



**CYCLING  
WORKS  
BRISTOL**

# Contents

- Introduction
- Our Inspiration – CyclingWorks London
- Bike Commuting in Bristol today
- The business benefits of Commuting by Bike
- Goals of CyclingWorks Bristol
- How can your business help?
- Appendices – supporting data



# Business supporting safer commuting by bike



# A model proven in London



Video from CyclingWorks London  
([https://www.youtube.com/watch?v=kW2ckHuL\\_k8](https://www.youtube.com/watch?v=kW2ckHuL_k8))



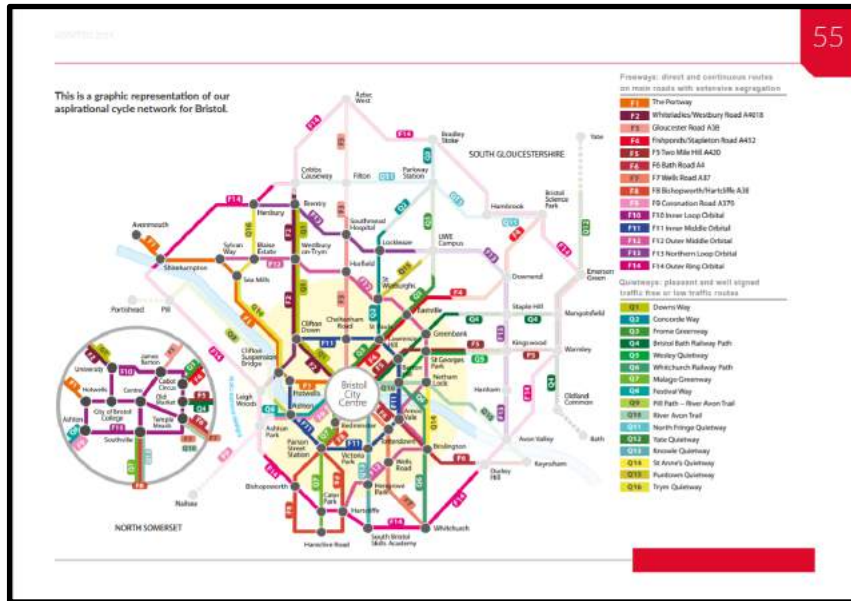


Over 200 employers supported the successful London project, these are just some of them



# Bristol Transport Strategy – Adopted 2019

## Aspirational future cycle network 2036

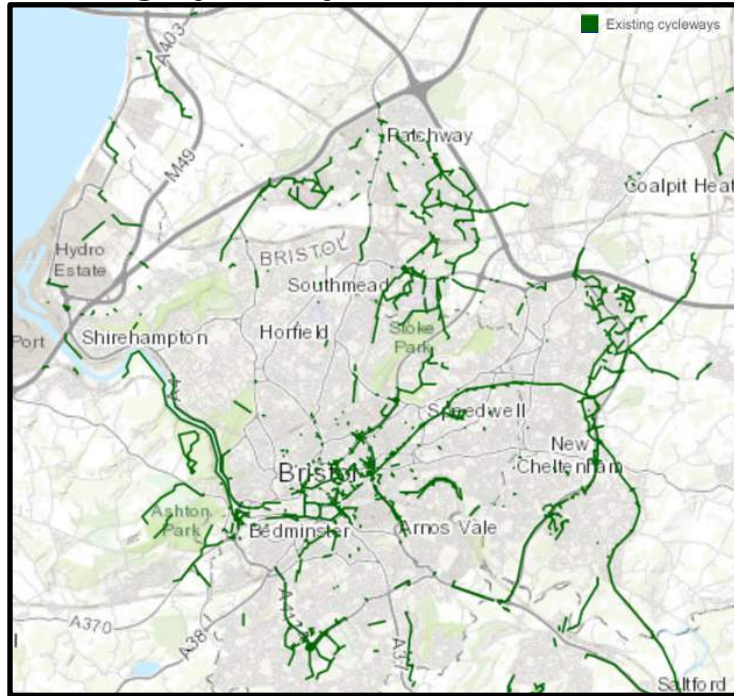


Source: Bristol Transport Strategy 2019

Bristol's 2019 Transport Strategy included an aspirational future cycle network. This described a comprehensive network of "Freeways" and "Quietways"

# Bristol Transport Strategy – Adopted 2019

## Existing Cycleways 2020



Source: [Rapid Cycleway Prioritisation Tool \(Sustrans/DfT 2020\)](#)

