



**CYCLING
WORKS
BRISTOL**

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- The business benefits of Commuting by Bike
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Business supporting safer commuting by bike



A model proven in London



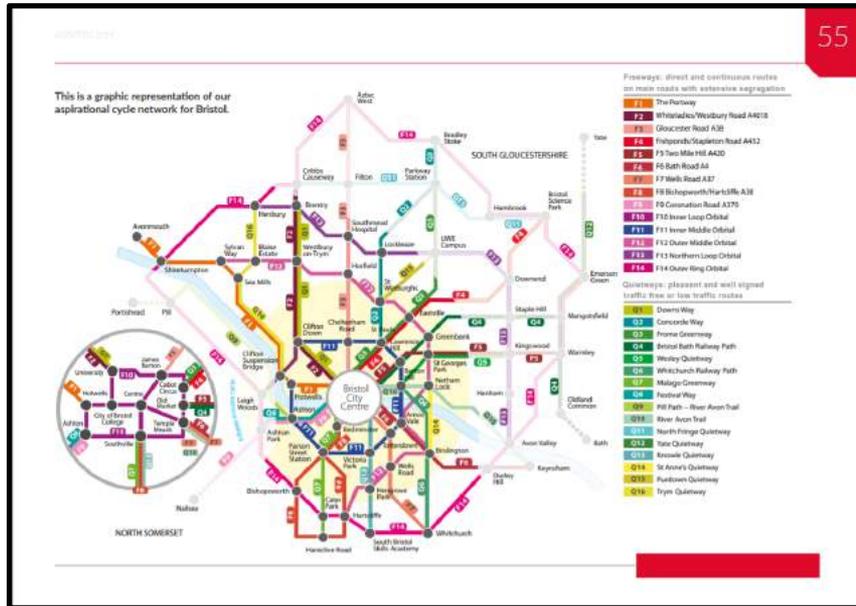
Video from CyclingWorks London
(https://www.youtube.com/watch?v=kW2ckHuL_k8)



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

Bristol Transport Strategy – Adopted 2019

Aspirational future cycle network 2036

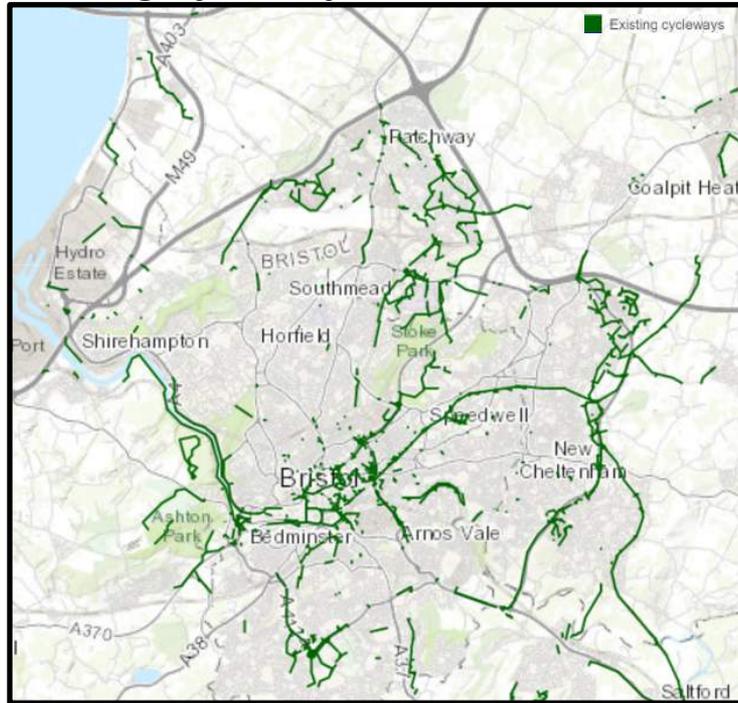


Source: Bristol Transport Strategy 2019

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



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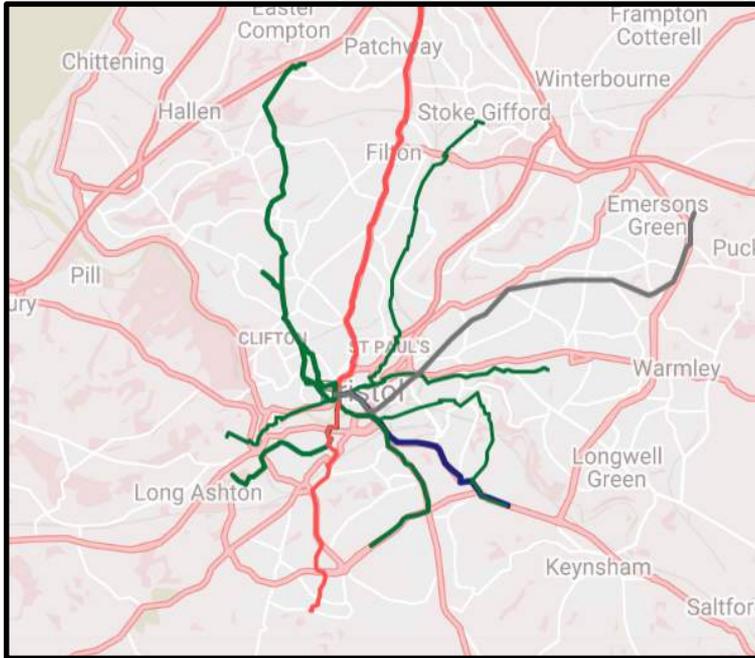
What we see on the ground today is a piecemeal patchwork that is not meeting the needs of Bike Commuters with **60% expressing dissatisfaction***.

