



LIVERPOOL CITY REGION

METROMAYOR LIVERPOOL CITY REGION



Making tracks

Our vision for cycling in the Liverpool City Region



The Liverpool City Region has a proud history as a home for cyclists. The country's first cycling society, the Liverpool Velocipede Club, was founded here 150 years ago, while local groups like

the Port Sunlight Wheelers – founded in 1948 by workers at the Lever Brothers soap factory on the Wirral – have been an active part of our community for decades. But cycling also has just as important a role to play in our future.

Right now, two thirds of all journeys across the Liverpool City Region are three miles or less, but half of these are still taken by car.* If more of these trips were taken by bike it would have a hugely positive impact on our environment and air quality, people's health and wellbeing and the vibrancy of our local economy.

To achieve this we need to raise the profile and prominence of cycling so that it becomes as natural a choice as hopping on a bus or taking the train. Cities like Copenhagen and Taipei have taken this approach and it has yielded huge benefits for their citizens.

That's why, over the next decade and beyond, we'll be building a 600km network of new and upgraded cycling and walking routes linking all six districts of the city region – Halton, Knowsley, Liverpool, St Helens, Sefton and Wirral. These routes will not only be safe and easy to use, but will also be linked to our buses, our iconic Mersey Ferries and our brand new metro trains, which will be the most accessible in the country and have double the cycle storage of the current fleet.

To really kick-start a revolution in the way people travel, though, we need to go beyond simply building infrastructure. We need a cultural shift, so that people think about cycling as a genuine alternative to the car.

That's why we've introduced initiatives to help people to travel by bike, regardless of their background – from cycle safety training for thousands of school pupils to schemes which provide free refurbished bikes to help people travel to work.

This is the first Bike Life report commissioned for the Liverpool City Region. It will set the benchmark for the public's views and attitudes towards bike use in the region and we'll use the findings to help us to meet our ambition to transform our city region into one of the best places to cycle in the UK.

In the Liverpool City Region we lead rather than follow. It's time for a revolution in the way we travel, and it has already started right here.

Steve Rotheram, Metro Mayor of the Liverpool City Region

Simon O'Brien, Liverpool City Region Cycling and Walking Commissioner

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Introducing Bike Life

Bike Life is the biggest assessment of cycling in urban areas in the UK and Ireland. It is delivered by Sustrans in collaboration with 17 cities and urban areas. Each city** reports on progress towards making cycling an attractive and everyday means of travel.

Bike Life reports every two years. In 2015 and 2017 seven cities published reports. Glasgow, Perth and Stirling followed and published their first reports in 2018.

Fourteen areas are participating in Bike Life in 2019. This includes our first London borough, Tower Hamlets, and our first city outside of the UK, Dublin Metropolitan Area.

This is the first report from the Liverpool City Region (LCR) produced in partnership with Liverpool City Region Combined Authority. The information in this report comes from local cycling data, modelling and an independent survey of 1,491 residents aged 16 or above in LCR.[†] The survey was conducted by social research organisation NatCen and is representative of LCR residents, not just those who cycle.

More details on all Bike Life reports can be found at **www.sustrans.org.uk/bikelife**

Our thanks to the people of LCR who took part in the survey and shared their stories with us.



Report summary

Liverpool City Region

Population*

1,544,420

Everyone benefits when more people cycle

Every day, cycling in LCR takes up to

29,000 cars off the road

Based on cycling by residents that live in a household with a car. Does not include leisure cycling trips. Every year, cycling:

- prevents 538 serious long-term health conditions
 - saves **18,000 tonnes** of greenhouse gas emissions
 - creates £94.9 million in economic benefit for individuals and the region

There is significant appetite in the region for cycling.

St Helens

Runcorn

Huyton

Liverpool

<mark>13</mark>%

of residents cycle at least once a week

Southport

Birkenhead

Survey area

30%

don't cycle but would like to

Safety concerns stop cycling being a genuine travel choice for many residents

Many residents are less likely to cycle regularly, for example women and disabled people.

However, all groups want cycling safety to be improved.

