# BIKE LIFE

## Liverpool City Region 2019

Liverpool City Region Combined Authority

Metro Mayor Liverpool City Region

Sustrans

## 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.

\*Countywide Household Travel Survey 2017

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.

\*City is used as a shorthand for Bike Life cities, city regions and boroughs.

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.

\*Survey conducted April–July 2019.

More details on all Bike Life reports can be found at [www.sustrans.org.uk/bike-life](https://www.sustrans.org.uk/bike-life).

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

Map of the UK with the following cities and urban areas marked: Inverness, Dundee, Perth, Stirling, Edinburgh, Glasgow, Tyneside, Belfast, Greater Manchester, **Liverpool City Region**, Dublin Metropolitan Area, West Midlands, Greater Cambridge, Tower Hamlets, Cardiff, Bristol, Southampton City Region.

## Report summary

### Liverpool City Region

Population\*: 1,544,420

\*NOMIS mid-year 2017 population estimate. This is the most recent available for all Bike Life areas

#### 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 £94.9million in economic benefit for individuals and the region

There is significant appetite in the region for cycling.

13% of residents cycle at least once a week

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:

6% of women

19% of men

7% of disabled people

15% of non-disabled people

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

\*Glasgow Centre for Population Health, 2013. The built environment and health: an evidence review

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.

Proportion of residents from socio-economic groups A B or D E who have a car or van in their household:

90% of people from groups A B

53% of people from groups D E

Not having a car can increase the risk of social exclusion, debt and transport poverty\*.

\*Sustrans, 2012. Locked Out Report

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.

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

62% think more cycling would make their area a better place to live and work

76% think space should be increased for people socialising, cycling and walking on their local high street

63% think streets outside local schools should be closed to cars during drop off and pick up times

63% think fewer motor vehicles on our streets would be useful to help them cycle more

65% think speed limits should be reduced on local roads

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

73% on public transport

61% on cycling

61% on walking

45% on driving

#### Quote from Anna Key, City Councillor

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

## Realising benefits

### Why everyone gains when more people cycle

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

62% agree that more cycling would make LCR a better place to live and work

38.2 million trips made by cycle in LCR in the past year

This adds up to: 137.8 million miles in the past year, or 380,000 miles a day.

Annual trips by purpose\*:

Work: 13,100,000 trips (34% of annual trips)

School, college or university (adult): 920,000 trips (2% of annual trips)

School (child): 1,800,000 trips (5% of annual trips)

Shopping, personal business and social trips: 13,500,000 trips (35% of annual trips)

Leisure: 9,000,000 trips (23% of annual trips)

\*Leisure trips include adults and children. Education trips are shown separately for adults and children. All other trips are just adults.

#### 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.

\*Litman, 2017. Evaluating Transportation Land Use Impacts. Based upon Eric Bruun and Vuchic, 1995. The Time-Area Concept.

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.

#### Cycling unlocks health benefits for everyone

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

193 cases of hip fracture prevented

138 cases of dementia prevented

76 cases of depression prevented

70 cases of coronary heart disease prevented

61 cases of other conditions prevented. ‘Other conditions’ includes type 2 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

(Savings from conditions 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 £131.3million\*

\*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.

More people cycling improves air quality:

36,000 kg of NOx and 4,900 kg of particulates (PM10 and PM2.5) saved annually

In LCR 787 early adult deaths occur each year where long-term exposure to air pollution (PM2.5) 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

95p net benefit for individuals and society from each mile cycled instead of driven

In total, this adds up to:

£58.5million per year from people with a car choosing to cycle for transport, or

£94.9million annually from all trips cycled

(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.)

## Cycling participation

### Who is cycling and how often?

#### Most people living in LCR 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.\*

\*Bike Life Greater Cambridge 2019.

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

50% Walking

50% Car or van (travelling as driver or passenger)

19% Public transport

4% Cycling

84% of LCR residents walk at least once a week

13% of 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?

Cycling:

4% cycle 5+ days a week

4% cycle 2–4 days a week

4% cycle once a week

3% cycle once a fortnight

4% cycle once a month

10% cycle less often

70% never cycle

Walking:

50% walk 5+ days a week

23% walk 2–4 days a week

11% walk once a week

2% walk once a fortnight

2% walk once a month

6% walk less often

6% never walk

#### How inclusive is cycling?

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:

Gender:

6% of women

19% of men

Ethnicity:

13% of white people

10% of people from ethnic minority groups

Disability:

7% of disabled people

15% of non-disabled people

Age:

12% of people aged 16–25

10% of people aged 26–35

21% of people aged 36–45

17% of people aged 46–55

11% of people aged 56–65

8% of people aged 66+

#### Quote from 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 work and family).

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.

## Social inequality and mobility

### Cycling’s potential to help people

#### 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:

A B, professional/managerial: 10%

C1, supervisory/clerical/students: 30%

C2, skilled manual: 11%

D E, semi/unskilled/not employed: 47%

\*Socio-economic group is a classification based on occupation maintained by the Market Research Society.

