday throughout the academic year, noting that in 2009/10 it was only cancelled twice due to bad ice. The School Champion notes that this provides an ideal opportunity to interact with more parents than those traditionally on the likes of the PTA, improving relationships and lifestyles. It is noted that the school intends to offer the walking bus on a bi-weekly basis.
- **Events** – The school continues to hold themed walks once a term and a special cycling event once a year. In 2009/10 the cycling event was held at Downhill Forest with a stop of for lunch sponsored by Coleraine Council, whilst in 208/09 the bike ride was linked to the French twinned school.

Consultation with School Champion indicated that, whilst the school does not continue to update their school travel plan, the scheduling of walking and cycling events has been mainstreamed into the school's routine. Indeed, the school currently collects walking and cycling statistics every day and there is a cup awarded to the best class each month. The best child in terms of walking/cycling also receives a gift.

Furthermore, the School Travel Committee is still operational in the guise of the Eco-Schools Committee<sup>7</sup>, which continues to involve pupils from P6 and P7, a member of the Board of Governors, the school patrol person, parents, school principle and the School Champion. The remit of this committee is more holistic and focuses on the environment and health, with travel being a key consideration and factor.

<sup>7</sup> The Eco School Programme is a Key Stage II accreditation that provides schools with a green flag



### 6.1.6 Benefits of the Programme

The key outcome of the school's participation on the programme was the reduction in the level of car journeys by pupils:

- Pre Programme: 74.3% of children were driven to school
- Post Programme: 54.5 % of children were driven to school

The School Champion reported a range of benefits, including:

- Anecdotal evidence from one parent suggests that her daughter has lost 4 stone from the changed habit of walking to school;
- The co-operation and communication between stakeholders (parents, teachers, PSNI and the wider community) was very good, providing lasting relationships and key contacts for the future. This was a significant, but unforeseen benefit of participation on the programme;
- Locals have commented on seeing the pupils walking/cycling to school which raises the schools profile in the local area;
- Links with the community and outside agencies were an unforeseen benefit.
- A bonus of the project is how much the paths are used by the local community, neighbours of the school appreciate the changes.
- The project linked in very well to the school PDMU (personal development and mutual understanding) Education especially in terms of independence, safety and healthy lifestyle.

**The School Champion felt that the school would not have experienced the same level of participation in walking and cycling without Sustrans who worked fervently with the school to promote the culture of walking/cycling. The School Champion feels that "there has been a definite increase in walking/cycling since before the project began. Younger pupils take it as given and the school prospectus highlights the school commitment to walking/cycling."**

### 6.1.7 Focus Group Feedback

Cogent met with 10 pupils from P6 and P7 and discussed the programme, their current travel patterns and their attitudes to walking and cycling. Whilst four of the 10 pupils usually walked to school, for others the lack of a companion, distance, inconvenience or remaining concerns about safety were the reasons for not regularly walking. Many of these barriers were deemed to be effectively removed through the likes of the Walking Bus, with parents dropping children off to the meeting points to enable them to walk part of their journey to school.

The children felt that themed events were good fun, citing the likes of "Santa Stroll" and "Step out for Sports Relief" as enjoyable events. Some key comments include the following:

*"I meet up with friends when cycling to school, its fun as a group."*

*"I started walking to school when the walking buses started and now I walk every day because I realised it was more fun and easy."*

*"With the walking bus my mum can drop me off to walk with other adults and then she doesn't worry."*

## 6.2 Case Study II – Moneymore Primary School

### 6.2.2 Introduction/Background to the School

Moneymore Primary School is a controlled primary school is located in a village that is positioned five miles between the two large towns of Cookstown and Magherafelt. Pupils are drawn from the village, a 3-4 mile rural catchment area and a small number from further distances. 153 pupils are currently enrolled and a further 26 pupils are on the Nursery School register. Therefore, within the school, the age of pupils ranges from 3 to 11.

The school is positioned in Northland Drive, which is between two very busy main roads (Moneymore - Destermartin Road and Moneymore - Magherafelt Road). At all times in the village traffic is particularly busy, with numerous lorries, farm vehicles and cars passing through on a daily basis.

With limited parking on Northland Drive, and residential property surrounding the school, there is always congestion at the beginning and end of the school day - especially when space is necessary to park buses to transport children who live at the furthestmost locations from the school. As the photograph above shows, there is parking within the school for staff. There is a small bike shed at the rear of the main school hall/top of the infant playground.

### 6.2.3 Key Identified Barriers

As part of the Sustrans programme, the school carried out a consultation with pupils, parents and staff to determine the key barriers to children cycling and/or walking to school. The main travel issues voiced by the various stakeholders were as follows:

- Congestion at the school gate twice a day. This causes a safety issue as people park inconsiderately near the school gates forcing teachers on duty to negotiate and cross children safely to the other side of the road between poorly parked cars. On occasions, cars park extremely close to the no-parking zig-zags and park across residents driveways. On rare occasions cars drive into the school which is not prohibited for obvious safety reasons. The problem of congestion is identified daily when pupils are dropped off and collected from school. Drivers almost have to exercise a one way system in order to pass the buses and have to be very careful - not only to negotiate other vehicles but to watch for children crossing the road.
- The amount of traffic and safety issues in the surrounding main roads is an issue that has been discovered through general experience and from feedback from the parents survey where the volume of local traffic was a concern that was frequently mentioned- especially with no cycle lanes or pedestrian crossings. Smaller roads are also a cause for concern e.g. where no footpath exists.
- The health costs of children being driven to school and the health benefits of walking to school are another driving force behind this work - linking with the school's ongoing work surrounding healthy lifestyles and working towards the Healthy Schools standard.

### 6.2.4 Capital Works

The initial site visit to Moneymore identified the potential for the following site works:

- Improved signage around approaches to school - flashing lights at key times;
- Improved road markings on approaches to school;
- Two Pelican crossings in village at junction to school road and also in centre of village;
- Improved footpath at front of school;
- Traffic calming along Magherafelt Road;

- One way traffic system at the front of the school; and
- Cycle shed.

In effect, the works that were successfully implemented at the school were one pelican crossing in the village and within the school, a cycle shed. The installed safety zone (including road markings, warning lights and flashing speed lights) has increased parents' confidence in terms of allowing children to walk/cycle to school.

It was noted by the School Champion that the crossing has been of benefit during the regular school day as pupils will use it when travelling to the Recreation Centre in the village for sports.

**Key photographs of the improvements to the school routes to Moneymore Primary School**



6.2.5 *Programme of Activity*

The following activity targets were set:

Target	Date
1. To encourage greater participation in national walking to school weeks.	By June 2008
2. To encourage participation in the Walk Once a Week scheme (WOW) and reduce car use by 10% by the summer.	June 2008
3. To encourage greater numbers to undertake cycling proficiency.	May/June 2008
4. To develop pedestrian training.	By June 2008
5. To seek pedestrian crossing location in Moneymore.	By June 2008
6. Participate in Carbon Day.	February 2008
7. To seek further safe crossing points (pelican/zebra) on Desertmartin and Springhill Roads.	Near future

During the programme the school achieved most of the above targets. The School Champion noted that given that a great number of parents are working parents so the park and stride/regular walking bus was hard to get started as there were a shortage of volunteers.

Furthermore, the School Travel Committee is still operational in the guise of the Eco-Schools Committee<sup>8</sup>, which continues to involve pupils from primary 6 and primary 7, parents, school principle and the School Champion. The remit of this committee is more holistic and focuses on the environment and health, with travel being a key consideration and factor.

<sup>8</sup> The Eco School Programme is a Key Stage II accreditation that provides schools with a green flag

#### 6.2.6 *Benefits of the Programme*

The School Champion reported a range of benefits, including:

- Congestion has been eased;
- Crossing has been of great benefit for other trips during the day e.g. going to the recreation centre for sports;
- Building of a relationship with Sustrans, Will always available on phone/email, good networking opportunities through CT days (continue to keep in contact with other schools e.g. Gracehill);
- Ties in with eco-schools, school just received Silver Award, the cycle shed was looked favourably upon; and
- Had no cycle rack previously, just a shed which was not purpose built.

**The School Champion felt that whilst the numbers might not be statistically significant, there has been an overall increase in walking and cycling, especially on organised walking events. Those children who live locally generally now walk to school; those who live far away continue to rely on the bus.**

#### 6.2.7 *Focus Group Feedback*

Cogent met with 15 pupils from primary 6 and primary 7 and discussed the programme, their current travel patterns and their attitudes to walking and cycling. Whilst three of the 15 pupils usually walked to school, for others the distance, preference towards travelling by car, inconvenience or remaining concerns about safety were the reasons for not regularly walking. Many of these barriers were deemed to be effectively removed through the likes of the Walking Bus, with parents dropping children off to the meeting points to enable them to walk part of their journey to school.

Some key comments include the following:

*"I like to travel with friends and have a chat on the way to school"*

*"I usually get left off at the shop in the village and use the pelican crossing on my journey to school"*

### 6.3 Case Study III – St Jarlath’s Primary School

#### 6.3.2 Introduction/Background to the School

St Jarlath's Primary School is situated in the rural village of Blackwatertown, on the main road into the village of Moy, which is three miles away. The key catchment area for the school includes the village, Benburb and surrounding rural areas. Adjacent to the school is a roundabout that was introduced as a traffic calming feature. The school is a co-educational primary for day pupils only, catering for the educational needs of approximately 158 children in the 4-11 age group in the Southern area of Clonfeacle parish.

The village would be generally quiet during the day, but with peak times being in the morning and evening as people go to work and back. There is sometimes a lot of agricultural traffic which can cause problems at times. The traffic would be mostly local.

There is car parking within the school grounds, both for parents and staff, which was upgraded in 2005/06. There is one school bus that comes to the school, and there is a turning circle within the grounds for the bus. There is one vehicle entrance and one pedestrian entrance with a zebra crossing to separate vehicles from children entering school.

#### 6.3.3 Key Identified Barriers

As part of the Sustrans programme, the school carried out a consultation with pupils, parents and staff to determine the key barriers to children cycling and/or walking to school. The main travel issues voiced by the various stakeholders were as follows:

- Little footpath provision (only provided on Main Street), therefore, parents would be against letting children walk as they may have to walk on the road at certain places;
- Congestion at 9am and 3pm poses a risk around school gates. Also, a lot of heavy traffic, 4x4s and agricultural vehicles. This also leads to more pollution;
- Tradition/convenience/time factor/safety concerns/stranger danger/press. Car culture prevails in our society where car is seen as convenient and as a time saving device;
- No cycle shed - No protection from weather for children's bicycles;
- No zebra crossing in the village for children to use - children who live in the Avonmore area have to cross a busy road on Main Street;
- There is a perception amongst parents of speeding traffic;
- Inconsiderate parking near school gates and up on pavements. This means it is harder for children to walk on the footpaths, and creates a more dangerous environment outside the school; and
- Children who are driven to school are more likely to be obese than those who take 30 minutes of exercise per day. They are more prone to asthma, due to pollution from heavy traffic.

#### 6.3.4 Capital Works

The initial site visit to St Jarlath’s identified the potential for the following site works:

- Safety zone around approaches to school with flashing lights at key times;
- Improved road markings on approaches to school;
- Upgraded shared use path into village from school entrance;
- Drop kerbs to be introduced where necessary; and
- Survey for potential crossing.

In effect, the works that were successfully implemented at the school were two sets of flashing lights and signs and lines (including red road markings), creating a school safety zone. There has also been



an upgraded shared use path from the village to the school, which has been widened and dropped to the road where necessary (tactile paving) (approx. 1,000 to 1,200 metres). A bike shed was also introduced on the school grounds.

**Key photographs of the improvements to the school routes to St Jarlath's Primary School**



**6.3.5 Programme of Activity**

The following activity targets were set:

Target
1. To increase the % of children walking or cycling to school by 15%.
2. Reduce travel to school by car by 10% over the next year
3. Increase awareness of the health and enjoyment benefits of walking and cycling to school.
4. Highlight road safety issues in all classes in school.
5. Have all primary 5 to primary 7 pupils trained in road safety
6. Start and support a walking bus

The School Champion indicated that during the programme the school achieved most of the above targets. The School Champion noted that the school currently undertakes a themed Walking Bus once a month and participates on the Travelwise Walk to School Week. Themed walked generally have a turnout of around 87%. There has also been the development of an informal park and stride.

**6.3.6 Benefits of the Programme**

The School Champion reported a range of benefits, including:

- The safety bollards outside the school to stop cars parking there have been most important to parents;
- Congestion around the school has visibly improved due to cars not being able to park directly outside the gates;

- The community have been supportive of the works, visible signs that the school takes safety seriously; and
- Fitted in with Health Education aspect of curriculum, and the programme has encouraged to school to consider other health programmes such as becoming accredited as an Eco-School.

#### 6.3.7 *Focus Group Feedback*

Cogent met with eight pupils from primary 6 and primary 7 and discussed the programme, their current travel patterns and their attitudes to walking and cycling. Whilst two of the eight pupils usually walked to school, for others the distance, inconvenience or remaining concerns about safety were the reasons for not regularly walking. Many of these barriers were deemed to be effectively removed through the likes of the Walking Bus, with parents dropping children off to the meeting points to enable them to walk part of their journey to school.

Some key comments include the following:

*"I couldn't walk the whole way to school but mum drops me off at the shop to walk from there."*

*"Themed walking buses are fun, we get to dress up and have some fun before school starts."*

*"Walking helps you to wake up in the morning!"*

## 7. REVIEW OF PROGRAMME FINANCE

As detailed in Section 1, the programme received an initial award, with additional sums subsequently provided during the course of the programme delivery. In this section of the report we review the proposed and actual expenditure.

### 7.1 Projected Programme Costs

The Economic Appraisal had estimated that the project costs would be as follows:

Component	Amount
Capital Works (Walking and cycle tracks, road crossings, lockers and cycle shelters)	£1,056,000
Staff Salaries	£117,000
Management / Administration	£65,700
Publicity	£10,000
<b>Total</b>	<b>£1,248,700</b>

The proposed funding structure (per the Economic Appraisal) for the Programme was as follows:

Projected Funding – Economic Appraisal		
	Amount	%
BSP Measure 4.9/ DARD	£936,531	75%
DRD Roads Service / DoE / DENI	£312,169	25%
<b>Total Project Cost</b>	<b>£1,248,700</b>	<b>100%</b>

The following is noted in respect of the above:

- The BSP monies provided funding of 100% against staff salaries and administration, with the balance against the capital works; and
- The split of match funding monies from DRD Roads Service, DoE and DENI was not provided within the Economic Appraisal, but was noted in November 2006 as follows:

Component	BSP/DARD	Roads Service	DENI	DoE	Amount
Capital Works	£753,831	£262,669	£39,500	-	£1,056,000
Staff Salaries	£117,000	-	-	-	£117,000
Management / Administration	£65,700	-	-	-	£65,700
Publicity	-	-	£5,500	£4,500	£10,000
<b>Total</b>	<b>£936,531</b>	<b>£262,669</b>	<b>£45,000</b>	<b>£4,500</b>	<b>£1,248,700</b>

The Evaluator notes the difficulty experienced in determining the total budgeted programme spend as documented through the original letter of offer and amendments thereafter. For the purposes of this evaluation, the following table shows the revision to the DARD BSP grant, which was increased from the letter of offer by two addendums and final grant uplift as follows:

Original Grant Award (as per Letter of Offer)	£936,531
Addendum One	£63,000
Addendum Two	£48,000
Final Grant Uplift	£6,839
<b>Revised Grant Award</b>	<b>£1,054,370</b>

## 7.2 Actual Programme Costs and Grant Award

### 7.2.2 Overall Programme Cost

The evaluation team notes that there has been a distinct lack of appropriate reporting of actual versus budgeted total programme costs by Sustrans. Based upon a review of the final claims summary held by DARD and information provided by DENI and Roads Service, the sources of finance and actual total programme costs are set out below:

Component	BSP/DARD	Roads Service	DENI	Amount
Capital Works	£840,824	£262,669	£117,840	£1,221,333
Staff Salaries	£120,372	-	-	£120,372
Analysis of School Questionnaires	£4,443	-	-	£4,443
School Champion Training	£6,505	-	-	£6,505
Management / Administration	£82,226	-	-	£82,226
<b>Total</b>	<b>£1,054,370</b>	<b>£262,669</b>	<b>£117,840</b>	<b>£1,434,879</b>
<b>% Spend</b>	<b>73.5%</b>	<b>18.3%</b>	<b>8.2%</b>	<b>100%</b>

The following key points are noted:

- All costs are assumed to be ex VAT;
- Whilst DoE Road Safety were actively involved in the PMTRS, the monies for publicity were not actually provided;
- Consultation with Roads Service indicated that the monies spent under the scheme were in line with their original Letter of Offer; and
- The DENI contribution of £117,840 relates to the installation of cycle sheds and internal infrastructure at 17 schools and is based on the final contribution notice dated 18 December 2008.

### 7.2.3 BSP Programme / DARD Grant Award

Whilst Sustrans were not able to provide a final signed off programme cost, they did have the detail to support the vouched funding granted by DARD. The following table shows the actual compared to budgeted DARD BSP grant provided to Sustrans in the delivery of the project:

Component	DARD BSP Contribution		Variance
	Proposed	Actual	
Capital Works	£852,031	£840,824	(£11,207)
Staff Salaries	£117,000	£120,372	£3,372
Professional Analysis of School Questionnaires	£3,000	£4,443	£1,443
School Champion Training	£6,800	£6,505	(£295)
Management / Administration	£68,700	£82,226	£13,526
Other (uncategorised grant uplift)	£6,839	-	(£6,839)
<b>Total</b>	<b>£1,054,370</b>	<b>£1,054,370</b>	<b>-</b>

The evaluation team notes that whilst the overall grant did not vary, the allocations by budget heading were amended. Discussion with Sustrans indicated the following:

- Salary costs (which incorporated travel and subsistence) were higher than budgeted due to the project running for a further two months (October and November 2008);

- The professional analysis of the school questionnaires was substantially higher than the budgeted spend. Consultation with Sustrans has indicated that *“the original budget was produced in 2007 and was an estimated produced in Belfast without input from the Head Office Monitoring Team”*. The lack of knowledge of the time input required to monitor questionnaires resulted in an under estimation. The lesson learnt here from Sustrans perspective is that they involve the head Office in the preparation of funding bids;
- The variance in the cost of delivering the School Champion Training was negligible; and
- Actual spend under Management / Administration was over budget by £13,526. Sustrans were unable to provide an explanation for the variance but noted that travel costs rose from £5,800 to actual costs of £15,600 (difference of £9,800) and the actual marketing spend was £3,765 over the original budget.



## 8. CONCLUSION & RECOMMENDATIONS

This section of the report identifies the key conclusions arising from the evaluation of the Rural Safe Routes to School Programme in terms of the impact it has made and the issues encountered. The section also seeks to make recommendations to improve the future delivery of this type of programme.

### 8.1 Conclusion

Key conclusions arising from the evaluation include:

#### 8.1.2 Overall Conclusion/Achievement of Objectives

On an overall basis, it is clear that the Rural Safe Routes to School Programme has been a success – it was delivered to the satisfaction of all participating schools, with positive feedback unanimously received from the partner organisations of DARD, Road Service and DENI.

Furthermore, the evaluation's findings indicate that the Programme met the key objectives listed under Measure 4.9 of the BSP Programme - Development and Improvement of Infrastructure Connected with the Development of Agriculture which were:

*“To develop and improve the infrastructure in rural areas” and “to protect and enhance the physical and natural environment of rural areas and communities”.*

Additionally, it is the evaluation team's opinion that the Programme has successfully achieved six of the seven objectives:

Objective	
To recruit 2 School Travel Advisors by 31 January 2007	Achieved
To produce and implement School Travel Plans for 18 rural schools by June 2008.	Achieved
To achieve a 10% reduction in car journeys and to increase levels of walking and cycling by June 2008.	Achieved
Establish a robust monitoring system to evaluate journey patterns by June 2007.	Partially Achieved
To install significantly improved infrastructure at 18 rural schools by June 2008.	Achieved
Provide School Champion Training for all 18 schools by March 2008.	Achieved
Conduct professional analysis of School Travel Questionnaires for 18 schools (pupils, staff and parents).	Achieved

As set out in Section 3, Sustrans were assessed as having only partially achieved the objective *“to establish a robust monitoring system to evaluate journey patterns by June 2007.”* This is based on the verbal representation from the Programme Manager, who noted that whilst monthly monitoring structures were put in place at all schools, the monthly returned information was not relied upon to evaluate journey patterns. In effect, only the baseline and post project questionnaires were used to map journey patterns.

#### 8.1.3 Participant Satisfaction

Satisfaction levels amongst participant schools' School Champions was high – with 88% 'Very Satisfied' and 12% 'Satisfied' with the overall programme delivery. Assistance provided by the School Travel Advisors in drafting the School Travel Plan, generating ideas for events and activities, implementation of initiatives and determining the necessary infrastructural works were all well received and rated by the schools.

#### 8.1.4 Modal Shift

The programmed level of walking and cycling was assessed as being highly additional, with between 28% and 37% deadweight on the activity levels achieved by the schools. Consultation with Roads Service has indicated that none of the works would have been implemented in the absence of the leverage provided through Measure 4.9 funding under the BSP Programme.

In addition, the project was successful in achieving modal shift amongst the school children, in terms of reducing car journeys and increasing walking and cycling, with **a 21% reduction in the level of pupils travelling to school by car in May 2010 compared to May 2007.**

#### 8.1.5 Cause and Effect

The evaluation team sought to understand the key drivers behind the modal shift, i.e. to determine if either the support provided from the School Travel Advisers and associated activity around marketing, training, etc or the capital works provided a greater impact on the journey patterns of pupils.

The conclusion reached was that the success of the project relies on the dual approach, whereby schools are intensively supported to develop and implement their School Travel Plan, with the “promise” of improved physical safety for the longer term benefit of school pupils. This is evidenced in the responses provided by the School Champions and consultation with PMTRS representatives and the Programme Manager.

The themed events provided a tangible demonstration of the children’s’ safety and ability to walk and/ or cycle to school, which enables confidence to be built on two key fronts – the child, who has to want to walk (motivation) and the parent, who has to allow the child to walk (grant permission).

Therefore, any future programme should seek to provide appropriate support through School Travel Advisers, with a budget to enable the physical changes, as well as the attitudinal change.

A key lesson learnt was that, in order for participation from schools to be optimised in terms of activity levels and links with the curriculum, the timing of the programme should be such as to use the capital works as a “carrot” – whereby, those schools who are not showing enthusiasm and commitment through the drafting and implementation of a School Travel Plan from the get-go, are removed from the programme without the benefit of the infrastructural improvements and replaced with schools on a reserve list that are subsequently able to demonstrate full commitment to the Programme.

#### 8.1.6 Sustainability

The survey of School Champions indicated that whilst all school are more active than was the case before the Programme, the level of activity in the majority of schools (15 of 17) had shown a marked down turn, whilst the activity levels had been maintained in just 2 of the 17 schools. Typically, the schools are offering a weekly Walking Bus, with themed events varying in frequency, with all continuing to take part in Travelwise events.

This would suggest that the sustainability of the activities supported during the programme delivery period relies very much on the personal commitment and buy-in from the School

Champion and supporting Travel Group. It is notable that some of the schools stated that they would not be interested in maintaining the level of activity supported during the programme due to draws on resources and the continual emergence of new health and environment related programmes. However, other School Champions expressed an interest in receiving some form of ongoing support, be that in the form of networking with other schools to refresh ideas, or periodical updates to training.

#### *8.1.7 Geographical, Cross Community & TSN Spread*

The selection criterion, whilst approved by the PMTRS, resulted in the exclusion of secondary schools on the Programme. The spread of primary schools was throughout Northern Ireland, with five schools in both County Antrim and County Fermanagh, with an even balance of two schools in each of the other four counties of Armagh, Down, Derry and Tyrone. In addition, it is noted that two of the schools were located in TSN areas (St Colmcille's Primary School, Claudy and St Patrick's Primary School, Castleberg) and that the split between dominations was fairly equitable (with nine CCMS schools, one integrated school and the remainder controlled schools).

#### *8.1.8 General Awareness of Environment & Link to the Curriculum*

The various events and competitions, such as the Alastair Humphreys Challenge and the Tour d'Afrique, linked the fun aspect of the programme from a pupil's perspective to the mathematical learning aspect of the curriculum. This was further enforced through the likes of the Carbon Saving Day event, which effectively linked car emissions to green house gases in a fun and memorable way.

#### *8.1.9 Improved Road Safety Awareness*

Generally the Programme assisted in improving the road safety awareness of pupils, through the presentations made by the DOE School Safety Officer and the Sustrans School Travel Adviser. Parents noted that there was an improvement in the level of awareness demonstrated by their children, which in turn led to them feeling more confident to allow the children to walk or cycle to school, albeit that often this has been limited to participation on the likes of Walking Buses, which are suitable for full participation, regardless where a person lives.

#### *8.1.10 Health Benefits*

The health benefits of the programme were not overt but one School Champion noted that the long term benefit of the programme from their perspective was the installation, at an early impressionable age, on children of the fun and good feel factors associated with exercise, be that in the form of walking or cycling. Another School Champion noted that the programme had a very positive impact on healthy living styles for children and staff.

The health benefits were also demonstrated through anecdotal stories of children losing weight, becoming more aware of the link between exercise and body shape and parents reported increased awareness of the health benefits of light exercise on a regular basis. Feedback through the questionnaires also suggests that pupils were aware that it is healthier to walk or cycle.

#### *8.1.11 Unexpected Programme Benefits*

Many of the School Champions noted that there were unexpected benefits arising from their school's participation on the Programme. These included improved relations within parents, support from the private sector and increased visibility of schools within the community.

## 8.2 Recommendations

We have noted some recommendations that we consider may improve the operation and impact of any future similar Programme. These include:

- Whilst the minimum level of capital budget required to enable better participation by schools, children and parents to increase walking and cycling levels has not been determined through this programme, the Evaluation provides evidence to support the marrying of a capital budget to a dedicated School Travel Advisor in order to effect modal shift.
- Maintenance of records pertaining to the monitoring carried out by Sustrans during project delivery should be improved, so as to provide more robust overall programme delivery information. Consideration should be given to having a dedicated resource to collate the monitoring information. Data and information collated should include, but not be limited to:
  - Accurate and full information of the proposed and actual infrastructure works, with associated costs, per school; and
  - Accurate and full information of the actual activities undertaken by the schools through the support of the School Travel Advisor.
- To consider selection criterion that would not exclude post primary school participation.
- To provide a longer timeframe for implementation – it has been suggested that the timing for such a dual programme, which involves travel planning and infrastructural works, requires at least two school years to enable the commitment of schools to be demonstrated through the Travel Plan, Working Group and preliminary actions. The two years also provides a better timeframe to consider modal shift across a suitable duration.

## Appendix I – Statistical Analysis

### Pupils' Survey

**Q1. How do you usually travel to, and from, school? (Tick all that apply)**

Method of Travel	No.	%	% of Pupils (n = 815)
Walk – With an adult	78	8%	10%
Walk – With friends or on your own	189	19%	23%
Cycle – With an adult	24	2%	3%
Cycle – With friends or on your own	69	7%	8%
School bus	122	12%	15%
By car	495	51%	61%
<b>Total</b>	<b>977</b>	<b>100%</b>	

**Q2. If you usually travel to school by bus or by car – why do you not walk or cycle? (Tick all that apply)**

Reason	No.	%	% of Pupils (n = 815)
Bad weather	202	22%	25%
It is too far to walk or cycle	333	37%	41%
You do not own a bike	13	1%	2%
You do not like to walk or cycle on your own	68	8%	8%
Your parents/guardian do not allow you to walk or cycle to school	115	13%	14%
You do not feel safe walking or cycling because of the traffic	88	10%	11%
You do not feel safe walking or cycling because of other reasons	79	9%	10%
<b>Total</b>	<b>898</b>	<b>100%</b>	

**Q3. If you usually walk or cycle to school, which of the following apply? (Tick all boxes that apply)**

Reason	No.	%	% of Pupils (n = 815)
I walk or cycle every day	159	15%	20%
I walk or cycle only when the weather is good	179	17%	22%
I walk or cycle because I live near the school	220	21%	27%
I walk or cycle when the school has a special event like the Walking Bus or the Cycle Train	251	24%	31%
I use the Pelican crossing	54	5%	7%
I use the cycle paths	81	8%	10%
I use the cycle shed	86	8%	11%
<b>Total</b>	<b>1030</b>	<b>100%</b>	

**Q4. What would be your favourite way to travel to, and from, school? (Tick only one box)**

Method of Travel	No.	%
Walk – With an adult	45	6%
Walk – With friends or on your own	195	24%
Cycle – With an adult	49	6%
Cycle – With friends or on your own	393	48%
School bus	36	4%
By car	93	11%
<b>Total</b>	<b>811</b>	<b>100%</b>



**Appendix I – Statistical Analysis**

**Q5. Have you taken part in any of the following activities in school? (Tick all boxes that apply)**

Examples of Activities	No.	% of Respondents	% of Pupils (n = 815)
Walking Bus	430	19%	53
Cycle Train	394	17%	48
Park and Stride	314	14%	39
Cycling training for children	154	7%	19
Other Walking or Cycling Events	118	5%	14
Easter Bunny Walk	114	5%	14
Walk on Wednesday	109	5%	13
Walk/Cycle Around the World	82	4%	10
Alistait Humphries Challenge	80	3%	10
Bike to school week	43	2%	5
Walk to school week	39	2%	5
Carbon Savings Day	35	2%	4
Curriculum Walks	35	2%	4
Bikers BBQ	34	1%	4
Plod with Pudsey	32	1%	4
Walk/Cycle to School Challenge	32	1%	4
Bikers Breakfast	31	1%	4
Walkers Breakfast	30	1%	4
Police Talk on Safety	29	1%	4
Talk from Road Safety Officer	29	1%	4
Escorted Bike Ride	25	1%	3
Road Safety Training	20	1%	2
Santa and His Reindeer Walk	19	1%	2
Spooky Stroll/Halloween Walk	18	1%	2
Teddy Bear Walk	17	1%	2
Valentine Hearts Walk	17	1%	2
Walk Once a Week Initiative	16	1%	2
Walking Bus World Record Attempt	9	0%	1
International Walk to School Day	6	0%	1
Walk around NI initiative	5	0%	1
Walk/Cycle to School on Friday/	4	0%	0
<b>Total</b>	<b>2320</b>	<b>100%</b>	

**Q6. If you took part in walking or cycling activities in school, would you like to do more of these activities?**

	No.	%
Yes	729	93%
No	57	7%
<b>Total</b>	<b>786</b>	<b>100%</b>

## Appendix I – Statistical Analysis

### Parents' Survey

**Q1. How does your child usually travel to, and from, school? (Tick all that apply)?**

To School	No.	%	% of Parents ( n = 412)
Walk – Accompanied by an Adult	75	15%	18%
Walk – With friends or unsupervised	64	13%	16%
Cycle – Accompanied by an Adult	22	5%	5%
Cycle – With friends or unsupervised	25	5%	6%
School bus	40	8%	10%
By car	255	53%	62%
Other (Please state the other reason)	4	1%	1%
<b>Total</b>	<b>485</b>	<b>100%</b>	

From School	No.	%	% of Parents ( n = 412)
Walk – Accompanied by an Adult	58	12%	14%
Walk – With friends or unsupervised	84	18%	20%
Cycle – Accompanied by an Adult	19	4%	5%
Cycle – With friends or unsupervised	26	6%	6%
School bus	90	19%	22%
By car	193	41%	47%
Other (Please state the other reason)	2	0%	0%
<b>Total</b>	<b>472</b>	<b>100%</b>	

**Q2. If your child usually walks or cycles to and from school, does this apply in the following situations? (Tick all that apply)**

	No.	%	% of Parents ( n = 412)
All year round	108	43%	26%
Only when the weather is good	83	33%	20%
In Spring and Summer when the days are brighter	63	25%	15%
<b>Total</b>	<b>254</b>	<b>100%</b>	

**Q3. If your child usually walks or cycles to and from school, why is this? (Tick all that apply)**

Reason	No.	%	% of Parents ( n = 412)
You live close to the school	151	35%	37%
The improved infrastructure facilitated by Sustrans make it safer	99	23%	24%
Your child has good road safety awareness	80	19%	19%
There is organised walking or cycling events that they take part in	73	17%	18%
Other (Please state the other reason)	16	4%	4%
There is no other way for them to get to school	10	2%	2%
<b>Total</b>	<b>429</b>	<b>100%</b>	

**Appendix I – Statistical Analysis**

**Q4. If your child usually travels to school by bus or by car, why is this? (Tick all that apply)**

Reason	No.	%	% of Parents (n = 412)
The distance is too far for them to walk or cycle	177	36%	43%
The roads are not safe enough for them to walk or cycle to school	110	22%	27%
Other (Please state the other reason)	70	14%	17%
Because of ‘Stranger Danger’	49	10%	12%
Your child has to carry too many school books and other school related items	31	6%	8%
Your child does not have good road safety awareness	22	4%	5%
There is no organised walking or cycling events that they can take part in	21	4%	5%
Part of a Car Sharing Scheme	5	1%	1%
Your child might be bullied by other children	4	1%	1%
Your child is not physically able to walk or cycle to school	1	0%	0%
<b>Total</b>	<b>490</b>	<b>100%</b>	

**Q5. What more could be done (if anything) to encourage or allow your child to walk or cycle to school? (Tick all that apply)**

	No.	%	% of Parents (n = 412)
Have more safe crossing points (e.g. traffic lights or zebra crossing) on the routes to school	139	25%	34%
Introduce, or implement more, organised walking or cycling events that your child could take part in	90	16%	22%
Creation or widening footpaths between where you live and the school	87	16%	21%
Have more ‘Lollypop Men and Women’	71	13%	17%
Have more road safety training in schools	70	13%	17%
Have more on-road cycling training in schools	61	11%	15%
Other (Please state the other reason)	31	6%	8%
Have better cycle facilities at the school	11	2%	3%
<b>Total</b>	<b>560</b>	<b>100%</b>	

**Q6. Are you aware of the Safe Routes to Schools Project?**

	No.	%
Yes	322	80%
No	78	20%
<b>Total</b>	<b>400</b>	<b>100%</b>

**Q7. As a result of the Safe Routes to Schools Project, are you more open to the option of your child walking and/or cycling to school? (Tick all that apply)**

	No.	%	% of Parents (n = 412)
No	75	16%	18%
Yes, as a direct result of their participation on organised events that were facilitated by the Sustrans project	166	36%	40%
Yes, as a direct result of the improvements to the roads i.e. flashing lights, road markings, etc.	152	33%	37%
Don’t know	65	14%	16%
<b>Total</b>	<b>458</b>	<b>100%</b>	

### Appendix I – Statistical Analysis

**Q8. As a result of the Safe Routes to Schools Project, has your child's awareness of road safety and the school journey improved?**

	No.	%
Yes	271	71%
No	30	8%
Don't Know	80	21%
<b>Total</b>	<b>381</b>	<b>100%</b>

**Q9. As a result of the Safe Routes to Schools Project, has your child's school travel behaviour changed? (Tick all that apply)**

	No.	%	% of Parents (n = 412)
No, they have always travelled to school in the same way	208	40%	50%
Yes, they walk to school more as a direct result of their participation on organised events that were facilitated by the Sustrans project	125	24%	30%
Yes, they walk to school as a direct result of the improvements to the roads i.e. flashing lights, road markings, etc.	59	11%	14%
Yes, they cycle to school more as a direct result of their participation on organised events that were facilitated by the Sustrans project	59	11%	14%
Yes, they cycle to school more as a direct result of the improvements to the roads i.e. flashing lights, road markings, etc.	40	8%	10%
Don't know	27	5%	7%
<b>Total</b>	<b>518</b>	<b>100%</b>	

**Appendix I – Statistical Analysis**

**School Project Champion Survey**

**Q1a. How would you rate the following support that your school would have received from the School Travel Advisor during the Sustrans Rural Safe Routes to School Project (circa February 2007 to June 2008)?**

<b>% (n = 15)</b>	<b>Very Good</b>	<b>Good</b>	<b>Poor</b>	<b>Very Poor</b>	<b>Total</b>
Support to develop a School Travel Plan	88%	12%	0%	0%	100%
Support to generate ideas to encourage walking and cycling	88%	12%	0%	0%	100%
Advice on the implementation of walking and cycling initiatives	88%	12%	0%	0%	100%
Support with the identification of infrastructure works to facilitate increased levels of walking and cycling amongst pupils	82%	18%	0%	0%	100%
Input at working group meetings	87%	13%	0%	0%	100%

**Q2a. How would you rate the following aspects of support provided during the Sustrans Safe Routes to School Project?**

<b>% (n = 17)</b>	<b>Very Good</b>	<b>Good</b>	<b>Poor</b>	<b>Very Poor</b>	<b>N/A</b>	<b>Total</b>
School Champion Training	76%	6%	0%	0%	18%	100%
Resource Pack e.g. guidance to develop a School Travel Plan	88%	12%	0%	0%	0%	100%
Cycle Training	29%	6%	0%	0%	65%	100%

**Q3a. To what extent would you agree that the Sustrans Safe Routes to School Project led to a reduction in the number of car journeys and an increase in the levels of walking and cycling amongst pupils?**

<b>% (n = 17)</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Total</b>
At the Time	88%	12%	0%	0%	100%
Currently	47%	47%	6%	0%	100%

**Q4. Which ONE of the following statements best describes how your School's decision to implement activities relating to encourage more walking and cycling would have been affected in the absence of the Safe Routes to Schools Project?**

	<b>No.</b>	<b>%</b>
Definitely would not have happened - none of the activity would have happened	4	24%
Probably would not have happened	7	41%
Would have happened but at a lesser same scale	5	29%
Would have happened, but not as quickly or sometime in the future	1	6%
Would have happened anyway - all of the activity would have happened	0	0%
<b>Total</b>	<b>17</b>	<b>100%</b>

**Q5a. As a result of the Safe Routes to Schools Project, do you feel that pupils and their parents are more open to the option of the pupil walking and/or cycling to school? (Tick all that apply)**

	<b>No.</b>	<b>% of Responses</b>	<b>% of Champions (n = 17)</b>
No	0	0%	0%
Yes, as a direct result of their participation on organised events that were facilitated by the Sustrans project	15	54%	88%
Yes, as a direct result of the improvements to the nearby infrastructure e.g. flashing lights, road markings, speed restrictions, cycle sheds etc.	12	43%	71%
Don't know	1	4%	6%
<b>Total</b>	<b>28</b>	<b>100%</b>	



### Appendix I – Statistical Analysis

**Q6a. As a result of the Safe Routes to Schools Project, did pupils' awareness of road safety and the school journey improve?**

	No.	%
No	0	0%
Yes	16	94%
Don't know	1	6%
<b>Total</b>	<b>17</b>	<b>100%</b>

**Q7a. To what extent have the school's walking and cycling activities that were implemented during the Sustrans Safe Routes to School Project been sustained since Sustrans involvement ceased?**

	No.	%
Fully	2	12%
Partially	15	88%
Not at All	0	0%
<b>Total</b>	<b>17</b>	<b>100%</b>

**Q8a. Generally, if pupils usually travel to school by bus or by car, why is this? (Tick all that Apply)**

Reason	No.	% of Responses	% of Champions (n = 17)
The distance is too far for them to walk or cycle	17	37%	100%
The roads are not safe enough for them to walk or cycle to school	9	20%	53%
Other (Please state the other reason)	8	17%	47%
The pupil has to carry too many school books and other school related items	5	11%	29%
The pupil does not have good road safety awareness	3	7%	18%
There is no organised walking or cycling events that they can take part in	2	4%	12%
Because of 'Stranger Danger'	2	4%	12%
<b>Total</b>	<b>46</b>	<b>100%</b>	

**Q8b. Generally, if pupils usually travel to school by bus or by car, why is this? What is the most important reason?**

Reason	No.	%
The distance is too far for them to walk or cycle	10	63%
The roads are not safe enough for them to walk or cycle to school	3	19%
Other (Please state the other reason)	2	13%
The pupil has to carry too many school books and other school related items	1	6%
<b>Total</b>	<b>16</b>	<b>100%</b>

**Q9a. What more could be done (if anything) to encourage pupils to walk or cycle to school? (Tick all that apply)**

	No.	% of Responses	% of Champions (n = 17)
Have more safe crossing points (e.g. traffic lights or zebra crossing) on the routes to school	8	22%	47%
Introduce, or implement more, organised walking or cycling events that pupils could take part in	7	19%	41%
Creation or widening footpaths between where pupils live and the school	5	14%	29%
Have more on-road cycling training in schools	5	14%	29%
Have more road safety training in schools	4	11%	24%
Have more 'Lollypop Men and Women'	4	11%	24%
Other (Please state the other reasons)	3	8%	18%
<b>Total</b>	<b>36</b>	<b>100%</b>	

**Appendix I – Statistical Analysis**

**Q9b. What more could be done (if anything) to encourage pupils to walk or cycle to school? What is the most important reason?**

	No.	%
Have more safe crossing points (e.g. traffic lights or zebra crossing) on the routes to school	4	31%
Creation or widening footpaths between where pupils live and the school	2	15%
Have more on-road cycling training in schools	2	15%
Have more 'Lollypop Men and Women'	2	15%
Other (Please state the other reasons)	2	15%
Introduce, or implement more, organised walking or cycling events that pupils could take part in	1	8%
<b>Total</b>	<b>13</b>	<b>100%</b>

**Q10a. Overall, how satisfied were you with the Safe Routes to School Project?**

	No.	%
Very Satisfied	15	88%
Satisfied	2	12%
Dissatisfied	0	0%
Very Dissatisfied	0	0%
<b>Total</b>	<b>17</b>	<b>100%</b>

## Rural Safe Routes to Schools

<b>Primary School</b>	<b>Town</b>
St John's	Swatragh
Gracehill	Ballymena
Hezlett	Castlerock
Moneymore	Moneymore
Cloughmills	Cloughmills
St Mary's	Cushendall
Broadbridge	Eglinton
Ballinamallard	Ballinamallard
St Colmcille's	Claudy
St Patrick's	Castledearg
St Patrick's	Derrygonnelly
Templepatrick	Templepatrick
St Jarlath's	Blackwatertown
Killyleagh	Killyleagh
St Joseph's	Bessbrook
Killylea	Killylea
Kilbride	Doagh
St Mary's	Derrytrasna

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## **Annual Cycle Usage Report for Northern Ireland 2000 - 2010**

**Issue 01**



Roads Service Consultancy – Cycle Usage Report for Northern Ireland 2010

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## **Section 1 - EXECUTIVE SUMMARY**

The following report contains information on the average daily flow of cycles recorded at 34 locations throughout Northern Ireland over the eleven year period 2000 to 2010. It provides a comparison of data collected over different time scales. The first survey contains data from the months of May, June and September from the year 2000 until the year 2010, using 2000 as the Base Year for comparison.