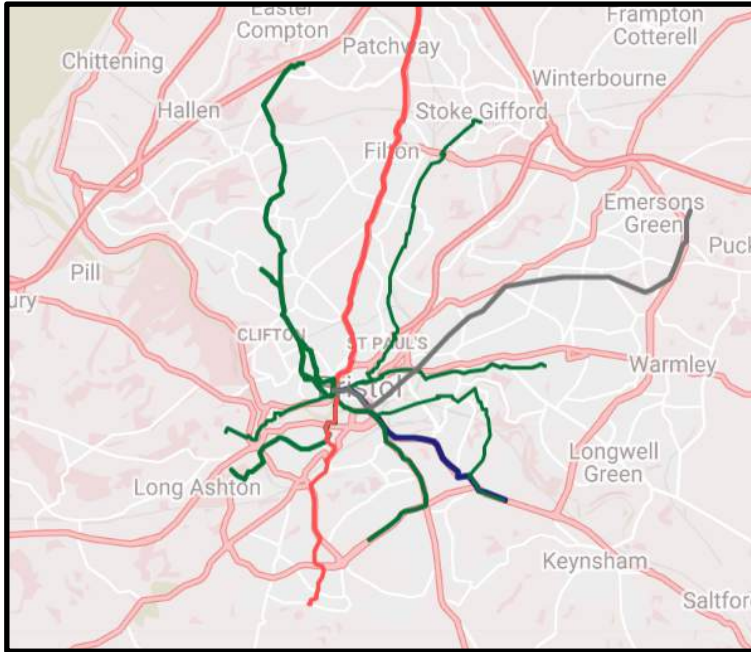
Bristol’s 2019 Transport Strategy included an aspirational future cycle network. This described a comprehensive network of “Freeways” and “Quietways”

What we see on the ground today is a piecemeal patchwork that is not meeting the needs of Bike Commuters with **60% expressing dissatisfaction\***.

\*source: WECA LCWIP Consultation Report 09.06.20

# West of England Combined Authority 2020

## Bristol & S. Glos Cycling Routes (LCWIP)



Source: [Google Maps showing Bristol/S Glos LCWIP routes](#)

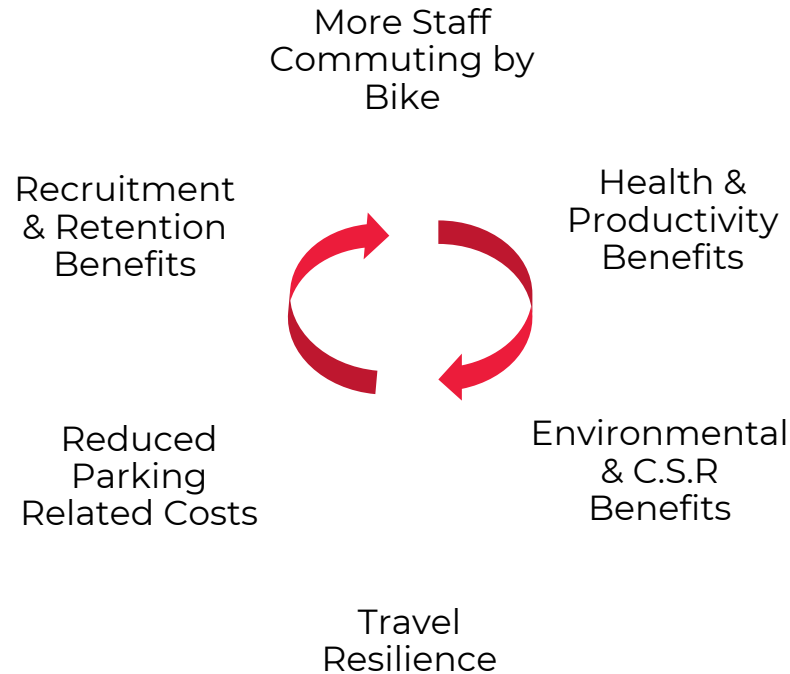
The West of England Combined Authority's (WECA) Local Cycling and Walking Infrastructure Plan (LCWIP) was adopted by the Joint Committee on 19<sup>th</sup> June 2020

The priority cycling routes outlined provide radial access to the city from Around Bristol & S.Glos, upgrading existing cycleways and new build.



# OK, that's great!

## Why does my business need to get involved?



Benefits cannot be realised without:

- Addressing Safety concerns
- Making it an “easy option”

# About the “CyclingWorks” campaign

CyclingWorks encourages and highlights business support for safer commuting by bike.

