



Benefits of cycling and walking for the local economy

...a whistle stop tour

Cycling and walking - January 2021

Retford Cycling Campaign - CIO

Stuart Thomas, Trustee

What will be covered

- Intro and background
- How cycling and walking assists the **local economy**
- Sustainable **transport** and **inclusion**
- Education and awareness for **all road users**
- **Safety** and **people** of all abilities and modes

Intro and background

Retford Cycling Campaign CIO

Our charitable purposes are to promote :

1. Public health
2. Conservation and protection of the environment
3. Public safety
4. Healthy recreation in the interests of societal welfare
5. Advancement of education

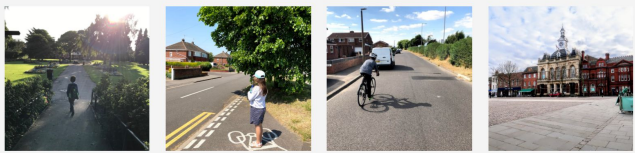
For cycling and walking and other sustainable healthy transport.

Registration Number: 1191510

We asked, you responded.

Thank you! Retford.

Since June 2020 | What you said...



Connectivity and directness

There are wide pleas for better **designed, safer, better maintained connectivity** into Retford town centre from the surrounding suburbs and villages.

People on bikes and other vulnerable road users should be able to safely join and navigate routes and sections.

Comfort and usability

A community cycle loan and rental scheme could provide access to cycling (as with mobility scooters) and reduce social exclusion from sustainable and health enhancing transport. And create commercial opportunities and reduce barriers to cycling (e.g. pedals and e-bikes).

Safety

Where vehicles and people on bikes, and other vulnerable road users meet, speeds should be set to match the slower users who are given priority, to prevent collisions.

Education is needed for all road users, drivers, people on bikes, mobility scooters, horses, or on foot - to share.

Government, Business and other organisations

Local councillors and a county councillor have shown interest in supporting improvements to local cycling / better infrastructure, education and safety.

Bassetlaw Council have a Cycle Strategy in play, so will find out more.



Retford Cycling Campaign
@RetfordCycleCampaign · Charity organisation

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<https://trustees.retfordcyclingcampaign.org>

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hello@retfordcyclingcampaign.org

Charitable organisation

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PINNED POST


Retford Cycling Campaign
28 December 2020 at 15:55

Improving motor-traffic-free routes through town - Chesterfield Canal

Equality and accessibility: modern thinking, and safety improvements, are needed to address important access issues - other matters include improving the surface with modern materials, design in keeping with the surroundings, and taking into account everyone's needs - in finding a compromise for all - rather than allowing an anti-social minority to dictate what law abiding and social people choose as sustain... See more

Chesterfield Canal - Gateway Bridge in Hospital Road Bridge
Needs to give direct, safe, convenient and enjoyable access through the centre of town - for all abilities

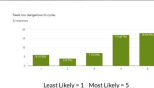
The problem:   

Potential solutions - compromises:   

What stops you from cycling in Retford?

Danger: is it real, or perceived?

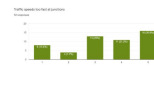
Cycling is said to be less dangerous, statistically - but there is some debate that the feeling of it being safe (education, personal experiences, intimidating environment) and the reality of being safe (lights, collisions, and safety deaths) are sometimes very far apart, yet most people state that it feels too dangerous to cycle. This is a significant barrier to people taking up cycling as a healthy means of green, sustainable transport. Barriers need to be broken down for everyone's health and well-being. We are trying to move in this, by communicating your concerns to the three decision and policy makers, those with the budget decisions at BCC, MCC, and other stakeholders.



Least Likely = 1, Most Likely = 5

Slow down!

The Dept of Transport said **it is the danger of speed**, that of all issues, speed is the biggest danger to cyclists. The design guidance also states, slow to 10 mph at junctions, and match speeds with the vulnerable slower road users. We have asked for better signage and improvements in 2020, we continue to ask for safer better improvements - especially where there are gaps for people on bikes, on foot, horses and vehicles.