The second survey contains data for a full year (or as close to a full year as is available) for the years 2003 – 2010, using 2003 as the Base Year for comparison. It should be noted that the figures do not give a comparative change over all years, but a comparison between each year and the Base Year.

The overall percentage change in cycle usage between each survey year and the base year has been calculated by comparing the Annual Daily Cycle Flows at 34 predefined locations throughout Northern Ireland. Where no data is available the most recent data is used for comparison purposes.

The annual percentage increases for each survey are as follows:-  
(NCN- National Cycle Network.)

**Table 1.1 – Annual Percentage Changes (Survey1 - May, June & September)**

Year	All Sites	NCN Sites	Belfast Sites
2000 - 2001	1.6%	5.1%	5.4%
2000 - 2002	-4.5%	-9.0%	12.7%
2000 - 2003	3.8%	2.8%	22.4%
2000 - 2004	20.0%	28.5%	54.2%
2000 - 2005	25.8%	31.4%	56.6%
2000 - 2006	26.3%	23.3%	57.7%
2000 - 2007	36.9%	37.1%	87.0%
2000 - 2008	56.7%	61.7%	115.9%
2000 - 2009	76.43%	94.5%	146.7%
2000 - 2010	79.0%	102.5%	152.5%

**Table 1.2 – Annual Percentage Changes (Survey 2 – Annual)**

Year	All Sites	NCN Sites	Belfast Sites
2003 - 2004	-2.9%	-8.0%	7.3%
2003 - 2005	16.0%	6.1%	24.9%
2003 - 2006	22.1%	18.5%	38.0%
2003 - 2007	21.9%	15.3%	44.0%
2003 - 2008	34.1%	26.5%	59.0%
2003 - 2009	36.4%	42.6%	81.5%
2003 - 2010	47.5%	55.1%	92.3%

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These figures show there has been a significant increase in cycling over the period of the survey (2000-2010).

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## **Section 2 - BACKGROUND TO THE CYCLE USAGE SURVEY**

The Northern Ireland Cycling Forum was established in November 1998 to develop a co-ordinated approach to increasing cycle use by bringing together the major organisations having an interest in cycling.

In June 1999 Roads Service commissioned a Cycle Usage Survey aimed at providing a representative sample of cycle usage across Northern Ireland to allow progress towards the targets established in the Northern Ireland Cycling Strategy to be monitored. The base year for the survey is the year 2000.

The Northern Ireland Cycling Strategy (NICS), targets are to: -

- Double the number of trips by cycle (on 2000 figures) by the end of 2005; and
- Quadruple the number of trips by cycle (on 2000 figures) by the end of 2015.

Cycle census sites were chosen across Northern Ireland to monitor progress towards these targets. These sites were identified using information provided by Roads Service Cycling Officers, Sustrans and other local interest groups, combined with guidance from the Department of Finance and Personnel Central Statistics and Research Branch.

Initially 45 sites were identified but ongoing technical problems at a number of sites (32 and 34) resulted in these being excluded from the survey, and a number of sites (site 35 to 45) were only installed in the latter part on 2007 and thus do not provide an acceptable amount of data to qualify for inclusion.

Between 2003 and 2007 ten new sites have been added and these are included in the Survey 2 section of the report, with the exception of sites 33 to 45 which are too new to provide acceptable data. These sites are monitored for a full year and thus provide a different dataset from Survey 1. The Base Year for this survey is 2003.

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### Section 3 – Site Location Details

Table 3.1 – Site Location Details

Site No.	NCN	Location	Site Type	Area
01	NCN	Lurgan Rd, Portadown	Segregated footway/cycleway	Urban
02	NCN	Marlborough House, Craigavon	Segregated footway/cycleway	Urban
03		Greystone Road Antrim	2 lane carriageway	Urban
04	NCN	Raceview Rd Broughshane	Cycle track	Rural
05	NCN	Lagan Towpath, Belfast	Shared use footway/cycleway	Rural
6a		Ormeau Bridge Carriageway, Belfast	4 lane carriageway	Urban
6b		Ormeau Bridge Footway, Belfast	Footway adjacent to c/way	Urban
7a		Botanic Ave Carriageway, Belfast	2 lane carriageway	Urban
7b		Botanic Ave Footway, Belfast	Footway adjacent to c/way	Urban
08		Hawthornden Way, Belfast	Shared use footway/cycleway	Urban
09		Royal Avenue, Belfast	2 lane carriageway	Urban
10	NCN	Stanmillis Embankment, Belfast	2 lane carriageway	Urban
11	NCN	M5 Foreshore, Belfast	Cycle track	Urban
12		Albertbridge Road, Belfast	Dual carriageway	Urban
13	NCN	Stranmillis Embankment, Belfast	Shared use footway/cycleway	Urban
14	NCN	Coleraine to Portstewart Cycle path	Cycle track	Rural
15		Sandholes Road, Cookstown	Shared use footway/cycleway	Rural
16	NCN	C570 Blackburn Pass, Scroggy Rd, Limavady	Shared use footway/cycleway	Rural
17		Abbey Street, Bangor	4 lane dual carriageway	Urban
18		Robinson Road, Bangor	2 lane carriageway	Urban
19	NCN	Gortin Road(The Grange)Omagh	Shared use footway/cycleway	Urban
20	NCN	Irvinestown Road, Enniskillen	Shared use footway/cycleway	Urban
21		Circular Rd, Newtownards	2 lane carriageway	Urban
22		Warrenpoint Rd, Newry	2 lane carriageway	Urban
23		Dundrum Rd, Newcastle	Shared use footway/cycleway	Urban
24		Derry Road, Strabane	2 lane carriageway	Urban
25		Money more Road, Magherafelt	2 lane carriageway	Urban
26	NCN	A5, Victoria Rd, Derry	Shared use footway/cycleway	Rural
27	NCN	Shore Road, Newtownabbey	Shared use footway/cycleway	Urban
28	NCN	Coast Rd Larne (Northbound)	2 lane carriageway	Rural
280	NCN	Coast Rd Larne (Southbound)	2 lane carriageway	Rural
29	NCN	Railway Path, Dungannon - Cycle Path	Shared use footway/cycleway	Urban
30	NCN	Cathedral Rd, Armagh	2 lane carriageway	Urban
31		Lurgan Rd, Banbridge	Segregated footway/cycleway	Urban
32	NCN	Foyle Embankment, Derry	Shared use footway/cycleway	Urban
33		A2, Culmore Rd, Derry	2 lane carriageway	Urban
34	NCN	Cycle Path Ecos Centre, Ballymena	Shared use footway/cycleway	Rural
35		Randalstown Rd, Antrim	2 lane carriageway	Urban
36		Six Mile water, Antrim	Shared use footway/cycleway	Rural
37		Millennium Bridge, Coleraine	Shared use footway/cycleway	Urban
38		Rose Gardens, Coleraine	2 lane carriageway	Urban
39		Railway Path, Bushmills	Shared use footway/cycleway	Rural
40		Portrush Promenade	Cycle track	Urban
41		Comber Greenaway, Belfast	Shared use footway/cycleway	Urban
42		Lagan towpath, @ Boat Club	Shared use footway/cycleway	Urban
43		Haulers Way, Stranmillis	Shared use footway/cycleway	Urban
44		Upper Arthur St, Belfast	Cycle track	Urban
45		B18 - Shore Road, Ballyronan	Cycle path/Car-park	Rural

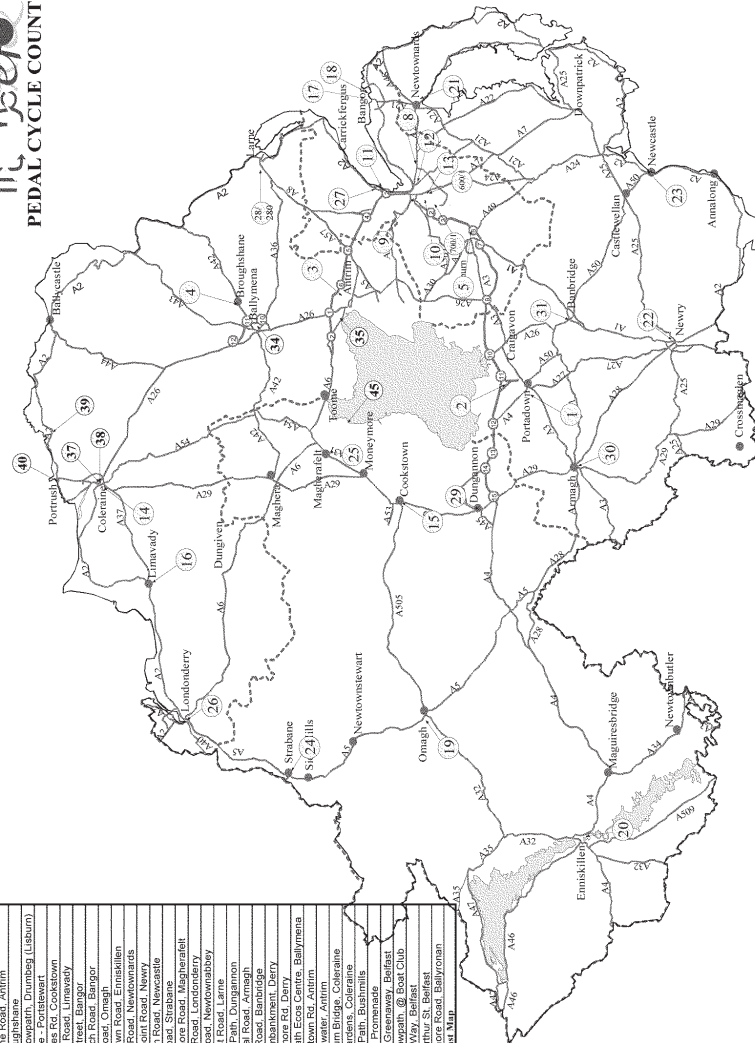


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Figure 3.2 – Cycle Counter Locations

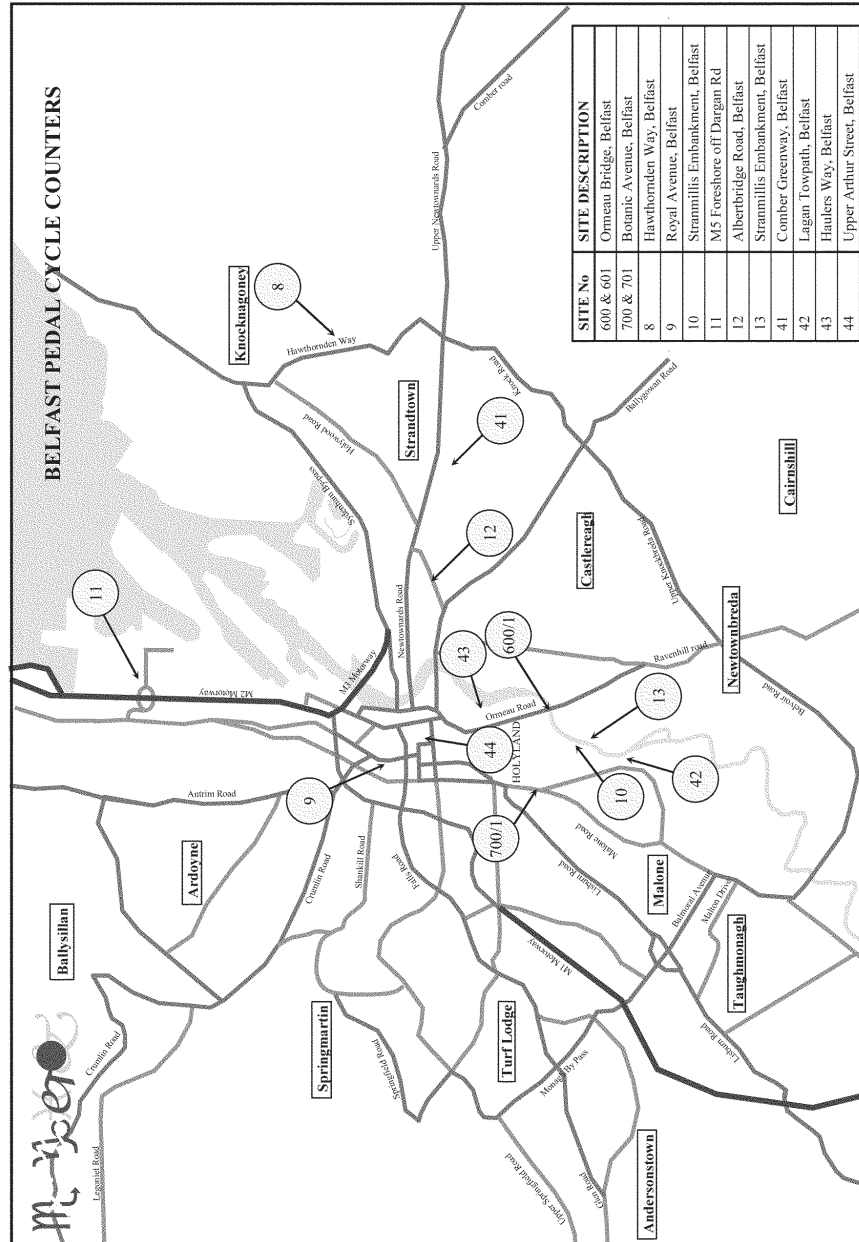
SITE No	SITE DESCRIPTION
1	Lurgan Road, Portadown
2	Manborough House, Craigavon
3	Crystone Road, Antrim
4	Portadown Road, Antrim
5	Lagan Towpath, Dumbag (Lisburn)
6	Portadown Road, Portadown
7	Sandohills Rd, Cookstown
8	Scoggy Road, Limavady
9	Scoggy Road, Limavady
10	Scoggy Road, Limavady
11	Scoggy Road, Limavady
12	Scoggy Road, Limavady
13	Scoggy Road, Limavady
14	Scoggy Road, Limavady
15	Scoggy Road, Limavady
16	Scoggy Road, Limavady
17	Scoggy Road, Limavady
18	Scoggy Road, Limavady
19	Gortin Road, Omagh
20	Ironstone Road, Enniskillen
21	Circular Road, Newdownards
22	Victoria Road, Newcastle
23	Chandrim Road, Newcastle
24	Derry Road, Strabane
25	Moneymore Road, Magherafelt
26	Victoria Road, Londonderry
27	Victoria Road, Londonderry
28	Victoria Road, Londonderry
29	Victoria Road, Londonderry
30	Railway Path, Dungannon
31	Cathedral Road, Armagh
32	Lurgan Road, Banbridge
33	Victoria Road, Banbridge
34	Cycle Path Ecos Centre, Ballymena
35	Randalstown Rd, Antrim
36	Six Mile water, Antrim
37	Millennium Bridge, Coleraine
38	Victoria Road, Banbridge
39	Railway Path, Ballymena
40	Portrush Promenade
41	Comber Greenway, Belfast
42	Lagan Towpath, Boat Club
43	Victoria Road, Belfast
44	Upper Antrim St, Belfast
45	B18 - Shore Road, Ballyronan
6-13, 41-44	See Belfast Map

**MLR**  
**PEDAL CYCLE COUNTERS**



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Figure 3.3 – Belfast Cycle Counter Locations



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#### **Section 4 - CYCLE USAGE STUDY METHODOLOGY**

The cycle usage survey uses data collected by automatic cycle counters located in carriageways, footways and cycle tracks at 47 locations throughout Northern Ireland.

The characteristics of cycle traffic are significantly different than those of motorised traffic. In particular, seasonal and weekly fluctuations in cycle use are considerably greater. To allow year on year comparisons to be made Roads Service adopted the methodology recommended by the Transport Research Laboratory. This methodology involves calculating average daily cycle flows based on data collected during a minimum period of 15 consecutive days between May and September excluding school holidays.

The Average Daily Cycle Flows (ADCF) given in the Survey 1 section of this report are therefore averages of the cycle flows recorded during May, June and September and the percentage increases in cycle use since 2000 given in Sections 5 - 9 are calculated from these figures.

The timing and the duration of the survey period at each site varied from site to site and from year to year during the monitoring period. Monitoring of the cycle sites started in 2000. At that time data was collected all year round at the 13 sites on the National Cycle Network and for short periods between May and September at the other sites. Since 2003 data has been collected all year round at all of the sites but to ensure that comparisons with the previous years are consistent the ADCF figures for all years are based on the May, June and September data.

The full years worth of data (January – December) has been used for the Survey 2 section of this report. This generates a different set of results and the percentage increases in cycle use each year since 2003, and can be seen in Sections 10 - 13.

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### **PHOTO 1: CYCLE COUNTER SITE BELFAST**

Photo 1 shows an example of an induction loop designed to count cycles. The counter is housed in the small grey pillar at the side of the footway and is powered by a battery.



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## **NOTES IN CONJUNCTION WITH SECTIONS 5 - 13**

In the following tables a number in superscript refers to the appropriate note below.

1. Survey 1 Average Daily Cycle Flow figures (ADCF) are based on counts during May, June and September lasting a minimum of 15 consecutive days.
2. \* in a table means no data available.
3. Change in cycle usage is the difference between the total cycles recorded and the base year total expressed as a percentage of the Base Year figure.
4. Past technical problems at sites 21, 27, 32 and 34 resulted in these sites being excluded from the statistical comparisons with base figures.
5. No reliable base year data was recorded at Sites 6b and 23. The 2001 data was used as a base figure.
6. Where no reliable data is available for the comparator year the most recent earlier year's figure is used.
7. An ADCF of 31 was recorded at Site 13 Stranmillis Embankment for 2005. This flow is low compared to previous years due to the disruption of the route through Botanic Gardens because of building work at Queen's PEC. The 2004 ADCF of 77 has been used in the 2005 comparison with the base year.
8. A number of sites have experienced technical issues intermittently during 2007: 6a, 14, 26 and 31. The sites provide between 9 and 6 months worth of data and have a detrimental effect on the 2007 figures of Survey 2.
9. These figures differ from the 2006 report, as more data from 2006 was available for sites 6a, 6b and 7b (Applies to Survey 2 only).



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**Section 5 - Survey 1 Data 2000 – 2010 (Survey 1 - May, June & September)**

**Table 5.1 – 2000 – 2010 Average Daily Cycle Flows & % Change in Cycle Usage**

Site No.	Location	2000 ADF	2001 ADF	00-01 ±%	2002 ADF	00-02 ±%	2003 ADF	00-03 ±%	2004 ADF	00-04 ±%	2005 ADF	00-05 ±%	2006 ADF	00-06 ±%	2007 ADF	00-07 ±%	2008 ADF	00-08 ±%	2009 ADF	00-09 ±%	2010 ADF	00-10 ±%
01	Lurgan Rd, Portadown	25	27	8.0	28	12.0	22	-12.0	35	40.0	38	52.0	33	32.0	35	40.0	33	32.0	40	+60.0	32	28
02	Marlborough House, Craigavon	42	42 <sup>a</sup>	0.0	18	-57.1	15	-64.3	31	-25.4	37	-11.9	44	4.8	50	19.0	55	31.0	57	+35.7	64	52.4
03	Greystone Road Antrim	10	12	20.0	11	10.0	12	20.0	18	80.0	12	20.0	14	40.0	15	50.0	24	140.0	13	+30.0	10	0
04	Recevier Rd Broughshane	29	29	0.0	28	-3.4	71	144.8	55	90.8	97	234.5	86	196.6	83	186.2	88	203.4	27	-6.9	29	0
05	Lagan Towpath, Belfast	66	78	18.2	65	-1.5	63	-4.5	84	27.8	93	40.9	98	48.5	71	7.6	112	69.7	206	211.4	216	227.3
6a	Ormeau Bridge Carrageeway, Belfast	74	80	8.1	86	16.2	87	17.6	88	19.4	94	27.0	95	28.4	96	29.7	94	27.0	119	60.8	119	60.8
6b	Ormeau Ave Carrageeway, Belfast	87	87	0.0	116	33.3	131	50.6	180	106.5	191	119.5	198	127.6	225	158.6	252	189.7	252	189.7	252	189.7
7a	Botanic Ave Carrageeway, Belfast	55	43	-21.8	48	-12.7	54	-1.8	58	5.5	56	1.8	85	54.5	95	72.7	108	96.4	70	26.7	73	32.7
7b	Botanic Ave Footway, Belfast	15	19	26.7	19	26.7	28	86.7	33	122.2	23	53.3	17	13.3	40	166.7	40	166.7	40	166.7	40	166.7
08	Hawthorneden Way, Belfast	11	11	0.0	11	0.0	11	0.0	11	0.0	10	-9.1	13	18.2	11	0.0	16	45.5	16	42.4	13	18.2
09	Royal Avenue, Belfast	29	24	-17.2	25	-13.8	29	0.0	24	-17.2	31	6.9	38	31.0	25	-13.8	29	0.0	64	120.7	53	82.8
10	Stannmills Embankment, Belfast	141	180	27.7	150	6.4	194	37.6	261	85.1	274	94.3	263	86.5	350	148.2	375	166.0	458	224.6	460	226.2
11	M5 Foreshore, Belfast	104	117	12.5	96	-7.7	105	1.0	150	43.8	133	27.9	147	41.3	139	33.7	203	95.2	213	104.5	221	112.5
12	Albertbridge Road, Belfast	55	55 <sup>b</sup>	0.0	90	63.6	58	5.5	66	20.6	73	32.7	91	65.5	104	89.1	112	103.6	181	228.5	194	252.7
13	Stranmillis Embankment, Belfast	44	32	-27.3	52	18.2	56	27.3	77	75.0	77 <sup>b</sup>	75.0	23	-47.7	65	47.7	99	125.0	107	142.4	128	190.9
14	Coleraine to Portstewart Cycle path	45	45	0.0	33	-26.7	34	-24.4	35	-22.2	30	0.0	31	-31.1	27 <sup>b</sup>	-40.0	16	-64.4	32	-28.9	29	-35.5
15	Sanchales Road, Cookstown	3	3	0.0	4	33.3	5	66.7	8	166.7	4	33.3	5	66.7	4	33.3	5	66.7	2	-33.3	4	33.3
16	Backburn Pass, Scroggy Rd, Limavady	63	63 <sup>b</sup>	0.0	39	-38.1	43	-31.7	27	-57.1	43	-31.7	27	-57.1	27 <sup>b</sup>	-57.1	32	-49.2	28	-55.6	33	47.68
17	Abbey Street, Bangor	46	47	2.2	23	-50.0	38	-17.4	37	-20.3	33	-28.3	35	-23.9	26	-43.5	38	-17.4	72	56.5	75	84.8
18	Robinson Road, Bangor	37	12	-67.6	11	-70.3	13	-64.9	16	-55.9	14	-62.2	12	-67.6	3	-91.9	4	-89.2	4	-90.5	8	-78.4
19	Gortin Road (The Grange) Omagh	40	38	-5.0	33	-17.5	73	82.5	53	33.3	51	27.5	57	42.5	46	15.0	55	37.5	46	+15.0	46	15
20	Ivinstown Road, Ernskillen	15	16	6.7	12	-20.0	12	-20.0	17	15.6	16	6.7	15	0.0	18	20.0	21	40.0	23	+53.3	25	66.7

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Site No.	Location	2000 ADCF	2001 ADCF	2001 ±%	2002 ADCF	2002 ±%	2003 ADCF	2003 ±%	2004 ADCF	2004 ±%	2005 ADCF	2005 ±%	2006 ADCF	2006 ±%	2007 ADCF	2007 ±%	2008 ADCF	2008 ±%	2009 ADCF	2009 ±%	2010 ADCF	2010 ±%
21	Circular Rd, Newtownards	*	*	*	*	*	*	*	*	*	*	*	*	*	8	11	*	*	*	*	11	*
22	Warrenpoint Rd, Newry	28	28 <sup>5</sup>	0.0	28 <sup>5</sup>	0.0	28 <sup>5</sup>	0.0	15	-46.4	16	-42.9	19	-32.1	33	17.9	26	-7.1	22	-21.4	25	-10.7
23	Dundrum Rd, Newcastle	76	76	0.0	63	-17.1	55	-27.6	60	-21.5	65	-14.5	64	-15.8	57	-25.0	58	-23.7	62	-18.4	61	-19.7
24	Derry Road, Strabane	8	9	12.5	26	225.0	18	125.0	8	-4.2	10	25.0	20	150.0	22	175.0	19	137.5	15	+87.5	23	187.5
25	Moneymore Road, Magherafelt	8	7	-12.5	7	-12.5	3	-62.5	6	-20.8	7	-12.5	3	-62.5	5	-37.5	5	-37.5	2	-75.0	2	-75
26	A5, Victoria Rd, Derry	28	23	-17.9	18	-35.7	12	-57.1	17	-40.5	14	-50.0	18	-35.7	14 <sup>5</sup>	-50.0	14	-50.0	10	-64.3	17	-39.3
27	Shore Road, Newtownabbey	*	*	*	*	*	*	*	*	*	*	*	*	*	55	74	*	*	145	*	113	*
28	A2 Coast Rd Larne (Northbound)	7	8	14.3	10	42.9	10	42.9	10	38.1	11	57.1	10	42.9	11	57.1	18	157.1	19	171.4	15	114.3
280	A2 Coast Rd Larne (Southbound)	*	*	*	*	*	*	*	*	*	*	*	18	*	15	*	16	*	21	*	20	*
29	Railway Path, Dungannon - Cycle Path	19	20	5.3	22	15.8	15	-21.1	28	45.6	19	0.0	14	-26.3	19	0.0	15	-21.1	17	-11.1	16	15.8
30	Cathedral Rd, Armagh	15 <sup>5</sup>	15	0.0	23	53.3	21	40.0	16	6.7	26	73.3	28	86.7	26	73.3	25	66.7	23	+53.3	23	53.3
31	Lurgan Rd, Banbridge	53 <sup>5</sup>	53	0.0	26	-50.9	11	-79.2	10	-81.1	10	-81.1	11	-79.2	7 <sup>5</sup>	-86.8	12	-77.4	12	-77.4	9	-83.0
32	Foyle Embankment, Derry	*	*	*	*	*	*	*	*	*	*	*	61	*	*	*	*	*	80	*	79	*
33	A2, Culmore Rd, Derry	*	*	*	*	*	*	*	*	*	*	*	14	*	11	*	10	*	8	*	13	*
34	Cycle Path Ecos Centre, Ballymena	*	*	*	*	*	*	*	*	*	*	*	15	*	6	*	*	*	18	*	14	*
35	Randalstown Rd, Antrim	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	48	*	*	*
36	Six Mile water, Antrim	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	47	*	*	*
37	Millennium Bridge, Coleraine	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	155	*	171	*
38	Rose Gardens, Coleraine	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	87	*	101	*
39	Railway Path, Bushmills	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	25	*	38	*
40	Portrush Promenade	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	57	*	85	*
41	Comber Greenway, Belfast	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	249	*	319	*
42	Lagan towpath, @ Boat Club	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	339	*	377	*
43	Haulers Way, Stranmillis	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
44	Arthur St, Belfast	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
45	B18 - Shore Road, Ballyronan	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Sites 280, 32 and 34 to 45 are relatively new sites and are not included in the calculations as they have not been active long enough to be able to accurately assess any trends.

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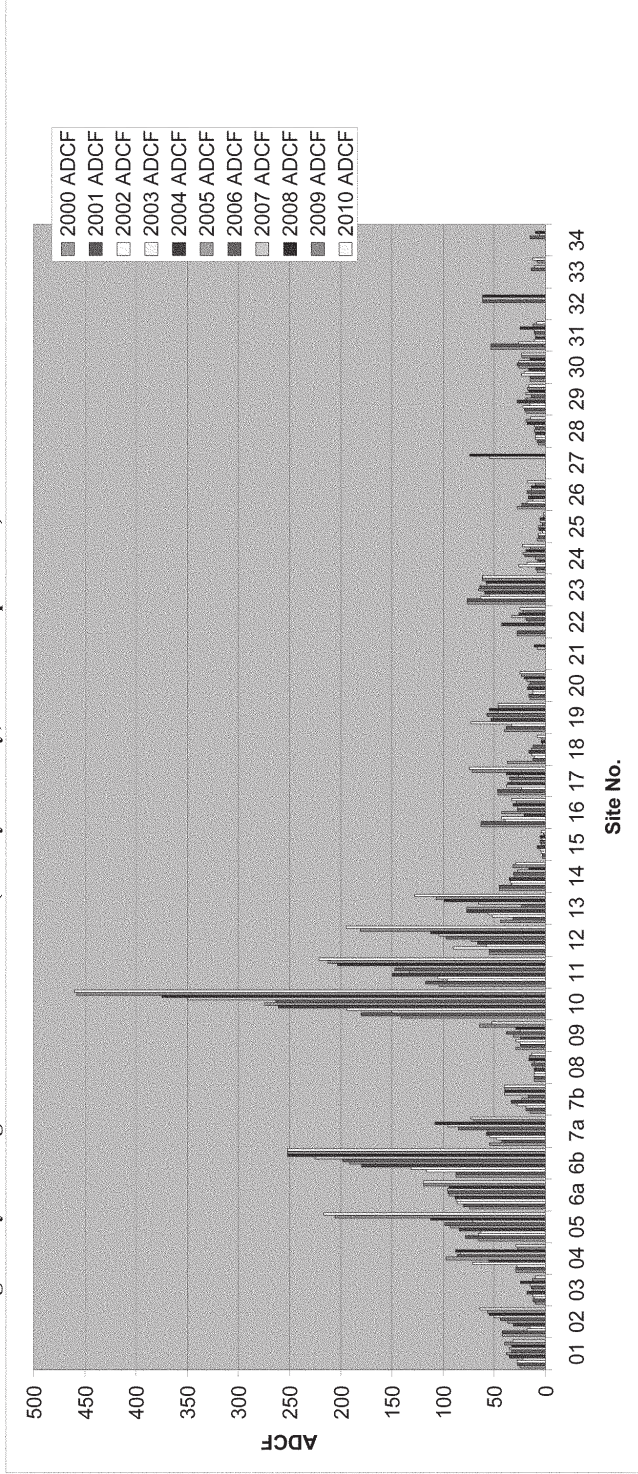
**Section 6 – CHANGE IN CYCLE USAGE 2000 – 2010 (Survey 1)**

**Table 6.1 – Change in Cycle Usage 2000-2010 All Sites  
(Survey 1 – May, June & September)**

<b>Base Year</b>	<b>Comparator Year</b>	<b>% Difference</b>
2000	2001	1.6%
2000	2002	-4.5%
2000	2003	3.8%
2000	2004	20%
2000	2005	25.8%
2000	2006	26.3%
2000	2007	36.9%
2000	2008	56.7%
2000	2009	76.4%
2000	2010	79.0%

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**Chart 6.2 – Change in Cycle Usage 2000-2010 All Sites (Survey 1 – May, June & September)**



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**Section 7 – NATIONAL CYCLE NETWORK SITES 2000 – 2010 (Survey 1 – May, June & September)**

**Table 7.1 – 2000-2010 Average Daily Cycle Flows & % Change in Cycle Usage of NCN Sites (Survey 1 - May, June & September)**

Site No.	Location	2000 ADCF	2001 ADCF	2001 ±%	2002 ADCF	2002 ±%	2003 ADCF	2003 ±%	2004 ADCF	2004 ±%	2005 ADCF	2005 ±%	2006 ADCF	2006 ±%	2007 ADCF	2007 ±%	2008 ADCF	2008 ±%	2009 ADCF	2009 ±%	2010 ADCF	2010 ±%
01	Lurgan Rd, Portadown	25	27	8.0	28	12.0	22	-12.0	35	40.0	38	52.0	33	32.0	35	40.0	33	40	+60.0	32	28	
02	Marlborough House, Craigavon	42	42	0.0	18	-57.1	15	-64.3	31	-26.2	37	-11.9	44	4.8	50	19.0	55	31.0	57	+35.7	64	52.1
05	Lagan Towpath, Belfast	66	78	18.2	65	-1.5	63	-4.5	84	27.3	93	40.9	98	86.5	350	148.2	375	166.0	458	224.6	460	226.2
10	Stammillis Embankment, Belfast	141	180	27.7	150	6.4	194	37.6	261	85.1	274	94.3	263	86.5	139	33.7	203	95.2	213	104.5	221	112.5
11	M5 Foreshore, Belfast	104	117	12.5	96	-7.7	105	1.0	150	44.2	133	27.9	147	41.3	65	47.7	99	125.0	107	142.4	128	190.9
13	Stammillis Embankment, Belfast	44	32	-27.3	52	18.2	56	27.3	77	75.0	77	75.0	23	-47.7	27	-40.0	16	-64.4	32	-28.9	29	-35.6
14	Coleraine to Portstewart Cycle path	45	45	0.0	33	-26.7	34	-24.4	35	-22.2	30	-33.3	31	-31.1	27	-57.1	32	-49.2	28	-33.3	33	-47.6
16	C570 Beckburn Pass, Scroggy Rd, Limavady	63	39	-38.1	39	-38.1	43	-31.7	27	-57.1	43	-31.7	27	-57.1	27 <sup>a</sup>		46	15.0	46	+15.0	46	15.0
19	Gortin Road (The Grange) Omagh	40	38	-5.0	33	-17.5	73	82.5	53	32.5	51	27.5	57	42.5	18	20.0	21	40.0	23	+53.3	25	66.7
20	Iviness town Road, Emniskillen	15	16	6.7	12	-20.0	12	-20.0	17	13.3	16	6.7	15	0.0	14	-50.0	14	-50.0	10	-64.3	17	-39.3
26	A5, Victoria Rd, Derry	28	23	-17.9	18	-35.7	12	-57.1	17	-38.1	14	-50.0	18	-35.7	14	-50.0	14	-50.0	10	-64.3	17	-39.3
29	Railway Path, Dungannon - Cycle Path	19	20	5.3	22	15.8	15	-21.1	28	47.4	19	0.0	14	-26.3	19	0.0	16	-15.8	17	-11.1	16	-15.8
30	Cathedral Rd, Armagh	15	23	53.3	22	46.7	21	40.0	16	6.7	26	73.3	28	86.7	26	73.3	15	0.0	23	+53.3	23	53.3

Sites 4 and 28/280 are also NCN sites, but are not included here as there is not enough data for comparison.



