



Briefing for Organisations

Enabling cycling will help Colchester tackle its challenges of pollution, congestion and unhealthy lifestyles.

A comprehensive, convenient and connected network of cycle infrastructure enables people to choose cycling as the safe, natural choice for a large proportion of everyday journeys. This frees up road space for essential car journeys.

What is the Colchester Cycling Charter?

The Colchester Cycling Charter is a simple statement of support for 'cycling' as the means of making Colchester a better town. It outlines the benefits cycling can bring to our town and is something that businesses, schools, the health sector, shops and individuals can readily support.

What are we trying to achieve with the Charter?

The Charter enables organisations across the town to express their support for cycling, showing they understand that cycling is good for business, good for our health, good for the economy and builds a better town for us to live in. Charter signatories demonstrate to Colchester and Essex's leaders that there is wide support for cycling and a growing consensus for investment in better cycling infrastructure.

Have any organisations supported the Charter yet?

During February the Charter was 'road tested' with a few key organisations in the town. The response has been very encouraging.

Why doesn't the Charter talk about segregated infrastructure, reducing traffic, filtered permeability and other cycling infrastructure solutions?

The Charter is about the principle of enabling cycling rather than the specific road design solutions. The wording deliberately stays away from stating specific design or policy measures that will get people to cycle (e.g. segregated paths). These design discussions will come later when engaging with Council Officers and Councillors.

Is the Charter just for businesses or can individuals support it too?

Individuals are encouraged to support the Charter. The Charter was created primarily to enable businesses / organisations to show their support for cycling. Organisations can range from large employers in the town, businesses, shops,



schools, colleges, health practices, gyms, churches, youth clubs, emergency services.

By signing the Charter are organisations showing support for the Colchester Cycling Campaign?

No. We recognise that many organisations will be happy to support a call for better cycling provision without needing to align themselves with the Colchester Cycling Campaign.

Will the organisations who support the Charter be made public?

Yes. The purpose is to enable organisations to visibly support the Charter's aims. Organisations may also wish to issue a press release and Tweet themselves to express their support for the Charter. The Charter will echo many organisations' sustainability policies and we anticipate most organisations will welcome the opportunity to publicly support this initiative.

How do organisations and individuals indicate their support for the Charter?

There are three ways:

1. Online: simply go to the website (colchestercyclingcharter.org.uk) to register your support for the Charter.
2. Verbally: Speak to the person who brought the Charter to your attention and indicate your support. They will then register this onto the website.
3. Go public: draft a press release indicating your organisation's support for the Charter. Quotes and copy for a press releases can be made available by emailing info@colchestercyclingcharter.org.uk or using examples from here.

How will support for the Charter be publicised?

As organisations indicate their support for the Charter this will be shared through social and other media. There may be Charter events to create newsworthy interest in the growing support for the Charter.

Does the Colchester Cycling Charter have an underpinning of fact and research?

Yes. The supporting research and Council/government strategies are summarised in the Appendix.

What will this achieve?

Enabling cycling will help Colchester tackle its challenges of pollution, congestion and unhealthy lifestyles. A comprehensive, convenient and connected network of cycle infrastructure enables people to choose cycling as the safe, natural choice for a large proportion of everyday journeys. This frees up road space for essential car journeys.



Contacts

Colchester Cycling Charter: info@colchestercyclingcharter.org.uk

Colchester Cycling Charter Website: www.colchestercyclingcharter.org.uk

Colchester Cycling Campaign Website: www.colchester-cycling.org.uk

Colchester Cycling Campaign Twitter: <https://twitter.com/CampaignCycling>

Appendix

TfL “Walking and Cycling: The Economic Benefits”, 2018

<http://content.tfl.gov.uk/walking-cycling-economic-benefits-summary-pack.pdf>

- High street walking, cycling and public realm improvements increase retail sales by up to 30%
- People who walk and cycle take more trips to the high street over the course of a month
- Cycle parking delivers five times the retail spend per square metre than the same area of car parking
- Over a month, people who walk to the high street spend up to 40% more than people who drive to the high street
- 9 in 10 BIDs say walking and cycling creates vibrant areas, 83% say it attracts more customers

“The Value of Cycling”, DfT sponsored research from University of Birmingham & Phil Jones Associated. Mar’16:

- Economic growth can result from high density, cycle friendly urban design
- Reduced infrastructure maintenance costs come with catering for active travel and are typically 33% lower.
- Cycle parking allows 5 times more retail spend than the same space for car parking. Furthermore, a compact town optimised for walking and cycling typically delivers a ‘retail density’ (spend per square metre) 2.5 times higher than typical urban centres.
- Residential property values rise 1% when motor traffic is reduced 50%
- Facilitation of cycle to work leads to lower staff turnover.
- Cycling can reduce absenteeism
- Children who walk or cycle to school tend to be more attentive and achieve greater results



Public Health England: “Working Together to Promote Active Travel A briefing for local authorities”

Walking and cycling are good for our physical and mental health. Switching more journeys to active travel will improve health, quality of life and the environment, and local productivity, while at the same time reducing costs to the public purse. These are substantial ‘win-wins’ that benefit individual people and the community as a whole

- physical inactivity directly contributes to 1 in 6 deaths in the UK and costs £7.4 billion a year to business and wider society
- the growth in road transport has been a major factor in reducing levels of physical activity and increasing obesity
- building walking or cycling into daily routines are the most effective ways to increase physical activity
- short car trips (under 5 miles) are a prime area for switching to active travel and to public transport
- health-promoting transport systems are pro-business and support economic prosperity. They enable optimal travel to work with less congestion, collisions, pollution, and they support a healthier workforce.

Cycling UK (formerly CTC) - business benefits of cycling briefing

- Cycling could substantially reduce these risks, while strengthening local economies in both urban and rural areas; supporting local businesses and property values; boosting the economic productivity of a healthy and satisfied workforce; and enabling disadvantaged groups to gain skills and access employment opportunities.
- The average economic benefit-to-cost ratio of investing in cycling & walking schemes is 13:1. Colchester Cycling Charter
- Academics who studied the cost benefit analysis used by Copenhagen to decide whether to build new cycling infrastructure, concluded that cars cost society and private individuals six times more than cycling.
- On average, cycle commuting employees take one less sick day p.a. than non-cyclists and save the UK economy almost £83m.
- Although cyclists may spend less than car-borne shoppers per trip, their total expenditure is on average greater because they tend to visit the shops more often.
- On 9th Avenue (Manhattan), where a high quality cycle lane was rebuilt in late 2008, retail sales increased by up to 49%, compared to 3% borough-wide.