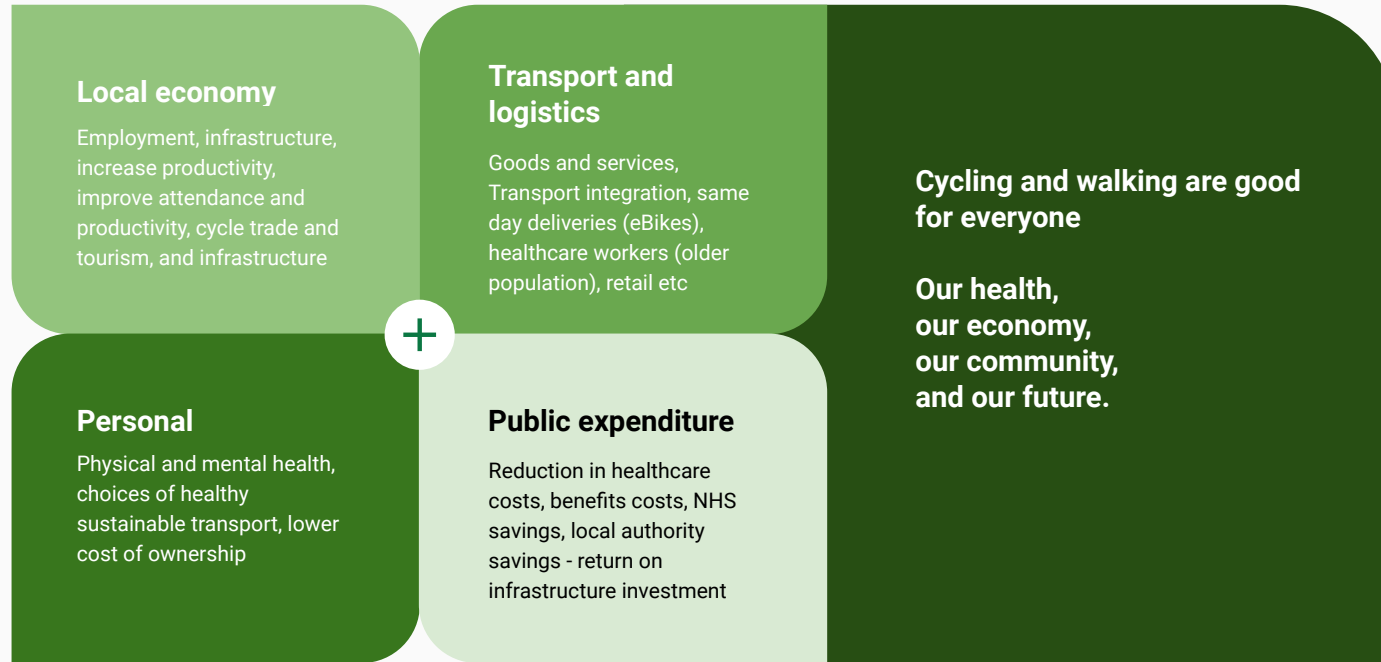


Least Likely = 1, Most Likely = 5

New guidance...better design...

"Poor cycling infrastructure discourages cycling and wastes public money". Recent, modern guidance from the Department of Transport or designing infrastructure, shows low cost and other effective designs to improve the roads for all road users. https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/86529. We want equality to hear and see what the NCC Campaign will do for us in Retford.

Four areas that benefit from cycling and walking



Why improve choices for walking and cycling?



“1 in 6”:

<https://www.bhf.org.uk/what-we-do/news-from-the-bhf/news-archive/2017/april/new-report-assesses-impact-of-physical-inactivity-on-uk-heart-health-and-economy#:~:text=More%20than%205%20million%20deaths,one%20in%20six%20deaths%20overall.>

The numbers...