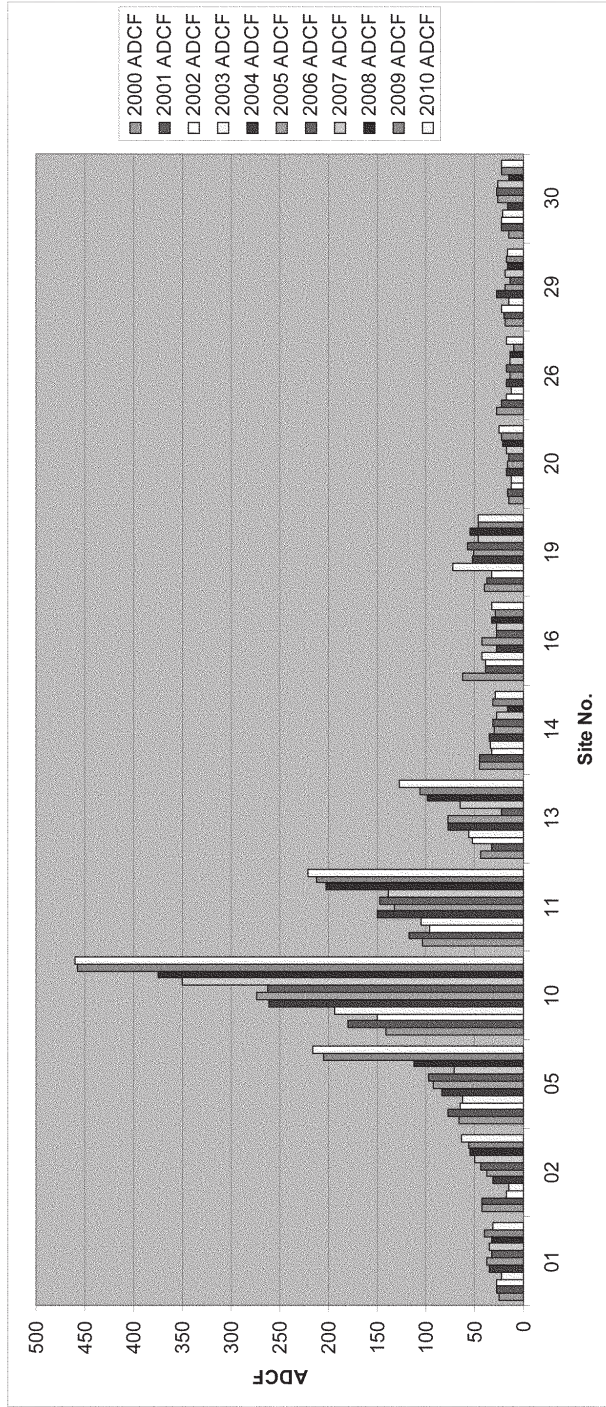
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**Table 7.2 – Change in Cycle Usage 2000 – 2010 NCN Sites  
(Survey 1 - May, June & September)**

<b>Base Year</b>	<b>Comparator Year</b>	<b>% Change</b>
2000	2001	5.1%
2000	2002	-9.0%
2000	2003	2.8%
2000	2004	28.5%
2000	2005	31.4%
2000	2006	23.3%
2000	2007	37.1%
2000	2008	61.7%
2000	2009	94.5%
2000	2010	102.5%

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**Chart 7.3 - Change in Usage 2000 - 2010 NCN Sites (Survey 1 – May, June & September)**



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**Section 8 - BELFAST CYCLE USAGE 2000 – 2010 (Survey 1 – May, June & September)**

**Table 8.1 – 2000 – 2010 Average Daily Cycle Flows & % Change in Cycle Usage Belfast Sites (Survey 1 – May, June & September)**

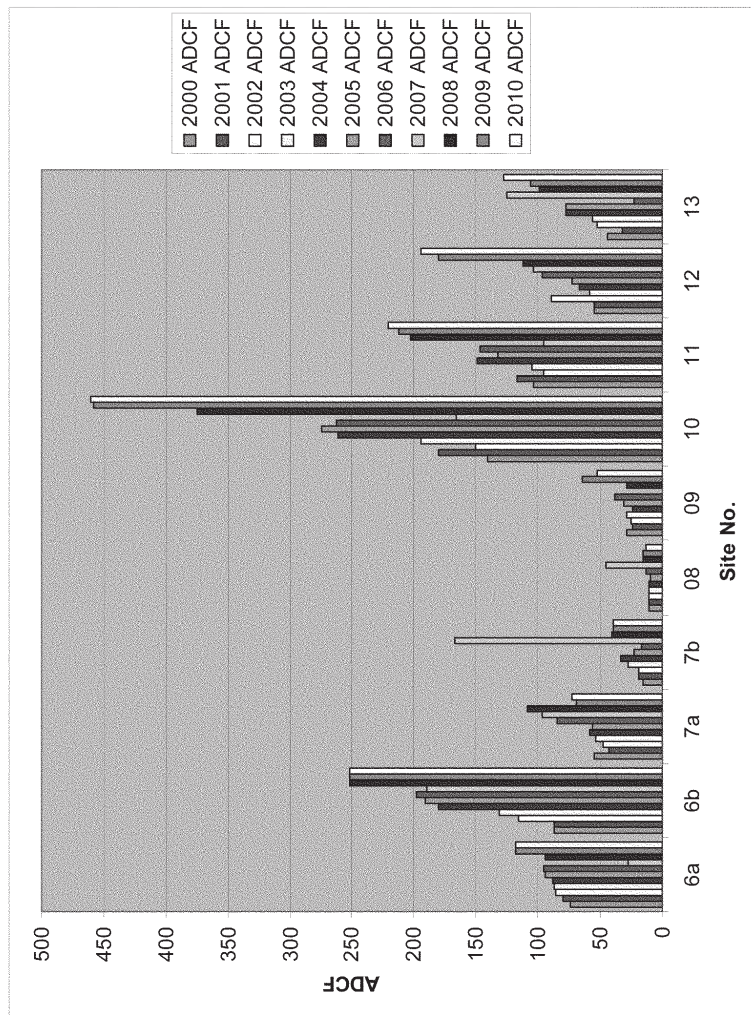
Site No.	Site Location	2000 ADCF	2001 ADCF	00-01 %	2002 ADCF	00-02 %	2003 ADCF	00-03 %	2004 ADCF	00-04 %	2005 ADCF	00-05 %	2006 ADCF	00-06 %	2007 ADCF	00-07 %	2008 ADCF	00-08 %	2009 ADCF	00-09 %	2010 ADCF	00-10 %
6a	Ormeau Bridge Carrageeway, Belfast	74	80	8.1	86	16.2	87	17.6	88	19.4	94	27.0	95	28.4	96	29.7	94	27.0	119	60.4	119	60.8
6b	Ormeau Bridge Footway, Belfast	87 <sup>a</sup>	87	0.0	116	33.3	131	50.6	180	106.5	191	119.5	198	127.6	225	158.6	252	189.7	252	189.7	252	189.7
7a	Botanic Ave Carrageeway, Belfast	55	43	-21.8	48	-12.7	54	-1.8	58	5.5	56	1.8	85	54.5	95	72.7	108	96.4	70	26.7	73	32.7
7b	Botanic Ave Footway, Belfast	15	19	26.7	19	26.7	28	86.7	33	122.2	23	53.3	17	13.3	40	166.7	40	166.7	40	166.7	40	166.7
08	Hawthorn Den Way, Belfast	11	11	0.0	11	0.0	11	0.0	11	0.0	10	-9.1	13	18.2	11	0.0	16	45.5	16	42.4	13	18.2
09	Royal Avenue, Belfast	29	24	-17.2	25	-13.8	29	0.0	24	-17.2	31	6.9	38	31.0	25	-13.8	29	0.0	64	120.7	53	82.8
10	Stranmillis Embankment, Belfast	141	180	27.7	150	6.4	194	37.6	261	85.1	274	94.3	263	86.5	350	146.2	375	166.0	458	224.6	460	226.2
11	M5 Foreshore, Belfast	104	117	12.5	96	-7.7	105	1.0	150	43.8	133	27.9	147	41.3	139	33.7	203	95.2	213	104.5	221	112.5
12	Albertbridge Road, Belfast	55	55	0.0	90	63.6	58	5.5	66	20.6	73	32.7	97	76.4	104	89.1	112	103.6	181	228.5	194	252.7
13	Stranmillis Embankment, Belfast	44	32	-27.3	52	18.2	56	27.3	77	75.0	77	75.0	23	-47.7	65	47.7	99	125.0	107	142.4	128	190.9

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**Table 8.2 – Change in Cycle Usage Belfast Sites 2000 - 2010  
(Survey 1 – May, June & September)**

<b>Base Year</b>	<b>Comparator Year</b>	<b>% Change</b>
2000	2001	5.4%
2000	2002	12.7%
2000	2003	22.4%
2000	2004	54.2%
2000	2005	56.4%
2000	2006	58.7%
2000	2007	87.0%
2000	2008	115.9%
2000	2009	146.7%
2000	2010	152.5%

**Chart 8.3 – Change in Usage 2000 – 2010 Belfast Sites (Survey 1 - May, June & September)**





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**Section 9 - TREND ANALYSIS (Survey 1)**

**Table 9.1 – Summary of Percentage Changes in Cycle Flow 2000 – 2010  
(Survey1 - May, June & September)**

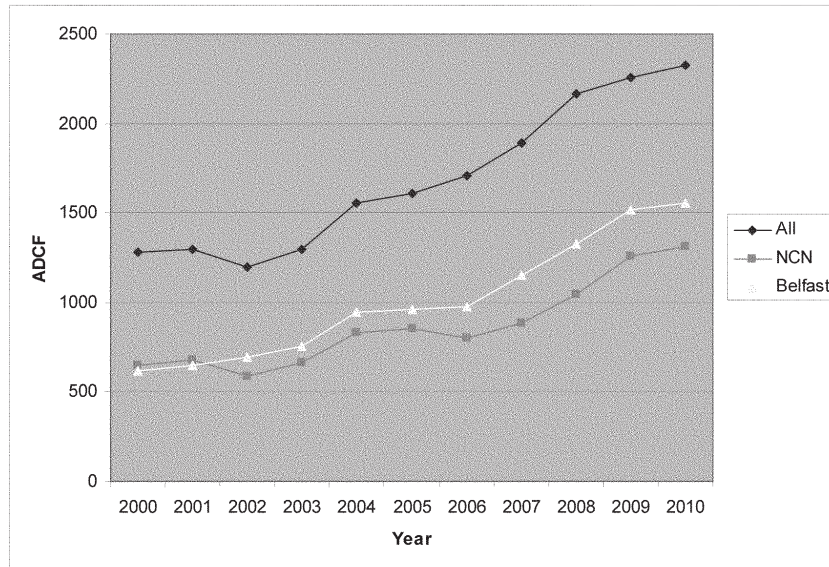
<b>Year</b>	<b>All Sites</b>	<b>NCN Sites</b>	<b>Belfast Sites</b>
2000 - 2001	1.6%	5.1%	5.4%
2000 - 2002	-4.5%	-9.0%	12.7%
2000 - 2003	3.8%	2.8%	22.4%
2000 - 2004	20.0%	28.5%	54.2%
2000 - 2005	25.8%	31.4%	56.6%
2000 - 2006	26.3%	23.3%	57.7%
2000 - 2007	36.9%	37.1%	87.0%
2000 - 2008	56.7%	61.7%	115.9%
2000 - 2009	76.4%	94.5%	146.7%
2000 - 2010	79.0%	102.5%	152.5%

**Table 9.2 – Total Rainfall Figures (mm) 2000 – 2010 (Survey1 - May, June & September Data)**

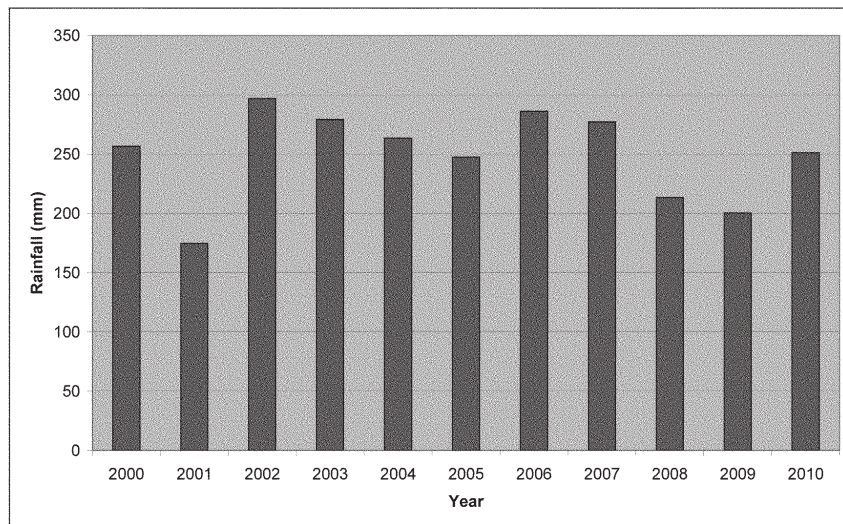
<b>Year</b>	<b>Total Rainfall (May, June &amp; September)</b>
2000	256.6 mm
2001	174.6 mm
2002	296.8 mm
2003	279.3 mm
2004	263.4 mm
2005	247.5 mm
2006	286.2 mm
2007	277.4 mm
2008	213.2 mm
2009	200.4 mm
2010	251.3 mm

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**Chart 9.3 – Cycle Flows 2000-2010 (Survey 1)**



**Chart 9.4 - Total Rainfall for May, June & September (mm) from 2000 - 2010**



Rainfall figures Collected by the Meteorological Office and available at:  
[http://www.metoffice.gov.uk/climate/uk/datasets/Rainfall/date/Northern\\_Ireland.txt](http://www.metoffice.gov.uk/climate/uk/datasets/Rainfall/date/Northern_Ireland.txt)

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**Section 10 - SURVEY 2 DATA 2003 – 2010 (Annual)**  
**Table 10.1 – 2003 – 2010 Average Daily Cycle Flows & % Change in Cycle Usage. All Sites (Survey 2 - Annual)**

Site	Location	2003 ADCF	2004 ADCF ±%	2005 ADCF ±%	2006 ADCF ±%	2007 ADCF ±%	2008 ADCF ±%	2009 ADCF ±%	2010 ADCF ±%	03-10 ±%						
01	Lurgan Rd, Portadown	22	27	22.7	41	86.4	25	13.6	26	19.7	23	4.5				
02	Marlborough House, Craigavon	23	26	13.0	31	34.8	38	65.2	42	82.6	37	60.9	45	95.7		
03	Greystone Road Antrim	12	9	-25.0	12	0.0	5	-58.3	13	8.3	21	-11.1	8	-33.3		
04	Raceview Rd Broughshane	57	67	17.5	90	57.9	84	47.4	73	28.1	80	40.4	25	-56.3		
05	Lagan Towpath, Belfast	74	60	-18.9	70	-5.4	80	8.1	63	-14.9	93	25.7	117	57.4	131	77.0
6a	Ormeau Bridge Carriageway, Belfast	66	72	9.1	86	30.3	79 <sup>8</sup>	19.7	77 <sup>8</sup>	16.7	79	19.7	105	59.7	103	56.1
6b	Ormeau Bridge Footway, Belfast	119	145	21.8	177	48.7	153 <sup>9</sup>	28.6	199	67.2	223	87.4	223	87.7	223	87.4
7a	Botanic Ave Carriageway, Belfast	47	47	0.0	49	4.3	84	78.7	87	85.1	96	104.3	71	51.6	61	29.8
7b	Botanic Ave Footway, Belfast	26	25	-3.8	32	23.1	33 <sup>9</sup>	26.9	35	34.6	36	38.5	36	38.5	36	38.5
08	Hawthorneden Way, Belfast	8	8	0.0	9	12.5	10	25.0	9	12.5	12	50.0	10	28.4	10	25.0
09	Royal Avenue, Belfast	20	29	45.0	40	100.0	38	90.0	24	20.0	25	25.0	48	138.8	50	150.0
10	Stannillis Embankment, Belfast	177	163	-7.9	218	23.2	255	44.1	251	41.8	259	46.3	307	73.2	359	102.8
11	M5 Foreshore, Belfast	86	94	9.3	102	18.6	138	60.5	111	29.1	125	45.3	155	80.4	150	74.4
12	Alberbridge Road, Belfast	48	61	27.1	65	35.4	83	72.9	92	91.7	97	102.1	138	188.4	155	222.9
13	Stranmillis Embankment, Belfast	50	50	0.0	50	0.0	20	-60.0	47	-6.0	77	54.0	80	60.0	97	94.0
14	Coleraine to Portstewart Cycle path	31	25	-19.4	24	-22.6	20	-35.5	24	-22.6	15	-51.6	24	-22.0	24	-22.6
15	Sandholes Road, Cookstown	5	7	40.0	4	-20.0	2	-60.0	4	-20.0	3	-40.0	1	-83.3	2	-60.0
16	Backburn Pass, Scroggy Rd, Limavady	43	31	-27.9	33	-23.3	31	-27.9	31 <sup>6</sup>	-27.9	32	-25.6	23	-45.6	26	-39.5
17	Abbey Street, Bangor	35	32	-8.6	39	11.4	37	5.7	25	-28.6	34	-2.9	55	57.7	72	105.7
18	Robinson Road, Bangor	9	10	11.1	16	77.8	12	33.3	2	-77.8	4	-55.6	2	-75.3	5	-44.4
19	Gorfin Road(The Grange)Omagh	29	43	48.3	42	44.8	42	44.8	38	31.0	42	44.8	37	26.7	34	17.2
20	Irvinestown Road,Enniskillen	11	4	-63.6	13	18.2	14	27.3	14	27.3	17	54.5	18	62.1	18	63.6

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Site	Location	2003 ADCF	2004 ADCF	2004 ±%	2005 ADCF	2005 ±%	2006 ADCF	2006 ±%	2007 ADCF	2007 ±%	2008 ADCF	2008 ±%	2009 ADCF	2009 ±%	2010 ADCF	2010 ±%
21	Circular Rd, Newtownards	*	*	*	*	*	*	*	8	*	11	*	*	*	11	*
22	Warrenpoint Rd, Newry	9	10	11.1	14	55.6	19	111.1	24	166.7	21	133.3	18	100	19	111.1
23	Dundrum Rd, Newcastle	87	52	-40.2	56	-35.6	57	-34.5	49	-43.7	48	-44.8	43	-50.6	46	-47.1
24	Derry Road, Strabane	14	6	-57.1	9	-35.7	17	21.4	18	28.6	17	21.4	15	6.5	20	42.9
25	Money more Road, Magherafelt	2	5	150.0	5	150.0	1	-50.0	5	150.0	4	100.0	1	-37.5	1	-50%
26	A5, Victoria Rd, Derry	30	10	-66.7	12	-60.0	17	-43.3	9 <sup>8</sup>	-70.0	10	-66.7	10	-65.7	16	-46.7
27	Shore Road, Newtownabbey	*	*	*	*	*	*	*	41	*	50	*	*	*	71	*
28	Coast Rd Larne	8	7	-12.5	8	0.0	12	50.0	9	12.5	13	62.5	14	70.8	14	75.0
280	Coast Rd Larne (Southbound)	*	*	*	*	*	13	*	14	*	14	*	*	*	17	*
29	Railway Path, Dungannon - Cycle Path	13	22	69.2	15	15.4	10	-23.1	15	15.4	11	-15.4	14	9.0	12	-7.7
30	Cathedral Rd, Armagh	31	26	-16.1	31	0.0	26	-16.1	22	-29.0	24	-22.6	23	-25.8	20	-35.5
31	Lurgan Rd, Banbridge	12	9	-25.0	12	0.0	11	-8.3	11 <sup>8</sup>	-8.3	20	66.7	9	-27.8	5	-58.3
32	Foyle Embankment, Derry	41	27	-34.1	39	-4.9	67	63.4	67 <sup>8</sup>	63.4	67 <sup>8</sup>	63.4	*	74.6	71	73.2
33	A2, Culmore Rd, Derry	*	9	*	14	*	16	*	10	*	9	*	*	*	10	*
34	Cycle Path Ecos Centre, Ballymena	*	*	*	1	*	11	*	5	*	*	*	*	*	12	*
35	Randalstown Rd, Antrim	*	*	*	*	*	*	*	*	*	*	*	35	*	*	*
36	Six Mile water, Antrim	*	*	*	*	*	*	*	*	*	*	*	27	*	*	*
37	Millennium Bridge, Coleraine	*	*	*	*	*	*	*	*	*	*	*	134	*	130	*
38	Rose Gardens, Coleraine	*	*	*	*	*	*	*	*	*	*	*	72	*	71	*
39	Railway Path, Bushmills	*	*	*	*	*	*	*	*	*	*	*	27	*	32	*
40	Portrush Promenade	*	*	*	*	*	*	*	*	*	*	*	55	*	50	*
41	Comber Greenway, Belfast	*	*	*	*	*	*	*	*	*	*	*	224	*	198	*
42	Lagan towpath, @ Boat Club	*	*	*	*	*	*	*	*	*	*	*	265	*	256	*
43	Haulers Way, Stranmillis	*	*	*	*	*	*	*	*	*	*	*	417	*	455	*
44	Arthur St, Belfast	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
45	B18 - Shore Road, Ballyroan	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Sites 280, 32 and 34 to 45 are relatively new sites and not included in the calculations as they have not been active long enough to be able to accurately assess any trends.

Roads Service Consultancy – Cycle Usage Report for Northern Ireland 2010

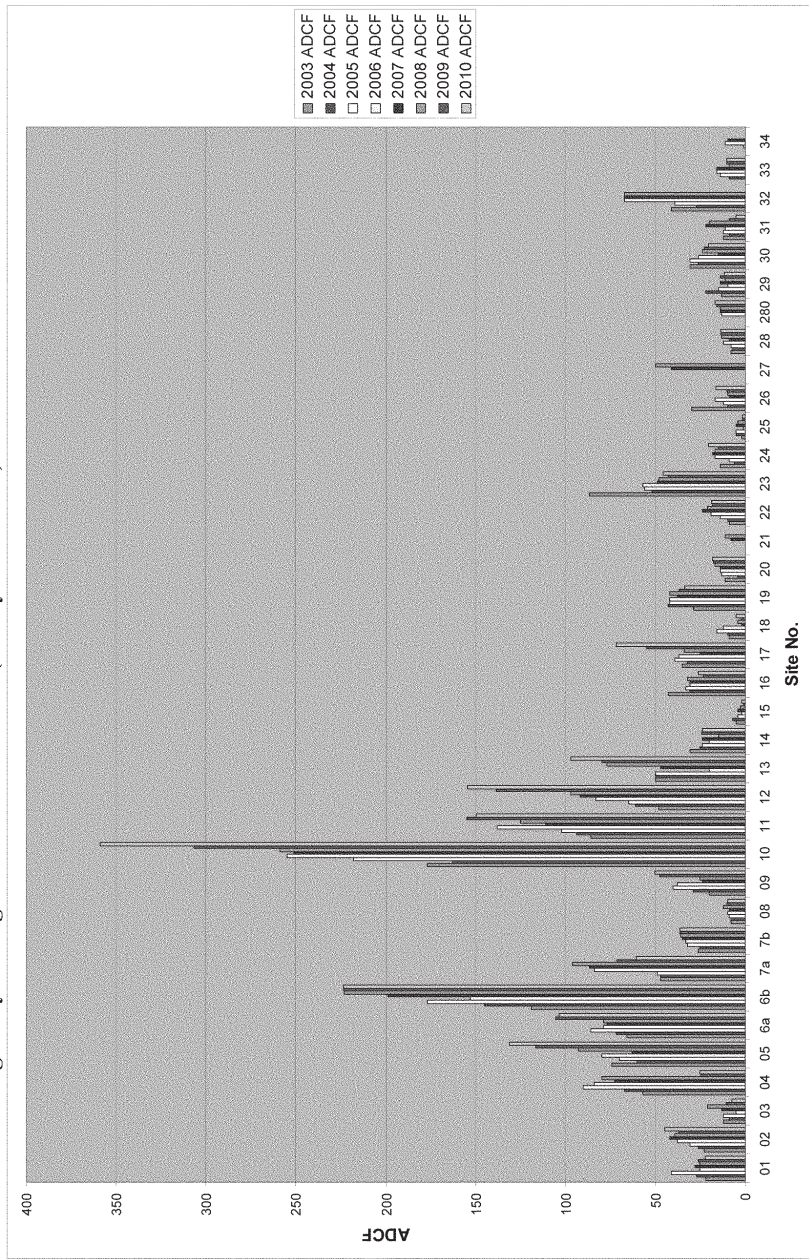
**Table 10.2 – Change in Cycle Usage 2003 – 2010 All Sites (Survey 2 - Annual)**

<b>Base Year</b>	<b>Comparator Year</b>	<b>Change %</b>
2003	2004	-2.9%
2003	2005	16.0%
2003	2006	22.1%
2003	2007	21.9%
2003	2008	34.1%
2003	2009	36.4%
2003	2010	47.5%



Roads Service Consultancy – Cycle Usage Report for Northern Ireland 2010

**Chart 10.3 – Change in cycle usage 2003 – 2010 All Sites (Survey 2 – Annual)**



**Section 11 – NATIONAL CYCLE NETWORK SITES 2003 – 2010 (Survey 2 - Annual Survey)**

**Table 11.1 - 2003 – 2010 Average Daily Cycle Flows & % Change in Cycle Usage, NCN Sites (Survey 2 - Annual)**

Site	Location	2003 ADCF	2004 ADCF	03-04 ±%	2005 ADCF	03-05 ±%	2006 ADCF	03-06 ±%	2007 ADCF	03-07 ±%	2008 ADCF	03-08 ±%	2009 ADCF	03-09 ±%	2010 ADCF	03-10 ±%
01	Lurgan Rd, Portadown	22	27	22.7	41	86.4	25	13.6	28	27.3	25	13.6	26	19.7	23	4.5
02	Mariborough House, Craigavon	23	26	13.0	31	34.8	38	65.2	42	82.6	39	69.6	37	60.9	45	95.7
05	Lagan Towpath, Belfast	74	60	-18.9	70	-5.4	80	8.1	63	-14.9	93	25.7	117	57.4	131	77.0
10	Stannillis Embankment, Belfast	177	163	-7.9	218	23.2	255	44.1	251	41.8	259	46.3	307	73.2	359	102.8
11	M5 Foreshore, Belfast	86	94	9.3	102	18.6	138	60.5	111	29.1	125	45.3	155	80.4	150	74.4
13	Stranmillis Embankment, Belfast	50	50	0.0	30	-40.0	20	-60.0	47	-6.0	77	54.0	80	60.0	97	94.0
14	Coleraine to Portstewart Cycle path	31	25	-19.4	24	-22.6	20	-35.5	24 <sup>8</sup>	-22.6	15	-51.6	24	-22.0	24	-22.6
16	Backburn Pass, Scroggy Rd, Limavady	43	31	-27.9	33	-23.3	31	-27.9	31 <sup>6</sup>	-27.9	32	-25.6	23	-45.6	26	-39.5
19	Gortin Road(The Grange)Omagh	29	43	48.3	42	44.8	42	44.8	38	31.0	42	44.8	37	26.7	34	17.2
20	Irvinstown Road,Enniskillen	11	4	-63.6	13	18.2	14	27.3	14	27.3	17	54.5	18	62.1	18	63.6
26	A5, Victoria Rd, Derry	30	10	-66.7	12	-60.0	17	-43.3	9 <sup>8</sup>	-70.0	10	-66.7	10	-65.7	16	-46.7
29	Railway Path, Dungannon - Cycle Path	13	22	69.2	15	15.4	10	-23.1	15	15.4	11	-15.4	14	9.0	12	-7.7
30	Cathedral Rd, Armagh	31	26	-16.1	31	0.0	26	-16.1	22	-29.0	24	-22.6	23	-25.5	20	-35.5
32	Foyle Embankment, Derry	41	27	-34.1	39	-4.9	67	63.4	67 <sup>6</sup>	63.4	67 <sup>6</sup>	63.4	72	74.6	71	73.2

While sites 4 and 28/280 are NCN sites they are omitted from this report as they were not in the previous years report.

Roads Service Consultancy – Cycle Usage Report for Northern Ireland 2010

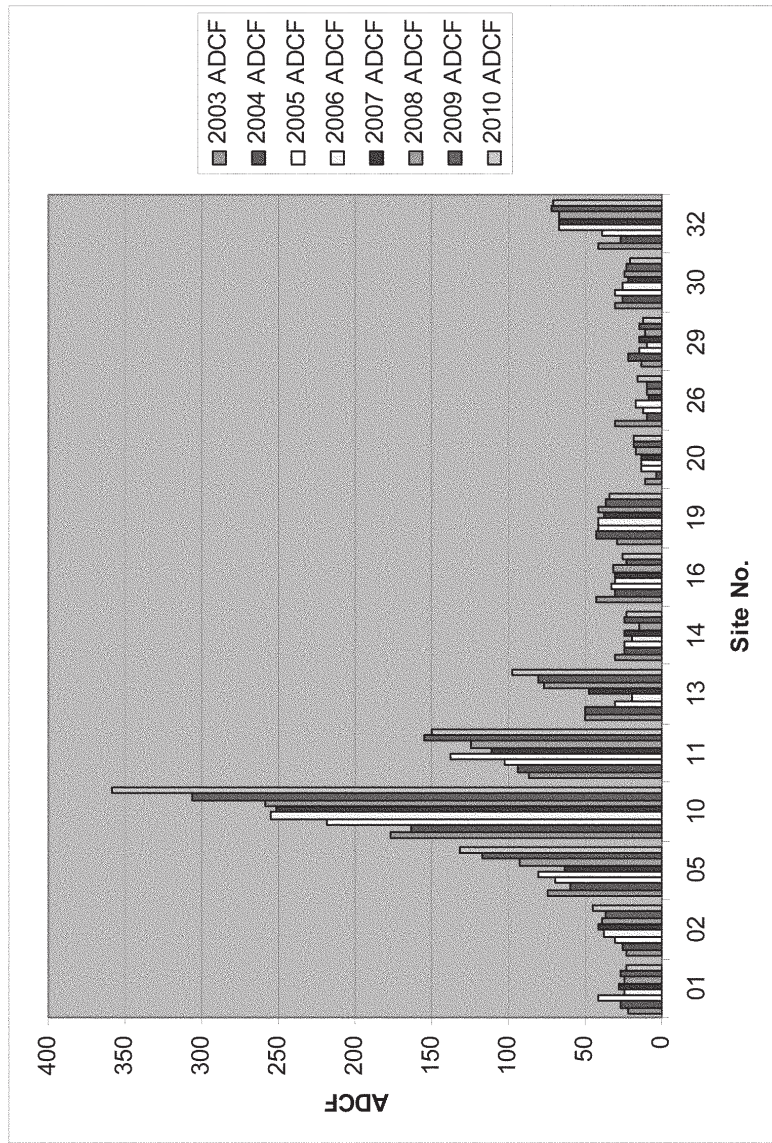
**Table 11.2 - Change in Cycle Usage NCN 2003 – 2010 (Survey 2 – Annual)**

<b>Base Year</b>	<b>Comparator Year</b>	<b>% Change</b>
2003	2004	-8.0%
2003	2005	6.1%
2003	2006	18.5%
2003	2007	15.3%
2003	2008	26.5%
2003	2009	42.6%
2003	2010	55.1%



Roads Service Consultancy – Cycle Usage Report for Northern Ireland 2010

**Chart 11.3 - Change in Usage 2003 - 2010 NCN Sites (Survey 2 – Annual)**



Roads Service Consultancy – Cycle Usage Report for Northern Ireland 2010

**Section 12 – BELFAST SITES 2003 – 2010 (Survey 2 - Annual Data)**

**Table 12.1 - 2003 - 2010 Average Daily Cycle Flows & % Change in Cycle Usage, Belfast Sites (Survey 2 - Annual)**

Site	Location	2003 ADCF	2004 ADCF	03-04 ±%	2005 ADCF	03-05 ±%	2006 ADCF	03-06 ±%	2007 ADCF	03-07 ±%	2008 ADCF	03-08 ±%	2009 ADCF	03-09 ±%	2010 ADCF	03-10 ±%
6a	Ormeau Bridge Carriageway, Belfast	66	72	9.1	86	30.3	79 <sup>9</sup>	19.7	77 <sup>8</sup>	16.7	79	19.7	105	59.7	103	56.1
6b	Ormeau Bridge Footway, Belfast	119	145	21.8	177	48.7	153 <sup>9</sup>	28.6	199	67.2	223	87.4	223	87.7	223	87.4
7a	Botanic Ave Carriageway, Belfast	47	47	0.0	49	4.3	84	78.7	87	85.1	96	104.3	71	51.6	61	29.8
7b	Botanic Ave Footway, Belfast	26	25	-3.8	32	23.1	33 <sup>9</sup>	26.9	35	34.6	36	38.5	36	38.5	36	38.5
08	Hawthornden Way, Belfast	8	8	0.0	9	12.5	10	25.0	9	12.5	12	50.0	10	28.4	10	25.0
09	Royal Avenue, Belfast	20	29	45.0	40	100.0	38	90.0	24	20.0	25	25.0	48	138.8	50	150.0
10	Stamillis Embankment, Belfast	177	163	-7.9	218	23.2	255	44.1	251	41.8	259	46.3	307	73.2	359	102.8
11	M5 Foreshore, Belfast	86	94	9.3	102	18.6	138	60.5	111	29.1	125	45.3	155	80.4	150	74.4
12	Albertbridge Road, Belfast	48	61	27.1	65	35.4	83	72.9	92	91.7	97	102.1	138	188.4	155	222.9
13	Stranmillis Embankment, Belfast	50	50	0.0	50	0.0	20	-60.0	47	-6.0	77	54.0	80	60.0	97	94.0

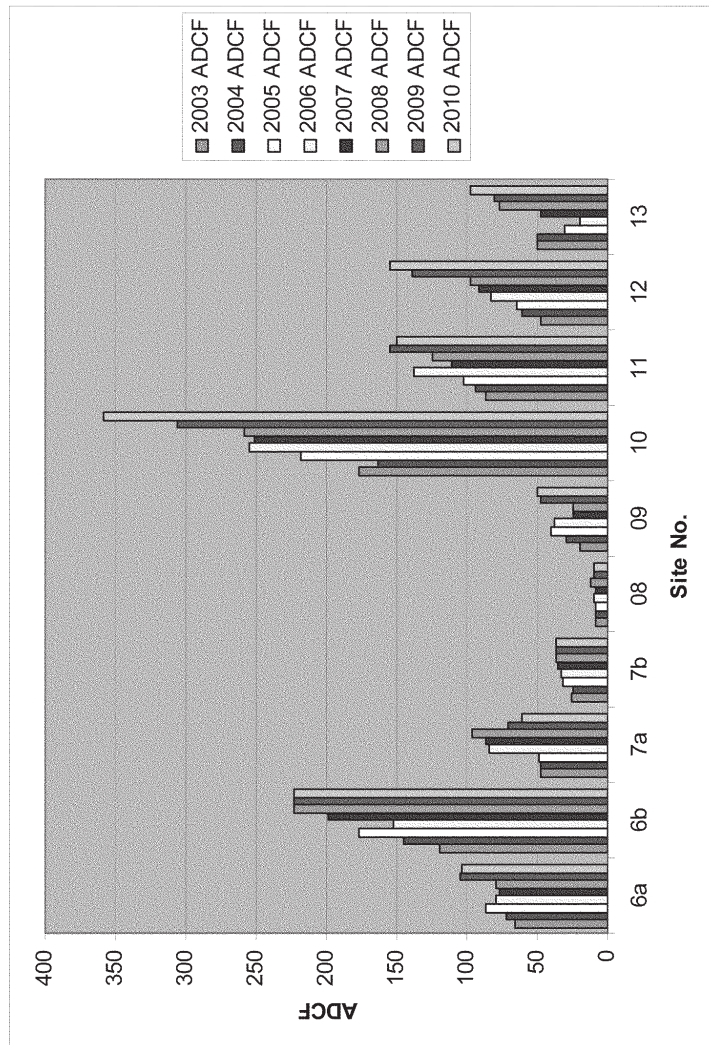


Roads Service Consultancy – Cycle Usage Report for Northern Ireland 2010

**Table 12.2 – Change in Cycle Usage 2003 – 2010 Belfast Sites (Survey 2 – Annual)**

<b>Base Year</b>	<b>Comparator Year</b>	<b>% Difference</b>
2003	2004	7.3%
2003	2005	24.9%
2003	2006	38.0%
2003	2007	44.0%
2003	2008	59.0%
2003	2009	81.5%
2003	2010	92.3%

**Chart 12.3 – Change in Cycle Usage 2003 – 2010 Belfast Sites (Survey 2 – Annual)**



Roads Service Consultancy – Cycle Usage Report for Northern Ireland 2010

**Section 13 TREND ANALYSIS 2003 – 2010 (Survey 2 – Annual)**

**Table 13.1 - Summary of Percentage Changes in Cycle Flow 2003 – 2010 (Survey2 - Annual)**

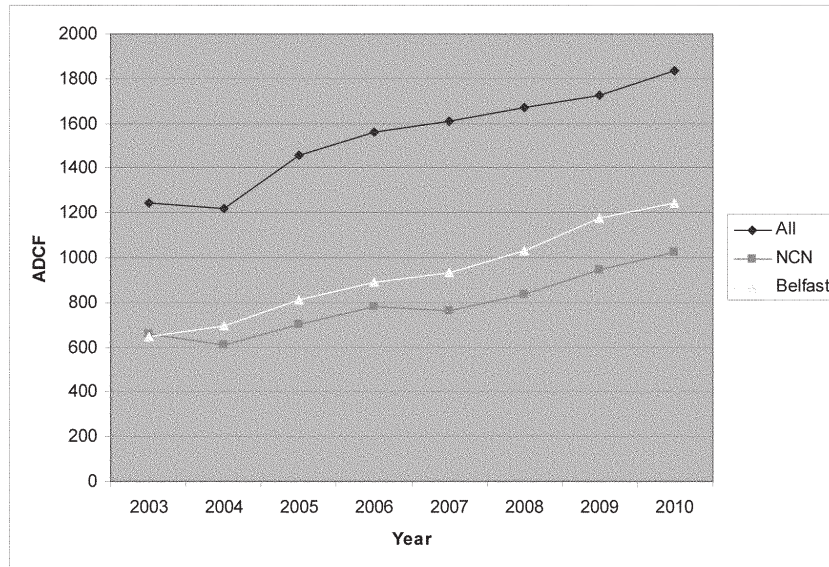
<b>Years</b>	<b>All Sites</b>	<b>NCN Sites</b>	<b>Belfast Sites</b>
2003 - 2004	-2.9%	-8.0%	7.3%
2003 – 2005	16.0%	6.1%	24.9%
2003 – 2006	22.1%	18.5%	38.0%
2003 - 2007	21.9%	15.3%	44.0%
2003 - 2008	34.1%	26.5%	59.0%
2003 - 2009	36.4%	42.6%	81.5%
2003 - 2010	47.5%	55.1%	92.3%

**Table 13.2 – Total Rainfall Figures 2003 – 2010 (Survey 2 - Annual)**

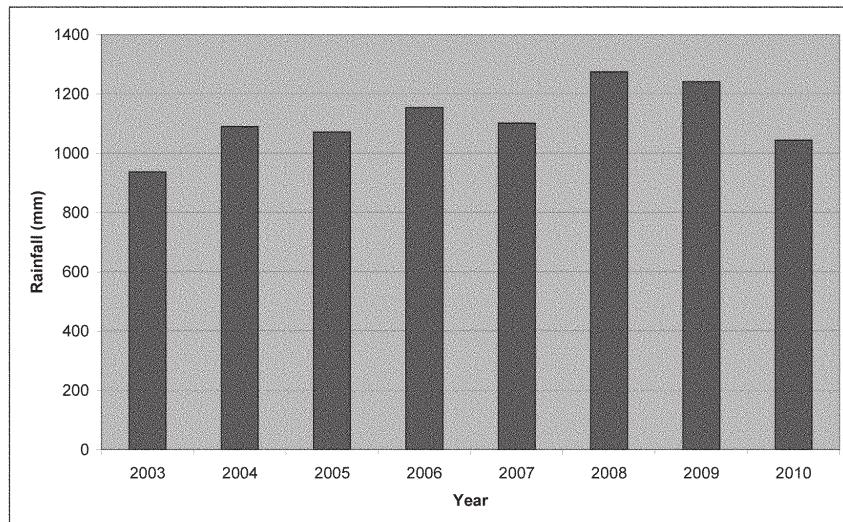
<b>Year</b>	<b>Total Rainfall – Jan to Dec (mm)</b>
2003	936.4
2004	1090.9
2005	1071.4
2006	1153.3
2007	1101.4
2008	1275.2
2009	1241.3
2010	1044.4

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**Chart 13.3 Cycle flows 2003 – 2010 (Survey 2)**



**Chart 13.4 Total Rainfall for Full Year (mm) from 2003 – 2010**



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## **Section 14 – Conclusions**

### **General**

Statistical analysis of the collated figures indicates a general increase in cycling year on year during the summer months and indicates that usage is much more variable around the different areas of the country.

It should be noted that the duration of the surveys are relatively short and that many years of consistent data will be needed to show long term trends.

Research in the UK has shown that levels of cycling are affected by many factors, both physical and socio-economic. Physical factors include weather, topography, traffic volume, surface conditions, availability of on and off road cycling facilities and journey to work distance. Socio-economic factors include socio-economic classification, gender, ethnicity and levels of car ownership.

### **2000 – 2010 Comparison (Survey 1 – May, June & September Data)**

The 2010 figures indicate a slight increase in cycle usage over the past year with an approximate rise of 3% since 2009 across all sites. Despite having increased rainfall during the surveyed months in comparison to 2009, the figures continue to show a general increase which is a positive indicator for cycle usage.

Following last year's dramatic increase, the Belfast Sites show a marginal increase in usage over the past year, with current figures exceeding 2.5 times the base year figure.

The National Cycle Network sites have shown increases of 4.1% over the past year, during this period, with the total 2010 figure surpassing double that of the base year figure.

### **2003 – 2010 Comparison (Survey 2 - Annual Data)**

The annual survey gives a more balanced picture of cycling behaviour over the whole year through the inclusion of the winter months. The figures continue to indicate an increase in cycle usage across all sites with a rise of approximately 6.5%, from the previous year.