Proportion of residents who cycle at least once a week



Proportion of residents who think cycle safety needs improving

73% of women
76% of men
77% of disabled people
74% of non-disabled people

To help residents cycle more we need better cycling infrastructure

76%

think that more cycle tracks along roads physically separated from traffic and pedestrians would be useful to help them cycle more

69%

support building more of these tracks, even when this would mean less room for other road traffic

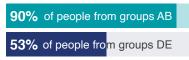
79%

think that more traffic-free cycle routes away from roads would be useful to help them cycle more



People from socio-economic groups D and E are most likely to suffer the impacts of higher traffic levels,** yet are least likely to own a car

Proportion of residents from socio-economic groups AB or DE who have a car or van in their household



Not having a car can increase the risk of social exclusion, debt and transport poverty.[†] 71%

of residents from socio-economic groups D and E never cycle, but

30% would like to start

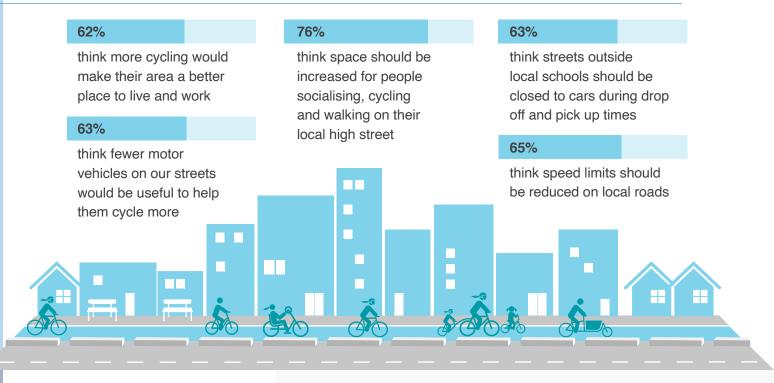
This is equal to **130,000 adults**

Cycling as a mode of transport is ideally suited to urban life.

Cities that are designed for cycling can help many residents access everyday services and reduce social and economic isolation.

Socio-economic group is a classification based on occupation maintained by the Market Research Society. Groups A and B are professional and managerial. Groups D and E are semi-skilled and unskilled manual occupations and people not in employment.

LCR residents believe improving their streets for cycling and walking would make their area a better place to live, work or visit



Residents would like to see more government spending on public transport, cycling and walking

73%	Public transport		
61%	Cycling		
61%	Walking		
45%	Driving		

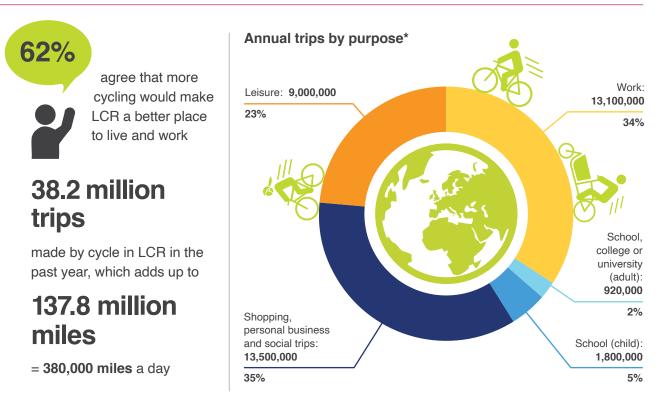
Anna Key, City Councillor

We need segregated cycle lanes and as a bare minimum we need armadillos to mark out the lanes.





Liverpool City Region residents cycle 15 times around the world every day



Cycling keeps LCR moving

Studies show cycling frees up road space in comparison to driving.** This helps to keep LCR moving for all road users.

29,000 return cycle trips

are made daily in LCR by people that could have used a car

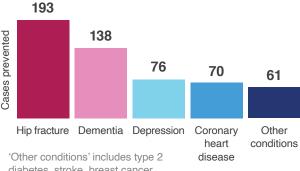
If these cars were all in a traffic jam it would tail back

88 miles

equivalent to the distance from Liverpool to Wolverhampton.

*Leisure trips include adults and children. Education trips are shown separately for adults and children. All other trips are just adults. **Litman, 2017. Evaluating Transportation Land Use Impacts. Based upon Eric Bruun and Vuchic, 1995. The Time-Area Concept.

Cycling in LCR prevents 538 serious long-term health conditions each year



diabetes, stroke, breast cancer, colorectal cancer.

Saving the NHS in LCR

£3.5 million per year

equivalent to the cost of 120,000 GP appointments

Based on Sport England MOVES tool which shows the return on investment for health of sport and physical activity.

