

# Leicester Cycle City

Action Plan  
2014 – 2024

*Feedback*



# Who Replied

## Respondents

- 165 responses were received
- 156 individuals, 6 voluntary or community groups, businesses or other organisations (3 anonymous)
- 136 respondents identified themselves as cyclists and 27 as non-cyclists
- 147 aged 24 to 64
- 116 ethnically White British
- 98 male & 58 female
- 10 disabled respondents

# You Asked *We Will Do*

## **AIMS & TARGETS (Clarity – Aims – Actions ?)**

- 122 respondents found the aims of the DRAFT Action Plan were clear, some with exceptions
- 127 believe we have chosen the right aims
- 121 believe the Action Plan has identified the right actions to achieve these stated aims
- There is also clear support for ‘Making cycling safer’ and ‘Making Leicester a more people and cycling-friendly city’.
- 17 respondents did not find the aims of the Action Plan clear
- 22 did not believe we have chosen the right aims
- 20 do not think our chosen actions will achieve the aims
- 13 people want higher targets or a faster rate of change
- 7 want a stronger focus on enforcement or changes of law to help cyclists
- 5 suggest better monitoring and evaluation with interim targets
- 4 request we avoid congested ‘bottlenecks’ in the highway like St Nicholas Circle
- 3 want better co-ordination and less disruption with public transport

***We will review & clarify Action Plan aims & actions in response to comments & the new Government Cycling Delivery Plan***



# You Asked *We Will Do*

## **INFRASTRUCTURE - Routes**

- 17 want more cycling infrastructure for; Aylestone Road, Clarendon Park, Victoria Park, Harrison Road, From Student Halls to Leicester University, Wilberforce Road, Belgrave Road, London Road, Queens Road, Regents Road, Humberstone Gate, Humberstone Road, around Leicester Royal Infirmary, New Walk, Narborough Road, Marble Street & St Nicholas Circle
- 10 want more direct routes, on main roads, segregated from traffic and road danger
- 7 support a focus on neighbourhood links, quiet roads & filling in 'Network Gaps'
- 4 ask for more general infrastructure for cyclists
- 3 ask for better signing & lining with specific work at junctions and along Bennion Road
- 3 want more or citywide 20mph Zones
- 3 want specific a sports & leisure cycle track, park routes or off-road MTB trails
- 2 wants more signing or specific routes through the Pedestrian Priority Zone

***We will review a citywide priority for cycling infrastructure and & Ward-based Neighbourhood Cycling Plans***

***We will review existing schemes***

***We will identified resources to address small-scale, cycling-specific, infrastructure improvements***

***We will seek additional resources for Infrastructure in partnership with the DfT & Cycling Delivery Plan***



# You Asked *We Will Do*

## **INFRASTRUCTURE - Parking**

- 3 suggest a general focus on 'Cycle Theft Prevention'
- 3 want more workplace parking & facilities
- 3 want more city centre parking or a public bike share scheme

## **INFRASTRUCTURE – Design & Delivery**

- 8 want improved design, skills, consistency & resources for cycling development
- 6 suggest improved general maintenance
- 3 say better co-ordination of schemes and less disruption by utility providers

*We will work with the Overall Crime Prevention Group to implement an effective Cycle Theft Prevention Strategy*

*We will review City Centre Parking Provision in response to growing demand & review Public Bike Share options*

*We will continue to support workplace parking through the LSTF Project to 2016*

*We will work with DfT to establish a training programme for City Council Officers*

*We will review mechanisms to reduce disruption by Utility Providers including Fixed Penalty Notices*



# You Asked *We Will Do*

## TRAINING

- 7 want more driver education with a focus on bus, taxi & HGV drivers
- 7 ask for a training focus on cyclists, Instructors & Ride Leaders to help protect pedestrians, elderly & disabled people
- 2 want more bike maintenance provision
- 1 suggest a stop to training with cyclists on-road with traffic

*We will broaden and extend the current offer of citywide Adult Cycle Training*

*We will review the content of training to provide city-specific tips on safer cycling for all vulnerable road users*

*We will work with delivery partners, fleet drivers & driving instructors to offer cycle training to businesses*





# You Asked *We Will Do*

## ENGAGEMENT

- 4 suggested more consultations, more plans and better times for meetings
- 2 suggest we simplify the text & explanations of any technical terms
- 1 person suggested 'Talk to Real cyclists'
- 1 asked that Leicester Triathlon Club is listed as a supporting organisation
- 1 person suggested we put plans and programme targets at the front of the document

*We will have a clear schedule of meetings in 2015 & share it widely*

*We will review information and the process for engagement available on the City Council website*

*We will invite all delivery partners & stakeholder groups to support the Action Plan and on-going engagement*



# You Asked *We Will Do*

## PROMOTIONS

- 8 want a 'Responsible' or 'Social' cycling, 'Primary position', 'Room for cyclists' or 'Follow the Highway Code', 'Myth-busting' or 'Reduce the fear of cycling' campaign
- 5 suggest a thematic promotion for 8-80 or 'Whole Family' cycling
- 4 ask for more general promotion and a 'Civic' or 'Cycling Culture' promotion
- 2 suggest an over-arching and widely distributed 'Grand Plan'
- 2 advise direct marketing of 'New' links & route-specific information
- 2 want a focus away from 'sport' or leisure cycling
- 2 want a focus on smaller and Leicester-specific events
- 1 suggest a citywide promotion of salary sacrifice bike purchase schemes

***We will work with stakeholders and delivery partners to review and renew cycling promotions in 2015***

***We will identify a 'civic cycling culture' approach and specific thematic promotions that help extend and enhance cycling***

***We will share the Final Version Action Plan widely across the city***

***We will identify route specific promotions around key infrastructure projects***