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.

\*Glasgow Centre for Population Health, 2013. The built environment and health: an evidence review.

#### 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

#### However, many barriers prevent people from these groups cycling

Reasons why residents from socio-economic groups D and E do not cycle or why they cycle less often:

40% Concerned about safety

23% Cost of a suitable cycle

22% Not confident cycling

21% Lack of storage or facilities at home or work

Proportion of residents from socio-economic groups who think cycling is not for people like them:

A B: 12%

D E: 18%

Being a ‘cyclist’ can be associated with a certain type of person and characteristics.

#### 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.

Map showing the whole area that can be reached from three locations in LCR by cycling at 10 mph for 25 minutes. The central locations are Ravenhead Retail Park, St Helens; Pyramids Shopping Centre, Birkenhead; and Liverpool One. Also marked is Bootle, which is 25-minute cycling distance from Liverpool One.

This is adapted from the online tool TravelTime platform, that generates travel time maps (isochrone shapes): qgis.traveltimeplatform.com. It uses a baseline cycling speed of 10mph and takes into account type of cycle tracks and junctions but does not include gradient.

#### Quote from Liz Grey, 46, Teacher and Councillor

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.

## Barriers

### What is stopping Liverpool City Region residents cycling more?

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 (please note survey respondents could pick multiple options):

44% Concerned about safety

26% Poor weather

25% Not confident cycling

20% Lack of storage or facilities at home or work

19% Living too far away from my destination

17% Cost of a suitable cycle

16% Children, passengers or too much to carry

14% Not for people like me

5% Too hilly here

#### Safety is the single largest barrier to more people cycling

For which modes do residents think safety needs to be improved?

41% Driving

48% Public transport

59% Walking

74% Cycling

27% of residents think cycling safety in LCR is good

16% think children’s cycling safety in LCR is good

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

96% Better road quality and fewer pot holes

91% Improving the behaviour of people driving cars

91% Better lighting on cycle routes in poorly lit areas

90% Reducing antisocial behaviour or crime

90% Improving routes and facilities for safe cycling

86% Improving the behaviour of other people cycling

79% Reducing levels of traffic on the roads

77% Reducing the speed of traffic on the roads

64% of LCR streets are without 20mph speed limits (excluding motorways)

71% of households are further than 125 metres from a cycle route

#### Secure cycle storage is important at home and when out and about

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.

#### Quote from 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 clients and we have regular bike rides at lunch.

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

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.

## Solutions

### What would help Liverpool City Region residents to cycle more?

#### Many LCR residents want to cycle

46% of residents feel that they should cycle more

How do residents see themselves when it comes to cycling?

8% Regularly cycle

16% Occasionally cycle

4% New or returning to cycling

30% Do not cycle but would like to

42% Do not cycle and do not want to

#### Residents want improved cycling infrastructure

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

79% More traffic-free cycle routes away from roads, eg through parks or along waterways

76% More cycle tracks along roads that are physically protected from traffic and pedestrians

73% More signposted local cycle routes along quieter streets

69% Better links with public transport

In total, 659 miles of cycle routes exist in LCR

However, only 29% of households are within 125 metres of these routes

69% of residents support building more protected on-road cycle tracks, even when this would mean less room for other road traffic

A and B roads have higher levels of traffic so these are where physical separation is most useful for cycling. In total, 487 miles of these roads exist in LCR.

There is one cycle parking space at LCR’s railway and ferry stations for every 67 passengers

#### Residents want more support to cycle

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

56% Cycling training courses and social rides

53% Improvements to your local town or city’s public cycle sharing scheme

49% Access to an electric cycle

37% Access to a cargo cycle

27% Access to an adapted cycle (eg tricycle or recumbent cycle)

Liverpool’s cycle share scheme has:

350 shared cycles

97 cycle share stations

43,159 annual trips

49% of residents have access to an adult pedal cycle

#### Quote from 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.

#### Residents think fewer motor vehicles would help increase cycling and make their area a better place

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?

63% Fewer motor vehicles

58% 20mph streets

42% Restricted car parking

50% of residents think there are too many people driving in their neighbourhood

36% of all streets in LCR are 20mph (excluding motorways)

Proportion of residents who support measures to make places better for people:

76% Increase space for socialising, cycling and walking on high streets

65% Reduce speed limits on local roads

64% Restrict through-traffic on residential streets

63% Close streets outside schools at peak times

#### 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:

73% Public transport

61% Cycling

61% Walking

45% Driving

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

Charging more polluting vehicles entering the city centre:

59% support

22% oppose

Charging employers who provide workplace car parking in cities

31% support

39% oppose

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.

## Improving cycling

### How has the Liverpool City Region been developing cycling?

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

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.

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 [www.sustrans.org.uk/bike-life](https://www.sustrans.org.uk/bike-life)

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. [www.sustrans.org.uk](https://www.sustrans.org.uk)

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Bike Life Liverpool City Region has been funded by The Freshfield Foundation and Merseytravel. The project is co-ordinated by Sustrans