Persuading colleagues, engaging communities
Lessons from Birmingham

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Challenges… … or opportunities?

1	Short car journeys	Cycling one mile = approx. 6 minutes. Quicker, more convenient for short journeys
2	Poor air quality	Bike = zero emissions. Big Birmingham Bike journeys saved 12,618kg CO_2 in one year
3	Road safety	More life-years are gained due to the benefits of cycling than life-years lost through injuries
4	Low levels of cycling	56% of Birmingham respondents would like to start riding a bike, or could ride their bike more
5	Limited choices	7,000 Big Birmingham Bikes provided in deprived areas of the city in the last 5 years



Challenges… … or opportunities?

6	Social isolation	22 new Community Cycling Groups. 18% of Big Birmingham Bike users met new people
7	Inactivity	Big Birmingham Bike users show 635 occurrences of 5 x 30 minutes per week
8	Obesity	Physical activity (cycling to work) is as effective at weight loss as going to gym daily
9	Lack of routes	Birmingham Cycle Revolution – new routes
10	Cost of congestion	Bicycles take up to 14,462 cars off Birmingham's roads each day, equal to a 43-mile tailback



Birmingham Cycle Revolution

- **Highway Schemes:** main corridors (A34 and A38 routes under construction), parallel routes, local links
- **Green Routes:** over 25km of new or upgraded shared use routes through parks and public open spaces
- **Canal Routes:** over 50km of towpaths resurfaced and accesses upgraded
- **Smarter Choices**: promotion, education and training
- **Supporting Measures:** Big Birmingham Bikes, Top Cycle Locations, Cycle Parking, 20mph

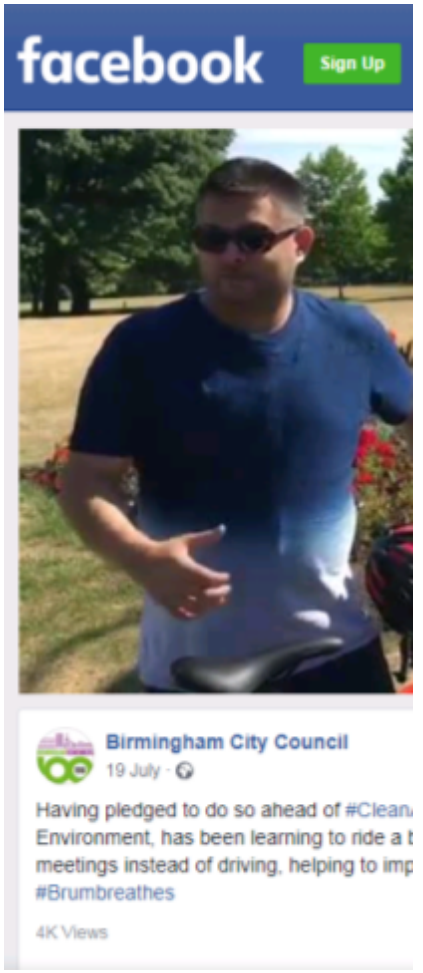


Persuading colleagues – examples and evidence

- **Leading by example** and using local ambassadors and advocates
- **Using local evidence and data** to demonstrate the demand and benefits of increasing cycling. Types of evidence include resident surveys, scheme consultation, stakeholder forum feedback, specific user surveys, traffic counts, pedestrian surveys and cyclist counts.

79% of residents support more protected roadside cycle lanes, even if less space for other road traffic
(Bike Life 2017)

12% of individuals and 13% of businesses suggested an 'improved cycle network' would improve air quality
(Clean Air Zone, 2018)



Engaging communities – local initiatives











BIRMINGHAM
CYCLE REVOLUTION

THANK YOU. ANY QUESTIONS?