Support for:

- Safe and direct protected bike lanes
- Connectivity across business & transport hubs
- Cycle friendly infrastructure at P&R's and City Centre



As shown in London  
Raising the Voice of Bristol Business

- Can make it happen faster
- Apply focus to reduce the piecemeal historic roll-out

# CyclingWorks Bristol - Proposals

For business to champion the delivery of LCWIP, specifically:

- The fast delivery of two continuous, and protected bike lanes in Bristol running:
  - East-to-West
  - North-to-South
  1. based on upgraded existing & LCWIP routes
  2. built to Highest Standards – DfT LTN/ TfL LCDS
- The provision of secure overnight cycle/e-cycle storage & rental at each of Bristol's current Park & Ride locations, together with Lyde Green P&R and at Parkway Station
- The provision of extra secure cycle parking spaces across the city centre.



# How can you help?

Show your support & endorsement by:

- Agreeing to send a letter of support to the regional & local government leaders. Get started using [templates](#) we've prepared
- Share a copy of your letter with us see contact details
- (Optional) Approve the use of your Company logo on the CyclingWorks campaign website  
Communicate your participation to Staff, customers and stakeholders



## Stay in touch.

- For updates on the project, visit [website under construction \(bristol.cyclingworks.org\)](http://bristol.cyclingworks.org)
- For more info, contact us on [bristol@cyclingworks.org](mailto:bristol@cyclingworks.org)
- Follow us on Twitter  @CyclingWorksBRS

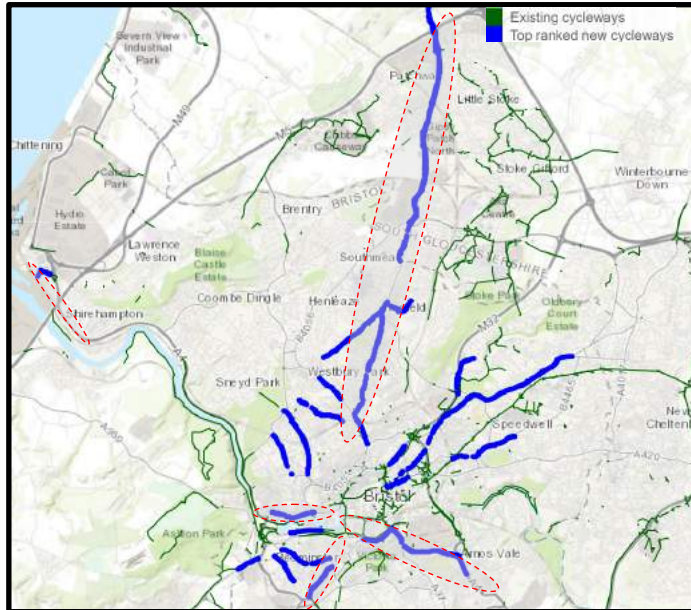
Thank You



## Appendices – Supporting data

# Rationale for Priority Routes

## Top Ranked New Cycleways



Source: Rapid Cycleway Prioritisation Tool (Sustrans/DfT 2020)  
<https://www.cyipt.bike/rapid/west-of-england/>

Our Priority routes reflect those identified within the adopted LCWIP (referenced below).

- Northern corridor – Route Bristol & S Glos 1 (A38)
- Southern corridor - Route Bristol 9\_Variant (MGW)
- Eastern corridor – Route Bristol 1\_Variant (Bath Rd)
- Western corridor – Route Bristol 7 (plus Portway)

Also identified as top ranked new cycleways in the Rapid Cycleway Prioritisation Tool

# Health & Productivity Benefits

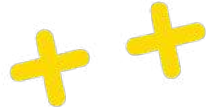
People who commute by bike:

- are 41% less likely to die prematurely<sup>1</sup>
- 45% less likely to develop heart disease<sup>1</sup>
- 46% less likely to develop cancer<sup>1</sup>
- Less stressed<sup>2</sup>
- Happier and Energised<sup>3</sup>

1. Source: [BMJ](#)

2. Source: [BMJ](#)

3. Source: Cycle Scheme 2015





# Environmental & C.S.R Benefits

Cycling in Bristol already takes up to 28,000 cars\* off the road. Increasing this number will reduce congestion on our roads further.

More people cycling improves air quality leading to reductions in NO<sub>x</sub> and particulates.

\*Source: Sustrans Bristol BikeLife 2019

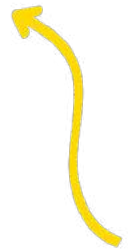




## Reduced Parking Related Costs

1 car space will provide parking  
for 10 bikes!

Source: university business 2019



# Recruitment and Retention Benefits

“Cycling is the most popular mode of transport at the innovative, fast-growing technology companies that we invest in.”

Harry Briggs, Principal, Balderton Capital

