

## Safer Cycling Work Programme

2017/18

This document outlines the current packages of work planned for 2017/18, outlining the key evidence guiding the allocation of resources in the areas of most need.

Work Package	Description	Evidence for Review	Target Population
Be Bright	<p>A joint operation between Hampshire Constabulary and Portsmouth City Council to promote safe cycling during the hours of darkness.</p> <p>In this joint campaign, cyclists without lights are stopped by the Police. Cyclists are given the opportunity to avoid a fine for cycling without appropriate lights (£50) if they purchase and install lights at one of four partner retailers within 28 days.</p> <p>RS&amp;AT Team provide education and guidance at road side with everyone stopped receiving a hi-viz backpack cover and those without a temporary set of jelly lights.</p>	<p>Hampshire Constabulary Stats 19 collision records show that between 2012 and 2015 there has been an increase in accidents involving cyclists in winter months (November to January) although 2016 shows a reduction.</p> <p>This data shows the accidents occur predominantly because drivers are failing to see cyclists, with 74% of collisions involving cyclists citing this as the main cause.</p> <p>Hampshire Constabulary Stats 19 data also shows that Portsmouth has seen an increase in cycle collisions during November to January 2011 to 2015 with 55% of those accidents occurring in darkness.</p> <p>This Stats 19 data also shows that most collisions during 2016 happen during morning and evening rush hour (10% between 07:00-08:00 and 15% 15:00-17:00), and are assumed to be associated with commuters.</p>	<p>The evidence shows that young males (17-25), from Transient renters, rental hubs and aspiring homemakers MOSAIC groupings are over-represented in accident statistics.</p> <p>In order to target this population, the 'Be Bright' campaign will be held in areas where there are geographical clustering of the above MOSAIC types, and along key commuter routes.</p> <p>University Students - University Specific event with counts before and after to measure behaviour change.</p>

Share the Road	<p>A joint operation between Hampshire Constabulary and Portsmouth City Council to promote safe driving in relation to cyclists.</p> <p>A covert Police cyclist will be used to tackle drivers who overtake recklessly and fail to give way at junctions. Drivers will be given the opportunity to avoid prosecution by attending a PCC education intervention.</p>	<p>84% (769 out of a total of 920) of cycle collisions occur on the 30mph routes, therefore events will be focussed on these routes (2011-2015).</p> <p>In 2016 84% of cycling collisions is also shown to occur at junctions.</p> <p>This operation will help tackle both these major elements of collisions.</p>	<p>Participants are surveyed to compare those engaged with our high risk profile which ensures the campaign reaches high risk demographics: Transient renters, rental hubs, aspiring homemakers and family basics.</p>
Light Goods Vehicle Cycle Safety	<p>Direct liaison with businesses with large fleets of light goods vehicles operating within the city.</p> <p>RS&amp;AT will develop and provide a package of resources to be used within existing driver training and CPD courses within the partner organisations.</p>	<p>During the 5 year baseline period 2011 to 2015 light goods vehicles accounted for 7% of cycle collisions - in 2016 this trend almost doubled to 12%.</p> <p>DfT vehicle figures for year ending March 2017 suggests the number of cars on the roads rose during the year by 1.4% to a record 252.9 bvm (business vehicle miles) , van traffic rose three times as fast, increasing by 4.5% to a new peak of 49.6 bvm.</p>	<p>Employers and drivers of light goods vehicles operating within Portsmouth.</p>

Exchanging Places	<p>Event using a car and a HGV to demonstrate to members of the public the most common behaviours at junctions and how best to avoid such collisions. Staff demonstrate how positioning can place them in a blind spot with pedestrians, drivers and cyclists taking each other's viewpoints.</p> <p>This event aims to educate and inform drivers and cyclists on vehicle blind spots to address the trend of accidents involving cyclists at junctions, demonstrating cyclists' vulnerability to other road users.</p> <p>Participants are surveyed to compare those engaged against high risk categories to ensure the campaign reaches high risk demographics: Transient renters, rental hubs, aspiring homemakers and family basics.</p>	<p>Based on Stats 19 data collected, collisions at junctions have increased from 78% between 2011 and 2015 to 84% in 2016.</p> <p>Cross referencing Stats19 casualty data with Experian Mosaic social profiling data shows four priority high risk groups - Transient renters, rental hubs, aspiring homemakers and family basics.</p>	<p>Peak commuter time and during July are the highest risk time so these events are focused during June and July, on weekends in large footfall areas and events to maximise the benefits and likelihood of delivery to working people/commuters.</p>
Bike Dr	<p>Precinct based mobile bike maintenance service open to the public. To enable more people to cycle/stay cycling by offering free or low cost bike maintenance - often a barrier to continued or cycle take up.</p>	<p>Sessions during the financial year 16/17 were held at Commercial Road (twice a month) and Cosham High Street (twice a month). During this time 544 people attended the Commercial Road sessions and 269 people attended the Cosham High Street sessions.</p> <p>These sessions give people a resource for free bike maintenance improving road safety for cyclists across the city.</p>	<p>Local residents/commuters/visitors and students.</p>