The annual rainfall figure for 2010 is below that of 2009 which is likely to have had a positive effect on cycle usage over the year. However, conversely low cycle counts were collated for the months of January 2010 and December 2010 and these can be attributed to the below average temperatures experienced throughout these months and also to the prolonged periods of widespread ground frost.

The Belfast sites continue to demonstrate an increase in the number of cyclists, year on year, with a further increase of 6% from 2009 and 82% in comparison with the base year, 2003.

The National Cycle Network continues to show improved annual usage. A further increase of 8.8% has been recorded in comparison to 2009 figures.



# Northern Ireland Environment Link

Follow-up responses from NI Environment Link

**You intimate that NI has the lowest proportions of cycling compared to the rest of the UK and Europe. What proportion of investment would you recommend to negate this?**

Recommendations to increase cycling in the UK (and deliver associated benefits to the economy, environment and health) can be seen in a recent report by the All Party Parliamentary Cycle Group<sup>1</sup>; it recommends government funding for cycling of £10 per head per year (ultimately increasing to £20). While NI is some way short of this, we would recommend a gradual increase in spend in order to make steps toward this.

**You mentioned HEAT studies (Health Economic Assessment Tool); have these studies taken place in Northern Ireland? Should HEAT be applied on all strategic roads investment and planned maintenance programmes?**

We are not aware of any instances in which HEAT has been applied in Northern Ireland. The tool estimates the maximum and the mean annual benefit in terms of reduced mortality as a result of walking or cycling. In consideration of the types of roads for inclusion in this type of assessment, the HEAT methodology guidance states that the tool can be applied:

- When planning a new piece of cycling or walking infrastructure. HEAT attaches a value to the estimated level of cycling or walking when the new infrastructure is in place. This can be compared to the costs of implementing different interventions to produce a cost-benefit ratio (and help to identify the most cost-effective investment).
- To evaluate the reduced mortality from past and/or current levels of cycling or walking, such as to a specific workplace, across a city or in a country. It can also be used to illustrate the economic consequences of a potential future change in levels of cycling or walking.
- To provide input to more comprehensive economic appraisal exercises, or prospective health impact assessments, such as to estimate the mortality benefits from achieving targets to increase cycling or walking or from the results of an intervention project.

**How important are local transport plans to the development, education and promotion of cycling?**

Essential – it is important that DRD works at town level with Local Government and third sector experts. Local plans with local forums (involving local Councillors to ensure communities have a voice) should be established to coordinate programmes. There will of course be different potential for cycling in different towns, depending primarily on terrain and other transport options, availability of routes etc. For example, the Travel Survey for NI shows that there is more cycling in the Belfast and the East of Northern Ireland when compared to the West.

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1 <http://allpartycycling.files.wordpress.com/2013/04/get-britain-cycling1.pdf>

**The report, “The British Cycling Economy” identified barriers to increasing cycling levels, such as**

*Safety, road confidence, self-belief and time available for cycling are all cited as barriers*

*There has been an almost doubling of the proportion of children being driven to school over the past 20 years, despite 80 per cent owning bikes*

*The proportion of GDP spent on public cycling infrastructure by the UK Government has been lower than government spending in many other countries*

**How would you overcome these barriers?**

Safety, road confidence and self-belief seem to be related. These may be overcome through training and awareness campaigns for both cyclists and drivers, but there clearly needs to be investment in the cycling infrastructure to deal with concerns for personal safety on the roads.

The ‘lack of time’ problem is difficult to overcome, although if people incorporate cycling into their daily routines (for example, using it as a form of commuter transport) then they may see it as less of a problem.

**You state that you believe that active travel targets in Northern Ireland are not currently ambitious. On a scale of one to ten, where would you rate them?**

The reason we suggest that active travel targets for NI are not currently ambitious are that they aim at simply ‘being in line’ with our UK counterparts (as per objectives outlined in DRD’s Active Travel Strategy). They still leave us falling short of European ‘best practice’.

They are also hard to measure given the inconsistency with which the other GB countries measure cycling. It may be better to have our own targets of, for example, 10% of commuting trips in Belfast by bike by 2021, 5% in Derry~Londonderry and 3% regionally.

**You also suggest that the Department is not achieving the necessary modal shift away from car usage to active travel and that “...strategic thinking and marked action...” is needed to reverse these trends. What strategic advice and associated actions, therefore, would you provide the new Cycling Unit?**

We would advise the Cycling Unit to engage fully not only with transport planners but with Land Use planners as cycling goes forward in NI. Long-term, we would suggest that the greatest steps can be made through better integration of land use and transport planning so that particularly our urban areas become more active-travel friendly. For an example of success – there has been a 19% increase in cycling as a result of the Belfast on the Move scheme<sup>2</sup>.

**You cite contribution to the economy as another measure of success and suggest that Northern Ireland is, proportionally, being out-performed by the rest of the UK in this respect. Whilst I am not sure our hosts this afternoon, Chain Reaction, might totally subscribe to this view, can you nevertheless expand on the lessons you believe we can learn from the UK and, indeed, the European experience?**

We do not suggest that the rest of the UK is outperforming NI, but that other areas of the UK are outperforming NI (for example, London, Edinburgh, Bath). Clearly we have no data specific to NI, but would encourage a proper base line report to be commissioned mirroring ‘the British Cycling Economy’.

---

2

[http://www.drdni.gov.uk/belfast\\_on\\_the\\_move\\_-\\_post\\_implementation\\_impact\\_study\\_-\\_report\\_-\\_updated\\_april\\_2014.pdf](http://www.drdni.gov.uk/belfast_on_the_move_-_post_implementation_impact_study_-_report_-_updated_april_2014.pdf)

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**You have projected that we will exceed the targets for reduction in Green House Gases (GHG) by 2020 but will miss the 2025 target quite significantly – why is this?**

These projected figures were provided to us by the DoE in a project to assess NI's progress toward 2020 environmental targets.

**You have the opportunity to tell the new cycling unit your three main priorities for developing cycling in Northern Ireland – what are they and why?**

1. More dedicated (and safer), purpose-built, cycle routes in urban areas, particularly in the form of green infrastructure networks, ultimately leading to complete connected networks of on-road and off-road routes.
2. Established intra-urban bike rental systems at appropriate pick-up/drop-off points.
3. A series of Behavioural Change programmes to train and educate new cyclists in workplaces, communities and schools.

**Can you provide further information regarding the number of schools with cycle storage facilities?**

Following contact with the Department of Education and the Education and Library Boards, we have been unable to provide exact figures on the number of schools with cycle storage facilities. The installation and/or upgrade of facilities varies in terms of funding and links to cycling/active travel initiatives and therefore it has not been possible to provide data which reflects the extent of cycle storage facilities across schools in NI.

In November 2013, an assembly question was tabled by Mr McKay regarding cycle-sheds and bicycle parking facilities at schools. Mr McKay asked the Minister of Education what action he is taking to support the provision of cycle sheds and bicycle parking facilities at schools. (AQW 27880/11-15)

*Mr O'Dowd: Many schools in the north of Ireland already have cycle parking facilities provided at the request of the school and in line with initiatives such as the Travelwise 'Safer routes to school' initiative and to comply with the relevant DOE Planning Service parking standards. The Department is currently revising the secondary school section of the Schools Building Handbook. This revision includes a new section relating to the provision of cyclist facilities including cycle storage and the site layout designed to allow safe access for cyclists. When the revision has been finalised an update will be published on the Departments website.*

Perhaps this question could be directed to the Department of Education Infrastructure Branch at Balloo House.

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W: [www.nienvironmentlink.org](http://www.nienvironmentlink.org)





Northern Ireland  
Assembly

Appendix 6

# Research Papers







Northern Ireland  
Assembly

## Research and Information Service Briefing Paper

Paper 000/00

24<sup>th</sup> November 2014

NIAR 000-00

**Des McKibbin**

# Bicycle Strategy for Northern Ireland

**NIAR 281-14**

## 1 Overview

This paper provides an overview of the Department for Regional Development's Bicycle Strategy and identifies key scrutiny points in advance of the Departmental briefing.

## 2 DRD Bicycle Strategy

The Department for Regional Development has published a high level *Draft Bicycle Strategy for Northern Ireland* which aims “to establish a cycling culture in Northern Ireland”. Unlike the DRD’s previous cycling strategy which had the specific target of doubling cycling levels over a five year period (2000-2005) and quadrupling them over a 15 year period (2000-2015), this document contains no detailed strategic objectives; rather it is a statement of intent which will be followed by a Bicycle Strategy Delivery Plan containing Specific, Measurable, Achievable, Realistic, and Time bound (SMART) strategic objectives.

- **The committee may wish to assure itself that this document has not been released too early. Strategic objectives, whether or not the SMART model is adopted, are essentially Key Performance Indicators on which the success or failure of a policy can be measured. They are a fundamental component of any good strategy. Delivery plans are a distinct part of the process, providing detail on how objectives will be met.**

If nothing else defined objectives provide a focus for those charged with delivering the strategy, as was remarked in the first cycling strategy: “headline targets to increase cycle use provide an important focus for the activities of public, private and voluntary sector organisations”. They can also instil a sense of confidence in the public that the Department is working towards a defined goal.

Justification within the document for not including targets is that “an arbitrary Northern Ireland wide target for the percentage of people cycling by a nominal date [will not] be useful in encouraging people to use the bicycle as a mode of transport at local level”

The intention is to develop specific city wide or local area targets through our ‘master planning’ approach. This way targets will reflect local circumstances, and avoid a ‘one size fits all’ approach.

### 3 Three Pillar Approach

This document outlines the DRD’s intention to adopt a three pillar approach to “create a cycling culture in Northern Ireland”. This approach is made up of hard engineering measures with the provision of infrastructure and soft measures including training, awareness building for all road users and promotion of the benefits of cycling.

**Figure 1: DRD’s three pillar approach to increase cycling**



DRD Bicycle Strategy (2014)

#### 3.1 Infrastructure

In terms of infrastructure the strategy signals the DRD’s intention to address problems with the existing cycling network, which, at best, is criticised as being fragmented and of varying quality or at worst as shambolic and outright dangerous.<sup>1</sup> Over the duration of this strategy the DRD is committed to creating a network of high quality, direct, joined up routes, applying what it calls ‘whole of route’ treatments.

While the strategy contains an overall vision for Northern Ireland, it is area based in that the immediate focus of the Department will be on Belfast with the publication of a cycling masterplan for the city forthcoming. The rationale for this is twofold;

- That commuter cycling in Belfast is higher than in other urban areas; and

1 See NI Greenways [online] Educating Cyclists the DoE Way. Published July 21st 2014. Available at: <http://nia1.me/264>

- Belfast is the most populated urban area in Northern Ireland.

There are four other cities in Northern Ireland and a large number of medium to large towns which could benefit from increased cycling levels and a cycling masterplan. A number of these towns suffer with issues including congestion, poor air quality and high obesity levels.

- **Therefore, the committee may wish to seek assurances from the Department that this cycling strategy is not solely focused within Belfast.**
- **There are no indications of milestones in this document but even at this stage the committee may wish to enquire if this policy will have any impact outside of Belfast in the short to medium term.**

The strategy does indicate an intention to develop specific interventions for rural areas, including greenways. However, the strategy signals the intent of the Department to pilot such interventions:

- **The committee may wish to enquire at what point the need to pilot interventions ceases to add value.** Already Northern Ireland has two highly used long distance Greenways in The Comber Greenway and the Newry Canal towpath. In addition to this the committee has witnessed the benefits of greenways in the Republic of Ireland where the Government is proactively involved in a programme to extend the network of greenways nationwide having recognised the benefits in terms of health promotion, economic development and social cohesion.
- There is no indication in this document that cycling master plans will have a role in Local Transport Planning which will come into effect as a result of local Government reform. The committee may wish to seek an update on proposals for local transport plans when the new local government structures come into effect and how cycling will figure within these.

### 3.1.1 Road User Hierarchy

The DRD has adopted a Road User Hierarchy from the Department for Transport's Manual for Streets (MfS). This hierarchy works on the premise that vulnerable road users should be considered first in any new street design. This is not meant to be rigidly applied and does not necessarily mean that it is always more important to provide for pedestrians and cyclists than it is for the other modes. The purpose of the guidance is to ensure that the street will serve all of its users in a balanced way.

- It could be argued that this message is not adequately conveyed in the bicycle strategy, and one would therefore expect this to be a contentious issue among those who perceive it as an anti-motorist policy. In addition, one questions the validity of this model given the fact it **was developed primarily with the design of new residential streets in mind and not existing mixed use streets which prevail, particularly in the Belfast area.**
- The committee may wish to seek assurances from the department of how it plans to apply this hierarchy.

The DfT's own Cycling Infrastructure Guidelines provide a much clearer summary of the desirable design requirements for pedestrians and cyclists:<sup>2</sup>

- **Convenience:** Networks should serve all the main destinations, and new facilities should offer an advantage in terms of directness and/or reduced delay compared with existing provision;
- **Accessibility:** Cycling networks should link trip origins and key destinations, including public transport access points. The routes should be continuous and coherent;
- **Safety:** Not only must infrastructure be safe, but it should be perceived to be safe. Traffic volumes and speeds should be reduced where possible to create safer conditions for cycling and walking;

- **Comfort:** Infrastructure should meet design standards for width, gradient and surface quality, and cater for all types of user, including children and disabled people; and
- **Attractiveness:** Aesthetics, noise reduction and integration with surrounding areas are important. The environment should be attractive, interesting and free from litter and broken glass
- **The committee may want to ask the Department if it intends to apply the DfT's cycling guidelines in their entirety or only those bits which it has included within this document.**

Another DfT model has been included (figure 4.3 Designing for Cyclists) with little discussion over how this will influence departmental decisions on cycling schemes. This model recognises that some cyclists are more able and willing to mix with motor traffic than others. The fear is that this misses the point. If we look at the established cycling cultures, they have not started off from the perspective that they must adapt to five different types of cyclist. Since the 1970 they have actively sought to provide one solution for the entire cycling community – segregated lanes and paths.

- In Germany, the bikeway network more than doubled in length, from 12, 911 km in 1976 to 31, 236 km in 1996;
- In the Netherlands, the bikeway network doubled in length, from 9, 282 km in 1978 to 18, 948 km in 1996;
- Data for individual cities suggest continued expansion, albeit at a much slower rate than previously;
  - In 2004, for example, Berlin (3.4 million inhabitants) had 860 km of completely separate bike paths, 60 km of bike lanes on streets, 50 km of bike lanes on sidewalks, 100 km of mixed-use pedestrian-bike paths and 70 km of combined bus-bike lanes on streets;
  - Amsterdam (735,000 inhabitants) and Copenhagen (504, 000 inhabitants) each have roughly 400 km of completely separate bike paths and lanes;
  - Smaller cities, for example, Muenster in Germany has 320 km of bike paths and lanes (278 000 inhabitants);
  - There are over 500 km in Odense, Denmark (185 000 inhabitants); and
  - over 420 km in Groningen, the Netherlands (181 000).<sup>3</sup>
- The committee may wish to seek further clarification as to how the DRD will seek to apply this model in its planning (is it an excuse not to segregate?). Clearly to reach the critical mass whereby we can say we have a “cycling culture” we need to provide the type of environment that will get the most people cycling – **all of the evidence suggests this can only be achieved through segregation.**
- The cycling levels in these countries have not been achieved overnight; indeed, it has taken decades in even the most cycling friendly cities and regions. That said, the work done in the Netherlands, Denmark and Germany in that time does provide the transport authorities, including the DRD with an invaluable resource. As urban design company Copenhagenize suggest:

*“Surely the simplest ways to transform a city into bicycle-friendly place is to merely adopt the Best Practice from cities who have figured it out [...] cities that rock the urban cycling world have spent years perfecting the design - making mistakes and fixing them.”*

A table containing key policies and innovative measures used in Dutch, Danish and German cities to promote safe and convenient cycling is provided in Annex one.

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3 Pucher, J. and Buehler, R. Making (2008) Making Cycling Irresistible: Lessons from The Netherlands, Denmark and Germany. Transport Reviews vol. 28(4) pp. 495 — 528



## 4 Pro-cycling rhetoric

In this strategy the DRD is keen to emphasise that it views the bicycle as a mode of transport and as the Government Department responsible for transport it will afford the bicycle the same level of attention as other modes. It acknowledges this has not always been the case and that in the past “...*the money available for cycling has been spread thinly across Northern Ireland*”. Despite this, there is no commitment in the *Draft Bicycle Strategy* document to ring-fence any part of the overall transport budget for cycling schemes.

- **The committee may wish to enquire if this strong pro-cycling rhetoric will be backed up financially given the low level of spending that followed the previous cycling strategy.**

### 4.1 Comparison with established cycling cultures

In those countries with established “cycling cultures”, such as the Netherlands, Denmark and Germany, cycling has been to the fore of transport policy for decades. Transport authorities in these top cycling nations have developed and delivered long terms cycling strategies and have, through a process of trial and error, developed a number of interventions, whether it be segregated infrastructure, cycling education or pro-bicycle traffic laws, that are proven to increase cycling levels, both in their respective regions and elsewhere. Significantly, cycling has always been supported financially; for example:

- €410 million was spent on cycling related projects in the Netherlands during 2012, equivalent to approximately €25 per capita.<sup>4</sup>
- In Northern Ireland, on average, less than £1m is spent per year,<sup>5</sup> while at its peak the £1.36m that was spent on cycling in 08/09 equates to around 70 pence per capita<sup>6</sup>.
- This is less than the £1 average spent by local authorities in GB (modal share 2%), and significantly less than the £10 per head spent in London where cycling levels have doubled since 2000<sup>7</sup>
- In the UK’s cycle demonstration towns a spend equivalent to £10 per capita resulted in a 27% increase in cycling between 2005 and 2009.<sup>8 9</sup>

By comparison the city of Copenhagen has consistently spent an average of £20 per capita on cycling over a number of years, while in Germany the figure varies across cities between £6 and £15.<sup>10</sup> If the DRD were to adopt a similar approach to funding cycling:

- a per capita spend of £10 would require approximately £18m;
- £15 per capita requires £27m; and
- £20 per capita would call for £36m.

4 Fietdberaad (see: <http://nia1.me/24h> ) Taken from: ECF (2013) ECF, Cyclist.ie Memorandum [online] available from: <http://nia1.me/24i>

5 AQW 8315/09

6 The population of Northern Ireland in 2009 was 1,793,333 see NISRA [online] available at: <http://nia1.me/1zp>

7 Cycling Embassy of Great Britain [online] What about London’s cycling revolution? Available from: <http://nia1.me/24u>

8 DfT (2009) Analysis and synthesis of evidence on the effects of investment in six Cycling Demonstration Towns [online] available from: <http://nia1.me/24j>

9 Cope, A., Kennedy, A., Ledbury, M., Camber, R., Parkin, J. and Cavill, N. (2010) Cycling demonstration towns – an economic evaluation. European Transport Conference Proceeding (ETC) [online] available from: <http://nia1.me/gc>

10 GLA (2012) Gearing Up: An Investigation Into Safer Cycling in London. London: Greater London Authority [online] available from : <http://nia1.me/1zs>

## 4.2 Comparison with Republic of Ireland

There are a total of 19 objectives in the Irish Government's National Cycling Policy Framework (NCPF).

- They cover; Infrastructure (Chapter 2),
- Communication/Education (Chapter 3),
- Financial Resources (Chapter 4),
- Legislation and Enforcement (Chapter 5),
- Human Resources and Coordination (Chapter 6) and
- Evaluation and Effects (Chapter 7).

The overall vision detailed in the document is that **all cities, towns, villages and rural areas will be bicycle friendly [...] to the extent that 10% of all trips will be by bike by 2020.**

Cycling-friendly means that routes taken by cyclists are safe, direct, coherent, attractive and comfortable.

As the case with the DRD's strategy, the Irish Government has proposed a combination of measures to achieve its goal:

- Planning and Infrastructure (Hard or Engineering Measures); and
- Communication and Education (Soft Measures).

The Irish Government's Strategy includes a commitment to "provide appropriate levels of, and timely, funding towards implementing the NCPF" while there is a further commitment to "review Irish road traffic legislation to improve cyclist safety and improve enforcement of traffic laws to enhance cyclist safety and respect for cyclists." This approach, whereby road traffic law, gives cyclists equality with other road users has been fundamental in the success of cycling in the established cycling cultures.

- **The committee may wish to enquire if it any discussion has taken place with the DOE with regards to how road traffic regulations could be amended to better protect the rights of cyclists.**

The need for a cross departmental approach to implement the new cycling policy is recognised and the NCPF includes the intention to develop the structures that are required to coordinate the implementation of the NCPF across the many government departments (central and local) and agencies with a role.

- The cross cutting benefits of cycling are noted within the strategy, **the committee may wish to enquire what, if any, discussions have taken place with other departments and stakeholders around the formation of a working group or other structure to further explore the cross cutting benefits of cycling within Northern Ireland.**

# Annex 1

## Key policies and innovative measures used in Dutch, Danish and German cities to promote safe and convenient cycling

### **Extensive systems of separate cycling facilities**

- Well-maintained, fully integrated paths, lanes and special bicycle streets in cities and surrounding regions
- Fully coordinated system of colour-coded directional signs for bicyclists;
- Off-street short-cuts, such as mid-block connections and passages through dead-ends for cars
- **Intersection modifications and priority traffic signals**
- Advance green lights for cyclists at most intersections
- Advanced cyclist waiting positions (ahead of cars) fed by special bike lanes facilitate safer and quicker crossings and turns
- Cyclist short-cuts to make right-hand turns before intersections and exemption from red traffic signals at T-intersections, thus increasing cyclist speed and safety
- Bike paths turn into brightly coloured bike lanes when crossing intersections
- Traffic signals are synchronized at cyclist speeds assuring consecutive green lights for cyclists (green wave)
- Bollards with flashing lights along bike routes signal cyclists the right speed to reach the next intersection at a green light
- **Traffic calming**
- Traffic calming of all residential neighbourhoods via speed limit (30 km/hr) and physical infrastructure deterrents for cars
- Bicycle streets, narrow roads where bikes have absolute priority over cars
- 'Home Zones' with 7 km/hr speed limit, where cars must yield to pedestrians and cyclists using the road

### **Bike parking**

- Large supply of good bike parking throughout the city
- Improved lighting and security of bike parking facilities often featuring guards, video-surveillance and priority parking for women
- Coordination with public transport
- Extensive bike parking at all metro, suburban and regional train stations
- Call a Bike' programmes: bikes can be rented by cell phone at transit stops, paid for by the minute and left at any busy intersection in the city
- Bike rentals at most train stations
- Deluxe bike parking garages at some train stations, with video-surveillance, special lighting, music, repair services and bike rentals

### **Traffic education and training**

- Comprehensive cycling training courses for virtually all school children with test by traffic police

- Special cycling training test tracks for children
- Stringent training of motorists to respect pedestrians and cyclists and avoid hitting them

**Traffic laws**

- Special legal protection for children and elderly cyclists
- Motorists assumed by law to be responsible for almost all crashes with cyclists
- Strict enforcement of cyclist rights by police and courts

*Source: Pucher, J. and Buehler, R. Making (2008) Making Cycling Irresistible: Lessons from The Netherlands, Denmark and Germany. Transport Reviews vol. 28(4) pp. 495 — 528*



Northern Ireland  
Assembly

## Research and Information Service Briefing Paper

Paper 000/00

29<sup>th</sup> March 2014

NIAR 229-14

**Des McKibbin**

# Cycling Policy in Northern Ireland

**NIAR 229-14**

## 1 Introduction

There are many factors that influence bicycle use: these include individual factors (such as preferences, beliefs), social environment factors (bicycle culture) and physical environment factors (infrastructure, land use).<sup>1</sup> All of these factors, to a greater or lesser degree, are influenced by public policy and cycling levels in particular are inextricably linked to the decisions made in the past, present and future.

This paper examines cycling policy in Northern Ireland (NI) and discusses how it has influenced cycling levels.

## 2 Travel Behaviour

Analysis of travel behaviour in NI shows a society highly dependent on the private car and seemingly adverse to active travel (walking and cycling).<sup>2</sup> *The Northern Ireland Travel Survey for 2010-12* shows that the number of short journeys made on foot have actually reduced

1 See: Xing, Y., Handy, S.L. & Buehler, T.J. (2008). Factors Associated with Bicycle Ownership and Use: A Study of 6 Small U.S. Cities [online] available from:

2 DRD (2012) Travel Survey for Northern Ireland In-depth Report 2010-2012 [online] available from: <http://nia1.me/1z5>

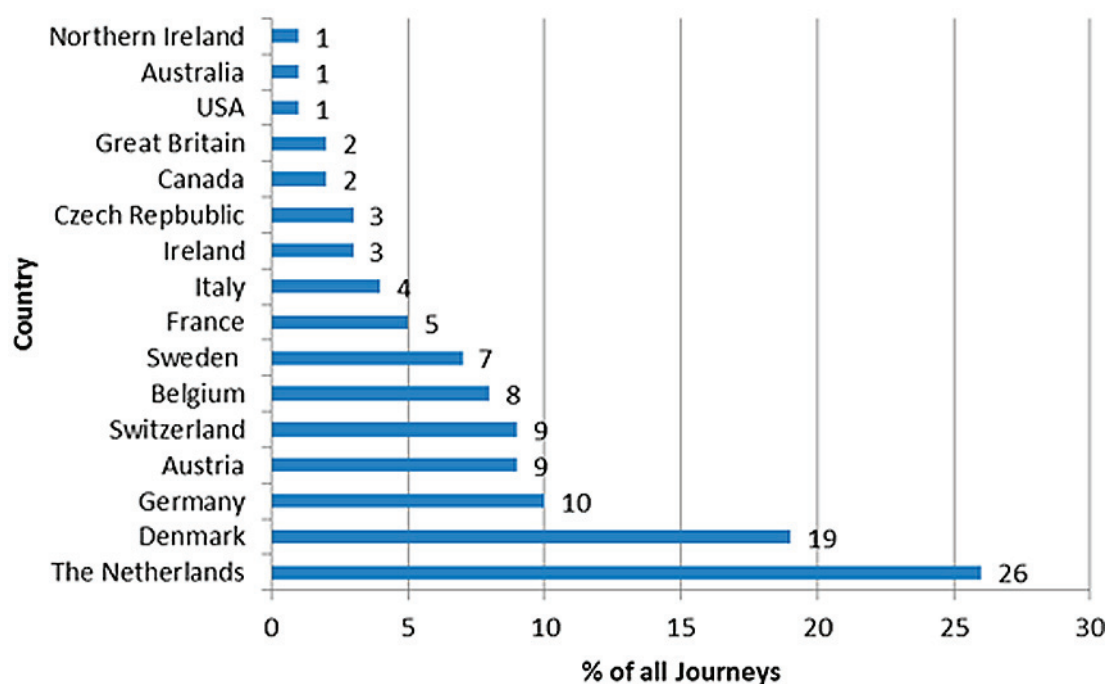


since 2007-09 (moving from 17-16%) while the percentage of journeys made by bicycle has remained extremely low (at 1%) since 1999.<sup>3</sup> Indeed, NI has the lowest levels of walking and cycling anywhere in Europe.<sup>4</sup>

The bicycle’s modal share in NI (1%) is only slightly lower than in Great Britain (GB) (2%) and the Republic of Ireland (ROI) (3%). However, in countries such as Germany (10%), Denmark (19%) and the Netherlands (26%) the bicycle is an everyday mode of transport, favoured as a low cost mode and for its convenience, by a broad cross section of society (figure one provides an overview of bicycle modal share per country).<sup>5</sup>

Geography is one of the key factors in Northern Ireland’s car dependency: 80% of the country’s landmass and 37% of the population are defined as being rural.<sup>6</sup> However, this is further exacerbated by decades of auto-centric transport policy and land use planning, centralisation of employment and services and a lack of investment in public transport, particularly outside Belfast.

**Figure 1: Bicycle modal share for all journeys per country**



Source: NI Travel Survey and European Parliament

Even in urban centres, where cycling’s modal share tends to be much higher than national averages (see table one), the average person in Northern Ireland’s urban areas make only 3 more journeys per year (8 in total) than those in rural areas (5) – this equates to 2% of all journeys.<sup>7</sup>

3 Ibid

4 DRD (2013) Building an active travel future for Northern Ireland: Active Travel Strategy [online] available from: <http://nia1.me/1zk>

5 European Parliament (2010) The Promotion of Cycling [online] available from: <http://nia1.me/1z8>

6 NISRA (2011) Family Resource Survey Urban Rural Report [online] available from: <http://nia1.me/1z9>

7 DRD (2012) Travel Survey for Northern Ireland (TSNI) Urban-Rural Report [online] available from: <http://nia1.me/1z6>

**Table 1: Variations in cycling levels in Europe<sup>8</sup>**

Country	Bicycle share of trips Nationally	Variations within Key cities
The Netherlands	27%	The top municipalities score between 35-40%, cities with the lowest bicycle use rate between 15-20%
Denmark	19%	The difference between the larger cities are relatively small, in general the bicycle accounts for 20% of all trips
Germany	10%	The western federal states have a higher average bicycle use, especially Nordrhein-Westfalen, several cities with bicycle shares between 20-30%
Austria	9%	Top: Graz (14%) and Salzburg (19%)
Switzerland	9%	Several cities at a higher level: Bern (15%); Basel (17%); Winterthur (20%)
Belgium	8%	Cycle usage in Flanders approaches 15%, in some cities higher levels are reached, top: Bruges (20%)
Sweden	7%	Cities; 10%, extremes: Lund and Mamo (20%), Vasteras (33%)
Italy	5%	Some high levels in cities: Parma (15%); Ferrara (30%); Florence (20%)
France	5%	Top: Strasbourg (12%) and Avignon (10%)
Ireland	3%	Dublin 4%
Czech Republic	3%	A few cities between 5 and 10%; Prostejov (20%)
Great Britain	2%	Some cities with higher use: York and Hull (11%) and Cambridge (20%)

### 3 Cycling Policy in Northern Ireland: Historical Perspective

The first NI Cycling Strategy (NICS) was launched in 2000 with the aim of creating a cycle friendly road network in NI that would increase cycling. It identified a number of measures which would be taken to achieve this, including:

- The creation a network of high quality, coherent and safe cycle routes in each of the major urban areas;
- Inter urban links by way of some 850km of National Cycle Network (NCN);
- Creation of public transport interchanges, with stations and vehicles offering parking and access to bicycles;
- Compelling developers to incorporate cycling infrastructure in new residential, shopping and leisure facilities through Planning Policy Statements (PPS);
- Compelling Departmental agencies to provide cycling facilities on public land, such as forest parks; and

8

Van Hout, K. (2008) Literature search bicycle use and influencing factors in Europe. EIE-programme 05/016 Intelligent Energy Europe [online] available from: <http://nia1.me/1zt>

- Introduce a campaign of awareness building, aimed at schools, work places and the wider general public.

The NICS set the following targets:

- Double the number of trips by cycle (on 2000 figures) by the end of 2005; and
- Quadruple the number of trips by cycle (on 2000 figures) by the end of 2015.

### 3.1 Outcomes

These targets have not been met as overall cycling levels in Northern Ireland have remained at around the same level since 2000. As stated previously, there could be many reasons for this (individual, social, physical) which are not clear. However, what is clear is the lack of priority afforded to cycling in terms of both local transport policy and expenditure:

- in the decade from 2001/02 to 2011/12 the DRD spent almost £9m on the provision of 225kms of cycle lanes<sup>9</sup>;
- This is less than £1m per year, on average (In 2007/08 DRD did deliver 22.65km of cycle lanes at a cost of £1.06m, and in 2008/09, 30.72km of new cycle lanes were implemented at a cost of £1.36m).<sup>10</sup>
- The £1.36m spent in 08/09 equates to around 70 pence per head (in NI)<sup>11</sup> - this is slightly less than the £1 average spent by local authorities elsewhere in the UK, and significantly less than the £10 per head spent in London<sup>12</sup> and the UK's cycle demonstration towns (£10).<sup>13</sup>
- By comparison the city of Copenhagen and authorities across the Netherlands spend an average of £20 per head on cycling, while in Germany the figure varies across cities between £6 and £15.<sup>14</sup>
- Of the total expenditure on transport in Northern Ireland in 2008/09 (£320.82 per head), cycling spend accounted for approximately 0.22% (see figure two).

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9 AQW 9540/11-15

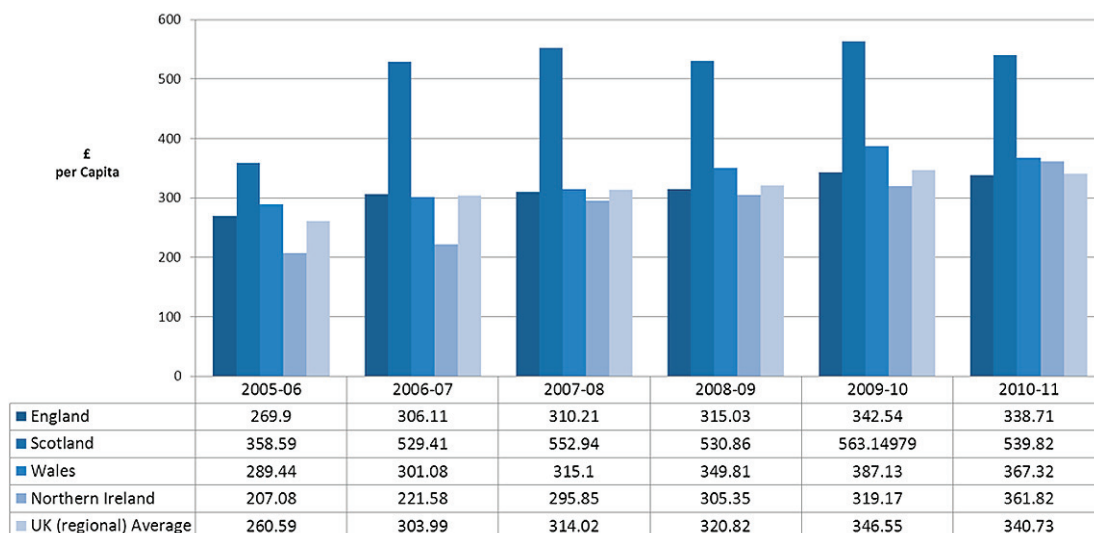
10 AQW 8315/09

11 The population of Northern Ireland in 2009 was 1,793,333 see NISRA [online] available at: <http://nia1.me/1zp>

12 Aldred, R. (2012) How can we get Britain cycling? Response to the Inquiry by the All Party Parliamentary Cycling Group [online] available from: <http://nia1.me/1zq>

13 Cope, A., Kennedy, A., Ledbury, M., Camber, R., Parkin, J. and Cavill, N. (2010) Cycling demonstration towns – an economic evaluation. European Transport Conference Proceeding (ETC) [online] available from: <http://nia1.me/gc>

14 GLA (2012) Gearing Up: An Investigation Into Safer Cycling in London. London: Greater London Authority [online] available from : <http://nia1.me/1zs>

**Figure 2: Identifiable expenditure on transport by UK region (per head) 2005-06 to 2010-11**

Source: HM Treasury 2011

Clearly the level of investment is a key determinant in cycling levels; this is demonstrated when we look at the Netherlands, Denmark, Germany, London and in the UK cycling demonstration town where higher per capita spends have consistently resulted in higher participation. It is also reflected, to a lesser extent, in Northern Ireland where investment, albeit extremely limited, has been made.

Since the publication of the first Cycling Strategy a cycle usage survey has been used since 2000 to allow progress towards the targets established to be monitored.<sup>15</sup> Levels of cycling usage are based on 2 surveys:

- The first survey contains data from the months of May, June and September from the year 2000 until the year 2010, using 2000 as the Base Year for comparison.
- The second survey contains data for a full year (or as close to a full year as is available) for the years 2003 – 2010, using 2003 as the Base Year for comparison.

While the targets (double trips by 2005 and quadruple by 2015) have not been met, the cycling surveys do show that where improvements have been made to cycling infrastructure, cycling levels do rise. Survey one (May, June and September) shows a 79% increase in cycling across all survey sites between 2000 and 2010. This figure is almost doubled within Belfast where there has been a 152% increase in cycling levels over the same period (see table 3).

**Table 2: Change in Cycle Usage 2000-2010 All Sites, NCN and Belfast (Survey 1 – May, June & September)**

Year	All Sites	NCN Sites	Belfast Sites
2000-01	1.6%	5.1%	5.4%
2000-02	-4.5%	-9.0%	12.7%
2000-03	3.8%	2.8%	22.4%
2000-04	20.0%	28.5%	54.2%
2000-05	25.8%	31.4%	56.6%
2000-06	26.3%	23.3%	57.7%

Year	All Sites	NCN Sites	Belfast Sites
2000-07	36.9%	37.1%	87.0%
2000-08	56.7%	61.7%	115.9%
2000-09	76.43%	94.5%	146.7%
2000-10	79.0%	102.5%	152.5%

Source: Roads Service 2010

The annual survey (survey 2) gives a more balanced picture of cycling behaviour over the whole year through the inclusion of the winter months. The figures continue to indicate an increase in cycle usage across all sites year on year with a 47.5% increase over all sites between 2003 and 2010. As is the case with survey one, the increase across all sites is almost doubled at Belfast sites, where a 92.3% increase has been recorded (see table 3).

**Table 3 Change in cycle usage 2003 – 2010 (Survey2 - Annual)**

Year	All Sites	NCN Sites	Belfast Sites
2003-04	-2.9%	-8.0%	7.3%
2003-05	16.0%	6.1%	24.9%
2003-06	22.1%	18.5%	38.0%
2003-07	21.9%	15.3%	44.0%
2003-08	34.1%	26.5%	59.0%
2003-09	36.4%	42.6%	81.5%
2003-10	47.5%	55.1%	92.3%

These surveys show significant increases in cycling on the NCN and in Belfast (although not enough to alter national cycling levels), albeit from an extremely low base rate. These increases compare well to those achieved elsewhere in the UK. For example, using census data we can see that:

- In Cambridge, the UK's top cycling city, 32% of people travel to work by bicycle, this represents an increase of 12% in a decade, the next highest rate was in Oxford (17%) followed by Isles of Scilly and Hackney at 14%.<sup>16</sup>
- Between 2001 and 2011 the number of people living in London that cycled to work more than doubled from 77,000 in 2001 to 155,000 in 2011 (+101%) – this means 3.9% of the population cycled to work in 2011, compared to 2.3% of workers in 2001.<sup>17</sup>
- There were also substantial increases in other cities including Brighton (increasing by 109% between 2001 and 2011), Bristol (94%), Manchester (83%), Newcastle (81%) and Sheffield (80%).<sup>18</sup>
- There has been a 60% increase in the number of people in Belfast cycling to work between 2001 and 2011. This means 2.1% of the population now cycle to work.
- Only 0.85% of the total population cycle to work, this represents a 12% decrease since the 2001 census.<sup>19</sup>

16 ONS (2011) 2011 Census Analysis - Cycling to Work [online] available from: <http://nia1.me/1zi>

17 Ibid

18 Ibid

19 NISRA (2012) Census 2011: Key Statistics for Northern Ireland [online] available from: <http://nia1.me/1zj>



- The UK's Cycling Demonstration Towns (Aylesbury, Brighton and Hove, Darlington, Derby, Exeter and Lancaster with Morecambe) provide further evidence that investment leads to positive increases in cycling. Under this scheme the chosen local authorities had the opportunity to invest approximately £10 per head of population (much more than the estimated £1 local authority average) and while cycling levels had been historically low the six cycling demonstration towns recorded an increase in cycling of almost a third.