In LCR the physical activity benefits of cycling

prevent 37 early deaths annually

which is valued at **£131.3 million**[†]

More people cycling improves air quality:

36,000 kg of NO_x and **4,900 kg of particulates** (PM₁₀ and PM₂₅) saved annually.

In LCR **787 early adult deaths** occur each year where long-term exposure to air pollution (PM_{2.5}) is deemed to be a contributory factor.

Based upon Public Health England, 2014. Estimating Local Mortality Burdens associated with Particulate Air Pollution. Adults = 25 years+.

Cycling helps reduce the impact of our climate crisis

18,000 tonnes

of greenhouse gas emissions (carbon dioxide, methane and nitrous oxide) saved annually, equivalent to the carbon footprint of

40,000 people taking flights

from Liverpool to Tenerife



Transport now accounts for 27% of the UK's greenhouse gas emissions, of which the main sources are petrol and diesel cars.

Overall the UK's emissions between 1990 and 2017 fell by 42%; however transport emissions barely changed (a 2% drop).

Department for Business, Energy and Industrial Strategy, UK greenhouse gas emissions 2017

Cycling benefits residents and the local economy in the region



These figures are based upon monetising the costs and benefits of driving and cycling. This includes travel time, vehicle operating costs, medical costs and work absenteeism, congestion, infrastructure, local air quality, noise, greenhouse gases and taxation. In total, this adds up to:

£58.5 million

per year from people with a car choosing to cycle for transport, or

£94.9 million

annually from all trips cycled



[†]Based on WHO/Europe Health Economic Assessment Tool (HEAT), which enables an economic assessment of the health benefits of cycling by estimating the value of reduced mortality resulting from specified amounts of cycling.

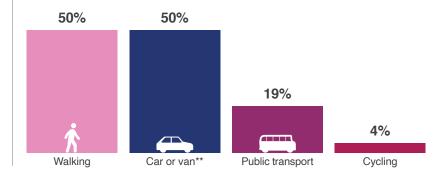


Most people living in the Liverpool City Region do not currently cycle

Whilst many people cycle in LCR, participation is much lower than for other modes of travel.

When cities are designed to make cycling more attractive than other forms of transport, participation can be high. For example **29%** of residents cycle five or more days a week in Greater Cambridge.*

Residents who travel by the following modes five or more days a week in LCR



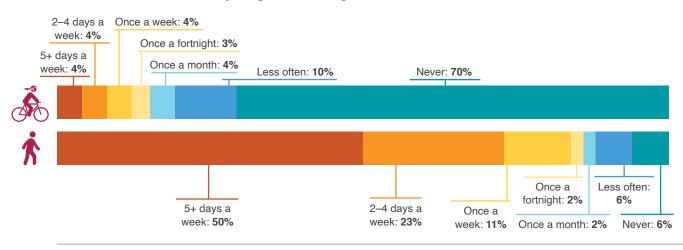
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84% of LCR residents walk at least once a week

13% of LCR residents cycle at least once a week While it's clear that improvements need to be made to the walking environment, there is at least a network of protected space – pavements.

In comparison, it is only possible to cycle to most everyday destinations if you are happy to share road space with motor vehicles.

How often are residents cycling and walking?



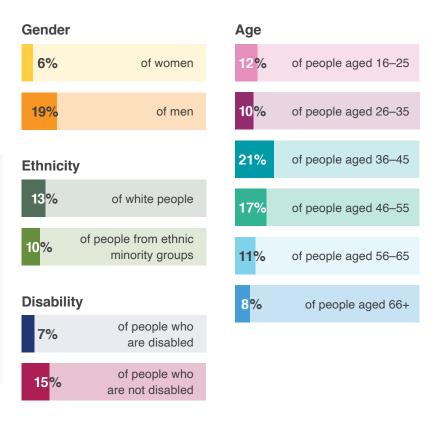
In LCR cycling participation of different demographic groups is not equal.

Barriers to cycling can be more pronounced for different demographic groups, however cities with high cycling rates show this is not always the case.

55% of all cycling trips in the Netherlands are made by women. Furthermore, people over 65 make 24% of their trips by cycle, higher than the percentage reported for any other age group over the age of 26.

Pucher and Buehler, 2008. Making Cycling Irresistible Transport Reviews, Vol. 28.