		This also encourages people, who have a bike but do not ride it due to its condition, an ability to get it checked over and regularly maintained for free, removing one of the barriers of cycling (maintenance costs), particularly for those in less affluent areas.	
Bikeability	School timetable cycle training delivered by an external provider (Pedal Power). Pupils (year group 5-7) are taught how to cycle safely to provide key skills and experience to enable them to cycle safely on the road network.	<p>In 96 of 147 child cycle collisions 2010 to 2014, Stats19 data identifies drivers and cyclists failing to look as the key contributory factor. Teaching young people to cycle safely which includes cycling at an appropriate speed, being alert and road positioning aims to combat this.</p> <p>Casualty stats show that cycle collisions involving the age ranges of year group 5-7 have increased from 14% between 2011 and 2015 to 17% in 2016</p> <p>Portsmouth has growing levels of obesity within the population: 9.5% of children aged 4-5 years and 20.9% of children aged 10-11 years are classified as obese.<sup>1</sup></p> <p>Promoting cycling will encourage increased physical activity which will contribute to combatting this increasing trend.</p>	Pupils between years 5 and 7.

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<sup>1</sup> PCC's Healthy Weight Strategy for Portsmouth 2014-2024

Street Skills  Year 8/9	Secondary school aged cycle safety messages aimed at year 8/9 pupils. Session aims to educate pupils who undertake travel to school independently through a class-based cycle safety training package.	<p>Casualty data shows that collisions involving children between 12 and 16 has risen from 11% between 2011 and 2015 to 15% in 2016.</p> <p>This intervention at years 8 and 9 will reinforce early learning at this transition stage, in order to promote road safety.</p>	Year 8/9 pupils focus.
Events	Pedal Portsmouth and Glow Ride Cycle Events offering wide scale participation and promotion of cycle activities. Pedal Portsmouth 'Summer Series' events at various locations across the city the city to improve awareness and promote 'Quieter Routes'.	<p>Participatory cycling events such as the annual Pedal Portsmouth encourage people to get back on their bikes if they haven't ridden for a few years, and give an opportunity for young cyclists to get out and gain some confidence by riding out on the roads, contributing to PCC aims to increase levels of cycling in the city.</p> <p>Casualty data shows an increase in accidents for cyclists during the winter months, when peak hours for cycling are darker (see 'Be Bright'). The Glow Ride promotes the importance of high visibility for cyclists, complimenting other 'Be Bright' measures. It also provides young families and beginners with a unique opportunity to take part in an exciting cycling spectacle on the seafront.</p> <p><b>'Quieter Routes' events</b> The 'Summer Series' will take a number of cycling engagement activities on a tour of the city; allowing PCC to promote cycling on a more local level. Residents from the more deprived communities in the city are over</p>	<p>Families with children and novice or cautious cyclists.</p> <p>'Quieter Routes' is aimed at new cyclists and those less confident or family groups.</p>

		<p>represented in casualty statistics - the locations of the summer series enable PCC to engage directly with cyclists in these areas.</p> <p>The DfT Propensity to Cycle tool shows the key areas of the city that cyclists commute from- the chosen locations will enable direct promotion of the Quieter Routes to residents in these areas, encouraging them to use this network and avoid high casualty routes.</p>	
Transition year training cycling and walking - route planning	School-based training package aimed at year 6/7 (final primary/junior year group) at secondary school 'taster' events.	2011 to 2015 casualty data shows under 11 year olds represent the highest proportion of pedestrian casualties (21%). This trend is also apparent in 2016, outlining the need for focus on this age group in terms of training.	<p>10/11 year olds undergoing transition days at their new secondary school.</p> <p>For autumn/winter 2017 approximately 200 children will be delivered to. January to July 2018 this number will be increased to cover 6 to 8 schools/1080 to 1440 pupils.</p>
Student programme	Awareness raising campaign aimed at cycle security and cycle law and cycle safety	<p>Casualty stats and mosaic data show this age range (17 - 24) to be the highest risk group with accidents contributing to 27% of all cycling casualties across the city.</p> <p>Cycle theft discourages a large proportion of cyclists from continuing to do so.<sup>2</sup></p> <p>Between April 2016 and March 2017 1,085 bicycles were stolen across Portsmouth; breaking down to approximately 5 bikes stolen that year per 1000 population.<sup>3</sup></p>	18 - 24yr age group.