*source: WECA LCWIP Consultation Report 09.06.20

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

West of England Combined Authority 2020

Bristol & S. Glos Cycling Routes (LCWIP)



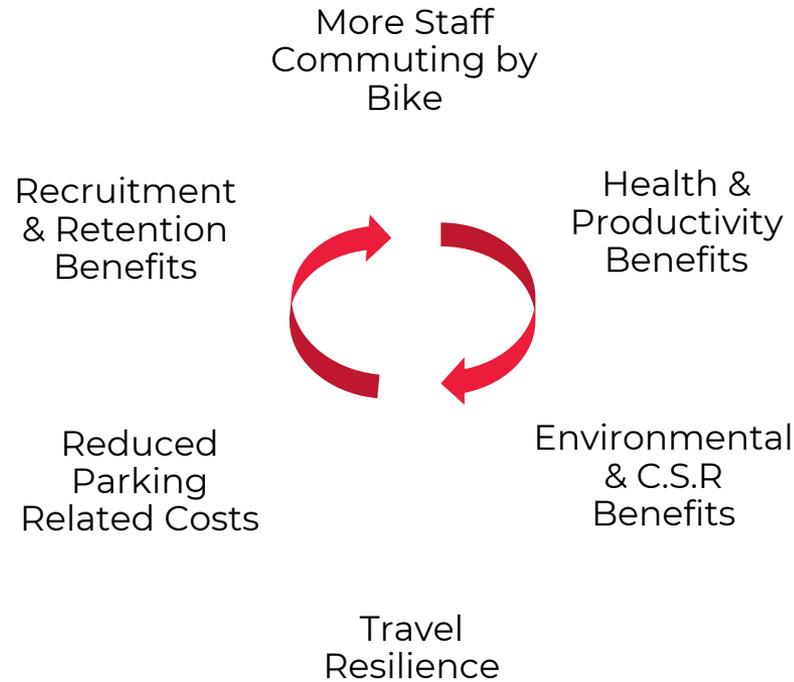
Source: [Google Maps showing Bristol/S Glos LCWIP routes](#)

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



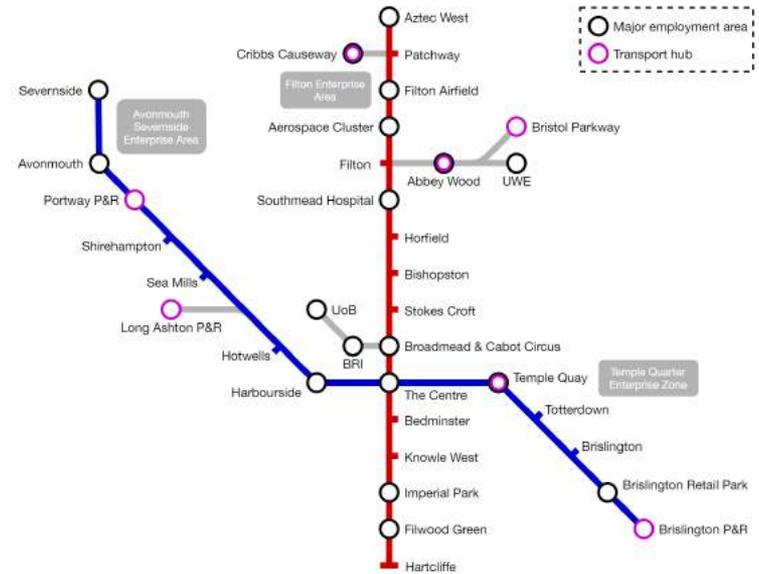
As shown in London
Raising the Voice of Bristol Business

- 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
- Follow us on Twitter  @CyclingWorksBRS