Proportion of LCR residents in different demographic groups who cycle at least once a week



work and family).

Vishal Nosib, GP

"" I cycle in to work regularly. I have asthma and find overall my asthma control is better compared to when I was more sedentary a few years ago as I am using my inhaler less often. Riding my bike to and from work gives me that bit of time to mentally unwind from the usual stresses in life (like

Sometimes I cycle to visit housebound patients. The patients like it and it shows their carers/family that if a doctor can do that, maybe they can be inspired to try it too.

Cycling causes less joint pain than running, so it is a good way to improve fitness when you have arthritis. It's time to yourself and helps keep your mind refreshed.

For people who are struggling to get work and struggling financially, access to a bike can help improve transport options as well as their mental health state.





Mobility is about accessing basic, everyday needs that help people live well

Mobility enables people to access employment, education, fresh food, green space and healthcare. Mobility also enables people to see family, participate in their community and to have a voice in society.

And yet, mobility for many people in the UK is neither equal nor inclusive.

People who do not have a car can find it challenging to reach everyday services in areas where travel alternatives are lacking

Proportion of residents from each socio-economic group* who do not have a car or van in their household



33% of the population of Liverpool City Region are from the socioeconomic groups D and E. That's around **510,000** people in total.

Groups D and E are semi-skilled and unskilled manual occupations, homemakers and people not in employment.

Many disadvantaged neighbourhoods have fewer local amenities and poorer public transport provision.** This combination means that everyday services may be harder to reach. Cycling could help accessibility.

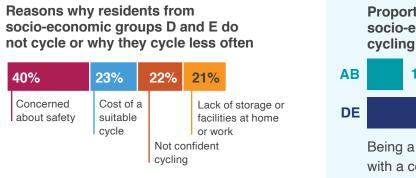
Many residents from socio-economic groups D and E would like to start cycling

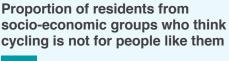
30% of residents from groups D and E in LCR would like to start cycling

12%

of residents from groups D and E in LCR currently cycle at least once a week In comparison, **17%** of residents from groups A and B cycle at least once a week.

*Socio-economic group is a classification based on occupation maintained by the Market Research Society. **Glasgow Centre for Population Health, 2013. The built environment and health: an evidence review.







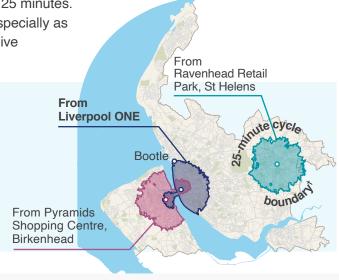
Cycling has potential to reduce social and economic exclusion

Cycling could help many residents access employment, healthcare and everyday services, but only if we make cycling attractive, safe and easy for everyone.

At a relaxed pace you can cycle over 4 miles in 25 minutes. So, cycling can be ideally suited to urban life, especially as an option for people who do not own a car and live further away from public transport.

25-minute cycling distance from key locations in LCR

Cycling would enable **200,000** people to travel from their home to Liverpool ONE in less than 25 minutes, including **170,000** people from areas that are among the 20% most deprived in England.





"

I grew up in a working class neighbourhood and I didn't have a bike when I was a child. Then I went to Cambridge University and everyone cycled, even the rich kids. I bought a bike for £12 and I've cycled ever since. I always do short journeys by bike. I cycle for my physical and mental health. Even if I'm really stressed I feel much better after a bike ride.

I'd like to see poorer neighbourhoods prioritised for cycle infrastructure. In my ward 51% of people don't have a car. There have been public transport cuts too – it's really isolating. Access to bikes and cycle infrastructure could provide social mobility and improve health.

Bidston St James is the second most clinically depressed ward in the UK. The endorphins released from exercise do a world of good and cycling has the benefit of being functional. But if it looks dangerous people won't do it. We need to make it easier.





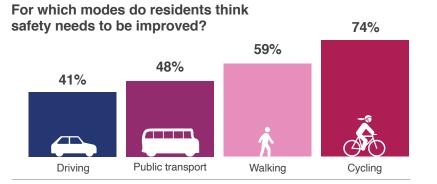
38%

think the Liverpool City Region is a good place to cycle. But many barriers to cycling exist.