- The total population of Bassetlaw District >18 is around 97,500 people*,
- Approx **14,500 people per month** who report they cycle, in one form or another
- **Not a fringe activity** - a valid, valuable and real mode of transport
- Councils and central government **encourage cycling and walking** over public transport due to the pandemic, and for the economic and health benefits
- Latest government statistics show:
 - About 60 percent are put off cycling because of safety fears
- Most people we asked, have told us the same challenge, that is the perception of cycling is not safe, or feels unsafe
- Lack of infrastructure e.g. maintained routes, traffic-free routes

The numbers...Bassetlaw District

Department for Transport statistics

Walking and Cycling Statistics (<https://www.gov.uk/government/collections/walking-and-cycling-statistics>)

Table CW0302

Proportion of adults that cycle¹, by frequency, purpose and local authority, England, 2018-2019²

The figures in this table are outside the scope of National Statistics

The figures in this table are outside the scope of National Statistics															Percentage
Geography code	Area name	At least:	Any cycling				Cycling for leisure ³				Cycling for travel				
			Once per month	Once per week	Three times per week	Five times per week	Once per month	Once per week	Three times per week	Five times per week	Once per month	Once per week	Three times per week	Five times per week	
E10000024	Nottinghamshire		16.3	10.7	4.5	3.0	13.9	7.8	2.4	1.2	6.2	4.8	2.5	1.4	
E07000170	Ashfield		14.2	10.6	3.6	2.2	11.7	7.8	1.6	0.5	4.7	3.6	2.0	1.5	
E07000171	Bassetlaw		14.9	10.5	4.3	2.2	12.9	8.7	3.3	0.9	4.4	3.5	1.5	0.3	

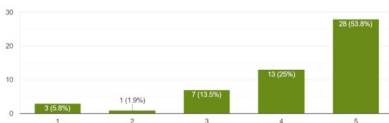
Approx:
14,500 people based on
population of 97,500
adults*

Approx:
12,500 people

Approx:
4,000 people

From our surveys

Lack of traffic-free routes
52 responses



Abandoned or unmaintained routes

Unused or abandoned paths could be upgraded to provide significant connectivity for people on bikes, mobility scooters, foot, and those of all other abilities.

The potential for improved connectivity through traffic-free routes such as giving permission to Cycle through (with safety improvements etc) Kings Park and other spaces could make a big difference, to how easy it could be to cycle through Retford, and encourage more people to get on their bikes.

Yet, we have streets such as [Westfield Road](#), the [Allotment land](#) in the flood planes (new materials could make the land usable), [Tenterflat Walk](#) that could connect up the town and provide motor traffic free journeys through town, helping all vulnerable road users feel safer, better connected, and more valued.

A recent example of what good looks was made with the [Goosemoor - Thrumpton bridleway](#), and progress is being made for the "[Coal-Drops](#)" lead by district councillor Jim Anderson. This could with all hope lead to significant improvements and better connectivity, through providing massively improved quality routes from Thrumpton to the Train Station.

Improving options and connectivity for sustainable and greener transport is good for health, well-being, and the economy.

Local Economy

Why change the status quo?

Locally

★ Cycle Trade

- Three successful bike shops
 - Providing maintenance and support
 - One participating in the government voucher scheme for repairs
 - Provide cycles on the cycle to work scheme
- Basic supplies from Argos and Wilko's (they recognise the spend)

★ Employers

- Tax savings for supporting the cycle to work scheme
- Employee benefits from spread of costs and paying less tax
- Employer/Employee - less absence more productive

★ Cycle Tourism

- Cafes and restaurants benefit from visitors from the larger towns and cities
- Hoteliers and bed and breakfast could benefit more from improved links to Clumber
- The Pilgrims Trail - parts cyclable, highlights heritage aspects

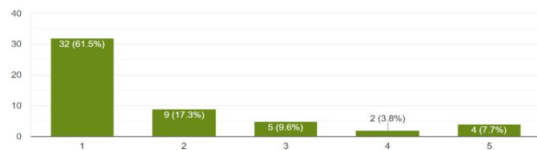
★ Infrastructure

- Creation, maintenance and support of cycle routes could create job opportunities
- Potential for eBike cycle hire to encourage more people to use for integration with other transport e.g. bus, train, walking etc, and to expand cycle range for all abilities

From our surveys

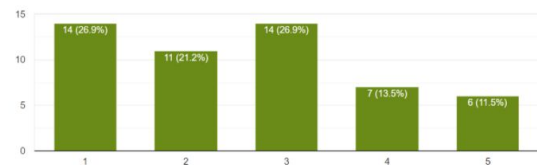
Lack of employer support

52 responses



Poor weather.