### 3.1.1 Limitation of NI policy to date

The second progress report on the delivery of the cycling strategy acknowledged the impact of certain cycle schemes, including the National Cycle Network (NCN) as well as the Lagan and Newry Canal tow paths in increasing cycling levels. However while off road cycling paths 'along rivers and disused railway tracks' may be beneficial for recreation cyclists, dedicated provision on urban roads which could be used by utility cyclists is limited. This was described as "of a lower standard, with car parking in cycle lanes and cycle lanes that do not extend through junctions".<sup>20</sup>

## 4 Cycling policy in Northern Ireland: current

The Programme for Government (PfG) provides the overarching framework for government policy in Northern Ireland. As set out in the PfG 2011-2015, the Executive's overall aim, is "... to build a safe, peaceful, fair and prosperous society where everyone can enjoy a better quality of life now and in years to come".<sup>21</sup>

In support of that aim, the PfG sets out five priorities and three cross-cutting themes which will underpin the work of the Executive, as summarised below.

Priorities	Themes
I. Growing a sustainable economy and investing in the future	I. Equality & Good Relations
II. Creating opportunities and tackling disadvantage	II. Promoting Sustainability
III. Protecting our people, environment and creating safer communities	III. Joined-up Government
IV. Building a united and shared community	
V. Delivering high quality and efficient public services	

### 4.1 Provision for cycling within the PfG

Given the primary aim of the PfG is to improve the economy; it is surprising that transport is mentioned so few times. Under priority three, *Protecting our people, environment and creating safer communities*, there are two commitments that relate (at least in part) to increasing participation in cycling:

- **Commitment 59: to invest over £500m to promote sustainable modes of travel** This is not exclusively about cycling, indeed the intended focus was on public transport with additional investment in schemes such as park and ride and the promotion of the car share initiative.<sup>22</sup> For example, in 2012/13 £131 million was spent on a number of projects including Door to Door and Rural Transport services; Ecar; Belfast Rapid Transit

20 DRD (2007) Northern Ireland Cycling Strategy 2nd report [online] available from: <http://nia1.me/1zu>

21 NI Executive (2011) Programme for Government 2011-15 [online] available from: <http://nia1.me/1s6>

22 Committee for Regional Development, Programme for Government Seminar: Monday, 12 December 2011 [online] available from: <http://nia1.me/1zn>

Outline Business Case; and sustainable transport (including cycling infrastructure) enabling measures under Belfast on the Move.<sup>23</sup>

- **Commitment 59: to create the conditions to facilitate at least 36% of primary school pupils and 22% of secondary school pupils to walk or cycle to school by 2015.** The levels of cycling at the publication of the PfG were already 32% and 22% for primary and secondary school pupils respectively, therefore the target set was to increase cycle to school levels by 4% of primary-school children and 1% of secondary-school children walking and cycling to school. That fact aside, the means by which this target would be achieved were primarily through promoting awareness; increasing safety and building cycle lanes. Notable schemes include:
  - The *Active School Travel Initiative* is co-funded by DRD and the Public Health Agency. It involves delivering a programme of cycle and walking skills training to pupils in 180 schools across Northern Ireland. The programme is being delivered by Sustrans and its objective is to encourage school children to adopt cycling and walking as their main mode of travel to school.
  - The *Travelwise Safer Routes to Schools initiative* is led by the DRD in partnership with the Department of Education (DE). It includes a range of measures including: Education and awareness classes; road-safety training; School Travel Planning; and provision of infrastructure.

#### 4.1.1 Other PfG commitments where cycling could contribute

Cycling is recognised as having the potential to deliver benefits across many aspects of life - health (both mental and physical); child development; reduced traffic congestion; noise and pollution; tourism; environmental awareness and social inclusion. Therefore there it could be argued that cycling can make a contribution across all PfG priorities:

- Commitment 6 (Priority 1) to increase visitor numbers to 4.2 million and visitor revenue to £676million – cycling tourism has become increasingly popular across Europe and is a major attraction to visitors from outside the UK particularly Germany, the Netherlands and Austria. However, safe and car free cycling infrastructure is a priority for most cycling holiday makers.<sup>24</sup>
  - The NI Tourist Board's initiative has a cycling marketing officer and continues to market the NCN and is involved in the development of touring routes.
- Commitment 45 (Priority 2) states the DHSSPS will invest £7.2 million, up to 2015, in programmes to tackle obesity – investment in cycling has been shown to improve health and reduce childhood obesity;<sup>25</sup>
  - The Public Health Agency partners DRD in the funding of the Active School Travel Initiative
- Commitment 50 (Priority 3) states the DoE will continue to work towards a reduction in greenhouse gas emissions by at least 35% on 1990 levels by 2025 – transport is the only sector of the NI Economy who emissions continue to rise therefore an increase in cycling levels could reduce reliance on the private car and meaningful contribution to meeting this target.
  - The DoE is involved with DRD in delivering road safety training as part of the safer routes to school programme but DRD has the responsibility for NI meeting emission reduction targets for transport through sustainable transport schemes.

23 DRD (2012) Business Plan 2012-13 [online] available from: <http://nia1.me/1zo>

24 See: Failte Ireland (2013) Cycling Tourism Market Research [online] available from: <http://nia1.me/1z1>

25 See: World Health Organisation (2012) Childhood Obesity Prevention [online] available from: <http://nia1.me/1z0>

## 4.2 The Active Travel Strategy

The DRD established an Active Travel Forum in March 2010. This forum included stakeholders from across government departments, local government, the voluntary and community sector, and the private sector. The Forum was tasked with developing a high level strategy for Active Travel.

The active travel strategy, published in December 2012, aims to promote walking and cycling as safe, healthy, flexible, inexpensive and sociable means of travel. When launching the strategy the Regional Development Minister, Danny Kennedy said:

*“This strategy, which encourages more active and healthier modes of travel such as cycling and walking, has been developed with input from other government departments. It aims to put walking and cycling at the heart of more sustainable local transport arrangements and to contribute to wider Executive strategies to improve public health and the environment.”*

Its key objectives are to increase the average distances walked and cycled and to increase the percentage of total trips that are undertaken by cyclists so that it is in line with our UK counterparts by 2020. The strategy also reiterates the PfG targets regarding school travel.<sup>26</sup>

### 4.2.1 Active travel strategy action plan

An active plan for the Active Travel Strategy was published in August 2013. The plan sets out measures that will be taken by government departments, local authorities and voluntary bodies to reach targets set in the strategy up to 2015. Notable achievements delivered to date include:

- Opening of the Comber Greenway to Titanic Quarter Cycle Route;
- The Northern Ireland Civil Service “Cycle to Work Scheme” has helped 700 staff with the purchase of bicycles;
- £2.4 million spent by DRD in providing 8km of new footway, 3.7km of cycle lanes, 22 new pelican crossings and 19 safe routes to school schemes.

Other Active Travel initiatives planned or underway include:

- four Active Travel Demonstration Projects which include a Public Bike Hire scheme in Belfast and walkways and cycle paths in Londonderry, Craigavon and Strabane;
- Delivery of a programme of cycle and walking skills training with at least 60 schools per year to raise awareness of the benefits of walking and cycling as a main mode of transport; and
- New paths, trails and access improvements in 15 Council areas; and
- investment by the DRD in roads infrastructure in a range of towns to provide safer walking and cycling environments.<sup>27</sup>

### 4.2.2 DRD Cycling unit

A cycling unit has now been established with the DRD *“in order to give increased focus and priority to the needs of cyclists and to encourage greater participation in this healthy and sustainable form of transport.”*<sup>28</sup> The work of the unit is at a very early stage and is presently focused on research including meeting with experts and stakeholders. This work will support the development of a new cycling strategy for Northern Ireland.

26 Page 4: DRD (2012) Building an Active Travel Future for Northern Ireland. DRD: Belfast

27 NI Executive Press Release, 7th August 2012: Regional Development Minister Danny Kennedy MLA has awarded a £4.3million investment package to four local councils to promote Active Travel Demonstration Projects [online] available from: <http://nia1.me/1zv>

28 AQO 5583/11-15

### **4.2.3 Active Travel Demonstration Projects**

Four local councils: Belfast City Council, Craigavon Borough Council, Derry City Council and Strabane District Council were each awarded funding, following a competitive process in which 19 councils submitted plans, to become active travel demonstration towns. This follows similar schemes in the UK and ROI. The main elements for each council area are summarised below:

- Derry City Council will create 3km of new traffic free greenways to promote accessibility between key transport hubs and population centres, schools, businesses and residential areas at a cost of £1,348,000. In addition, Derry City Council will deliver 40 school travel plans, 10 workplace travel plans, appoint a 'Community Active Travel Officer and survey and monitor use.
- Belfast City Council are developing a public bike hire scheme, similar to those in Dublin, London and across Europe. This will cost an estimated £698,700.
- Strabane District Council are developing walking and cycling routes which will include a pedestrian and cycle bridge and 2.4 kms of cycle and pedestrian paths at a cost of £873,000.
- Craigavon Borough Council are renovating their existing walking and cycle network ensuring it links to the two main train stations and other key services in the area. This scheme has been allocated £1.3million.



Northern Ireland  
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## Research and Information Service Briefing Paper

Paper 000/00

31st July 2013

NIAR 000-00

**Des McKibbin**

# Greenways

**NIAR 000-00**

## 1 Background and context

The National Cycle Network (NCN) in Northern Ireland extends more than 800 miles but the majority (87%) of this network travels along roads with only 13% of the network, or 106 miles, making use of traffic-free paths. This is important as the evidence suggests inexperienced and/or leisure cyclists have a strong preference for traffic free routes, as do cycling tourists.

The Comber Greenway and the Newry Canal towpath are prime local examples of what a greenway is, with the former travelling along the track bed of a former railway line from Comber to Belfast's Titanic Quarter and the latter along the Canal from Newry to Portadown. Railways and canals are perfect for greenway cycling routes as they tend to be long, straight, flat, and link towns.

In the late Victorian period (around 1900) the railway network in the North of Ireland extended over 1000km and was accessible to within 5miles by approximately 90% of the population.<sup>1</sup> The total route mileage in Northern Ireland following partition (1920) was 754 miles, consisting of 630 miles of 5ft 3in (1,600 mm) gauge and 124 miles of 3ft gauge.<sup>2</sup> The development or rather dismantling of the network is illustrated in figure 1.

1 Railways Taskforce (2000) Interim Report of the Railways Taskforce on the Future of the Railway Network in Northern Ireland. DRD: Belfast

2 DRD (2012) Future Railway Investment: A Consultation Paper [online] available from: <http://nia1.me/1ym>



**Figure 1: Changes to the Northern Ireland Rail Network Since 1947**



Source: Railways Taskforce (2000)

Although the Department for Regional Development (DRD) does not have a statutory duty to provide ‘off-road’ infrastructure, it does recognise the significant potential for developing greenways along the routes of dismantled railways (like Comber) and former canals (like Newry). However, it is important to recognise that the old network no longer exists in the joined up way that it once did. In the decades that have passed since this infrastructure was operational, much of it has fallen into disrepair and a fair proportion of it has transferred ownership or is now in use for other purposes.

Despite this the fact remains that where it still exists, this old infrastructure has the potential to provide traffic-free routes which are accessible and where people will feel safe to walk or cycle in an attractive environment.

According to the DRD, it’s Cycling Unit has begun some exploratory work with Councils to explore these opportunities and to assist them in taking forward some of their own plans.

- Officials from the Cycling unit met with Newry and Mourne District Council and talked through the options for the proposed greenway from Newry to Dundalk. Discussions have centred around the need for a business case and possible funding options;
- Officials have also met with the Blackwater Regional Partnership in relation to a proposal to develop a greenway along the route of the former Ulster Canal;
- a meeting was held with Fermanagh District Council to consider options for cycling in Enniskillen which also touched briefly on cross border routes.
- A local community group are currently promoting the development of greenway connecting Comber - Newtownards – Donaghadee, but there is potential for many more across Northern Ireland, for example:
  - Comber - Saintfield - Downpatrick - Newcastle;

- Portadown – Armagh; and
- Derry – Strabane – Omagh.

In addition to local routes there is also the potential for a number of cross border cycle routes – for example, Donegal County Council is working on mapping its disused railway lines and this has potential for developing as a cross border greenway to link with L/Derry.

## 2 Ireland

Although discussions are taking place in Northern Ireland about the potential for greenway development, the Irish Government are much further advanced, with greenway development a key element of the country's cycling policy.

### 2.1 National Cycling Policy

In recognising cycling as one of the most important forms of sustainable transport the Irish Department of Transport published a National Cycling Policy Framework (NCPF) in April 2009. The policy framework emanates from the Government's 2009 transport policy for Ireland: *Smarter Travel – A Sustainable Transport Future*.

The NCPF sets out many policies and objectives in relation to cycling, with the ultimate aim of increasing cycling's share of the total travel market from 2% to 10% by 2020.<sup>3</sup> The key objectives of the NCPF are as follows:

- Move 160,000 people a day to work by bike; an increase of 125,000 people;
- Invest in better, safer cycle routes around the country for commuters, leisure cyclists and visitors. (Improve existing cycle routes and introduce new routes to best international standards);
- Increase cycling's share of the total travel market, from 2% to 10%;
- Introduce a new approach to the design of urban roads to better recognise the needs of cyclists and pedestrians; and
- Retrofit major road junctions and roadways in key cities and towns to make them cycle-friendly.<sup>4</sup>

The Irish Government's NCPF is not simply an environmental policy; indeed with its strong focus on promoting leisure and tourism cycling, the Government's decision to improve conditions for cyclists is very much an economic policy.

#### 2.1.1 Cycling Tourism

Prior to the publication of the national cycling policy framework, Fáilte Ireland had already published its *Strategy for the Development of Irish Cycle Tourism* (in 2007). This policy document aimed to re-establish Ireland – particularly rural Ireland – as a cycling tourism destination. It was noted in the document that while visitor numbers in many of the countries urban centres were rising, the numbers of overseas visitors to the rural west (Mayo, Roscommon, Galway) had fallen by some 12% between 2003 and 2005.<sup>5</sup>

3 Smarter Travel (2009) Ireland's First National Cycle Policy Framework [online] available from: <http://nia1.me/21s>

4 Ibid.

5 Sustrans (2007) Strategy for the Development of Irish Cycle Tourism [online] available from: <http://nia1.me/214>

The strategy called for a range of infrastructural elements and “softer” measures:

- In terms of infrastructure the strategy identified the need for safe and attractive routes, it emphasised the need for greenway development;
- It called for improved cycle hire facilities; and
- integration between cycling and public transport;
- Softer measures include the tools to both attract visitors (marketing, website) and support them in destination (maps, information points).

Many of these recommendations have been included in the subsequent NCPF, particularly the provision of greenways, which the cycle tourism strategy emphasises are vital for attracting the family market, which will often include inexperienced cyclists and/or young children.<sup>6</sup> This is a key market across the island of Ireland:

- 38% of overseas cycling tourists travel in a group of family or friends which contain children; and
- 41% of domestic cycling tourists travel in a group of family or friends which contain children;

The availability of safe and traffic free cycling routes is the reason why countries such as Denmark, Germany and the Netherlands, who have invested heavily in segregated cycling infrastructure, can boast both high levels of utilitarian cycling and high levels of cycling tourism:

- In Denmark, for instance, cycling tourism accounted for 13% of total tourism turnover in 2008;
- in Germany, the direct annual turnover from cycle tourism (estimated to €3.9 billion per year or £3.2bn) makes up 3% of the turnover from all day and overnight tourism;<sup>7</sup> while
- Even in countries where there is not a strong tradition of utilitarian cycling, such as Italy and Spain, cycle tourism is an important product.<sup>8</sup>
- In addition to Greenways, the strategy further proposed the development of cycling hub towns, in established tourist destinations, such as Westport in Mayo. These hubs would provide many of the facilities required by cycling tourists such as accommodation, hospitality, bike hire and also the opportunity to experience the local culture and heritage.

## 2.2 Greenways in Ireland

The Irish Government views the construction of safe and attractive routes, such as greenways, as important method of promoting walking and cycling, to both locals and visitors; two prominent greenways, which will form part of the planned 2,000km National Cycling Network (NCN),<sup>9</sup> have already opened:

- The Great Western Greenway in Co. Mayo; and
- Great Southern Trail in Co. Limerick.

Between 2010 and 2016, the Irish Government will have invested around €20 million in the development of its National Cycle Network; a further €30 million is expected to be spent on sections of the flagship Dublin to Galway cycling route. The Irish Government are justifying this expenditure on the basis that greenways provide an important public resource, they have

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6 Smarter Travel (2009) Ireland's First National Cycle Policy Framework [online] available from: <http://nia1.me/21s>

7 Weston, R., Davies, N., Lumsdon, L. and McGrath P. (2012) The European Cycle Route Network: EuroVelo Study [online] available from: <http://nia1.me/1yj>

8 Ibid.

9 (NRA) National Roads Authority (2010) National Cycle Network Scoping Study [online] available at: <http://nia1.me/213>

also been shown to bring a large return on investment through tourism, health benefits and job creation.

The centre-piece of the cycling network will be greenway running along an old railway line, over viaducts through mountainous tunnels overlooking the Atlantic Ocean and Ring of Kerry.

	Route Start – End	Distance	Estimated Cost	Start/Finish
Phase 1	Cahersiveen – Reenard Pt. (Fertha Greenway)	5.75 km	€872,330	Feb 2014 – Dec 2014
Phase 2	Cahersiveen – Golden Mile	12 km	€2,018,950	Feb 2015 – December 2015
Phase 3	Golden Mile – Glenbeigh	14 km	€1,823,584	Feb 2016 – November 2016

Source: Kerry County Council

The Irish Government has allocated €3.4 million to this project and this will go towards construction of 26 kilometres of Greenway from Cahersiveen to Glenbeigh along the old Great Southern Railway making it an exceptional and unique visitor attraction. It is hoped this particular route will attract cycling tourists and visitors from all over the world to the Ring of Kerry. In announcing the funding, Public Transport Minister, Alan Kelly stated:

*“The natural beauty combined with the history of the old railway tunnels and the viaduct will make this one of the most beautiful cycling holiday destinations in the world. We estimate it will bring in the region of **30 jobs** during construction and will contribute as much as **70 jobs** to the local economy over time. It is hugely positive news and I’m delighted as Minister to be able to do this,”*

*“I see many families, guests, adventurers, casual cyclists and all manner of people making use of this greenway. It will be constructed over the next two years and follows our experience of the Great Western Greenway in Mayo”.*

In its bid for funding Kerry County Council suggested that on completion of the proposed Greenway, Kerry has the potential to attract similar spending in the local economy as the Mayo-Great Western Greenway where according to an indicative economic study commissioned by Fáilte Ireland: *“all direct expenditure associated with the Greenway would contribute to a projected €7.2m in spend in the local economy over a full year in 2011.”*<sup>10</sup>

The Ring of Kerry Greenway is one of three projects awarded funding under the NCN programme totalling €6.3 million. The other two projects are:

- The Deise Greenway travels 7.2km along a disused railway corridor from Clonea to Durrow in County Waterford. It will form part of the overall Dungarvan to Waterford City (41.1km) Greenway;<sup>11</sup> and
- The Galway Greenway (Galway City-Moycullen) travels along part of the dismantled Connemara railway line between Galway City and Clifden for a distance of 12.4 Km. Funding has been awarded for the first of two phases starting in Galway City and finishing just west of Moycullen village.<sup>12</sup>

The NCN programme called for *“routes that are predominantly off-road, large world class projects which will offer the best return in investment in terms of meeting demand and*

10 Kerry County Council (2013) National Cycling Network Funding Scheme 2014-16 [online] available from: <http://nia1.me/253>

11 Waterford County Council (2013) Clonlea – Durrow Phase 1 Greenway Project [online] available from: <http://nia1.me/255>

12 Galway County Council (2013) National Cycle Network Funding Scheme 2014/16 – Application Form [online] available from: <http://nia1.me/254>

*generating economic activity*". There were 38 proposals submitted by 28 local authorities. Projects were chosen that best matched the following criteria:

- High quality, off-road greenway routes that have the potential to be world class trip attracters (length of route a factor)
- Potential demand (as a tourism & day trip attraction and, where feasible, as a transport corridor for local use) and potential impacts on local economy (e.g. job creation). Evidence based assessment must be provided.
- Alignment with overall concept (e.g. quality of route, safety of route).
- Deliverability of the route in proposed timescale (e.g. no land ownership or major environmental issues)
- Total costs and costs per km taking into account route type, and the commitment from local authority including potential co-funding.
- Alignment with other transport, tourism and sports programmes/locations, for example, linkages to visitor attractions and centres, and other cycling and transport infrastructure should be demonstrated.
- Route promotion and monitoring plans, and planned route management structure.

A further €10 million was awarded to routes in Westmeath, Tipperary, Waterford, Kerry, Limerick, Clare, Roscommon, Kildare, and Mayo. This included €4 million for a 40 km greenway along the disused railway between Mullingar and Athlone.

### **2.2.1 Previous NCN funding streams**

In 2013, the NCN Seed Funding scheme awarded €420,000 seed funding to 12 projects (€15-50,000 each) covering 403 km. It is envisaged that this funding would enable local authorities to develop detailed proposals for the 2014-2016 funding scheme. There were 35 applications from 23 local authorities and only off-road routes were considered. Successful projects included: West Cork Greenways, Glenbeigh to Caherciveen, Dodder Greenway, and the Mullingar Greenway.

In 2012, the National Cycle Network Funding Scheme awarded €7,032,000 to 16 projects covering 334 km. There were over 50 submissions. Funded projects included:

- 195 km of on-road routes in Donegal;
- upgrade of Royal Canal towpath in Westmeath;
- Louth Greenway; and
- Castlebar to Museum of Country Life.
- 40 km of off-road routes were funded as well as 100 km of designated cycle lanes (mainly along former national roads).

All projects are scheduled to be completed by 2014.

### **2.2.2 Other funding**

- The 42 km Great Western Greenway was co-funded by DoTTaS, Fáilte Ireland and Mayo CoCo between 2009 and 2011 (total cost €5.6 million).
- Routes within the Greater Dublin Area are managed by the NTA. The design of the Dublin to Mullingar route (approx. 80 km) is at a developed stage and construction is expected to cost €20-25 million.
- The Oughterard to Clifden section Connemara Greenway is expected to cost €9.2 million (funding sought from Fáilte Ireland).



- The Sandycove to Sutton (S2S) cycleway and promenade along Dublin Bay is expect to cost €100 million.
- Other national funding was awarded through the Active Travel Towns Funding Scheme 2014-2016 (€6.5 million).
- The Smarter Travel Areas competition awarded €23 million to Limerick, Westport and Dungarvan for 2012-2016.
- Some funding is also provided for Smarter Travel Workplaces, Green Campus, Bike Week etc.
- European funding for greenways and other projects is available through INTERREG and the European Regional Development Fund (2014-2020). Work is ongoing to have enable TEN-T funding to be allocated to cycling projects, prticularly along the EuroVelo route.

## 2.3 Costs of greenway development in Ireland

Based on the applications and successful projects examined in the South it is clear that the cost of a greenway varies, dependant on the condition the route. Variations in price may arise due to things like:

- Unforeseen Ground Conditions;
- Existing Services;
- Dense Vegetation;
- Gradient or Topographical issues;
- Archaeology; and
- Design Fees<sup>13</sup>

Table 1 below shows a cost estimate for the proposed Cork to Kinsale Greenway, as provided by Kieran Boyle Consultants. The proposed route follows a disused railway line and is approximately 36km in length:

<b>Classification</b>	<b>Length</b>	<b>Cost (€)</b>
On Rail Alignment	24km	1,600,000
Through Open Field	3.0km	290,000
Existing Structure	1.3km	700,000
Local Diversion	1.7km	165,000
On Local Road	2.8km	100,000
Link to Cork City	4.0km	80,000
Ancillaries	-	590,000
		<b>€3,525,000</b>
Preliminaries	10%	352,000
	<b>Sub Total</b>	<b>3,877,500</b>
Contingencies	10%	387,750
		<b>€4,265,250</b>
	With VAT 13.5%	€4,840,000

It is estimated that maintenance, including fencing and boundary repairs, plant and material, inspections and repairs, landscaping, management etc. would cost €6,500 per km, per year.

## 2.4 The Great Western Greenway

The cycling tourism strategy sought to re-establish Ireland as a cycling tourism destination and already it looks to have succeeded with the country attracting 178,000 overseas cycling tourists in 2011, more than half of whom were from Mainland Europe. This is a significant jump from the 60,000 who visited in 2005 and has been boosted significantly by the Great Western Greenway (GWG) Demonstration Project in County Mayo.

With financial support from The Department of Transport, Tourism and Sport and Fáilte Ireland Mayo County Council worked with local landowners to develop and build a walking and cycling Greenway, along the route of a disused railway. This development was based on recommendations made in the cycling tourism strategy. The 42 km Great Western Greenway was co-funded by DoTTaS, Fáilte Ireland and Mayo CoCo between 2009 and 2011 (total cost €5.6 million).

The GWG was opened in two stages, with the first 14km from Newport to Mulranny, opening in 2010; it was completed in June 2011 and is the longest off-road cycling trail in ROI, travelling from the town of Westport to Achill Island in County Mayo.



An assessment of the greenway's economic impact commissioned by Fáilte Ireland demonstrates that tangible economic benefits have occurred as a direct result of the construction of the GWG. Estimates derived from the study suggest that all direct expenditure associated with the Greenway would contribute to a projected €7.2m (£5.9m) in spend in the local economy over a full year in 2011. This expenditure includes:

- nearly €940,000 (£770,800) in expenditure by local residents, made up of 34,400 “visits” to or “uses” of the Greenway, at an average spend of €27.31 (£22.40) per visit or use;
- over €3.5m (£2.87) in expenditure by domestic visitors, made up of 14,800 domestic visitors spending an average of €49.85 (£41) per day with an average length of stay of 4.8 days;
- nearly €2.8m (£2.3) in expenditure by overseas visitors, made up of 8,000 overseas visitors spending an average of €50.71 (£41.60) per day with an average length of stay of 6.8 days;
- contribution to a projected local economic impact of about €6.3m (£5.17m), which consists of nearly €2.8m (£2.3m) in spend by overseas visitors and over €3.5m (£2.87) in spend by domestic visitors;

- contribution to a projected national economic impact of nearly €2.8m (£2.3m), which consists of the spend by overseas visitors”.

## 2.5 The Great Western Greenway

No doubt inspired by the Great Western Greenway – Louth County Council have just completed phase one of a greenway connecting Omeath Village to Carlingford. Eventually this will form part of a cross border route linking Newry and Dundalk, travelling along the former railway route which closed in 1951.

Like the GWG, this route has been facilitated by the landowners who have granted permissive access to their land. Within Louth this route extends a distance of some 35 km and when crossing the border users will then be able to follow the Newry Canal towpath as far as Portadown where they can connect to Lisburn on quiet NCN roads before travelling on to Belfast along the Lagan towpath.

The provision of the Greenway in this area represents an opportunity to increase the attractiveness of this location for families and children and could have a positive implication increasing the length of stay and encouraging repeat visits.<sup>14</sup>

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14 Louth County Council [online] available from: <http://nia1.me/21t>



Northern Ireland  
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Research and Information Service  
Research Paper

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May 2014

**Des McKibbin**

# The wider benefits of cycling

**NIAR 722-13**

The purpose of this paper is to consider the wider benefits cycling makes to society and identify the potential for substantially increasing cycling levels in Northern Ireland. Approaches to the appraisal of transport schemes are discussed, with the unique benefits of cycling identified.

The potential for increased cycling levels in Northern Ireland is evaluated based on existing knowledge of travel behavior and attitudes to sustainable transport. The experiences of some of Europe's most cycle friendly cities are discussed.

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## Key Points

The Northern Ireland Executive's (NIE) top priority is to support and stimulate the local economy of Northern Ireland; effective transport infrastructure is vital to this.

As well as having a key role in facilitating the free movement of people and goods within Northern Ireland the Department for Regional Development must bring about a reduction in emissions from transport.

This will require a significant cultural shift away from car use towards more sustainable modes, such as walking and cycling.

Transport appraisal had until recently favoured cars by not considering the wider value of cycling which is now known to contribute to better health; less congestion; and better quality of life, all of which yield an economic return.

The extent of the return is based on certain variables, particularly demand.

Cost Benefit Analysis of cycling schemes show they compare strongly against other transport projects. However, as forecasts are based on untested assumptions it remains to be seen how accurate they are.

Analysis of travel behaviour in Northern Ireland suggests car use is habitual, convenient and normal meaning generating sufficient demand for cycling will require a multi-faceted approach from government.

A combination of soft and hard measures have been implemented as a result of the Northern Ireland Cycling Strategy (2000). However, the targets set have not been reached with analysis suggesting the quality of the infrastructure was inadequate.

The potential for increased cycling levels does appear to exist and cycling is a popular recreational activity. However, not enough is known about why people choose to travel the way they do and what, if anything, would make them consider alternatives.

In some Northern European countries cycling is well established as a means of urban transport, accounting for between 35-40% of journeys in some Dutch and Danish cities.

Cycling levels in other European Countries are much more variable

Experience from Europe shows that cycling cultures can be created but many cities are 30 years ahead of the UK in implementing bicycle friendly policies.



## Executive Summary

The Northern Ireland Executive's (NIE) top priority is to support and stimulate the local economy of Northern Ireland. The Department for Regional Development must secure the infrastructure to facilitate this growth while at the same time reducing Green House Gas Emissions (GHGE) from transport.

In the current economic downturn, public funds are limited and any potential expenditure must be able to demonstrate it can provide value-for-money. Traditionally economic appraisal favoured motorised travel as it has ability to generate tax from fuel duty. However, the Department for Transport's *New Approach to Transport Appraisal* has recognised the wider impacts of transport. Thus appraisals are now based on environmental, economic, safety, accessibility, and integration objectives.

Up until 2009 there was no established methodology for evaluating the economic costs and benefits of cycle projects. This was significant because cycling is unique in terms of transport, and its benefits to both public health and the environment make potential returns from investment much greater.

Application of the new methodology demonstrates that the Benefit to Cost Ratio (BCR) of cycling projects compares strongly with other transport schemes. Assessments of four case studies indicates that the improvement in the health of new users is the single most significant benefit, while substantial benefits are accrued in terms of journey ambience, and reduced congestion. Overall BCR of cycling initiatives is sensitive to whether increases in cycling are permanent or fall back to pre-programme levels over time.

The Health Economic Assessment Tool (HEAT) is an online resource designed by the World Health Organisation to estimate the economic savings resulting from reductions in mortality as a consequence of regular cycling and/or walking. HEAT calculates the answer to the following question: if x people cycle or walk y distance on most days, what is the economic value of mortality rate improvements? Application of this tool in Scotland found annual savings of £1-2 billion could be achieved if the cycling's modal share reached 13 per cent from the current level of one per cent (the same as the NI level).

The extent of the value of cycling depends on a number of variables:

- The number of additional cyclists (and additional trips);
- The profile of target group cyclists (age and level of fitness);
- The number of cycle trips that replace car trips; and
- Whether new trips are made in rural or urban environments.

At present in Great Britain using the car for short trips in urban areas is convenient, habitual and normal and although cycling has many potential benefits, all of which provide an economic return, the extent of this value is dependent on achieving a critical mass of people who are willing or can be convinced to make change an established habit.

Analysis of travel behaviour in Northern Ireland shows a society highly dependent on the private car with very low levels of walking, cycling and public transport use. Despite increasing the use of sustainable transport modes being a strategic objective of DRD, travel behaviour has changed little in the last decade. Failure to significantly alter travel behaviour means that Green House Gas Emissions from transport have risen 38.8% per cent, while all other sectors achieved a reduction.

Research suggests that people are reluctant to move away from their cars. Car use, as it is in GB appears habitual, convenient and normal, meaning government may need to intervene with policies which actively restrict car use, including congestion and car parking charges.

The Northern Ireland Cycling Strategy (2000) aimed to double the number of trips by bicycle by the end of 2005 and quadruple the number of trips by cycle by the end of 2015. The levels achieved were well below these targets with reviews suggesting that poor infrastructure was a factor.

Most European cities experienced a decline in walking and cycling in the late 1960s and early 1970s but for some a key turning point occurred in the early 1970s, when the potential problems of spiralling car ownership began to be recognised. The Netherlands now stands as the exemplar of a bicycle friendly country: cycling is the most popular means of transportation (35%) for distances up to 7.5 km, because it is the most efficient means of travelling to school, to shops and work. Bicycle use in the Netherlands also skews demographic boundaries seen in the UK with men, women and children of all ages and social backgrounds regularly cycling.

In the cities where cycling is most widespread many of the same characteristics are evident, including: effective land use planning; good cycling infrastructure; car restrictive policies; consistent education and marketing; sustained political commitment and cycling policies which are integral to overall traffic and transport policy.

Sustainable travel demonstration towns and cycling demonstration towns provide strong evidence that cycling is a viable alternative to the car for local travel and show that a cycling culture can be created where one had not previously existed.

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# 1 Introduction

The Northern Ireland Executive's (NIE) top priority is to support and stimulate the local economy of Northern Ireland. Economic growth relies on the free movement of people and goods and it is the Department for Regional Development (DRD), in its remit to secure transport infrastructure that ultimately facilitates this.

While providing infrastructure that meets the economic and social needs of Northern Ireland, DRD must deliver reductions in greenhouse gas emissions from road transport. To date this challenge has not been met; indeed emissions from road transport have escalated in the last ten years making transport the sector in Northern Ireland with the highest emission levels.

In the current economic climate transport infrastructure investments are under pressure and therefore decisions to invest in infrastructure need to be appraised, managed and evaluated on a case by case basis in order to deliver value for money. This requires a broader view of value be taken: one that looks at all of the direct and indirect costs and returns of a project.

One of the DRD's key strategic aims is to increase the proportion of journeys made by sustainable modes. Walking, cycling and public transport have the potential to reduce Northern Ireland's dependence on the private car which has reached a point where it is negatively impacting on the economy, environment, and health of Northern Ireland.

Despite currently having the lowest levels of walking and cycling anywhere in Europe, DRD believes, based on experiences elsewhere, that when active travel is integrated into transport and planning policy it can make a wider contribution to society in terms of better health, productivity, reduced pollution and congestion. These all have the potential to yield economic returns.

To establish the potential extent of these returns two basic questions must be answered: 'How much additional cycling activity do specific investments generate, particularly within the Northern Ireland context?' and 'what is the "value" generated by increasing the amount of cycling activity from the point of view of our health, environment and our economy?'

This purpose of this paper is to consider the wider benefits cycling makes to society and whether these benefits warrant government investment to increase cycling levels in Northern Ireland. This paper will:

- Examine the approaches to appraisal of transport, particularly cycling projects;
- Identify the variables which will determine the success of a scheme, particularly demand forecasting based on analysis of travel behaviour; and
- Compare experiences of increasing cycling in other regions, outline the economic returns experienced and point to how these lessons could be applied in the Northern Ireland context.

## 2 Economic appraisal of transport infrastructure

The Department for Transport (DfT) requires major scheme proposals to be assessed using the *New Approach to Appraisal* (NATA), a sophisticated method based on cost benefit analysis. NATA was introduced in 1998 to provide more consistent appraisal of public and private transport schemes, and a balanced assessment of economic and environmental benefits, to assist with decision-making within and across modes.<sup>1</sup>

The DfT produce Transport Analysis Guidance (TAG) for transport planners which include advice on the modelling and appraisal for major highway and public transport schemes. Appraisal of walking and cycling schemes was included in a 'refresh' of NATA in April 2009<sup>2</sup> and TAG for walking and cycling projects was published.<sup>3</sup> This meant that for the first time a monetary valuation could be placed on the costs and benefits of cycling and walking schemes such as new cycle routes and road crossings. TAG makes it possible to conduct robust appraisals of cycling schemes which can be directly compared with other transport infrastructure projects.

Transport planners within all the UK legislatures have adopted NATA and are able to access TAG online via WebTAG.<sup>4</sup> This provides advice on how to:

- set objectives and identify problems;
- develop potential solutions;
- create a transport model for the appraisal of the alternative solution; and
- conduct an appraisal

TAG appraisals are based on Environmental, Economic, Safety, Accessibility, and Integration objectives. These are further divided into a number of sub-objectives:

- Environment – noise, local air quality, greenhouse gases, landscape, townscape, biodiversity, heritage of historic resources, water environment, physical fitness, journey ambience
- Safety – accidents, security
- Economy – public accounts, transport economic efficiency, reliability, wider economic impacts
- Accessibility – option value, severance, access to the transport system
- Integration – transport interchange, land use policy, other government policies

DfT suggest that the guidance should be seen as a requirement for all projects/studies that require government approval while for projects/studies that do not require government approval TAG should serve as a best practice guide.

### 2.1 The economic value of cycling

A commonly cited problem with NATA was its bias towards cars. For example, it counted the cars ability to generate tax from fuel sales as an economic benefit, whereas increased cycling would actually reduce tax income. Thus it was seen as an economic disbenefit. The 2009 refresh changed this: less car use, rather than being a disbenefit, was now considered a

1 House of Commons Transport Committee (2010) Third report: Transport and the Economy [online] available from: <http://nia1.me/gf>

2 DfT (2009) NATA Refresh: Appraisal for a Sustainable Transport System [online] available from: <http://nia1.me/gh>

3 DfT (2010) TAG unit 3.14.1: Guidance on the Appraisal of Walking and Cycling Schemes [online] available from: <http://nia1.me/g9>

4 DfT [online] see: <http://www.dft.gov.uk/webtag/>



benefit because it meant less congestion, less pollution and when replaced by active modes, the benefits include better health and fitness, all of which benefit the economy.

## 2.2 Application of NATA - Cost Benefit analysis of cycling

Extensive literature exists dealing with Cost Benefit Analysis (CBA) of transportation projects, but substantially less deals with that of cycling projects. There had previously been no established methodology for evaluating the economic costs and benefits of cycle projects. However, the DfT guidance for the appraisal of walking and cycling schemes sought to correct this. CBA of measures for pedestrians and cyclists apply much of the same methodology that is used for transport projects in general. However, the specific impacts of cycling are also considered.

## 2.3 Examples of CBA

In the DfT guidance for appraising and walking and cycling schemes example case studies of cost benefit analysis are provided. Two of the case studies were high quality segregated routes, while case study three is for a toucan crossing. All three have extremely high Cost Benefit Ratios (over the 60 year evaluation). The CBR of 1:37.6 (£37.60 returned for every £1 spent) predicted for case study two takes into account the additional impact the London congestion charge has in encouraging modal shift and should therefore not be seen as typical. This of course is unless the circumstance exists where pro-cycling measures are coupled with car-restricting measures.

**Table 1: Cost Benefit Analysis of three Transport Schemes**

Project	Case Study 1	Case Study 2	Case Study 3
	1 km length of 'Greenway' traffic-free route	6 km High quality traffic free segregated route	A new toucan crossing
Scheme capital cost (adjusted)	£37,200	£193,439	£84,631
Operating costs	£128,923	£773,537	£107,436
Tax revenue lost from modal shift	£9,934	£944,413	£37,995
Greenhouse gases (reduction)	£2,053	£194,308	£7,828
Physical fitness (improvement)	£2,640,862	£38,544,772	£2,770,936
Journey ambience (enhanced)	£81,501	£15,700,934	£836,936
Accidents (reduced)	£34,294	£3,239,936	£130,670
Business users (reduced absenteeism)	£39,285	£2,093,964	£34,628
Net present value	£2,749,575	£69,935,060	£4,037,417
Benefit to cost ratio	18.4	37.6	18.5

Source: DfT (2009)

The CBA of these schemes shows that the primary benefits gained from walk and cycle schemes are physical fitness and journey ambience benefits, with decongestion and other benefits becoming more significant as more people choose to walk or cycle rather than use a car.