Reasons why some residents do not cycle or why they cycle less often

44%	26%	
Concerned about safety	Poor weather	

Safety is the single largest barrier to more people cycling



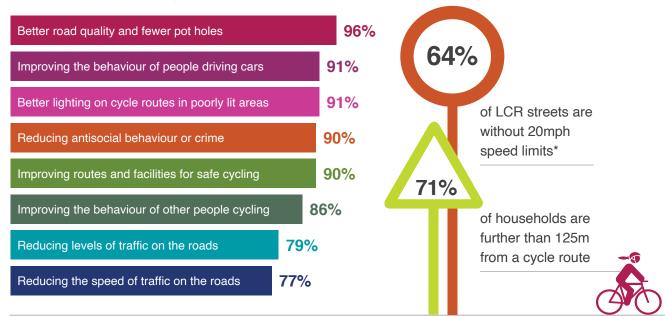
Which issues do residents think are important for improving cycle safety in LCR?

27%

of residents think cycling safety in LCR is good

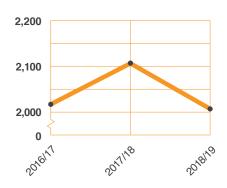
16%

think children's cycling safety in LCR is good



*Excluding motorways

Reported cycle thefts



There were 2,007 reported cycle thefts in LCR in 2018/19.

For every 312 people who own an adult cycle in LCR, there was 1 reported cycle theft in the past year.

There is a public cycle parking space for every 102 people who cycle in LCR.

15%

of residents think the security of public cycle parking is good.

Security can also be a risk at home, especially in flats where storage inside the property can be harder.

Please note survey respondents could pick multiple options

25%	20%	19%	17%	16%	14%	5%
Not confident cycling	Lack of storage or facilities at home or work	Living too far away from my destination	Cost of a suitable cycle	Children, passengers or too much to carry	Not for people like me	Too hilly here



Paul Corcoran, CEO of Agent

"" We make sure the team have easy access to bicycles on a daily basis. The team are encouraged to cycle to and from work, to meet

Having a happy, healthy working environment affects everything - the people and the brand.

clients and we have regular bike rides at lunch.

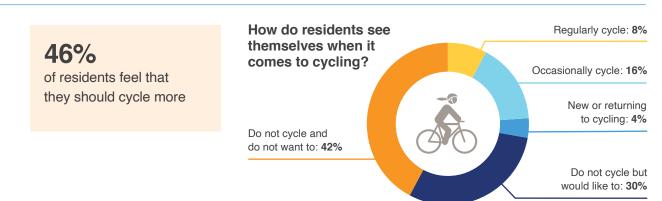
Employees want a good balance. Salary is important but so is the space where you spend eight hours a day. We know this is part of the reason that people want to work with us.

Creative industries can harness a new way of working. Part of the reason that companies like Google relocated to the old Meatpacking District in New York was that their employees could easily cycle to work.

Forward thinking cities are predominantly car-free. Cities must be braver making decisions. It's not good enough to have bike lanes in one area of the city. To create broader change we need infrastructure across the city region and in many areas it's lacking. We also need more and more locations to provide facilities for people on bikes, such as showers, bike racks and maintenance services. We can and should do much more.



Many LCR residents want to cycle



Residents want improved cycling infrastructure

What proportion of residents would find infrastructure improvements useful to cycle more?

′9%	76%	73%	69%	
lore traffic-free cycle routes way from roads, eg through arks or along waterways	More cycle tracks along roads that are physically protected from traffic and pedestrians	More signposted local cycle routes along quieter streets	Better links with public transport	
n total, 659 miles	69%		There is one cycle parking space at LCR's	
of cycle routes		of residents support building more		
exist in LCR		protected on-road cycle tracks,		
		even when this would mean		
lowever, only	less room for other road traffic		passengers	
29%	A and B roads have hi	iaher levels		
f households are	of traffic so these are	•		
vithin 125 metres	physical separation is			
of these routes	for cycling. In total, 48	7 miles 🕺 🕺	$\mathbf{\tilde{k}}$	
	of these roads exist in	LCR.		

What proportion of residents would find more support useful to cycle more?