52 responses



Supportive employers...

The Cycle to work scheme is something special, but employers providing support too makes a big difference. Good quality cycle parking / storage, showers, and changing spaces, make a big difference, and encourage the take up and continued use of cycles as a means of transport. It is understood the Notts County Council could provide grants to improve facilities for sustainable transport.

Hardy folk...

Weather can be one of the big things effecting when people get out on their bikes, or on foot, with our variable seasons and conversation starting sound bites that isn't that surprising. Yet, most feel least likely to be put off by it.

Personal

What do I get out of it?



People who walk...



People of all abilities...



People who cycle... **...need, want
and deserve...**

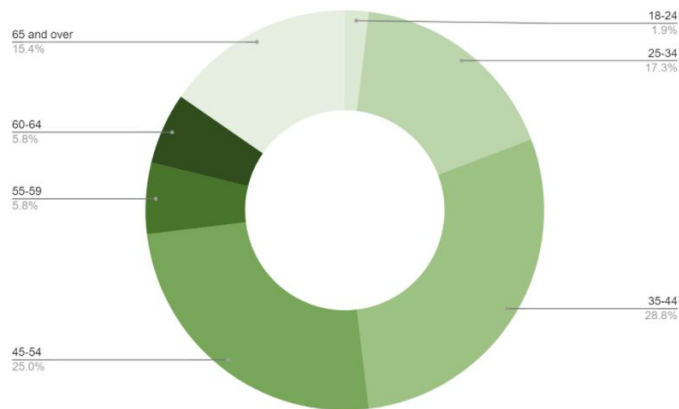


Coherent, direct, safe, comfortable,
and attractive routes



From our surveys

Which age range are you in?



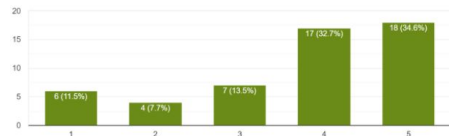
A wide range of ages, not just those under 25...

From those long into retirement, to those just starting out in life as young adults, Retford has a wide range of age groups that cycle. Most journeys are still by car, even those less than 5 miles according to Cycling UK. Cycling should be encouraged, it's good for health, both physical and mental, the environment, and the economy.



Feels too dangerous to cycle.

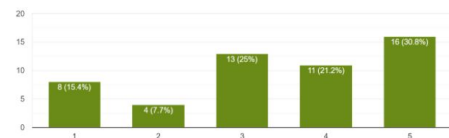
52 responses



Least Likely = 1 Most Likely = 5

Traffic speeds too fast at junctions

52 responses



Danger: is it real, or perceived?

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Slow down!

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How people benefit

Health - direct and indirect, physical and mental

Alternative transport, provides choices for all abilities

Inclusivity social and all abilities - for carers, key workers, adults and children, those people that do not or cannot drive

However, to attract people to cycling and walking, we need to improve, renew, install infrastructure that is:

- Coherent
- Direct
- Safe
- Comfortable and attractive

The standards upon councils and other entities, now expect this.

Transport and Logistics

It's about getting from A to B,
safely, comfortably and conveniently

Transport and logistics

Infrastructure

- Better, new, upgraded infrastructure would support businesses, and other organisations in promoting alternative healthier, sustainable means of transport
- Businesses could benefit for transport of people, good and services
- Better for people of all abilities, e.g. mobility scooters, eBikes, carers of people with disabilities

Integration and sustainable transport

- Better options for mixing transport modes e.g. cycle, train station, bus stations, storage and parking - could encourage more people to choose, or have the choice of alternatives