## 2.4 Cycling Demonstration Towns - Background

In 2005, Cycling England launched a Cycling Demonstration Town (CDT) programme to invest in measures to stimulate increased levels of cycling through combinations of physical infrastructure, promotion and other smart measures. The initial competition for funding invited bids from towns with a population of approximately 100,000. The towns selected for funding were chosen from applications by 31 local authorities, on the basis of three principal characteristics:

1. the ambition of their programme to increase short urban trips by bike
2. the commitment and involvement of senior members and officers
3. the commitment by the local authority to match-fund the Cycling England central grant

The first phase of the programme ended in March 2009. The towns selected as Cycling Demonstration Towns were Aylesbury, Brighton and Hove, Darlington, Derby, Exeter and Lancaster with Morecambe. Darlington was also part of the Government's Sustainable Travel Town programme between 2004 and 2009, and received additional funding for implementation of a large scale Smarter Choices Programme.

### 2.4.1 Funding

The towns chosen received funding of £500,000 per year (approximately £5 per head of population per year), starting in October 2005, and matched by the respective local authorities so that the total level of investment in cycling was at least £10 per head per year. This represented a substantially higher level of investment than the English local authority average, which, at the beginning of the programme, was closer to roughly £1 per head per year.<sup>5</sup>

### 2.4.2 Outcomes

Using the DfT Guidance for walking and cycling<sup>6</sup> the analysis indicates that the improvement in the health of new users from reduced mortality is the single most significant benefit of the programme accounting for between 70% and 96% of the net benefits. This is consistent with the results of other case studies discussed which showed greatest benefits were accrued in terms of health, journey ambience (schemes were greenway upgrades) and reduced congestion.<sup>7</sup>

The outcomes of the CDT programme were positive and it did achieve its primary objective of increasing cycling. The Benefit to Cost ratio (BCR) shown in table three is not as high as those in the previous case studies, but this is determined by the timeframe for the appraisal. The CDT BCR is significant and it compares well to transport schemes which have either been approved (average BCR=6.4) for funding or placed in the development pool (average BCR=3.5) by the DfT in 2011.<sup>8</sup> The value for money guidance states any scheme with a BCR greater than two provides high value for money and is therefore worth pursuing.

5 Cope, A., Kennedy, A., Ledbury, M., Camber, R., Parkin, J. and Cavill, N. (2010) Cycling demonstration towns – an economic evaluation. European Transport Conference Proceeding (ETC) [online] available from: <http://nia1.me/gc>

6 DfT (2010) TAG unit 3.14.1: Guidance on the Appraisal of Walking and Cycling Schemes [online] available from: <http://nia1.me/g9>

7 DfT (2010) TAG unit 3.14.1: Guidance on the Appraisal of Walking and Cycling Schemes [online] available from: <http://nia1.me/g9>

8 DfT (2011) Investment in Local Major Transport Schemes: Update [online] available from: <http://nia1.me/gg>

**Table 3: Benefits and Costs of Cycling Demonstration Towns<sup>9</sup>**

<b>Impact</b>	<b>Estimate of costs and benefit over 10 year period (£m, 2007 prices and values)</b>
Reduced mortality	Benefit of £45 million
Decongestion	Benefit of £7 million
Reduced absenteeism	Benefit of £1-3 million
Amenity	Benefit of £9 million
Accidents	Disbenefit of £0-15 million
<b>Total Benefits</b>	<b>£47-64 Million</b>
Costs	£18 million
Benefit-Cost Ratio	2.6-3.5

The economic appraisal does however include the caveat that the overall BCR is sensitive to whether increases in cycling are permanent or fall back to pre-programme levels over time. For example, when assuming 10% growth in demand per annum the benefit to cost ratio ranges from 4.0-5.1:1 when appraised over 10 years. When assuming a 30% per annum reduction in demand this range falls to 0.9-1.3:1.

#### **2.4.3 Do the results indicate a permanent change?**

Consistent monitoring is needed to determine whether the increases in cycling rates from typical investments in cycling schemes are experienced over the long term and to what extent their impact declines over time. For example, the CDT programme included an aggressive marketing and education campaign (soft measure) which would encourage people to take up cycling. It may be the case that these measures would need to be repeated as experience would suggest that when the initial enthusiasm for the scheme subsides, participation is also more likely to decline. The impact of hard measures (infrastructure) is less likely to experience short term decline although these do have maintenance costs to consider.

The current economic analysis does provide some useful insights on the impact of policy measures to increase cycling. However, it also shows that the overall value of these types of schemes is sensitive to assumptions which have yet to be tested.<sup>10</sup> In addition to the assumptions made about the schemes ability to maintain user numbers, other key questions about the accuracy of the BCR include: 'What proportion of cyclists have shifted from using a car?' and 'what was their previous activity/fitness level?'

## **2.5 Health Economic Assessment Tool (HEAT) for cycling**

HEAT is an online resource designed by the World Health Organisation to estimate the economic savings resulting from reductions in mortality as a consequence of regular cycling and/or walking. It is based on best available evidence, with parameters that can be adapted to fit specific situations.

HEAT calculates the answer to the following question: if x people cycle or walk y distance on most days, what is the economic value of mortality rate improvements?

9 DfT (2010) Cycling Demonstration Towns Development of Benefit-Cost Ratios [online] available from: <http://nia1.me/gd>

10 Cope, A., Kennedy, A., Ledbury, M., Camber, R., Parkin, J. and Cavill, N. (2010) Cycling demonstration towns – an economic evaluation. European Transport Conference Proceeding (ETC) [online] available from: <http://nia1.me/gc>

HEAT can be applied in many situations, for example:

- to plan a new piece of cycling or walking infrastructure: it models the impact of different levels of cycling or walking, and attaches a value to the estimated level when the new infrastructure is in place (this can be compared to the costs to produce a benefit–cost ratio (and help make the case for investment), or as an input into a more comprehensive cost benefit analysis);
- to value the mortality benefits from current levels of cycling or walking, such as benefits from cycling or walking to a specific workplace, across a city or in a country;
- to provide input into more comprehensive cost–benefit analyses, or prospective health impact assessments: for instance, to estimate the mortality benefits from achieving national targets to increase cycling or walking, or to illustrate potential cost consequences of a decline in current levels of cycling or walking.<sup>11</sup>

### 2.5.1 Examples of application

*Transform Scotland*, a Scottish alliance for sustainable transport, used HEAT for cycling to estimate the benefits from both conservative (20%) and more ambitious (40%) targets of journeys under 5 miles being completed by bicycle. These represent cycle rates for all distances of 13% and 27%, respectively. These estimates refer to the Scottish working-age population (aged 15–64). Annual savings would amount to £1–2 billion if the cycle share reached 13% from the current level of 1% per cent.

Another example of a city with low cycling levels that has used HEAT is Pilsen in the Czech Republic. A study by the Charles University Environment Centre (Czech Republic) showed that two per cent of participants would be ready to take up regular cycling if the infrastructure were improved. Assuming an average of two cycling trips per day, the mortality savings from such an increase in cycling would result in discounted annual savings of €882,000. The calculation was based on a representative study on travel behaviour in 764 people. The study included questions on willingness to change travel means, provided certain improvements in the transport infrastructure would be made.<sup>12</sup>

## 2.6 What is the extent of value?

Research undertaken by SQW Ltd on behalf of Cycling England concluded that these wider benefits must be considered together to fully understand the potential value of cycling. However, the extent of the value depends on a number of variables:<sup>13</sup>

- The value of cycling increases with the more people who cycle;
- There is greater benefit in getting previously inactive and older people to cycle;
- The value of substituting cycling for car trips is higher than those that replace other modes; and
- The value of replacing urban trips is higher than rural trips.

A significant obstacle to overcome when planning to invest in cycling is establishing whether or not it will actually get people onto their bikes. Research shows that although most people are in favour of cycling most still don't do it. It is often assumed that short trips could easily be made by bicycle or on foot, but a purely distance based understanding of the problem ignores difficulties caused by the physical environment, in terms of safety; unpredictable

11 WHO(2011) Health economic assessment tool (HEAT) for cycling and walking [online] available from: <http://nia1.me/h8>

12 WHO (2011) Examples of applications of the health economic assessment tool (HEAT) for cycling [online] available from: <http://nia1.me/h9>

13 SQW Ltd. (2010) Understanding walking and cycling

weather; complex household interactions like transporting children; and a perception that walking and cycling are not normal modes of transport.<sup>14</sup>

*“The key that comes from this research is that at present in Britain using the car for short trips in urban areas is convenient, habitual and normal. It is what people expect to do, what most people expect others to do and what many other people who have yet to benefit from car ownership aspire to do. Alternatives to the car – especially cycling and walking – are perceived to take too much effort, need planning and equipment that causes hassle, and may be risky and uncomfortable”.<sup>15</sup>*

What this tells us is that cycling has many potential benefits, all of which provide an economic return. However, this value is dependent on achieving a critical mass of people who are willing or can be convinced to make change an established habit.

## 2.7 The true value of the cycling economy

British Cycling, the national governing body for cycling, and Team Sky, the leading professional cycling team, commissioned the London School of Economics to undertake a study to ascertain, for the time being, the full extent of cycling's contribution to wider economy – termed the 'Gross Cycling Product'. This study worked out that those occasional, regular and frequent cyclists contributed a 'gross cycling product' of c£3bn to the British economy in 2010.

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14      Ibid

15      Ibid



## 3 Appraisal of walking and cycling schemes in Northern Ireland

The first logical step in the development of any product is to identify whether there is sufficient demand to warrant investment:

*“It is of crucial importance to forecast demand of walk and cycle use as accurately as possible in order to produce a successful appraisal. It is also of importance to estimate the resulting change in use of other modes in order to fully appreciate the impact of a scheme”.*<sup>16</sup>

TAG recommend three approaches to forecasting demand, these are:

- Comparative study – This is the most simple and low-cost option involving making comparisons with other schemes similar to the one being proposed;
- Estimating from disaggregate mode choice models – This method uses existing data to express the probability that a person or group with similar socioeconomic characteristics, faced with a number of travel choices, will choose to walk or cycle; and
- Sketch plan methods – These are a series of simple calculations to estimate the number of bicyclists or pedestrians using a facility. These methods generally rely on data that already exist or can be collected with relative ease (such as census and land use data), and can be combined with behavioural assumptions derived from other studies.

### 3.1 Travel behaviour

In the context of Northern Ireland, a great deal of data already exists on which forecasts for demand may be based. Analysis of travel behaviour in Northern Ireland shows a society highly dependent on the private car. RaISe paper 421-11<sup>17</sup> discusses issues around car dependency and travel behaviour in greater detail. The key points are summarised below:

- Car dependency in Northern Ireland is escalating, despite targeted policies to reduce it over the last ten years;
- The rural nature of the country is a major factor. Land use planning, centralisation of employment and services and an historical under - investment in public transport, particularly outside Belfast, has exacerbated the problem;
- In many places where car ownership is high, public transport and active travel modes make considerable contributions to the modal split. In Great Britain (GB), for example, car ownership is higher than in NI; however, statistics show that the average person there makes 64 per cent of all journeys by car compared to 72 per cent in NI, while in NI only 5 per cent of journeys are made on public transport compared to 10 per cent in GB.<sup>18</sup>
- Active travel modes are also less prevalent in Northern Ireland. 17 per cent of short journeys (averaging 0.8 miles) are made on foot compared to 22% in GB, while just one per cent (averaging 3.3 miles) were made on a bicycle (GB=2%). This problem is exacerbated by the prevalence of single occupancy cars,<sup>19</sup> and contributes to Belfast being the third most congested city in GB and tenth most congested in Europe.<sup>20</sup>

16 DfT (2010) TAG unit 3.14.1: Guidance on the Appraisal of Walking and Cycling Schemes [online] available from: <http://nia1.me/g9>

17 [http://www.niassembly.gov.uk/regional/2011mandate/research/Car\\_dependency.pdf](http://www.niassembly.gov.uk/regional/2011mandate/research/Car_dependency.pdf)

18 DfT (2010) National Travel Survey 2010 [online] available from: <http://nia1.me/h0>

19 Correspondence with Mr. Gregory Campbell, Dated 6 April 2006 [online] available from: <http://nia1.me/cs>

20 Olson, P and Kelly, N. (2008) Europe's Most Congested Cities. Forbes Magazine [online] 28th April 2008 available from: <http://nia1.me/ct>

- Over 86 per cent of people in Northern Ireland use a car to travel to work, compared to 70 per cent in GB.<sup>21</sup>
- The average person in Northern Ireland makes 30% of their journeys, less than one mile, in a car; 68% of journeys between one and two miles by car; and 85% of journeys from 2 to 5 miles by car.

Analysis of the Travel Survey throughout the last decade shows little evidence of modal shift, with car use and walking levels in 2009 remaining at 1999 levels.<sup>22</sup> Car ownership and the number of licence holders has increased in this time, while there remains scope for car ownership levels to rise further, in line with GB levels.

Failure to significantly alter travel behaviour means that Green House Gas Emissions from transport have risen 38.8% per cent, while all other sectors achieved a reduction. Northern Ireland compares particularly badly to other UK regions: Scotland is the region of the UK most often compared to Northern Ireland, particularly in terms of the high levels of rurality and the unique challenges this presents to transport planners. However, Scotland has achieved a much lower relative increase in emissions from transport (2%).

### 3.2 Potential for behavioural change

DRD used the Northern Ireland Omnibus Survey January 2009 to gauge public opinion on emissions caused by car and van use in order to assess the potential for behavioural change and modal shift.<sup>23</sup> It found that just over half of those surveyed believed they had an individual responsibility to limit car use for the sake of the environment (54%). The survey looked at what current car/van users were doing and what they would be prepared to do to reduce emissions. 41 per cent stated that they would cut out some non-essential car journeys, while 33 per cent said they would make some of those journeys by foot. Cycling was the least popular choice with less than 10 per cent saying they would choose it as a measure to reduce their emissions. Just over half the respondents (52%) who said they would be prepared to change cited increased fuel costs as their main reason; 11 per cent of respondents wanted to improve their fitness; while only one in ten were concerned for the environment. In terms of measures government could take to encourage modal shift, investment in public transport and cheaper fares was most popular while just over 20 per cent felt investing in cycling infrastructure would work.

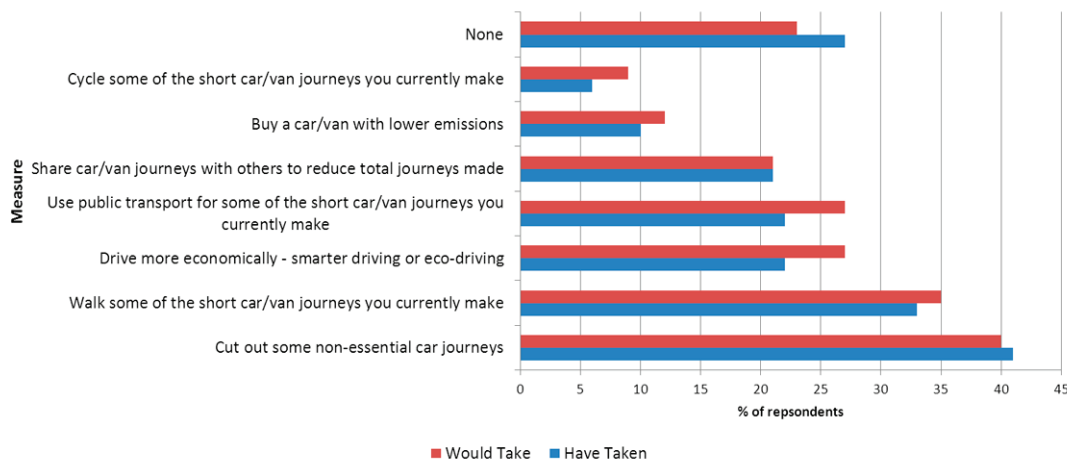
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21 DETI (2010) Labour Force Survey October – December 2009 (UK – ONS, NI – DETI) [online] available from: <http://nia1.me/hi>

22 DRD (2009) Travel Survey for Northern Ireland In-depth Report 2007-2009 [online] available from: <http://nia1.me/h1>

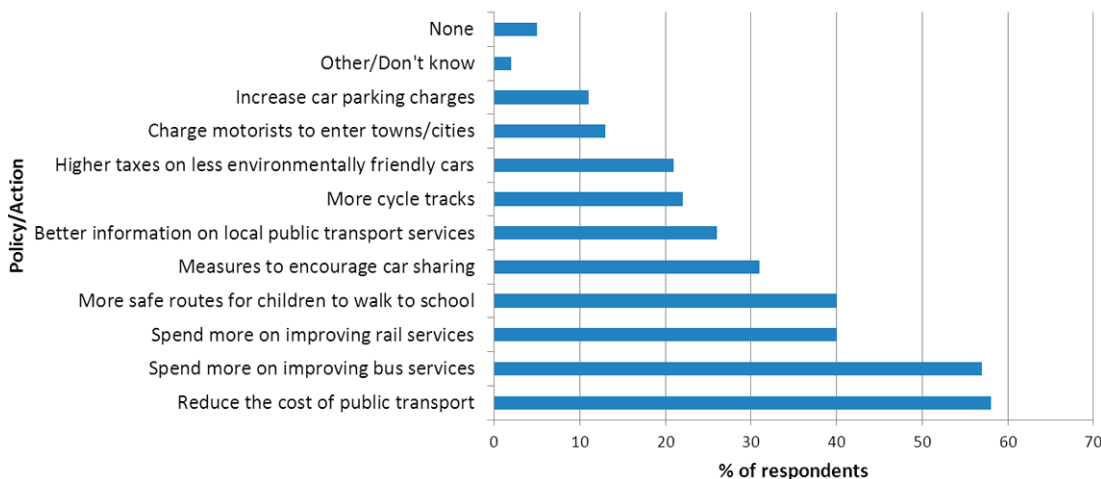
23 DRD (2009) Public Perceptions on Car Emissions [online] available from: <http://nia1.me/fi>

**Figure 1: Measures have or would take to reduce emissions**



Source: DRD (2009)

**Figure 2: What could government do to encourage people to reduce their car emissions?**



Source: DRD (2009)

This data suggests that government will not be able to rely on the public’s environmental consciousness to significantly change travel behaviour. As it is in GB, car use in Northern Ireland is habitual, convenient and normal. It is therefore incumbent on government to make people rethink their habits – road pricing; car parking charges; congestion charges; and higher taxes have all proved successful in reducing car use in urban areas, and the data presented shows NI Drivers are sensitive to increased costs. Proposals for pricing measures are often treated with scepticism, but experience also shows that acceptance grows when people see the benefits.<sup>24</sup>

From a purely distance based perspective there is potential to increase cycling levels, particularly as a significant proportion of journeys are within the 0-5 mile range. However, the question must be asked why no inroads have been made to change travel behaviour or increase cycling levels in the last decade. Clearly people are not currently using their bicycle to make these short journeys and it would therefore be very useful to establish exactly why this is.

Data from the continuous household survey identifies cycling as the third most popular form of physical activity in Northern Ireland.<sup>25</sup> This suggests that recreational cycling is widespread and popular, however, it poses another question: what reasons or barriers exist that prevent recreational cyclists becoming utility cyclists i.e. cycling not done primarily for fitness but encompassing journeys such as commuting, shopping, visiting friends relatives, and/or attending appointments.

### 3.3 NI Cycling Strategy

The first Northern Ireland Cycling Strategy was launched in 2000, with the aim of creating a cycle friendly road network which would increase cycling. It identified a number of measures which would be taken to achieve this, including:

- The creation a network of high quality, coherent and safe cycle routes in each of the major urban areas;
- Inter urban links by way of some 850km of National Cycle Network (NCN);
- Creation of public transport interchanges, with stations and vehicles offering parking and access to bicycles;
- Compelling developers to incorporate cycling infrastructure in new residential, shopping and leisure facilities through Planning Policy Statements (PPS);
- Compelling Departmental agencies to provide cycling facilities on public land, such as forest parks; and
- Introduce a campaign of awareness building, aimed at schools, work places and the wider general public.

#### 3.3.1 Monitoring

In June 1999 Roads Service commissioned a Cycle Usage Survey aimed at providing a representative sample of cycle usage across Northern Ireland to allow progress towards the targets established in the Northern Ireland Cycling Strategy to be monitored. The base year for the survey is the year 2000.

The Northern Ireland Cycling Strategy (NICS), targets are to: -

- Double the number of trips by cycle (on 2000 figures) by the end of 2005; and
- Quadruple the number of trips by cycle (on 2000 figures) by the end of 2015.

Cycle census sites were chosen across Northern Ireland to monitor progress towards these targets.<sup>26</sup> The timing and the duration of the survey period at each site varied from site to site and from year to year during the monitoring period. Monitoring of the cycle sites started in 2000. At that time data was collected all year round at the 13 sites on the National Cycle Network and for short periods between May and September at the other sites. Since 2003 data has been collected all year round at all of the sites but to ensure that comparisons with the previous years are consistent the ADCF figures for all years are based on the May, June and September data.

#### 3.3.2 Results

The survey found that from May to September (2000-2009) there were significant (76.43%) increase in cycling journeys across all sites: on the NCN a 94 per cent increase was recorded while in Belfast a 146 per cent increase was recorded. Over the entire year it is clear there was a significant fall off, which could most likely to be related to seasonal changes. However,

25 DCAL (2010) Experience of Sport and Physical Activity in Northern Ireland [online] available from: [http://www.dcalni.gov.uk/sports\\_bulletin\\_final-2.pdf](http://www.dcalni.gov.uk/sports_bulletin_final-2.pdf)

26 Roads Servcie NI (2009) Annual Cycle Usage Report for Northern Ireland 2000 – 2009. DRD: Belfast

Belfast still recorded an 81.5 per cent increase in cycling journeys compared to 36.4 per cent across all sites.

While the increase in cycling journeys is welcome, the levels achieved are well below targets established in the cycling strategy, and far short of achieving the critical mass necessary to alter modal split data or reduce emissions. The second progress report suggested poor infrastructure was a factor, commenting that while off road cycling paths 'along rivers and path' may be beneficial for recreation cyclists, dedicated provision on urban roads which could be used by utility cyclists is limited. This was described as "of a lower standard, with car parking in cycle lanes and cycle lanes that do not extend through junctions".

This travel behaviour data along with information from the Cycle Usage Survey does not suggest that Northern Ireland is on the cusp of a significant modal shift that would warrant a huge investment in infrastructure. What is perhaps needed is a better understanding of what people's attitudes to this mode are. Is cycling a niche activity; is it a strictly recreational pastime; what puts people off utility cycling; and what measures would encourage people to swap their car for their bike on short journeys.

### 3.4 DRD's Active Travel Strategy

The purpose of the Department for Regional Development's Active Travel Strategy is to facilitate a joined up approach, involving central and local government as well as key stakeholders, to deliver the vision for walking and cycling and a shift towards more sustainable modes of transport.

In March 2010, an Active Travel Forum, made up of relevant stakeholders, was established and the Active Travel Strategy is the result of the work undertaken by this cross-sectoral forum. Following public consultation in 2011, a final draft of the Strategy was prepared and agreed by the Forum and subsequently by the Executive in December 2012. In January 2013 the Strategy was officially launched by the Minister for Regional Development.



## 4 International experiences in increasing cycling

In some northern European countries cycling is well established as a means of urban transport. In the Netherlands and Denmark in particular, more than 20% of urban journeys are made by bicycle. Most European cities experienced a decline in walking and cycling in the late 1960s and early 1970s but for some a key turning point occurred in the early 1970s, when the potential problems of spiralling car ownership began to be recognised.<sup>27</sup> In the Netherlands for example, political concern around road safety at a local level led central government to support the 540 municipal and 12 provincial authorities to construct and improve bicycle facilities, such as bicycle paths, cycle routes and complete urban networks throughout the 1970s and 80s.<sup>28</sup> Cycling in other European countries is, however, much more variable (see table 2).

**Table 2: Variations in cycling levels in Europe**

Country	Bicycle share of trips	Comments
The Netherlands	27%	The top municipalities score between 35-40%, cities with the lowest bicycle use rate between 15-20%
Denmark	19%	The difference between the larger cities are relatively small, in general the bicycle accounts for 20% of all trips
Germany	10%	The western federal states have a higher average bicycle use, especially Nordrhein-Westfalen, several cities with bicycle shares between 20-30%
Austria	9%	Top: Graz (14%) and Salzburg (19%)
Switzerland	9%	Several cities at a higher level: Bern (15%); Basel (17%); Winterthur (20%)
Belgium	8%	Cycle usage in Flanders approaches 15%, in some cities higher levels are reached, top: Bruges (20%)
Sweden	7%	Cities; 10%, extremes: Lund and Malmö (20%), Västerås (33%)
Italy	5%	Some high levels in cities: Parma (15%); Ferrara (30%); Florence (20%)
France	5%	Top: Strasbourg (12%) and Avignon (10%)
Ireland	3%	Dublin 4%
Czech Republic	3%	A few cities between 5 and 10%; Prostějov (20%)
Great Britain	2%	Some cities with higher use: York and Hull (11%) and Cambridge (20%)

### 4.1 The Netherlands

In the Netherlands the bicycle is the most popular means of transportation (35%) for distances up to 7.5 km, because it is the most efficient means of travelling to school, to shops

<sup>27</sup> US Department of Transportation (2010) Pedestrian and Bicyclist Safety and Mobility in Europe. DoT.

<sup>28</sup> Wellemans, T (2002) An efficient means of transport: experiences with cycling policy in the Netherlands, in: McClintock H. (ed.) Planning for cycling. CRC Press, Boston.

and work. Bicycle use in the Netherlands also skews demographic boundaries seen in the UK with men, women and children of all ages and social backgrounds regularly cycling.<sup>29</sup>

*“Large parts of the population use their bikes for all kinds of journeys. Young and old, rich and poor, to work, shop and school.”<sup>30</sup>*

Fietsberaad, the Dutch centre for cycling policy highlight some of the other economic benefits of cycling not perhaps included in BCA: Cyclists spend approximately €750 million per year while on journeys; €400 million of this during regular bicycle trips (particularly on refreshments) and €350 million during multiday trips (particularly stopping off). The bicycle industry in relation to recreational cycling opportunities generates approximately €450 million. Fietsberaad notes the other economic effects of cycling but make no attempt to quantify them – *“cycling is an effective tool to exercise to the degree required for good health; - increase in cycling leads to a decrease in health care costs; - cycling benefits the environment. Positive image of recreational cycling may help promote daily cycling.”<sup>31</sup>*

#### 4.1.1 Cycling highways

Now that cycling dominates short journeys in the Netherlands the government the government is further demonstrating their commitment to this mode by investing in infrastructure to attract those making slightly longer journeys (up to 20km). €100 million will be invested in bicycle highways in the Netherlands over the next two years. It is forecast that this will lead to future annual profits of at least €144 million in travel time gained, better health and environmental benefits.

Estimates are based on two different scenarios: one involving the construction of 675 km of bicycle highways and another one with the additional assumption that by 2020 half of all cyclists will employ an electric bicycle.

- The number of car journeys will fall by 0.7% in the first scenario and if the electric bicycle continues its advance, by 1.6%.
- The number of journeys by public transport falls more: by 0.9% and 2.7% respectively.
- The number of bicycle journeys increases by 1.3 and 3.3% respectively.

The mobility effects for the region Rotterdam/Den Haag in particular were also studied individually:

- car use will decrease by 1.4 and 2.3% respectively and
- public transport by 2.3 and 3.9% respectively.
- The number of bicycle journeys increases there by 2.2 and 3.8% respectively.

For the entire country, improved bicycle provisions will cause travel times by car to fall by 3.8 million hours, as a result of less congestion, and 9.4 million hours due to increased use of electric bikes respectively.

Assuming a value of €10 for an hour's travel by car, this will yield approximately €40 million per year with bicycle highways, growing to €100 million with bicycle highways in combination with an increased use of electric bicycles.

Health benefits will contribute another €250 million to the 'electric scenario' according to the model calculation, as well as €8 million from CO2 reduction. Overall this leads to a profit of €358 million. A scenario without electric bicycles suggests a return of €144 million annually.<sup>32</sup>

29 Fietsberaad (2009) Importance of cycling in the Netherlands [online] available from: <http://nia1.me/h5>

30 Ibid.

31 Fietsberaad (2009) Picture of cycling in the Netherlands [online] available from: <http://nia1.me/hb>

32 Fietsberaad (2011) Bicycle highways are profitable [online] available from: <http://nia1.me/hd>

## 4.2 Denmark - Copenhagen

The City of Copenhagen aspires to be the best cycling city in the world. From 2006 to 2010 the city has devoted approximately 200 million DKK (approximately 27 million EUR) to specific bicycle projects. So far the funds have been used for new cycle paths, cycle parking, redesign of intersections and media campaigns to promote cycling. Moreover, the city has introduced a range of goals for cycling in Copenhagen to be achieved by 2015. These include making more Copenhageners cycle and increasing perceived safety for the cyclists. Currently 36% of its inhabitant's cycle to work or school, and the city has committed to increasing that figure to 50% by 2015.

There is no established methodology for evaluating the economic costs and benefits of cycle projects in Denmark. For instance, the official manual for economic cost-benefit analyses from the Ministry of Transportation does not contain recommendations with regard to cycling, and there is no official methodology and no unit prices for cost-benefit analysis of bicycle projects.

In order to justify its investment the City of Copenhagen asked COWI (consultancy) to establish an initial methodological foundation for economic cost-benefit analyses (CBA) of cycle initiatives. This methodology was applied to two projects: a 200 metre long pedestrian and cyclist bridge in Bryggebroen, across the harbour of Copenhagen and the rebuilding of an urban intersection which was an accident black spot.

The schemes generated BCRs of 1:7.7 and 1:33 respectively. The economic return from the intersection was particularly high given the forecasted reduction in accidents while the return from the bridge is conservative as consideration is not given to pedestrians who will share the utility.

The results of the two case studies illustrate that bicycle projects are likely to yield a positive economic return which is (at least) comparable to road and rail projects carried out by the public sector. In some cases this will be higher, but this serves to emphasise the point that schemes must be evaluated and appraised on an individual basis as the outcomes are dependent on many variables.

## 4.3 Key factors for success

The majority of the European cities where cycling use is high tend to have a long history of bicycle use and bicycle friendly policies. However, this does not apply to all to the same extent and does not preclude the potential for a cycling culture to be created. The cities where cycling is most widespread share many of the same characteristics and therefore any region hoping to create a cycling culture has an invaluable template on what policies and actions work, including:

- Effective land use planning. City centres and developments are developed in such a way that trips are kept as short as possible;
- Good bicycle networks and facilities, including parking, junction priority and cycle lanes;
- Town centres tend to have (car restrictive) traffic policies to support bike use;
- Education and marketing are used continuously to maintain/generate interest;
- There is sustained political commitment and no sense of resting on laurels;

- Bicycle policies are fully integral to traffic and transport policy, because whenever plans for the bicycle are seen as totally independent from car and public transport plans, the chances for bicycle policies to be successful decline significantly;<sup>33 34</sup>

## 4.4 Sustainable Travel Demonstration Towns<sup>35</sup>

In 2004 the Department for Transport (DfT) selected three Sustainable Travel Demonstration Towns (STDTs) to showcase the role of smarter choices in reducing car use. The three Towns selected: Darlington, Peterborough and Worcester shared £10 million of central funding to support the delivery of an extensive range of programmes aimed at promoting walking, cycling, public transport and car-sharing. A further 5 million was spent between the relevant local authorities, bringing the total spent on the scheme to over £15 million.

### 4.4.1 Expenditure

The estimated outturn cost of the programme was £11 per person per year. The exact programme of measures delivered in each town varied. Between a third and a half of the revenue spending in each location was on personal travel planning programmes; the remaining investment was made in travel awareness campaigns, schemes promoting walking and cycling, and marketing public transport. Lesser amounts were spent on workplace and school travel planning.

In all three towns, significant parts of the capital expenditure went on school travel infrastructure. And while Peterborough and Worcester had the largest capital expenditure from in this programme, spending £1.3 and £2.3 million on cycling infrastructure respectively, Darlington spent around £2.8 million, having benefited from an additional £1.5 million funding from Cycling Demonstration Town programme.

**Table 4: Summary of estimated expenditure directly related to delivery of main smarter choice measures in the three towns, 2004/5 to 2008/9**

	Darlington	Peterborough	Worcester	All towns
Revenue	£2,632,000	£2,642,000	£1,552,000	£6,826,000
Capital	£1,745,000	£4,160,000	£2,860,000	£8,765,000
Total	£4,376,000	£6,803,000	£4,411,000	£15,590,000

Source: Sloman, et al. (2010)

### 4.4.2 Outcomes

The results have been very positive, indicating that the measures do have an effect on travel behaviour, and this is evident when compared to national trends. Trends in travel behaviour for the three towns taken together, from 2004-2009, show:

- A reduction in car trips of 9 per cent (there was an estimated fall of about 1 per cent in other medium-sized towns over the same period)
- Bus trips per person increased by 10-22 per cent (there was an estimated national fall of 0.5 per cent in medium sized towns).

33 Buis, J. (2010) The Economic Significance of Cycling: A survey to illustrate the costs and benefits of cycling policy world-wide. Interface for Cycling Expertise I-ce, The Netherlands [online] available from: <http://nia1.me/h6>

34 Fietsberaad (2009) Bicycle policies of the European principals: continuous and integral [online] available from: <http://nia1.me/hc>

35 Sloman L, Cairns S, Newson C, Anable J, Pridmore A & Goodwin P (2010) The Effects of Smarter Choice Programmes in the Sustainable Travel Towns: Summary Report [online] available from: <http://nia1.me/fr>

- Cycle trips per person increased by 26-30 per cent (against other comparable towns seeing estimated cycling trips fall by 9 per cent).
- Walking trips per person increased by 10-13 per cent (there was an estimated national decline in trips in similar towns of 9 per cent).

No economic analysis detailing a benefit to cost ratio for the STT programme has been completed, although it is possible to conclude that this change in travel behaviour led to many benefits, with considerable economic returns:

- environmental benefits from the reduction of carbon and greenhouse gas emissions;
- environmental and health benefits from the reduction in pollution;
- benefits to the health of residents from increased active travel;
- benefits for the quality of life of residents from factors such as reduced congestion and better access to transport; and
- benefits for social inclusion and more equality of opportunity, because of better access to transport for residents

Based on this, the evaluation team concluded that the programmes offered good value for money.

#### **4.4.3 Cycling**

Cycling provided the most common alternative to car use in all three towns. It also experienced the greatest (percentage) user increase (compared to walking and public transport) across all three towns. In terms of potential to replace car journeys in Darlington, 41% of local car trips could feasibly have been replaced by cycling (up from 34% in 2004), while in Peterborough the figure was 42% (26% in 2004) and in Worcester 39% (34% in 2004). These figures reflect the flexibility and range of cycling as an alternative to local car travel and show that despite the fact that there was no pre-existing cycling culture that potential exists for one to be created.



## 5 Conclusions

A shift in the way transport projects are appraised by government was an important breakthrough in realising the wider benefits of cycling. Transport policy had historically been biased towards cars with no established methodology for calculating the cost and benefit of cycling schemes established until 2009.

In terms of transport, cycling and walking are unique, as they directly impact on our health and have no negative environmental impacts. Analysis of a number of cycling schemes found that improvements to physical fitness, ambience and reduced congestion brought the greatest returns while overall returns from cycling projects compared very favorably to other transport schemes.

These returns are based on a number of variables, including: the number of additional cyclists (and additional trips); the profile of target group cyclists; and the number of cycle trips that replace car trips. Because of this all projects must be considered on an individual basis. In calculating the Benefit to Cost Ratio for prospective projects forecasts must be made based on these variables, therefore the accuracy of these is questionable.

In the context of Northern Ireland, car use is habitual, convenient and normal to the extent that car restrictive policies such as road pricing; car parking charges; and/or congestion charges may need to be considered. There does appear to be the potential to increase cycling levels on short journeys, but previous actions designed to do this have failed to meet targets. One positive is that cycling is a popular form of recreation and it would therefore be beneficial for further research to assess what barriers exist to making the move from recreational to utility cycling.

Experience from Europe shows that cycling cultures can be created but many cities are 30 years ahead of Northern Ireland. Policies and actions which have shown to work include:

- effective land use planning;
- good bicycle networks and facilities;
- car restrictive policies;
- continuous Education and marketing;
- sustained political commitment; and
- Bicycle policies that are fully integral to traffic and transport policy.

Sustainable Demonstration Towns and Cycling Demonstration Towns provide strong evidence that cycling is a viable alternative to the car for local travel and demonstrate that levels can be increased through a mixture of government policies. It remains to be seen if a 'cycling culture' similar to that which exists in Europe can be created in Northern Ireland.



Northern Ireland  
Assembly

Research and Information Service  
Research Paper

November 2014

**Des McKibbin**

# Why do people cycle & what benefits does cycling bring?

## Lessons from the Netherlands, Denmark, and Germany

**NIAR 228-13**

This literature review explores current understanding of what makes cycling so attractive in the world's top three cycling nations: The Netherlands, Denmark and Germany. Additionally, a series of case studies, from municipalities within each country, are used to demonstrate the economic benefits derived from high cycling levels.

Research and Information Service briefings are compiled for the benefit of MLAs and their support staff. Authors are available to discuss the contents of these papers with Members and their staff but cannot advise members of the general public. We do, however, welcome written evidence that relate to our papers and these should be sent to the Research and Information Service, Northern Ireland Assembly, Room 139, Parliament Buildings, Belfast BT4 3XX or e-mailed to [RLS@niassembly.gov.uk](mailto:RLS@niassembly.gov.uk)

## Executive Summary

Nowhere in the world do more people cycle regularly than in the Netherlands and Denmark; in the Netherlands 27% of all journeys are made by bicycle while in Denmark this figure is 19%. Only Germany comes close to these with 10% of all journeys made by bicycle whilst in Northern Ireland less than 1% of all journeys are made by bicycle.<sup>1</sup>

Transport authorities in these top cycling nations have developed and delivered long terms cycling strategies and have, through a process of trial and error, developed a number of interventions, whether it be segregated infrastructure, extensive bicycle parking, cycling education and/or pro-bicycle traffic laws, that have effectively normalised cycling as a mode of transport. The work done in these countries over time provides transport authorities, seeking to improve conditions for cyclists and promote cycling as a mode of transport, with an invaluable resource.

### **The Netherlands**

Dutch municipalities are responsible for the development of local cycle plans and the provision of cycling infrastructure. As a result of this the bicycles modal share varies between 10% and 38%, with a national average above 25%. The Netherlands Ministry of Transport suggest the reason so many people cycle is that they simply enjoy it. However, in all likelihood the reason they enjoy it so much is because of the approach taken by their local government to make them feel welcome, comfortable and safe, they also have access to some of the finest infrastructure on the planet.

A Dutch evaluation tool, known as the Bicycle Balance Score, confirms the link between high modal share and infrastructure provision: in municipalities with the highest score (based on an assessment of local cycle conditions, including local policies, bicycle use is on average 14% higher than in municipalities with lower scores.

Dutch cycling infrastructure is designed according to five principles: safety, directness, comfort, attractiveness and cohesion. These principles have been adopted across the globe by authorities seeking to improve cycling conditions and attract more people onto bikes.

The municipalities of the Netherlands enjoy significant benefits from their pro-bicycle policies which are considered more economic than environmental in their design. Dutch people benefit from low transport costs, higher disposable incomes, improved health and have cleaner, safer cities in which to live. The authorities have lower costs in terms of health care and infrastructure costs to contend with as cyclists are healthier and bicycles use less road space and the construction and maintenance of bicycle facilities costs much less than that needed for cars.

A common theme within cities with high cycling levels is the role cyclists play within the local retail economy. Case studies examined in the preparation of this paper from all three countries have shown that cyclists shop more often and spend more money. Indeed this type of buy-what-you need retail culture keeps town centres thriving and would be most welcome in a place like Northern Ireland which has suffered so much with the rise of online retail and out-of-town shopping centres.