56%	53%	49%	37%	27%	
Cycling training courses and social rides	Improvements to your local town or city's public cycle sharing scheme	Access to an electric cycle	Access to a cargo cycle	adapt (eg tri	es to an ed cycle icycle or nbent cycle)
Liverpool's cycle share scheme ha	•	97 cycle share station	ns	C	49% of residents have access to an adult
350 shared cycles		43,159 annual trips		ţ	bedal cycle



Kay Inckle, Lecturer

I am a wheelchair-user and I use a handcycle which attaches to my wheelchair. I was introduced to the handcycle by Wheels for Wellbeing. I cycle everywhere; it's my main form of transport and mobility. It has power assistance which is essential for steep hills and long journeys.

""

Freedom and independence are often denied to disabled people but cycling means I can do what I want, when I want.

My journey to work passes through two parks and along a main road. The parks are the best part of cycling in LCR. There are very few cycle routes on roads and those that exist just disappear after a short stretch.

Driver attitudes need to get better too. Generally drivers avoid me but sometimes I have people cutting into me to turn left. I also get some specifically disablist abuse, such as drivers telling me I shouldn't be on the road.

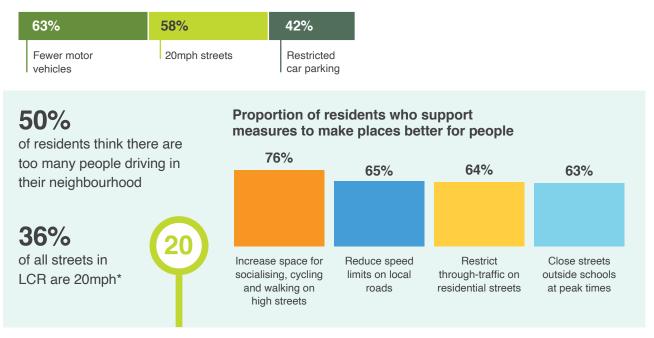
If I had my way all roads in Liverpool would be 20mph with wide segregated cycle lanes on each side.

Inclusive cycling means that you see all types of people cycling, not just middle aged men in Lycra! Many disabled people can cycle and it has a lot of benefits: better physical and mental health, it solves a transport problem, it's cheaper than a car, and you are more connected to the community. However, there are also lots of barriers to cycling for disabled people including the cost of cycles, lack of accessible infrastructure and attitudes towards them.



A reported cycle injury occurs once every **340,000 miles** cycled around LCR. Whilst injuries are relatively rare, sharing the road with motor vehicles is unattractive for most people.

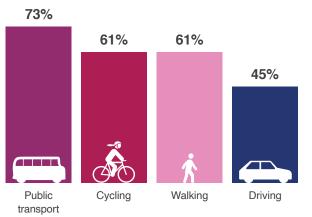
What proportion of residents would find traffic management measures useful to cycle more



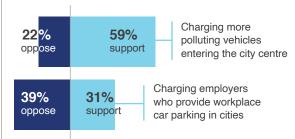
Residents want more investment in public transport, cycling and walking

Proportion of residents who would like to see more government spending on different types of transport

Public support exists for introducing policy measures that could be used to help fund walking, cycling and public transport.



Proportion of residents who support and oppose traffic management measures



Investing in provision for cycling is good value for money, and gives greater returns than many alternatives. For example, the £150 million English Cycling Cities Ambition Grant programme secures approximately £5.50 in benefits for every £1 spent. This is typical for cycling schemes in the UK, and compares favourably with most other transport schemes.





How has the Liverpool City Region been developing cycling?



Since its opening in 2015 the St Helens and Runcorn Gap Railway line has been well used as both a commuter and leisure route. Linking under the M62 it provides a safe and convenient route. We want LCR to be a great place to live, work and visit. We believe that planning and promoting sustainable transport – especially cycling and walking – can help us to create conditions for healthier, happier and more economically productive places where people have a genuine choice on how they get around.

We need to better understand people's cycling and walking habits, why they choose other modes over cycling, especially for shorter, local journeys, and what we can do to encourage greater levels of cycling across the city region.

Recently completed research highlighted that safe, well-lit and well-maintained footways and cycle routes would help encourage more people to travel by bike or on foot, and whilst people do already travel by cycle, they can be put off by a lack of safe and properly linked routes.

We are hard at work putting our objectives in to practice, with projects across the city region. We are delivering our Sustainable Transport Enhancements Package (STEP), a £42 million programme of sustainable transport improvements which includes a range of cycling infrastructure upgrades such as new cycleways, improved signage, cycle parking at transport interchanges, and junction improvements in a programme concluding in 2021.