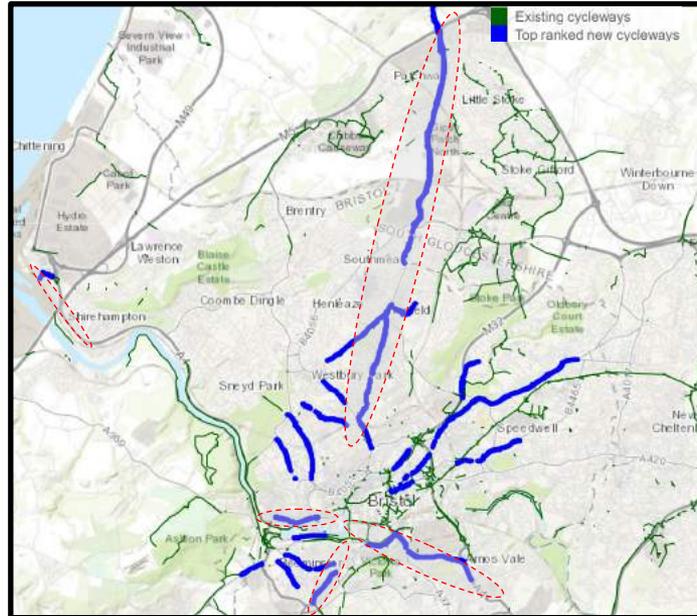
Thank You



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

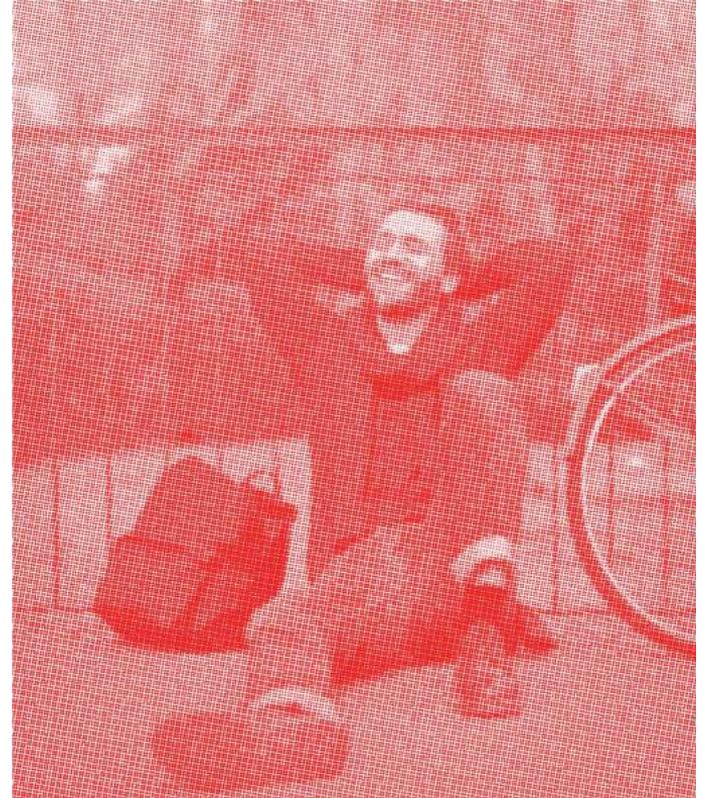
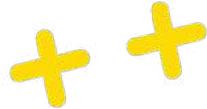
People who commute by bike:

- are 41% less likely to die prematurely¹
- 45% less likely to develop heart disease¹
- 46% less likely to develop cancer¹
- Less stressed²
- Happier and Energised³

1. Source: [BMJ](#)

2. Source: [BMJ](#)

3. Source: Cycle Scheme 2015

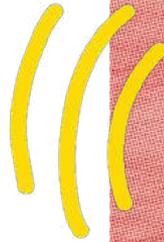


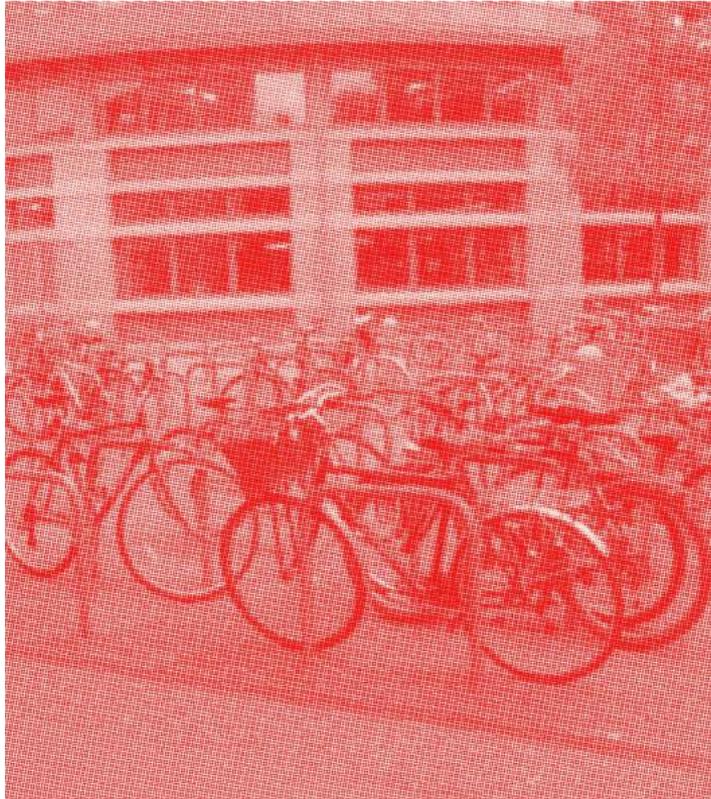
Environmental & C.S.R Benefits

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_x 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