### **Denmark**

The case of Denmark is interesting from the perspective that, nationally, cycling has been declining over the last decade whereas the City of Copenhagen has continued to improve and is widely regarded as one of the top cycling cities in the world.

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1 Pucher, J. and Buehler, R. (2008) Making Cycling Irresistible: Lessons from the Netherlands, Denmark, and Germany. Transport Reviews, Vol. 28, No. 4 [online] available at: <http://nia1.me/24p>

The Danish Government has launched a new national cycling strategy which is seeking to reverse the downward trend in cycling levels. The focus of this strategy is to make cycling as easy and as safe as possible. It is for this reason that the Danish are looking to the Netherlands, particularly the guiding principles of safety, directness, comfort, attractiveness and cohesion. Measures will include green waves, safer junctions and cycle superhighways – interventions that have already begun to be introduced in Copenhagen.

Copenhagen is typical of all the best cycling cities in that it is relentless in its pursuit of perfection. The city's latest strategy "*Good, Better, Best*" leaves no uncertainty about their overall aim – to be the best cycling city in the world. Cyclists are important to the City of Copenhagen, saving the city £60m per year in costs that would be associated with car use, spending €2 billion in the city's shops and displacing a possible 90,000 tons of CO<sub>2</sub> emissions that would otherwise be emitted by drivers.

The city shows its appreciation by continually involving citizens in its evaluation and development. The Biannually published Bicycle Account includes a large scale survey of Copenhageners' seeks their views of issues like safety, attractiveness and condition of routes and what improvements could be made. This enables the city to target interventions at specific problems, these include bridges and super highways to reduce journey times, multi modal traffic lights and islands at intersections for safety and facilities like pumps, footrests, bins and cycle counters to improve comfort and convenience.

### Germany

It is fair to say that Germany has learned much from the likes of Copenhagen, Groningen and Amsterdam and key elements of the infrastructure from these cities is evident across Germany. Unlike the Netherlands and Denmark however, Germans are very keen on driving and the car is ingrained within German culture.

It is perhaps for this reason that the German Government, as much as they promote good infrastructure, emphasise the importance of communication and public relations. The German national cycling plan calls on policy makers at all levels of government to put these three elements (infrastructure, communication and public relations) on equal standing.

### Conclusion

This paper concludes by discussing issues around transferability of the lessons learned from studying cycling in the Netherlands, Denmark and Germany. The basic design of infrastructure – standards around lane width, signalling and intersection design can and should be applied to cycling design standards here, already Transport for London has rewritten its standards and applied many of these lessons. However, there is a major issue in terms of the level of investment that would be required to make any significant changes in travel behaviour within the Northern Ireland context and the level of priority currently afforded to cycling schemes.

The countries discussed in this paper know from experience that any money they spend on cycling infrastructure will produce positive returns and cyclists form a critical part of their respective economies. This is why, for example, **£322m** (€410 million) was spent on cycling related projects in the Netherlands during 2012 (**£20** per person).<sup>2</sup> Similarly the city of Copenhagen has consistently spent over **£20** per person on cycling over a number of years.<sup>3</sup>

2 Fietdberaad (see: <http://nia1.me/24h> ) Taken from: ECF (2013) ECF, Cyclist.ie Memorandum [online] available from: <http://nia1.me/24i>

3 GLA (2012) Gearing Up: An Investigation Into Safer Cycling in London. London: Greater London Authority [online] available from : <http://nia1.me/1zs>

What a similar level of spending would achieve within Northern Ireland, where currently less than £1m is spent per year<sup>4</sup> (approx. 70p pence per person<sup>5</sup>) is unclear. Looking at it on a per capita basis, this would require DRD to spend:

- £18m if it was to base its budget on a spend of £10 person;
- £27m if it was to base its budget on a spend of £15 person; or
- £36m if it was to base its budget on a spend of £20 person;

A important lesson can be taken from learned from the Germans in this instance. While infrastructure is critical, the German's are investing heavily in promotion and public relations to increase cycling levels, which they view as equally important to infrastructure. This approach has brought results, arguably creating a culture where one did not previously exist.

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4 AQW 8315/09

5 The population of Northern Ireland in 2009 was 1,793,333 see NISRA [online] available at: <http://nia1.me/1zp>

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# 1 Introduction

Nowhere in the world do more people cycle regularly than in the Netherlands and Denmark; in the Netherlands 27% of all journeys are made by bicycle while in Denmark this figure is 19%. Only Germany comes close to these with 10% of all journeys made by bicycle whilst in Northern Ireland less than 1% of all journeys are made by bicycle.<sup>6</sup>

There are a number of cultural and environmental conditions that influence the extent to which people cycle, for example, the historic cities and towns in the Netherlands and Denmark lend themselves to cycling as they are largely flat and compact, while their citizens have a long tradition of cycling advocacy.<sup>7</sup> It is a recognised fact that cycling has been to the fore of transport policy for decades that Denmark and the Netherlands, a factor that has contributed to such high levels of bicycle use.

Transport authorities in these top cycling nations have developed and delivered long terms cycling strategies and have, through a process of trial and error, developed a number of interventions, whether it be segregated infrastructure, extensive bicycle parking, cycling education and/or pro-bicycle traffic laws, that have effectively normalised cycling as a mode of transport.

The work done in the Netherlands, Denmark and Germany over time provides transport authorities in other regions with an invaluable resource. As urban design company Copenhagenize suggest:

*“Surely the simplest ways to transform a city into bicycle-friendly place is to merely adopt the Best Practice from cities who have figured it out [...] cities that rock the urban cycling world have spent years perfecting the design - making mistakes and fixing them.”<sup>8</sup>*

This paper examines what makes cycling so attractive in the top cycling nations and looks at how best practice, developed in these jurisdictions, has been applied elsewhere and what the result of this has been.

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6 Pucher, J. and Buehler, R. (2008) Making Cycling Irresistible: Lessons from the Netherlands, Denmark, and Germany. Transport Reviews, Vol. 28, No. 4 [online] available at: <http://nia1.me/24p>

7 Copenhagenize Blog [online] Cycle Paths & City Traffic 1945-1995 in UK, Denmark and Germany, Published 9th January 2013. Available at: <http://nia1.me/25c>

8 Copenhagenize Blog [online] Copy-Paste Copenhagenization in Ljubljana, Published 19th August 2012. Available at: <http://nia1.me/25d>

## 2 The Netherlands

Over the last number of decades, the bicycle has maintained a modal share above 25% in the Netherlands, although this varies from city to city. For example, the top ranking city is Groningen where bicycle holds a 38% modal share, whilst cities with the lowest bicycle use still have a relatively high modal share ranging between 10% and 20% (see table one below).<sup>9</sup> Given that the delivery of cycling infrastructure is predominantly a local authority function across the Europe, similar variations occur elsewhere (table two).

**Table 1: Percentage of bicycle use in a number of Dutch cities with more than 50,000 inhabitants<sup>10</sup>**

<b>Municipality</b>	<b>Cycle Share</b>
Groningen	38%
Zwolle	37%
Leiden	33%
Ede	32%
Veenendaal	32%
Lelystad	19%
Capelle aan den IJssel	18%
Sittard-Geleen	17%
Rotterdam	16%
Heerlen	10%

9 The Netherlands Ministry of Transport, Public Works and Water Management (2009) Cycling in the Netherlands [online] available from: <http://nia1.me/23h>

10 Ibid.

**Table 2: Variations in cycling levels in Europe<sup>11</sup>**

Country	Bicycle share of trips	Variations in cycling levels
The Netherlands	27%	The top municipalities score between 35-40%, cities with the lowest bicycle use rate between 15-20%
Denmark	19%	Copenhagen stands out with 36% modal share. However in general the bicycle accounts for 20% of all trips
Germany	10%	The western federal states have a higher average bicycle use, especially Nordrhein-Westfalen, several cities with bicycle shares between 20-30%
Austria	9%	Top: Graz (14%) and Salzburg (19%)
Switzerland	9%	Several cities at a higher level: Bern (15%); Basel (17%); Winterthur (20%)
Belgium	8%	Cycle usage in Flanders approaches 15%, in some cities higher levels are reached, top: Bruges (20%)
Sweden	7%	Cities; 10%, extremes: Lund and Mamo (20%), Vasteras (33%)
Italy	5%	Some high levels in cities: Parma (15%); Ferrara (30%); Florence (20%)
France	5%	Top: Strasbourg (12%) and Avignon (10%)
Ireland	3%	Dublin 4%
Czech Republic	3%	A few cities between 5 and 10%; Prostejov (20%)
Great Britain	2%	Some cities with higher use: York and Hull (11%) and Cambridge (20%)

Source: *The Netherlands Ministry of Transport, Public Works and Water Management*

Dutch municipalities are responsible for the majority of the facilities used by cyclists, including road infrastructure cycling paths and bicycle parking. They are also responsible for education and the promotion of cycling while broader policies such as spatial planning have also had an impact on cycling levels. Cycling infrastructure outside of the municipalities may be the responsibility of Provincial Government who are responsible for provincial roads and adjacent bicycle infrastructure, or the Water Boards, who are responsible for bicycle infrastructure adjacent to water ways.<sup>12</sup>

## 2.1 Bicycle Balance Score

The 'Bicycle Balance Score' is a score allocated to a municipality based on an assessment of local cycling conditions. The primary objective of this project is to encourage local authorities to improve their cycling policy by providing evidence of good policy elsewhere in the Netherlands.<sup>13</sup> The Bicycle Balance Score assesses ten different dimensions (and 24 sub-dimensions) of the local conditions for cyclists (see Table four). These dimensions provide a good mixture of policy results, policy effects and policy process.

11 Ibid.

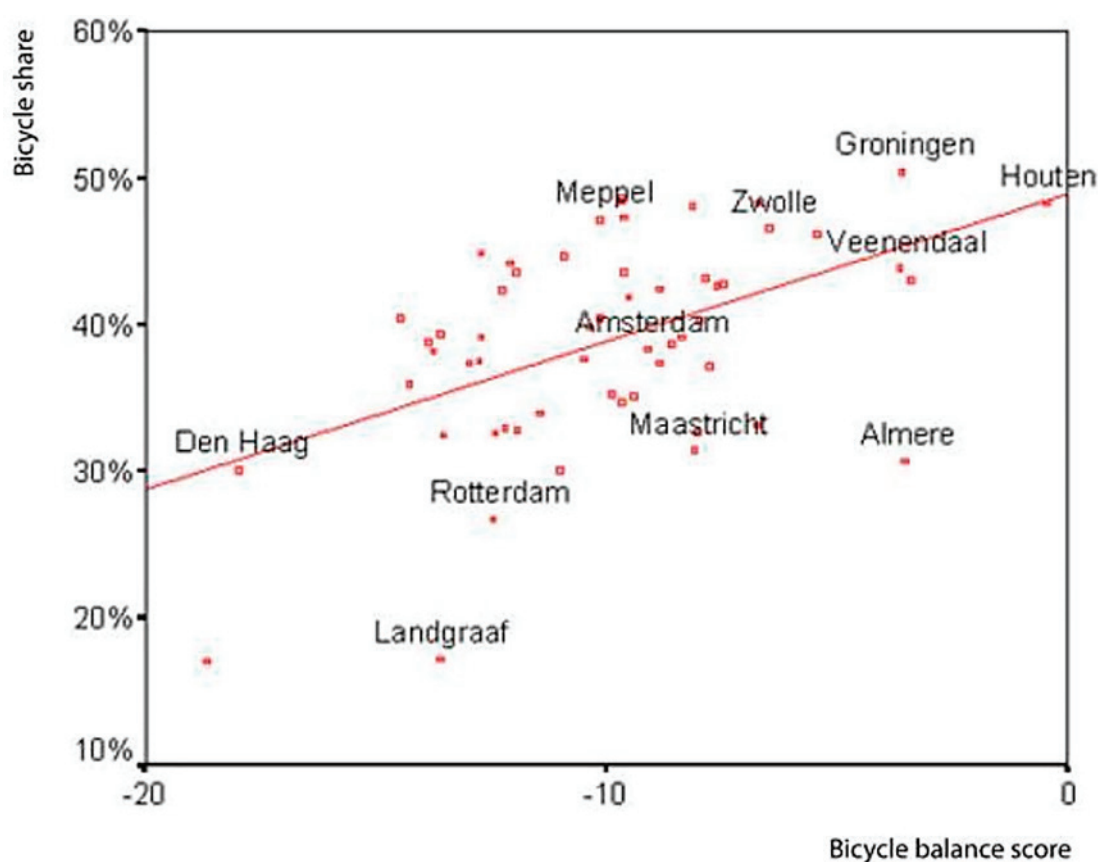
12 The Netherlands Ministry of Transport, Public Works and Water Management (2009) *Cycling in the Netherlands* [online] available from: <http://nia1.me/23h>

13 Ibid.

**Table 3: The ten dimensions of assessment in the Cycle Balance**

1. Directness	2. Bicycle use
3. Comfort (obstructions)	4. Road safety of cyclists
5. Comfort (road surface)	6. Urban density
7. Attractiveness	8. Cyclists satisfaction
9. Competitiveness compared to car	10. Cycling policy on paper

Cycling conditions across the Netherlands have been examined in a benchmarking study conducted by the Dutch Cyclists' Union (Fietzersbond). This study confirms that bicycle use in a municipality and the quality of the cycling infrastructure are inextricably linked:<sup>14</sup> In Dutch municipalities with a high bicycle Balance Score, bicycle use is on average 14% higher than in municipalities with a low bicycle Balance Score.<sup>15</sup>

**Figure 1: Relationship between bicycle use and quality of bicycle infrastructure**

## 2.2 Why is cycling so popular in the Netherlands?

According to the Netherlands Ministry of Transport the reason so many Dutch people cycle is very simple, they enjoy it. However, there are clearly a number of factors that contribute to this enjoyment, not least the level of safety afforded by specialised bicycle infrastructure.

14 Borgman, F. (2003) The Cycle Balance: benchmarking local cycling conditions. In: Tolley, R. (ed.) (2003), *Sustaining sustainable transport: planning for walking and cycling in urban environments*, Cambridge (UK), Woodhead Publishing Limited [online] available from: <http://nia1.me/23s>

15 The Netherlands Ministry of Transport, Public Works and Water Management (2009) *Cycling in the Netherlands* [online] available from: <http://nia1.me/23h>



**Safety** is only one of five key components of ‘good bicycle infrastructure’, with Dutch national guidelines also demanding it must be:

- **Direct:** short and rapid routes from origin to destination;
- **Comfortable:** good surface, generous space and little hindrance from other traffic participants;
- **Attractive:** an attractive and socially safe environment, without smell or noise inconvenience; and
- **Cohesive:** logical and cohesive routes.<sup>16</sup>

These five principles of ‘good cycling infrastructure’ were developed in the Netherlands, but are now internationally recognised as best practice guidelines.<sup>17</sup> They are promoted in EU policy guidance<sup>18</sup> and have been adopted into cycling strategies and design guidelines in countries including the UK (London<sup>19</sup>), USA<sup>20</sup> and Australia.<sup>21</sup>

It is important to recognise that Dutch Transport Policy, within urban areas in particular, is intentionally focused on cycling, walking and public transport (the balance varies between municipalities), very much at the expense of cars. Urban centres have been designed to make car use, particularly for short journeys, difficult. Therefore by applying these key principles it is simply easier for people to get around Dutch towns and cities by bicycle than it is by car.

### 2.2.1 Comprehensive networks

This provision of bicycle friendly infrastructure has been at the core of Dutch cycling policy for decades and this is not limited to cycle paths, they have also pioneered the development of specialist junctions, roundabouts, bridges, tunnels and traffic signals. Essentially though it has been the design and implementation of a comprehensive and complete network of cycling infrastructure, combining all those elements across entire cities, rather than ‘incidental’ stretches of road, that sets Dutch cycling policy apart.

### 2.2.2 Bicycle tracks and lanes

Bicycle tracks (as opposed to on-road cycle lanes) are a key element of the comprehensive Dutch cycling networks. These are separated from traffic lanes and pedestrians by a barrier, which could be a paved or unpaved verge, a raised kerb or some other barrier. Standard widths are generally 2.5 metres for one-way tracks and 4m for two-way ones.<sup>22</sup> The higher the speed of the traffic, the greater the separation required between the tracks and the main carriageway.

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16 Fietsberaad (2009) Cycling in the Netherlands [online] available from: <http://nia1.me/23h>

17 Dufour, D. (2010) PRESTO Cycling Policy Guide: Cycling Infrastructure [online] available from: <http://nia1.me/26u>

18 Ibid

19 TfL (2014) London Cycling Design Standards (Draft) [online] available from: <http://nia1.me/294>

20 City of Portland Bureau of Transportation (2010) Portland bicycle plan for 2030 [online] available from: <http://nia1.me/2ac>

21 Queensland Government (2014) Guideline: Separated Cycleways [online] available from: <http://nia1.me/2ab>

22 Cycling Embassy of Great Britain [online] Dutch Cycle Infrastructure. Available from: <http://nia1.me/26p>

**Figure 1: Two way bicycle Track in The Hague, NL**



Source: Wiki

There are on-road bike lanes in the Netherlands and these are marked by either a dashed line or a solid line: lanes marked by a dashed line may be used by motorists provided that they do not impede cyclists, while those marked with a solid line may not be used by motorists.



**Figure 2.1:** This shows a shared use bike lane and road. The broken line indicates cars are allowed to use this road space, and they do so as this picture shows – travelling in both directions. However the red colouring indicates that bicycles have priority. The speed limit on this road is 30km/h in recognition of the shared use.

Source: Peter Furth Wiki



**Figure 2.2:** This example shows a regular two-way carriage way with bike lane on both sides. Cars are not allowed to drive in these, except for crossing them to access a parking.

Source: Wikimedia Commons

Car parking is never allowed in either type of lane, however there is parking provided inside of the lane. As figure 2.2 above shows, this layout is similar to bicycle lanes seen in Belfast and as is the case here, there is a real potential for accidents caused by car doors opening and ‘dooring’ cyclists. There are however, a few reasons why this happens less often than would be expected:

- **Strict Liability:** Some observers claim that Article 185 of the Road Law which seeks to protect vulnerable road users/cyclists from motor vehicles reduces accidents by placing liability on drivers, is the main reason cycling is so popular in the Netherlands. However, while it is likely that this law does make motorists more aware and cautious of cyclists,<sup>23</sup> there is a lack of empirical evidence to support the view that this has a substantive role in preventing accidents;
- **Sustainable Safety:** (“Duurzaam veilig” in Dutch) is a lesser known policy which seeks to prevent severe crashes and severe injuries when crashes do occur by proactively addressing potential issues within the traffic system; it is based on five principles:
  - Functionality (of roads);
  - Homogeneity (of mass, speed and direction of road users);
  - Predictability (of road course and road user behaviour by a recognizable road design);
  - Forgivingness (of both the road/street environment and the road users); and
  - State awareness (by the road user).<sup>24</sup>
- **Safety in numbers:** There is strong evidence, going back decades, to support the idea that cycling gets safer as more people do it.<sup>25 26</sup> The Netherlands has witnessed a 45% increase in cycling from 1980-2005 and a 58% decrease in cyclist fatalities.<sup>27</sup> The reasons for this are that drivers grow more aware of cyclists and become better at anticipating their behaviour whilst they are also more likely to be cyclists themselves, giving them a better understanding of how their driving may affect other road users. More people cycling also leads to greater political will to improve conditions for cyclists.<sup>28</sup>
- **Low traffic volumes:** Cycle lanes are only used on roads with low traffic volumes.

The Dutch national guidance (CROW, Design manual for bicycle traffic in The Netherlands, 2006) states that cycle-lane widths should be between 2 and 2.5m wide, with a minimum of 1.8m. However, bicycle lanes are only considered adequate on roads with speeds at or below 50 km/h (30 mph). Segregated cycle tracks are recommended for roads with speeds limits greater than 50 km/h.<sup>29</sup> **Segregated bicycle tracks are clearly the favoured treatment wherever it is possible to install them.** In total the Netherlands now has around 37000 km of bicycle track compared to just 5500 km of bicycle-lanes – a ratio of almost 7:1.<sup>30</sup>

### 2.2.3 Bicycle Streets

Clear segregation is not required where vehicles speeds are kept to a minimum. Almost all residential areas in the Netherlands have a speed limit of 30km/h. However, this is particularly the case on Fietsstraat, which translated means ‘bicycle street’. In addition to signage which indicates the bicycles priority over cars, rules dictate that cars are not allowed to overtake bicycles. Fietsstraat are easily identified as they have the same red tarmac as

23 NL Cycling [online] Strict liability in the Netherlands. Available from: <http://nia1.me/26t>

24 NL Cycling [online] Sustainable Safety. Available from: <http://nia1.me/26s>

25 ECF (Factsheet) Safety in numbers [online] available from: <http://nia1.me/26w>

26 Science Daily [online] A Virtuous Cycle: Safety In Numbers For Bicycle Rider. Available from: <http://nia1.me/26y>

27 CTC [online] Safety in Numbers. Available from: <http://nia1.me/26x>

28 Ibid.

29 Fietsberaad [online] No more narrow cycle lanes. Available from: <http://nia1.me/26q>

30 A view from the cycle path [online] On-road cycle-lanes. The Good, The Bad and the Ugly (mostly bad and ugly). Available from: <http://nia1.me/26r>



bicycle paths. Fietsstraat are only designated where there is a particularly low level of car traffic (<500vpd).

**Figure 3: A typical Fietsstraat in the Netherlands, This shows both the signage used and colouring of the road surface.**



#### 2.2.4 Junction Design Solutions

Collisions between cyclists and vehicles tend to be concentrated around junctions. Therefore completely removing the potential conflicts between these two road users is the best way to avoid collisions.<sup>31</sup> Transport authorities in the Netherlands employ a range of measures including roundabouts, overpasses, underpasses and multimodal traffic signals to ensure junctions are as safe as possible, while the quality of the cycle route is not compromised. Basically road designers will choose what is best for a particular situation based on a number of factors such as viability, cost etc.

#### 2.2.5 Bicycle friendly Roundabouts

Figure four (below) shows a typical Dutch-style roundabout. These generally have a tighter geometry which reduces vehicles speeds and improves visibility. The roundabout pictured in figure four has an orbital cycle lane which allows cyclists to travel around separately to other traffic.<sup>32</sup> In general the rule is that in built up urban areas, cars should give way to cyclists on the track (this is implemented in about 60% of urban roundabouts); whereas in rural areas, bikes generally give way to cars coming on and off the roundabout.<sup>33</sup>

31 TfL (2014) London Cycling Design Standards (Draft) [online] available from: <http://nia1.me/294>

32 TRL [online] Dutch Style Roundabouts. Available from: <http://nia1.me/26h>

33 SWOV (2012) Roundabout fact sheet [online] available from: <http://nia1.me/26i>

**Figure 4: A typical Dutch roundabout**



CROW suggest that roundabouts are only appropriate for cyclists on junctions with traffic volumes of 500-1500 v/phr. Where there is a higher volume of traffic it recommends alternatives such as traffic lights.<sup>34</sup>

### 2.2.6 Signalised junctions

In the larger cities such as The Hague, Rotterdam and Amsterdam cycle tracks follow main arterial routes and commonly have signalised intersections, as opposed to roundabouts as installation of roundabouts would be impractical.<sup>35</sup> Figure five opposite shows a design for a common junction; the cyclist is protected by an island while there is space for a car to wait out of the way of traffic while people cycling and walking cross.

**Figure 5: A common Dutch signalised Junction**



Source: NL Cycling

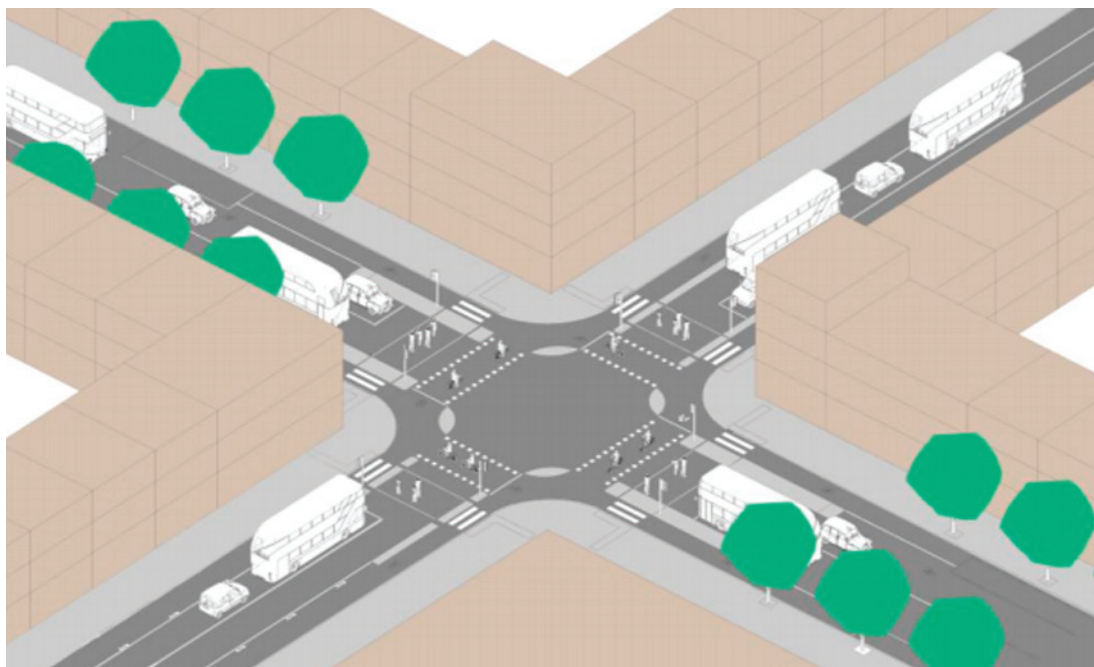
34 A view from the cycle

35 NL Cycling [online] Junction Design In the Netherlands. Published: February 2014. Available from: <http://nia1.me/26z>



Figure six shows a concept sketch for a junction redesign involving island protection in a UK context (i.e. traffic on the left hand side of the road). Generally, this type of island separation eliminates potential conflicts with left-turning vehicles.<sup>36</sup> This could be a significant intervention when consideration is given to the dangers of left turning vehicles, particularly HGVs; between 2008 and 2012 more than half of cycling fatalities in London involved Heavy Goods Vehicles (HGVs) colliding with cyclists when turning left at traffic lights or other junctions.<sup>37</sup>

**Figure 6: Concept sketch for a junction redesign involving island protection**



## 2.3 Case Study: Groningen

Groningen is the main municipality as well as the capital city of the eponymous province in the Netherlands. With a population of 198,108, it is the largest city in the north of the Netherlands. Almost 40% of all trips within the city of Groningen are made by bicycle and the city has held the top ranking bike balance score since 2002.

As an historic and quite compact city, Groningen lends itself to cycling:

- The wider Groningen area is 87km<sup>2</sup> but the city centre is only 1km<sup>2</sup> ;
- 80% of inhabitants live within 3km of the centre and 90% of the jobs are located within 3km;
- Most distances covered (trips) are less than 5km;
- The city has 190,000 inhabitants;
- 50% of which are students;
- There are 75,000 cars and 300,000 bikes; and
- The goal is to have 60 to 65 percent of trips made by bike by 2020.

36 TfL (2014) London Cycling Design Standards (Draft) [online] available from: <http://nia1.me/294>

37 TfL [online] Driving near cyclists. Available from: <http://nia1.me/297>

**Figure 6: Cycling in the centre of Groningen**



*Credit: Clarence Eckerson, Jr*

### **2.3.1 Integrated planning**

Groningen's spatial planning policies have been focused on maintaining a compact city, so that most activities are easily reachable by bicycle – **car movement within the city centre is heavily restricted**. The city's 1977 traffic circulation plan was the first time spatial and transport planning was integrated within one policy. This policy involved dividing the inner city into four sections with only limited access to cars – a ring road was built around the perimeter of the city for cars. This resulted in a city where it is more convenient to travel between sectors by walking, bicycle or public transport; cycling is the most popular mode due to the huge cycle network, which consists of:

- A combination of primary and secondary routes:
  - Secondary routes connect residential areas to primary routes;
  - Primary routes ensure that cyclists cross as little vehicle traffic as possible;
- more than 200 kilometres of bicycle paths (fully segregated) or lanes (painted line) – in total there are 605km of roads and streets;
- In residential areas there is no specific cycling infrastructure but the speed limit is 30km/h (19mph);
- The city's guidelines require (at least) bicycle lanes on all roads with a limit of 50km/h (31mph) or over.

The result is that some routes see 14,500 cyclists per day while collectively the 46 main routes see approximately 216,000 users each day.

### **2.3.2 Economic benefits**

Mobility is vital for the economic vitality of cities and regions, and contributes to the social life therein. In a city like Belfast car use dominates other modes, such as public transport, cycling and walking and many believe that for the city to prosper, accessibility by car is essential.

Studying a city such as Groningen provides a different perspective on urban mobility. This city has a strong cycling culture today but this was not purely organic, it has been shaped by a long term consistent approach to encouraging people to cycle by providing them with the facilities to do so; what is key though is making car use more difficult. As a result the city has prospered; Gerrit van Werven, a senior city planner states:

*“This [cycling prioritisation policy] is not an environmental programme, it is an economic programme. We are boosting jobs and business. It has been proved that planning for the bicycle is cheaper than planning for the car.’ Proving the point, requests now regularly arrive from shopkeepers in streets where ‘cyclisation’ is not yet in force to ban car traffic on their roads.”<sup>38</sup>*

Research shows that cities with reduced car-dependence have many benefits, including:<sup>39</sup>

- More stable transportation costs, even when fuel prices increase;
- Higher household disposable incomes, more likely to be circulated within the local economy;
- reduced infrastructure costs with less need to make more room for cars: whereas bicycles use less road space and the construction and maintenance of cycle paths and bicycle facilities costs much less than roads and parking facilities for cars;
- Healthier residents as a result of more physical activity, which leads to less sick days, benefiting employers as well as reduced public health expenditure;
- Cities with reduced car dependence and high cycling levels are often ranked the best places to live; and
- More cyclists offer a steady stream of shoppers more likely to visit town centre retail outlets.

The general experience from the Netherlands is that while cyclists spend less per visit, they do come more often. For example, research from Utrecht and Breda suggests cyclists spend on average one and a half times as much as a motorist.<sup>40</sup> Table four compares the share of visitors (to Groningen) by transport mode against the share in turnover by mode. In total, considering all visitors and the complete turnover, cyclists contribute most:

**Table 4: Results from 2004 survey amongst visitors in Groningen city centre; shares\* of the main modes of transport in the number of visitors and realised turnovers (in %)**

	Share in visitors (%)				Share in turnover (%)			
	walking	Bicycle	Public Transport	Car	Walking	Bicycle	Public transport	Car
Local visitors	32	46	13	9	19	56	14	25
Regional	1	22	41	36	0	21	32	40
Superregional	5	7	48	39	4	5	39	37
Total	20	31	27	21	11	34	25	35

Source: The Netherlands Ministry of Transport, Public Works and Water Management

\*respondents may have used more than one mode of transport during visit

- 46% of Groningen citizens (local visitors) cycle to the city centre and account for 56% of sales;

38 True, K (1997) Groningen Gears Up: Bicycle-friendly urban planning is good for business [online] available from: <http://nia1.me/24f>

39 Centre for Transit-Oriented Development (CTOD) (2011) Transit-Oriented Development Strategic Plan / Metro TOD Program [online] available from: <http://nia1.me/24g>

40 Fietsberaad (2009) Cycling in the Netherlands [online] available from: <http://nia1.me/23h>

- Car users spend more, but then it is likely they are using the car because they are buying more;
- Car use is significantly higher among those not from the city. However, public transport is the preferred mode.<sup>41</sup>

This phenomenon is not exclusive to the Netherlands, a report published by the UK charity *'living streets'* suggests improved facilities for walking and cycling in city/town centres can increase retail sales by 30%.<sup>42</sup>

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41 Fietsberaad (2009) Cycling in the Netherlands [online] available from: <http://nia1.me/23h>

42 Just Economics (2014) The Pedestrian Pound: The business case for better streets and places. Living Streets: London

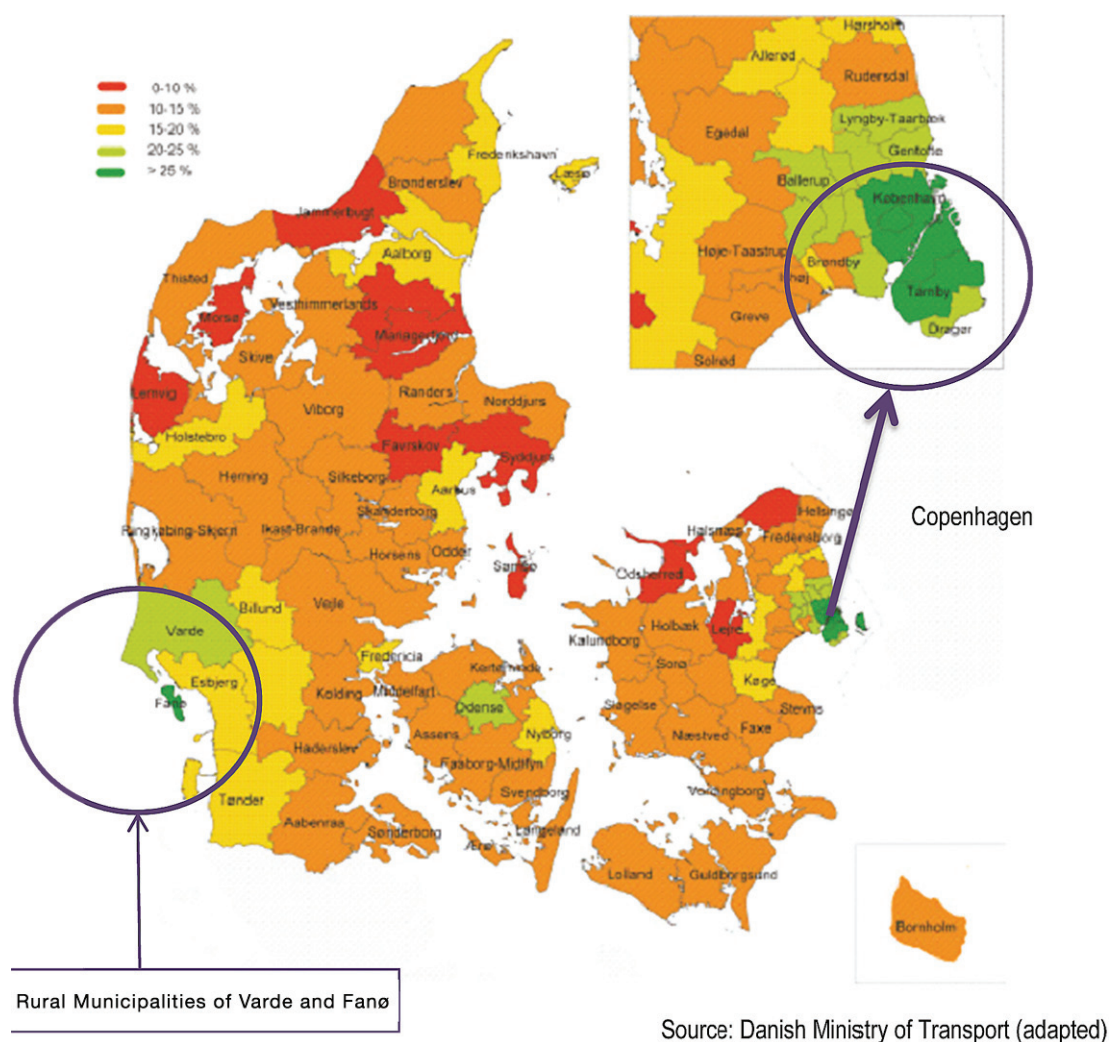
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### 3 Denmark

Denmark has a long tradition of cycling and while it has the second highest national cycling level in the EU (19% modal share), there has been a decline of more than 10% in bicycle trips between 1990 and 2013.<sup>43</sup>

The map below shows the variation in cycling levels in the Danish regions. The area around Copenhagen, to the East of Denmark, stands out in dark green (this indicates a minimum of 25% modal share); Copenhagen is widely regarded as one of the top cycling cities in the world with the bicycle's modal share remaining around 36% for the last few years.<sup>44</sup> But as this map shows there is a generally high level of cycling across the country (>10%) with modal share > 20% in Odense and some of the Western municipalities including Fanø and Varde; this is interesting as both towns are predominantly rural and high cycling levels are normally associated with larger urban centres.<sup>45</sup>

**Figure 8: Bicycle modal share across Denmark's municipalities**



43 Fietsberaad [online] Denmark launches national cycling strategy (translated). Available from: <http://nia1.me/270>

44 City of Copenhagen (2012) Bicycle Account 2012 [online] available from: <http://nia1.me/29b>

45 Danish Ministry of Transport (2014) Denmark - The national bicycle strategy [online] available from: <http://nia1.me/29b>



### 3.1 The Danish national cycling strategy

In 2014 the Ministry of Transport published a new cycling strategy which seeks to reverse the recent national decline in cycling; in the foreword the Minister commented:

*“Unfortunately we use our bikes less than we used to. Instead, it is quite common for Danes to get behind the wheel of a car – even on short trips. It is comfortable and easy. The bike must become the easy choice. We can achieve this by making **better cycle lanes, fewer stops for cyclists and better facilities for parking bicycles**”.*<sup>46</sup>

The strategy focuses on three areas:

- Every day Cycling;
- Active holiday and leisure cycling; and
- New and safe cyclists.

According to Klaus Bondam, Director of the Danish Cyclists’ Federation, Denmark is behind the Netherlands in a number of key parameters, particularly safety at junctions and secondary infrastructure like secure parking. He does, however, believe that this can change if the strategy can be delivered and sufficient funding is allocated:

*“The Danes would like to cycle more, but **only if it is easy and attractive**. Therefore, we are happy that the strategy brings focus to ‘everyday cycling’ as well as specific focus on ‘better and secure bicycle parking at stations and junctions’ for example. This is just one of the areas where Denmark is currently behind the Netherlands.”*<sup>47</sup>

- The focus on everyday cycling will focus on making cycling feel easier and safer through various measure, including:
  - Creating better links with public transport and increasing parking and other facilities at stations;
  - Creating cycling highways to encourage bicycle commuting;
  - Improving safety at junctions; and
  - Developing cycling cities right across the country
- The focus on recreation and tourism will lead to the development of new routes and better signage and directions on existing routes;
- The focus on getting new cyclists will target school children, through various measures including:
  - More bicycle paths at schools and leisure facilities;
  - Coherent road safety solutions in urban areas;
  - The development of tools for schools and teachers.



46 Danish Ministry of Transport (2014) Denmark - The national bicycle strategy [online] available from: <http://nia1.me/29b>

47 Cycling Embassy of Denmark [online] New national strategy for cycling in Denmark. Available from: <http://nia1.me/271>

## 3.2 What has made cycling popular in Denmark?

While the Danish Government are lamenting the fact that cycling declined, the fact is it is still an incredibly popular form of transport with bicycle modal share at levels most countries can only aspire to. So why is it so popular?

## 3.3 Case Study: Copenhagen

It is difficult to answer this question for each individual municipality as there is a lack of information available in English. However, the City of Copenhagen provides extensive literature on its cycling policy and the resulting outcomes of this.