An old railway line gets a new lease of life

In 1982 the former St Helens and Runcorn Gap Railway line closed. Since that time it lay abandoned and overgrown. In 2014 the green light was given to a joint venture by St Helens and Halton Borough Councils, funded by a £2.7 million investment from the Local Sustainable Transport Fund (LSTF).

The line runs from Sutton Manor, where The Dream artwork is located, to Mill Lane, Widnes. There are further links onto the path on the Widnes end from Cranshaw Lane. From St Helens, links from Sutton Manor Woodland in Clock Face and Jubits Lane provide the access. The route is equally popular with walking groups, equestrian and cycling groups.

Connecting Birkenhead and Wallasey

As part of the STEP programme Wirral Council completed a high-quality cycle lane along Duke Street in Birkenhead. Duke Street is one of only three routes that connect Birkenhead and Wallasey so it is a heavily trafficked bus and HGV route in addition to all of the other motorised vehicles.

The scheme comprises bidirectional fully segregated cycle lanes, with floating bus stops and parking bays, sections of mandatory on road cycle lanes at its northern end, with advanced stop lines and improvements to the roundabout at the junction with Corporation Road.

The route provides a key link between Birkenhead and Wallasey and is used by more than 300 cyclists a day.

Funding has been secured to continue the route northwards and link into existing cycle infrastructure in the Wallasey Area. It is hoped that high-quality cycle infrastructure like this will enable more active travel within Wirral.



Sefton Coastal Path

The Sefton Coast forms part of the National Cycle Network (Route 810).

Developed in phases over the last 10 years and funded through a European grant, Sustrans Routes to School and the Local Sustainable Transport Fund, this route connects the communities of Crosby, Hightown, Formby and Ainsdale via traffic-free routes, facilitating journeys to school and longer distance utility trips.

An extremely popular leisure route, it is used by over 70,000 cyclists per year.





Bike to the future

Our ambition and plans to make it happen

Research shows that there is a significant appetite for cycling in the Liverpool City Region as well as the demand for more and better cycle routes. 69% of residents support the creation of safe, separated cycling routes to encourage more people to ride bikes more often, particularly for shorter journeys. Great progress has been made but there is still much to do.

We need to continue to meet demand with more and higher quality facilities and make sure everyone knows what's available. We need to build better streets for cyclists by learning from the best in the world, and to do all this in co-operation with local communities.

More than 55km of new or improved cycle routes

In December 2018, we announced the first tranche of funding for a 600km network of new and upgraded walking and cycling routes.

Based on our research, £16.9 million (a European grant of £8.45 million plus local match funding) will be invested in creating safe and improved links between residential areas, employment, education and training and leisure and retail sites. This supports our commitment to making cycling a greater part of everyday life, and a natural, convenient safe option.

A people powered future

Two thirds of all journeys taken in the Liverpool City Region are less than three miles, but right now, around 50% of these are still taken by car.* Our cycling plan sets out a high level approach for how we can encourage more people to take these journeys on foot or by bike by creating a safe, integrated and welllinked network of walking and cycling routes. A great deal of research has helped inform the development of the plan. The plan outlines 31 key routes needed across the city region to help more cycling and walking. These routes will be complemented by a network of local cycling and walking routes, including residential streets and routes through green spaces which will help make active travel more attractive. The cycling and walking programme will continue to be supported by a wide-ranging behaviour change package, including activity to encourage more women to cycle, a comprehensive cycle training programme, access to maps and information and cycling events across the region.

The health and wellbeing of our 1.5 million people, air quality and our economy depend on it. We are a city region that leads not follows. It's time for a revolution in how we travel and that starts here.

Notes on terminology and methodology:

The attitudinal survey was conducted from April to July 2019 by independent social research organisation NatCen.

The survey is representative of all Liverpool City Region residents, not just those who cycle.

Rounding has been used throughout the report.

More information and a detailed methodology are available at <u>www.sustrans.org.uk/bikelife</u>

Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute. Join us on our journey. <u>www.sustrans.org.uk</u>

Sustrans is a registered charity in the UK No. 326550 (England and Wales) SC039263 (Scotland)

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METRO MAYOR LIVERPOOL CITY REGION