Logistics / Goods and Services

- Better infrastructure for cycles and walking, provides more options, with congestion and other issues, the pandemic, opportunities for cycle delivery of goods/services (e.g. eCargo Cycles) locally, rather than traditional motor vehicles, walking, or cycle hire

Public expenditure

Improving health, looking after each other, obtaining best value for spend

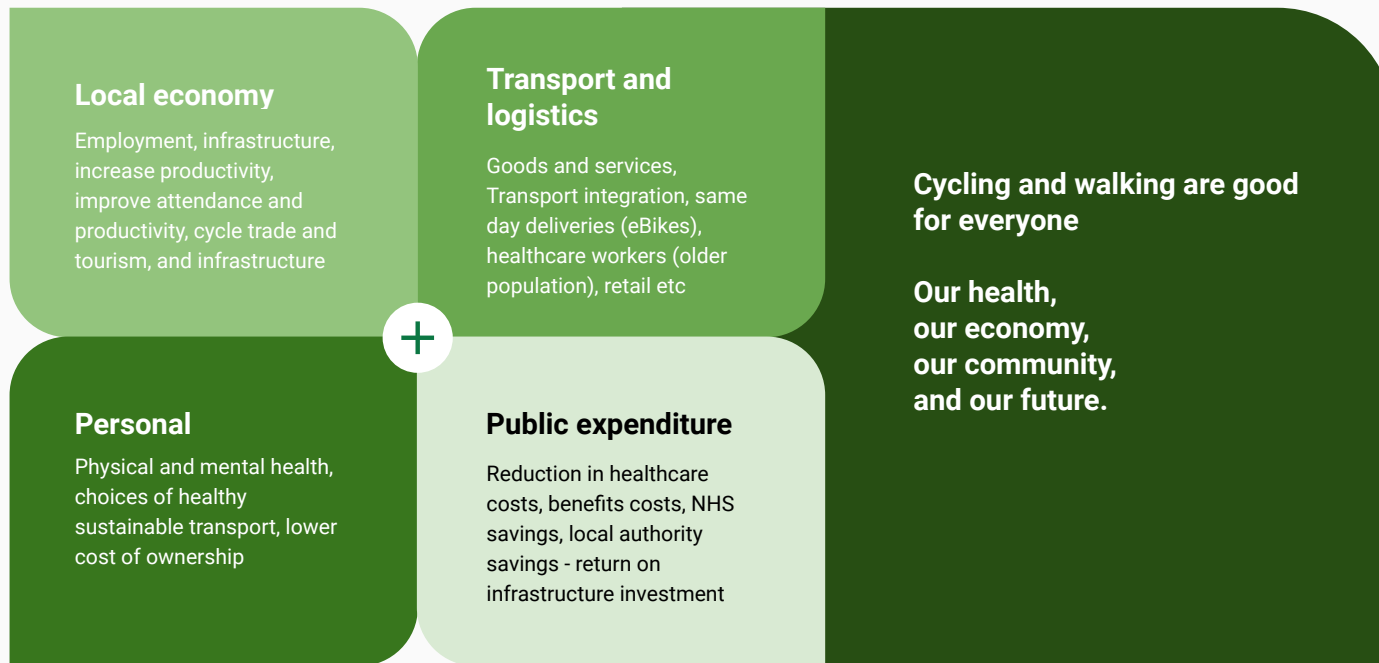
Benefits of cycling and walking

- Improved individual and population physical and mental health
- Reduce costs for employers in terms of less absences, improve productivity
- Increased public health - lowering costs on the NHS
- But to realise the benefits more widely, there needs to be better, coherent, safe, direct, comfortable and attractive cycle and walking routes
- Need better road safety for all, but for those that can do the most harm (integration with learner drivers/instructors) / police referrals?

The benefits

Cycling and walking - a recap

Four areas that benefit from cycling and walking



References and other information

Bassetlaw District Retail and Leisure Study,

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Walking and cycling statistics - Office for National Statistics

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Our surveys and please tell us more!

<https://survey2020.retfordcyclingcampaign.org/>

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Thank you!

Retford Cycling Campaign CIO

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