### 3.3.1 A cycling tradition

Copenhagen has always had a tradition of cycling but like most parts of the western world, growth in car use towards the end of the 1960s and into the 1970s threatened to displace the bicycle. It was the oil crisis at the end of the 1970s that encouraged people to cycle again and when 1980s transport policy began to favour the car and policy makers sought to remove cyclists from the busiest roads as safety problems grew, people became uneasy.<sup>48 49</sup>

The Danish Cycling Federation (DCF) encouraged Copenhageners to stage (cyclist) demonstrations<sup>50</sup> calling for improved conditions for cyclists; these proved very successful. According to the Copenhagen Museum:

*“The 1970’s were a turning point for everyday cycling in Denmark in general and Copenhagen in particular. The oil crisis helped spawn a real grassroots movement that returned the bicycle to the urban landscape after a decade or so of intense decline.*

*These demonstrations featured thousands and thousands of citizens on bicycles. They were peaceful but noisy. It was regular citizens demonstrating, not sub-cultures, so the effect was enormous and far-reaching. Just look at our streets today. Critical Mass can learn a lot from the Copenhagen experience in the 1970’s.”<sup>51</sup>*

48 Jensen, N (1998) Copenhagen: Encouraging the use of bicycles [online] available from: <http://nia1.me/23n>

49 Gössling, S. (2013) Urban transport transitions: Copenhagen, City of Cyclists. *Journal of Transport Geography* vol. 33 pp.196–206

50 Denmark [online] Copenhagen: Bike City for more than a century. Available from: <http://nia1.me/23c>

51 Copenhagenize [online] Copenhagen Bicycle History Exhibition at City Museum [online] available from: <http://nia1.me/2ea>

**Figure 10: Photograph from one of the great bicycle demonstrations in the 1970s.<sup>52</sup>**



Credit: Danish Cycling Federation

Source: ECF

Jensen (1998) points out that politicians were not overly keen on building cycling infrastructure in the 1980s, particularly along main roads, and they explored alternative solutions such as limiting cycling lanes to quiet back streets.<sup>53</sup> However, the demonstrations and growing public pressure eventually succeeded and gradually, the construction of cycle tracks on main roads was taken up again in the 1980s. Since then there has been a sustained commitment to cycling in municipal transport planning.

### 3.3.2 Cycling in numbers

Copenhagen aims to be the most bicycle friendly city in the world. This goal was unanimously approved by the City Council as an integral part of the vision to make Copenhagen an eco-metropolis. This means that there are stated political objectives aimed at continually increasing bicycle modal share in the city. This aim was most recently affirmed in the “Copenhagen Bicycle strategy 2011-2025”.

As things stand currently, Copenhagen already has among the highest level of cycling:

- More people use a bike to travel to work in Copenhagen than any other mode of transport;
- In 2012 just over one third (36%) of everyone working or studying in Copenhagen took a bike to work (including commuters);
- If you include only those who live within the city boundary, this figure rises to 52%;
- Together Copenhageners cycle a total of 1.27 million km every working day.<sup>54</sup>

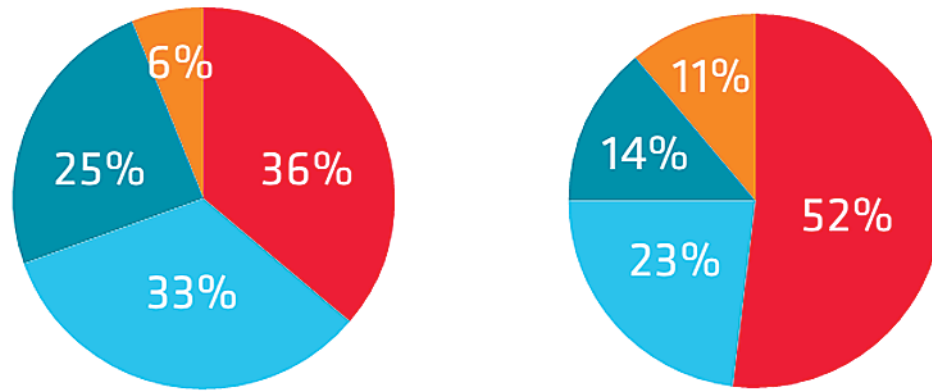
52 ECF [online] Meet Denmark, the International Bicycle Darling. Available from: <http://nia1.me/23i>

53 Jensen, N (1998) Copenhagen: Encouraging the use of bicycles [online] available from: <http://nia1.me/23n>

54 City of Copenhagen (2013) Copenhagen City of Cyclist: Cycling Accounts 2012.



**Figure 11: Modal Split in Copenhagen – Travel to place of work or study**



**Trips to work or education in the City of Copenhagen**

**Copenhagen residents' trips to work or education in the City of Copenhagen**

■ Bicycle ■ Bus, Train, Metro ■ Car ■ Walking

- Even during the winter, when temperatures average zero degrees (January and February) 70% of bicycle commuters continue to cycle;
- The main reasons why commuters choose to cycle in Copenhagen are because it is faster (56%); more convenient (37%); cheap (29%) and healthy (26%);
- There are 650,000 bicycles in Copenhagen and approximately 550,000 inhabitants. Compared to 125,000 cars; this corresponds to 5.2 bicycles for each car.<sup>55</sup>

**Figure 12: Bike commuters in Copenhagen**



Photograph by: Kasper Thyge

Source: Visit Copenhagen

### 3.3.3 The impacts of infrastructure investment

The Danish Government and the Danish Cycling Embassy have acknowledged that the Dutch infrastructure, particularly at junctions, is ahead of theirs. That said, in the City of Copenhagen, planners have worked continuously on perfecting the designs of cycle paths and parking facilities and this correlates with significant increases in cycling levels. Table five (below) shows that as the infrastructure provision has improved (in terms of the provision of cycle lanes, tracks, green routes, cycling highways and bicycle parking) the number of cyclists has gone up, while accidents have gone down and perceptions of safety have improved; this figure has risen from 51% in 2008 to 76% in 2012.

**Table 5: Cycle behaviour and Infrastructure Developments in Copenhagen 1996-2025**

	1996	1998	2000	2002	2004	2006	2008	2010	2012	2015	2020	2025
<b>Cycle Behaviour</b>												
Cycle to work/ education (%)	30	30	34	32	36	36	37	35	36	50	50	50
Seriously injured cyclists (# per year)	252	173	146	152	125	97	121	92	102	56	45	34
Cyclists that feel safe (%)	60	58	57	56	58	53	51	67	76	80	85	90
Cycled km (million per weekday)	0.93	0.92	1.05	1.11	1.13	1.15	1.17	1.21	1.27			
km between serious casualties (million km )	1.2	1.8	2.4	2.4	3	4	3.2	4.4	4.2			
Cycling Speed (km/h)					15.3	16	16.2	15.8	15.5			
<b>Infrastructure Provision</b>												
Cycle Tracks (km)	294	302	307	323	329	332	338	346	359			
Cycle Lanes (km)		6	10	12	14	17	18	23	24			
Green cycle routes	29	30	31	32	37	39	41	42	43			
Cycle Super Highways (km)									17.5			
Cycle Parking Spaces (000s)						42	47	48	49			

The ever expanding cycling network in Copenhagen now consists of:

- 359 km of cycle track (segregated);
- 24 km of cycle lanes;
- 43 km of green cycle routes;
- 32.5 km of cycle super highways (June 2013); and



- There are a total of 43 km of green cycle routes and new sections under construction<sup>56</sup>

According to the City of Copenhagen every time it builds a new cycle track, it results in 20% more cyclists (and 10% less cars) using that particular stretch of road.<sup>57</sup> Indeed a number of studies from around the world support the thesis that a greater supply of bike paths and lanes will result in increased cycling levels.<sup>58</sup>

**Figure 13 Bicycle promenade around Havnegade.**



**Figure 14: The green 'Nørrebro route' from Rantzausgade to Jagtvej.**



56 City of Copenhagen [online] Bicycle Statistics. Available from: <http://nia1.me/2dr>

57 Ibid.

58 See Buehler, R. and Picher, J. (2011) Cycling to work in 90 large American cities: new evidence on the role of bike paths and lanes. *Transportation* vol. 39, pp. 409–432 [online] available from: <http://nia1.me/2ds>

**Figure 15: Two-way bicycle track along Hans Knudsens Plads**



### **3.3.4 Good, Better, Best – The City of Copenhagen’s Cycling Strategy**

The City of Copenhagen is renowned for its cycle lanes, but their success has meant that many routes suffer congestion during rush hour. Therefore, in order to retain what makes cycling attractive in Copenhagen: speed and convenience, the City recognises the need to prioritise and innovate in its development of cycling infrastructure. As the documents title suggests, current provision is good but they are continually seeking to make it better and their overarching aim is to become the best.

According to city’s cycling strategy, by 2025 the city aims to:

- Increase the percentage of commuters who cycle to work or education to 50%;
- Increase number of cycle tracks in the Copenhagen PLUS-net with 80%;
- Reduce cyclists’ average travel time by 15%;
- Grow the number of cyclists who feel safe in traffic to 90%;
- Decrease the number of seriously injured cyclists by 70%;
- Increase the share of cyclists who find cycle tracks well maintained to 80%; and
- Increase the share of citizens who think that bicycle culture affects the city’s atmosphere positively to 80%.

The city’s cycling strategy has outlined what is called a PLUSnet system in order to deliver these aims. PLUSnet will target congested routes installing two bike lanes on either side of the street—that is a total of four lanes on streets that are bi-directional—allowing cyclists to ride at their pace; a space for those commuting and a space for those riding leisurely. To foster a feeling of safety, particularly among inexperienced cyclists, the PLUSnet system will include high quality intersections where cyclists will have priority over other transport modes and there will be a number of bridges and tunnels which will reduce journey times.



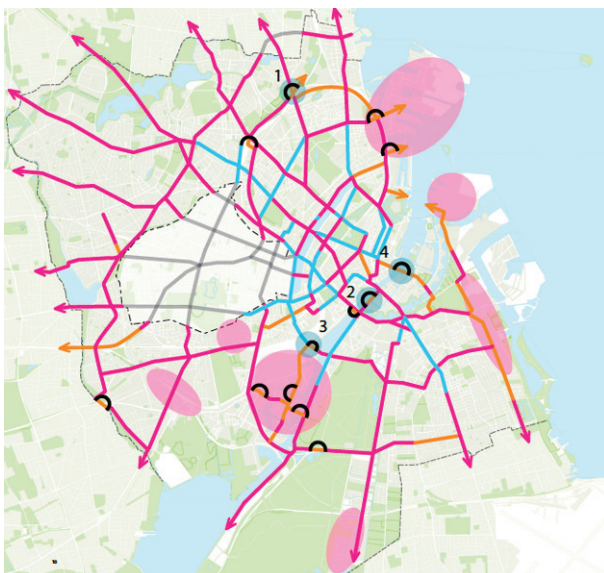


Figure 16: The proposed PLUSnet system

- The pink lines signal that only minor adjustments need to be made to that route;
- the blue signifies that more space for bikes is needed;
- orange denotes large-scale improvements need to be made;
- the black semi-circles will be new bridges/tunnels for cyclists and pedestrians; and
- the pink circles are new urban development areas.

### 3.3.5 Cycle super highways

Cycle Super Highways are a collaborative regional project between the City of Copenhagen and the neighbouring municipalities. Their focus is on long distance commuting. The PLUSnet and the Green Cycle Routes (routes of 3.5m wide tracks along greenways, minor roads, bridges, etc.) will be integrated into the Cycle Super Highway network.<sup>59</sup>

The first of 28 (planned) Cycle Super Highway (CSH) was completed in 2012. It is a 17 km route which passes through the municipalities of Albertslund, Glostrup, Rødovre, Frederiksberg and Copenhagen.<sup>60</sup> The CSH are specifically targeted at commuters who have between 5 and 20 km to travel to work or school. To make the journey as fast and as comfortable as possible, routes are relatively straight, flat, smooth and direct, connecting residential areas, educational facilities and commercial areas. They also offer extra services like 'green waves' in which traffic signals are synchronised to provide a green light for cyclists travelling at 20km/h; speed signs and LED running lights help keep cyclists at the correct speed. For those who have to stop at intersections there are countdown signals, bicycle pumps, and footrests.<sup>61</sup>



Figure 17 (Top left): "Your speed" counter helps cyclists maintain travel speed in the green wave.

59 City of Copenhagen (2014) Focus on Cycling: Copenhagen Guidelines for the Design of Road Projects[online] available from: <http://nia1.me/2e9>

60 City of Copenhagen (2012) Bicycle Account 2012 [online] available from: <http://nia1.me/2dn>

61 Ibid,



Figure 18 (Bottom left): Modular LED running lights help cyclists maintain proper travel speed so that they maintain effort required for green wave and they don't have to stop at the red light.



Figure 19 (Below): Foot rests at signalised intersections provide added comfort when cyclists do have to stop.

The 28 routes together will make up 500 km of Cycle Super Highways and cost between an estimated £44m (base solution) to £93m (for the ideal solution).<sup>62</sup> This equates to approximately £148,000 to £308,000 per km depending on the level of finish. It is estimated that 15,000 additional people will commute by bicycle as a direct result of the CSH and as a result the City of Copenhagen expect to save approximately £38 million per year.

An analysis of the socio-economic impact of the overall network of 28 Cycle Super Highways shows that over a 50-year period, with an investment of just under DKK 1 billion (approximately £107 million), there is an expected economic gain to society of approximately £750 million (DKK 7.3 billion).<sup>63</sup> This is equivalent to an internal rate of return on investment of 19%. The ministry of finance's minimum requirement is 5% for infrastructure projects so compared with other infrastructure investments; this is a very high return.

A similar approach is being taken in London where there are four active Cycle Superhighways, and eight more are planned as part of the Mayor's cycling revolution. These routes provide a safe, fast and direct route from outer London into and across central London. When all twelve are up and running they are expected to generate up to 120,000 additional cyclists and will come at a cost of approximately £800,000 per km.<sup>64</sup>

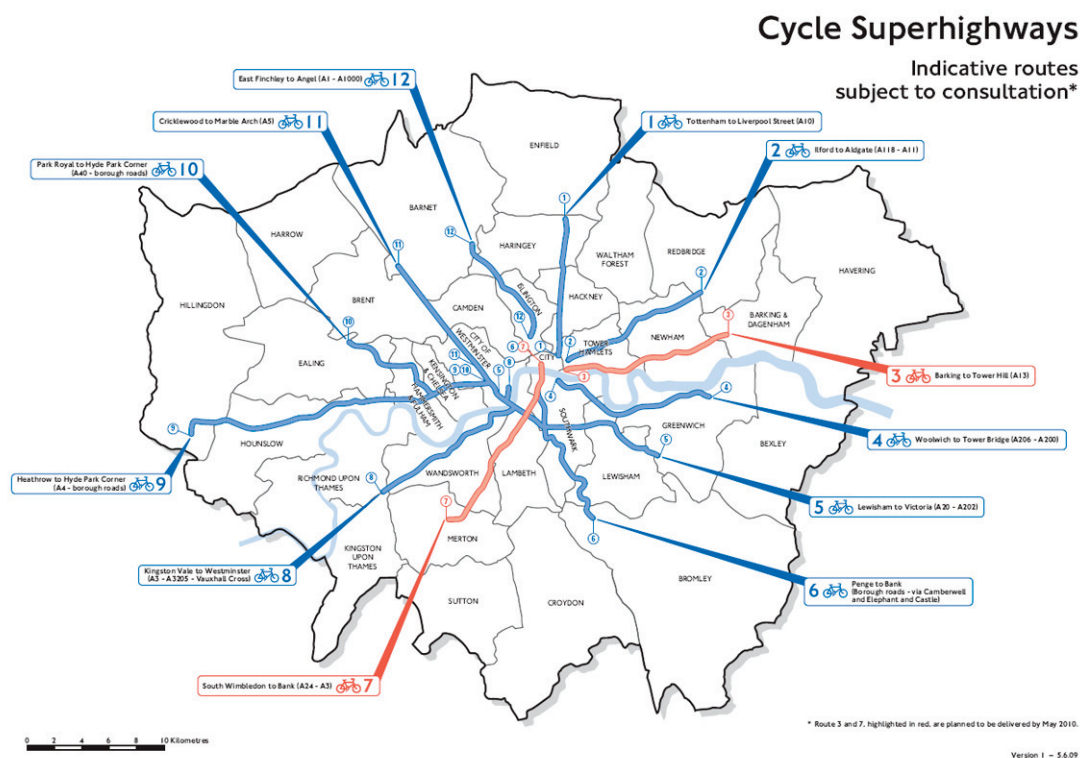
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62 Supercykelstier [online] Concept: Cycle Super Highways in Greater Copenhagen area [online] available from: <http://nia1.me/2dp>

63 City of Copenhagen (2012) Bicycle Account 2012 [online] available from: <http://nia1.me/2dn>

64 London Assembly Transport Committee (2010) Pedal power: the cycle hire scheme and cycle superhighways [online] available from: <http://nia1.me/2e8>

Figure 20: Cycle Superhighways in London



### 3.3.6 Focus on Cycling – The City of Copenhagen’s cycling design standard

Focus on Cycling is the name of the City of Copenhagen’s guidelines for the design of road projects”.<sup>65</sup> The goal of the guidelines is to ensure that consideration of bicycle traffic is factored into all the city’s road projects regardless of whether the actual project is a cycling project or a more general traffic project. Furthermore, the guidelines are intended to ensure consistent design. These standards for cycling go above and beyond those prescribed in Danish Road Standards for city areas, and are designed specifically to ensure the city’s cycling policy aims are realised.<sup>66</sup> The minimum standards for various cycle infrastructures are as follows:

- Standard PLUSnet cycle track width is 3.0 m;
- Standard Cycle Super Highway width is 2.5-3.5 m depending on bicycle traffic volume;
- Standard width of other cycle tracks in Copenhagen is 2.5m;
- Minimum PLUSnet cycle track width is 2.8 m;
- Minimum width of a Copenhagen cycle track is 2.2 m (in exceptional cases 1.7 m); and
- Minimum width of a cycle lane (without a parking lane on the outside) is 1.5 m.<sup>67</sup>

The city has acknowledged that it falls short of the Netherlands in terms of intersection design, and indeed the majority of all Copenhagen traffic accidents occur at intersections, although this is phenomenon is not unique to Copenhagen.<sup>68</sup>

65 City of Copenhagen (2014) Focus on Cycling: Copenhagen Guidelines for the Design of Road Projects[online] available from: <http://nia1.me/2e9>

66 Ibid.

67 City of Copenhagen (2014) Focus on Cycling: Copenhagen Guidelines for the Design of Road Projects[online] available from: <http://nia1.me/2e9>

68 Phillips, R.O. (2011) Reduction in car–bicycle conflict at a road–cycle path intersection: Evidence of road user adaptation? Transportation Research Part F: Traffic Psychology and Behaviour. Volume 14 (2), pp. 87–95



Intersection design is a critical area of bicycle infrastructure. There is little evidence that the introduction of cycling lanes will lead to a significant reduction in the number of cycling accidents, however there is evidence that reducing car-bicycle conflicts at intersections will reduce accidents. The Netherlands lead the way in intersection design as acknowledged by Copenhagen and more recently the Transport for London, which has adapted the Netherland's design standards for application in London.<sup>69</sup>

### 3.3.7 Benefits of cycling in Copenhagen

There are a number of environmental, economic and social benefits of cycling; these include: lower air pollution, less accidents, less congestion, less noise, and less wear and tear on the roads.<sup>70</sup> Taking account of each of these benefits and giving them a monetary value, the City of Copenhagen estimates that:

- For every kilometre travelled by bike instead of a car, the City of Copenhagen saves 1.22 DKK (£0.13) – this is based on a number of factors including wear and tear;<sup>71</sup>
- When you consider that 1,270,000 km are cycled every day<sup>72</sup> – this represents a saving of £165,100 per day or £60 million per annum;
- By comparison there is a negative cost to the city for every kilometre travelled by car (-1.13 DKK<sup>73</sup> or £0.12).

In terms of personal benefits:

- Cycling costs the owner (purchase price and maintenance) £0.04 per km cycled; while,
- Car driving costs the owner £0.12 per km driven.<sup>74</sup>

From an Environmental perspective:

- Every year Copenhagen cyclists save the city 90,000 tons of CO<sub>2</sub> – this is what they would produce if all of the equivalent miles were travelled in a (average European) car.<sup>75</sup>

In terms of health:

- less sick days used and lower medical expenses, save the people of Copenhagen more than £250 million.
- These savings have meant that between 2006 and 2010 the City of Copenhagen was able to justify investing approximately £200 million on bicycle projects including new cycle paths, cycle parking, redesign of intersections and promotional campaigns.<sup>76</sup>

### 3.3.8 Cyclists are good shoppers

A 2012 study by the city of Copenhagen sought to explore the links between shopping and transport mode; respondents (n=3,000) were asked about their overall shopping behaviour as well as detailed information on their latest shopping trip for each transport mode used. The findings were as follow:

- 35 billion shopping trips per year are made by walking and cycling;

69 TfL (2014) London Cycling Design Standards (Draft) [online] available from: <http://nia1.me/294>

70 Growth Green Leaders (2012) Copenhagen – Beyond Green [online] available from: <http://nia1.me/2dm>

71 City of Copenhagen (2012) Bicycle Account 2012 [online] available from: <http://nia1.me/2dn>

72 Ibid.

73 Ibid.

74 Jensen, N (2009) Cycling's high return on investment in Copenhagen [online] available from: <http://nia1.me/2do>

75 City of Copenhagen (2010) Copenhagen City of Cyclists: Bicycle Account 2010 [online] available from:

76 Willumsen, A. and Røhl, A. (2010) Economic assessment of cycle projects methodology and cases. Association for European Transport and contributors 2010 [online] available from: <http://nia1.me/2dl>

- half of all shopping trips by car are done by persons living outside of Copenhagen coming into town for shopping purposes;
- On average, Copenhagen residents only use the car for every seventh shopping trip, that is, 15% of all shopping trips;
- When looking at shops and supermarkets at street level, 58% of all shopping trips in Copenhagen are done by cycling or walking;
- Cycling is the most frequent means of transport for shopping, with 35% of all shopping trips done by bike and only 20% by car;
- In terms of revenue, cycling customers spend a total of £1.61 billion per year whereas car driving customers spend slightly less, that is £1.60 billion per year;
- In total, walking and cycling customers count for 55% of the total revenue of street-level shops and supermarkets in Copenhagen;
- Cyclists do spend less per visit than car drivers. The average spending for cyclists is €30 per visit and €50 per trip, whereas car drivers spend 60€ per visit and 90€ per trip;
- The reason cycling customers still generate more revenue than car driving customers is due to the fact that cyclists in general shop more often than car drivers, which in turn compensates for the tendency to spend less per visit.<sup>77</sup>

Clearly cyclists in Copenhagen are good shoppers and the type of shopping they are doing i.e. small and frequent would be particularly welcome in the Northern Ireland context where increasingly small town centre retailers are suffering while larger multiples prosper at their expense.

### 3.3.9 Community Involvement – Copenhagen’s Bicycle Account

The City of Copenhagen produces a Bicycle Account, every two years – the latest edition was published in June 2012. The Bicycle Account is a continuous assessment of cycling developments in the city whereby local residents are surveyed in order to gauge their views of cycling in the city. Already in this paper the data produced in the Bicycle Accounts has been drawn on heavily as it provides a detailed account of the development of cycling in Copenhagen over a number of years. Critically, the bicycle account provides the city’s transport authority with an insight into its citizens views of the city’s cycling infrastructure and this has enabled them to target innovative interventions at specific problems identified by users, such as the perception of safety (junction redesign), the desire for comfort (footrests at intersections) and the desire to travel as quickly as possible (the green wave and cycle super highways).

The Bicycle Accounts also provide data on travel behaviour, particularly bicycle traffic and modal share, while it also provides analysis of the role of cyclists in the local economy, including the finding that 58 per cent of shopping trips are made by bike, generating 55 per cent of retailers’ revenue.

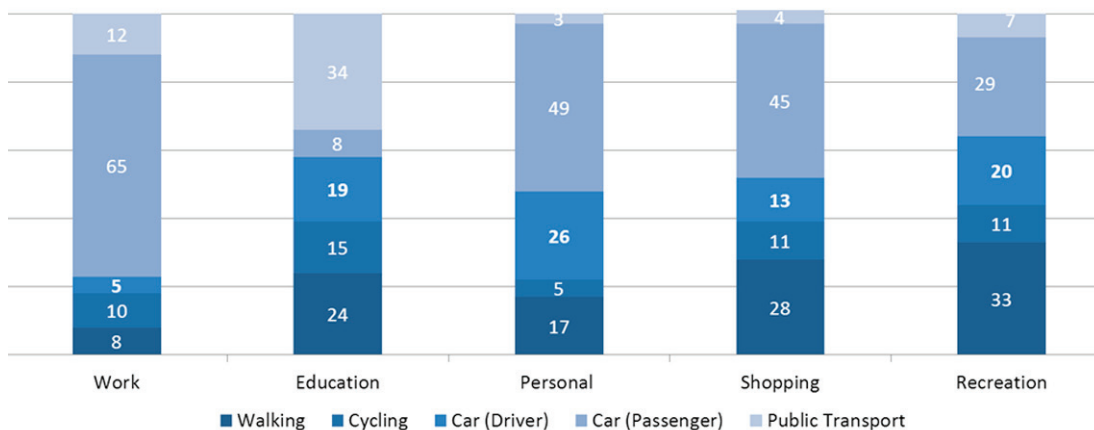
The adoption of this type of approach could provide an invaluable resource for the DRD’s cycling unit as the users of cycling infrastructure are the best placed to evaluate its strengths and weaknesses. In addition to users, it is critical to understand the perceptions of non-cyclists if we are to increase numbers.

77 Kåstrup, M. (2012) Are cyclists good customers? Cycling Embassy of Denmark [online] available from: <http://nia1.me/2eb>

## 4 Germany

Examination of the cycling policies in the Netherlands and Denmark is a prerequisite for any inquiry seeking to establish what policies and interventions encourage people to cycle. However, doubts about the transferability of these policies may arise, due largely, to the fact that cycling is ingrained within the culture of these nations. It is therefore interesting to examine cycling policies in a country like Germany, which is synonymous with cars and the autobahn but which has some of the highest levels of cycling anywhere in Europe (10%).

**Figure 21: Modal split for different purposes of journey in Germany (%)**



### 4.1 German National Cycling policy

The German Government is keen to promote cycling for most of the same reasons as other governments: environmental protection; climate change mitigation, public health promotion and economic development. It is also cognisant of the role cycling and walking has in improving the liveability of towns and cities and in improving the quality of life for its citizens.<sup>78</sup>

Planning procedures in Germany are regulated at four different government levels: federal, state, regional and municipal.

- The Federal government sets traffic law and the German equivalent of the highway code while they also provide some funding for cycling infrastructure;
- More specific standards for cycling are set at the State level;
- Local Transport Planning and design/implementation of cycling strategies is carried out at the local (regional/municipal) level.

Accordingly the prominence of cycling policy and the level of support varies among states and municipalities.

#### 4.1.1 National Cycling Plan

Germany's first National Cycling Plan (NCP) was published in 2002 with a clear focus on providing a framework for State and Local Government to promote cycling.<sup>79</sup> The plan has been deemed a success:

78 Federal Ministry of Transport, Building and Urban Development (2013) National Cycling Plan 2020 [online] available from: <http://nia1.me/2ec>

79 Federal Ministry of Transport, Building and Urban Development (2013) National Cycling Plan 2020 [online] available from: <http://nia1.me/2ec>

- A “*Mobility in Germany*” study showed that, over the period from 2002 to 2008, the number of journeys made by bicycle increased by 17 %. This is the highest rate of growth of all modes of transport;
- Cycling’s share of all journeys made rose from 9 to 10 % (national average) in the same period; and
- Both the number of trips and the length of journey made by bicycle increased, especially in urban areas – both at weekends, when people cycle mainly as a leisure activity, and on workdays, when people cycle mainly to go about their day-to-day business.
  - In Munich, the proportion of journeys made by bicycle rose from 6% in 1996 to 17% in 2011;
  - In Frankfurt, the proportion rose from 6% in 1998 to 14% in 2008;
  - In Rostock, it rose from 9% to 20% in the ten years up to 2008; and
  - Cycling is particularly popular in town and cities such as Bocholt (35 %), Münster (38%), Oldenburg (43 %) and Greifswald (44 %).

The current NCP (NCP 2020) covers the period from 2013 to 2020 and seeks to follow on seamlessly from the first NCP (NCP 2002-2012). However, rather than continuing to simply promote cycling, the primary aim of this strategy is to establish cycling as a key element of an integrated transport and ‘Eco-mobility’ policy that focuses on public transport, walking and cycling.

This document sets out SMART objectives for what can be achieved within the strategy’s lifetime. Extensive work was conducted to identifying what was possible in terms of increasing modal share. A group of experts was convened by the Federal Ministry of Transport, Building and Urban Development to developed estimates on how cycling might develop in Germany over the period to 2020. These estimates were based on findings and forecasts from large-scale nationwide surveys on mobility patterns – “*Mobility in Germany, Mobility in Towns and Cities*” and “*German Mobility Panel*”. In addition, there were scenarios and variation calculations from the project entitled “*The potential inherent in cycling for tackling climate change*”, which was commissioned by the Federal Environment Agency and findings from the project entitled “*The potential inherent in cycling for savings in road transport*”, which was commissioned by the Federal Highway Research Institute.

The outcome is a target for cycling to have a 15% share of all journeys made by 2020. This means that for rural areas, there must be an increase in the average value from 8% at present to 13 % of all journeys made in 2020. For urban municipalities, the growth will be from 11% to 16%.<sup>80</sup>

#### 4.1.2 Communication

Germany’s NCP is based on the vision of “cycling as a system”. In their view increasing cycling levels is much more than a case of simply providing more cycle-friendly infrastructure. The Government also emphasises the importance of intensive communications and public relations and calls on policymakers at all levels – Federal Government, federal state and local authority to attach equal importance to each element.

An example of effective communication and promotion can be found in Frankfurt am Main. Frankfurt a. M. has a population of just over 660,000 and cycling has a 13% modal share. The city has a total annual budget of around £4m for cycling or a round £6 per person.<sup>81</sup>

80 Federal Ministry of Transport, Building and Urban Development (2013) National Cycling Plan 2020 [online] available from: <http://nia1.me/2ec>

81 Federal Ministry of Transport, Building and Urban Development (2013) Planning for Cycling in Germany: Case Study of Cycling in Frankfurt [online] available from: <http://nia1.me/2ed>

In 2009 the municipality set up a Cycling Office to promote cycling in the city and act as a point of contact for all cycling related matters. The office also has an online presence which deals with many issues relating to cycling in the area including routes, parking locations and general visitor information. The overall aim of the body is to create a better environment for cyclists, including better facilities and services and to build a climate where all road users respect each other.<sup>82</sup>

The office has four cycling co-ordinators with various areas of expertise around urban planning and infrastructure development. They are responsible for managing the system, developing new ideas for infrastructure and co-ordinating education campaigns. The coordinators are also actively involved in developing basic standards for bicycle infrastructure in cooperation with the relevant municipal authorities.

In its first year the cycling office dealt with an average of 10 requests per day and found the continuous dialogue with cyclists an important resource in their continued development of the city's cycling provision. The office has also been involved in the delivery of new cycling paths and associated infrastructure, such as bicycle storage facilities.

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82      *Ibid.*



## 5 Summary and Conclusions

This paper has examined a body of literature in order to identify what makes cycling so popular in the three of the world's top cycling nations: the Netherlands, Denmark and Germany. Of course there are many similarities between each country in terms of infrastructure – precisely because transport authorities within each of these countries are not afraid to compare themselves against the best, learn what works and implement it in their own cities'. Some of the common approaches they take are:

- Reduced speeds in (20mph zones) in all residential areas;
  - Bicycle traffic is prioritised in low traffic streets known as 'bicycle streets'
- Bicycle friendly junctions;
- Multimodal traffic signals;
- Segregated cycle paths on all roads with speeds greater than 30mph;
- Cycle paths wide enough (minimum 2.5m) for cyclists to ride two abreast;
- Separate routes/lanes for faster moving cyclists (mainly commuters);
- Complimentary infrastructure such as bins, pumps, footrests.
- Extensive parking at places of work, education and in residential and shopping areas;
- Integration with public transport;
- Bicycle share schemes; and
- Segregation of motor vehicles and bicycles on all roads with speeds greater than 30mph;

### 5.1 The Netherlands

Dutch municipalities are responsible for the development of local cycle plans and the provision of cycling infrastructure. As a result of this the bicycles modal share varies between 10% and 38%, with a national average above 25%. The Netherlands Ministry of Transport suggest the reason so many people cycle is that they simply enjoy it. However, in all likelihood the reason they enjoy it so much is because of the approach taken by their local government to make them feel welcome, comfortable and safe, they also have access to some of the finest infrastructure on the planet.

A Dutch evaluation tool, known as the Bicycle Balance Score, confirms the link between high modal share and infrastructure provision: in municipalities with the highest score (based on an assessment of local cycle conditions, including local policies, bicycle use is on average 14% higher than in municipalities with lower scores.

Dutch cycling infrastructure is designed according to five principles: safety, directness, comfort, attractiveness and cohesion. These principles have been adopted across the globe by authorities seeking to improve cycling conditions and attract more people onto bikes.

The municipalities of the Netherlands enjoy significant benefits from their pro-bicycle policies and these more economic than environmental in their design. Dutch people benefit from low transport costs, higher disposable incomes, improved health and have cleaner safer cities in which to live. The authorities have lower infrastructure costs to contend with as bicycles use less road space and the construction and maintenance of bicycle facilities costs much less than that needed for cars.

A common theme within cities with high cycling levels is the role cyclists play within the local retail economy. Case studies examined in the preparation of this paper from all three countries have shown that cyclists shop more often and spend more money. Indeed this type

of buy-what-you need retail culture keeps town centres thriving and would be most welcome in a place like Northern Ireland which has suffered so much with the rise of online retail and out-of-town shopping centres.

## 5.2 Denmark

The case of Denmark is interesting from the perspective that, nationally, cycling has been declining over the last decade whereas the City of Copenhagen has continued to improve and is widely regarded as one of the top cycling cities in the world.

The Danish Government has launched a new national cycling strategy which is seeking to reverse the downward trend in cycling levels. The focus of this strategy is to make cycling as easy and as safe as possible. It is for this reason that the Danish are looking to the Netherlands, particularly the guiding principles of safety, directness, comfort, attractiveness and cohesion. Measures will include green waves, safer junctions and cycle superhighways – interventions that have already begun to be introduced in Copenhagen.

Copenhagen is typical of all the best cycling cities in that it is relentless in its pursuit of perfection. The city's latest strategy "*Good, Better, Best*" leaves no uncertainty about their overall aim – to be the best cycling city in the world. Cyclists are important to the City of Copenhagen, saving the city £60m per year in costs that would be associated with car use, spending €2 billion in the city's shops and displacing a possible 90,000 tons of CO2 emissions that would otherwise be emitted by drivers.

The city shows its appreciation by continually involving citizens in its evaluation and development. The Biannually published Bicycle Account includes a large scale survey of Copenhageners' seeks their views of issues like safety, attractiveness and condition of routes and what improvements could be made. This enables the city to target interventions at specific problems, these include bridges and super highways to reduce journey times, multi modal traffic lights and islands at intersections for safety and facilities like pumps, footrests, bins and cycle counters to improve comfort and convenience.

## 5.3 Germany

It is fair to say that Germany has learned much from the likes of Copenhagen, Groningen and Amsterdam and key elements of the infrastructure from these cities is evident across Germany. Unlike the Netherlands and Denmark however, Germans are very keen on driving and the car is ingrained within German culture.

It is perhaps for this reason that the German Government, as much as they promote good infrastructure, emphasise the importance of communication and public relations. The German national cycling plan calls on policy makers at all levels of government to put these three elements (infrastructure, communication and public relations) on equal standing.

## 5.4 Conclusion

This paper has examined what makes cycling attractive in the Netherlands, Denmark and Germany with a view to identifying transferable lessons that could be applied in the local context.

Clearly the basic design of infrastructure – standards around lane width, signalling and intersection design can and should be applied to cycling design standards here, already Transport for London has rewritten its standards and applied many of these lessons within them. However, there is a major issue in terms of the level of investment that would be required to make any significant changes to our roads, to the extent that it would dramatically alter travel behaviour within the Northern Ireland. Certainly the current level of priority

afforded to cycling schemes and indeed the consideration given to cycling within wider road and public realm schemes is insufficient.

The countries discussed in this paper know from experience that any money they spend on cycling infrastructure will produce positive returns and cyclists form a critical part of their respective economies. This is why, for example, £322m (€410 million) was spent on cycling related projects in the Netherlands during 2012 (£20 per person).<sup>83</sup> Similarly the city of Copenhagen has consistently spent over £20 per person on cycling over a number of years.<sup>84</sup>

What a similar level of spending would achieve within Northern Ireland, where currently less than £1m is spent per year<sup>85</sup> (approx. 70p pence per person<sup>86</sup>) is unclear. Looking at it on a per capita basis, this would require DRD to spend:

- £18m if it was to base its budget on a spend of £10 person;
- £27m if it was to base its budget on a spend of £15 person; or
- £36m if it was to base its budget on a spend of £20 person;

An important lesson can be taken from Germany in this instance. While they accept infrastructure is critical, the German's are investing heavily in promotion and public relations to increase cycling levels, which they view as equally important to infrastructure – particularly as they, unlike the Netherlands and Denmark, would not previously of had a mainstream cycling culture. This approach has brought results, arguably creating a culture where one did not previously exist.

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83 Fietdberaad (see: <http://nia1.me/24h> ) Taken from: ECF (2013) ECF, Cyclist.ie Memorandum [online] available from: <http://nia1.me/24i>

84 GLA (2012) Gearing Up: An Investigation Into Safer Cycling in London. London: Greater London Authority [online] available from : <http://nia1.me/1zs>

85 AQW 8315/09

86 The population of Northern Ireland in 2009 was 1,793,333 see NISRA [online] available at: <http://nia1.me/1zp>





Northern Ireland  
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Appendix 7

# List of Witnesses





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## List of Witnesses

Mr Travis Zeray, Clew Bay Bike Hire

Mr Sean Kelly, Kelly's Butchers

Mr John O'Donnell, Mayo County Council

Mr Pdraig Philbin, Mayo County Council

Ms Suzanne O'Brien, Mulranny Park Hotel

Mr Samuel Douglas MBE MCA, Connswater Community Greenway

Ms Wendy Langham, Connswater Community Greenway

Mr Gerry Millar, Connswater Community Greenway

Ms Aideen Exley, Outdoor Recreation Northern Ireland

Mr Chris Scott, Outdoor Recreation Northern Ireland

Mr Gordon Clarke, Sustrans

Dr Andy Cope, Sustrans

Mr Steven Patterson, Sustrans

Mr Barry Flood, CTC

Mr Roger Geffen, CTC

Mr Roy White, CTC

Dr Joanna Purdy, Institute of Public Health in Ireland

Dr Stephen McCabe, Northern Ireland Environment Link

Mr Nick Harkness, Sport NI

Mr John News, Sport NI

Dr Michael McBride, Department of Health, Social Services and Public Safety

Ms Mary Black, Public Health Agency

Ms Sinead McCartan, Department of Culture, Arts and Leisure

Mr Bob Bleakley, Department of the Environment

Mr Iain Greenway, Department of the Environment

Mr Angus Kerr, Department of the Environment

Mr Wesley Shannon, Department of the Environment

Dr Andrew Grieve, Department for Regional Development

Mr John Irvine, Department for Regional Development

Mr Tom Reid, Department for Regional Development

Ms Aine Kearney, Northern Ireland Tourist Board

Ms Susie McCullough, Northern Ireland Tourist Board

Ms Kathryn Thomson, Northern Ireland Tourist Board

Mr Chris Lyttle MLA, All Party Group on Cycling

Mrs Sandra Overend MLA, All Party Group on Cycling

Mr Daithi McKay MLA, All Party Group on Cycling







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