<sup>2</sup> TfL's Cycle Security Plan

<sup>3</sup> ukcrimestats.com

Cycle security	Link in with the British Transport Police to reduce cycle theft which is a priority in Portsmouth for them.	<p>Between April 2016 and March 2017 1,085 bicycles were stolen across Portsmouth.<sup>4</sup></p> <p>TfL's Cycle Security Plan suggests that 23% of those who have had their bike stolen will not buy a replacement, and that theft therefore discourages a large proportion from continuing to cycle.</p>	Students\commuters\visitors\residents.
Quieter Routes	Further promotion and awareness to be raised about 'Quieter Routes' through events across the network, See Events above.	<p>48% of respondents to the 2014 Travel Attitudes Survey in Portsmouth claimed that lack of confidence on the roads is a major factor preventing them from cycling/cycling more. Quieter Routes address this barrier by providing an easy to follow network of routes which avoid busy roads and signpost cyclists onto cycle infrastructure or the 20mph network.</p> <p>84% (769 out of a total of 920) of cycle collisions occur on the main 30mph road network (stats19 2011-2015). Encouraging use of the Quieter Routs will aim to provide cyclists with a safer alternative.</p>	Families and young children\elderly\less confident cyclists\novice\new cyclists.


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<sup>4</sup> ukcrimestats.com

		By addressing this key barrier, the Quieter Routes project contributes to wider objectives such a reduction in inactivity and obesity in children and the overall promotion of cycling as a means of transport to new or novice cyclists.	
Cycling UK	Through engagement projects across England, Cycling UK have been involved with establishing 47 new Community Cycle Clubs and supported 40 existing clubs to reach over 15,000 beneficiaries. Cycling UK have a launched a project working in the Portsmouth area, engaging with local community groups to promote cycling for those who do not engage in any, or low levels of cycling which PCC will link into wherever possible.	Through nationwide engagement in 2016 Cycling UK: <ul style="list-style-type: none"> <li>Established 47 new community cycle clubs;</li> <li>Supported over 40 existing clubs;</li> <li>Reached over 15,000 beneficiaries through over 800 activity sessions;</li> <li>Of those engaged with, 29% were physically inactive and 48% were not meeting guidelines of 150 minutes of activity a week.</li> </ul> (Cycling UK Summary Report 2016) <ul style="list-style-type: none"> <li>With Cycling UK support this success nationwide could be replicated in Portsmouth and at no cost to the city council.</li> </ul>	Aimed at all ages, abilities and genders.
<b>Operation Dismount</b>	<p>A community led Hampshire Police operation which focuses primarily on the risks that cycling on pavements in pedestrian zones poses to vulnerable people.</p> <p>Cycling on the pavement is an issue that affects all pedestrians, but it has a significant impact on members of our community with visual and hearing impairments, and</p>	Research within Portsea and Landport community groups, using social media, and communicating with members of the public on the street has identified that there is a clear concern from residents about the danger cycling in pedestrianised areas poses to vulnerable members of our community.	Members of public who cycling on pavements in pedestrian zones.



	<p>residents with mental health difficulties.</p> <p>Unmarked officers patrol areas of high footfall and stop members of the public who are cycling on pedestrian-only routes. They will receive either a warning or issued with fixed penalty notices where appropriate.</p> <p>The overall goal is to educate residents - and cyclists in particular - with crime prevention advice and general advice about safer cycling in urban areas.</p>		
<b>Share with Care Campaign</b>	<p>Shared-use paths are popular with people who are looking for motor-traffic free routes, either for leisure or for getting to work or the shops, for example. Inconsiderate cycling undermines the tranquillity of these paths and is particularly intimidating for people with reduced mobility, or who have hearing or vision difficulties. Speeding is a growing problem. More people are riding along shared-use paths for fitness training or to record personal bests, for instance - activities that are much better suited to quiet roads.</p> <p>To reinforce the code of conduct (promoted by Sustrans and endorsed by Cycling UK) within Portsmouth City the</p>	<p>According to the last census Portsmouth has the highest level of commuter cycling in the south east region (around 7500 people per day). Casualty data shows that there have been 11 recorded collisions between cyclists and pedestrians in the past 5 years in Portsmouth, and whilst these are regrettable this figure is extremely low.</p> <p>Portsmouth City Council undertakes infrastructure development, promotional methods, and education to encourage safe cycling.</p> <p>Whenever new cycle infrastructure is considered it must go through a series of checks including consultation with relevant stakeholders, including disability groups, local</p>	Cyclists and Pedestrian using shared path ways

	<p>RS&amp;AT Team have a spray sign template.</p>  <p>The signage will be sprayed onto shared routes where there is reported risk of conflict between Pedestrians and Cyclists.</p> <p>Education can, however, be a more effective way to prevent accidents and to change behaviours through schemes like - Bikeability (national cycle training scheme) Be bright events, Exchanging places events and Pedal Portsmouth events complement safer cycling for all.</p>	<p>interest forums, the Police and the general public. Schemes are designed by highways engineers in accordance with DfT guidelines/regulations and where required schemes are subject to an independent Road Safety Audit.</p>	
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