

## Cycling Activity in Leeds – Case Studies

### Case Study One: go:cycling

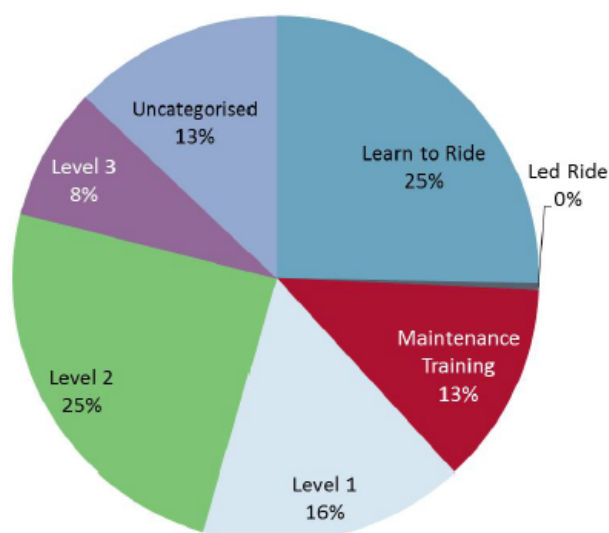
go:cycling is a Local Sustainable Transport Funded cycling project for adults across West Yorkshire, coordinated by the WYCA in partnership with the 5 WY Local authorities and the CTC. The main purpose of the project is to provide adults (16+) with free adult cycle skills training and bike maintenance training, as well as promote safe cycling activity. It has also funded a number of community run cycling schemes across the district. The project has been running since 2012 and is due to end at the end of March 2016 when the DfT funding comes to an end.

A summary of go:cycling public engagements in 2015/16 (data up to November 2015) is shown below. (Pennine Events are a delivery company engaged to deliver aspects of the programme)

### Leeds

A total of 3,379 go:cycling engagements have been delivered in Leeds or to residents of Leeds since April 2015.

go:cycling training engagements: Leeds



- 234 go:cycling training engagements have been delivered in Leeds.
- 141 individual participants have undertaken training, with 57 returning for follow up sessions, a return rate of 40%.
- Learn to ride sessions have been most popular, followed by Level 2.
- A total of 3,145 Pennine Events engagements have been made.

In Leeds the 234 training engagement participants breaks down as follows;

Learn to Ride	Led Ride	Maintenance Training	Level 1	Level 2	Level 3	1 to 1	Uncategorised	Total
59	1	29	38	57	19	1	30	234

Active Engagements. Since April 2015 there have been 8442 active engagements, (excluding the Sky Ride mass participation Ride, see below) with go:cycling across WY. Active engagements are where people have taken part in a cycle ride or other cycling activity, not social media contact. This translates to approximately 2870 people taking part in a cycling activity in Leeds.

See <http://www.wygo:cycling.com/> for more details.

## Case Study Two: Ride4Health

“The Cycle 4 Health Programme is designed to increase activity levels progressively across 12 weeks. Aiming to improve an individual’s general fitness, wellbeing and self-confidence while aiding recovery from a wide range of health issues. For those involved it will be a challenging but achievable level of exercise each week and on completion all participants will have further options to develop their cycling skills and exercise activities.”

The Cycle 4 Health programme was delivered across WY by Councils, the WYCA, go:cycling and CTC.

In Leeds 28 people benefitted from the programme which was delivered from Fearnville Bike Hub / Leisure Centre. Whilst people could refer themselves to the course, the formal referral routes in Leeds were via Leeds Mind, Touchstone and Leeds Let’s Get Active. 84% (24 participants were female).

The main outcomes from the Cycle 4 Health course are summarised below;

- 33% of attendees described their health as good at the start this increased to 80% at the end.
- Attendees highlighted that the following are the main preventions of engaging in physical activity; Health, work, no one to go with, stress, expense and confidence.
- An increase from 83% to 100% was achieved in attendees reaching a high level of activity
- Increase of 8 attendees owned/had access to a bike by the end of the course (36% - 44%)
- A 100% increase was achieved in the number of attendees who cycled on a weekly basis
- 25% of attendees were non drivers
- Attendees using public transport increased from 25% to 44% by the end of the course
- Using the BORG scale this indicated that there was a positive increase from 41% - 66% in attendees reaction to exercise (Places themselves in the top half of the scale)
- The table below highlights the increase in attendees mental and wellbeing, feelings and thoughts by the end of the course –

Optimism	38%
Usefulness	10%
Relaxed	14%
Dealing with problems	35%
Thinking clearly	35%
Feeling closer to others	15%
Making their own mind up	3%
Confidence	15%

One participant reported. **“I feel I have progressed well; better than expected as I hadn’t cycled since I was a child. I feel confident to cycle the planned routes. I have found pedalling, particularly uphill, very tiring but each week it becomes a little easier. This is one of the benefits of the course; the instructors have been diligent in meeting each participant’s (varying) needs in order to build confidence, stamina and knowledge. In addition to this, I have benefitted from the enjoyment of cycling again, which has been a real treat, and meeting the other people”.** Charis—Leeds

### Case Study Three: Sky Ride

Leeds Sky Ride Mass participation event took place for the third year on 14<sup>th</sup> June 2015. Despite the unseasonal wet and cold weather the ride attracted approximately 7000 riders into Leeds city centre to ride around the traffic-free course to the University of Leeds and Woodhouse Moor. For the first time a 'Safety Zone' was created where people could discover more about cycling in safety near HGV's, and this was well received.

Leeds Sky Ride Local Guided Rides.

In addition to the annual large city event the partnership with British Cycling provides a series of Sky Ride Local guided rides, each led by a British Cycling trained ride leader. The 2015/16 ride programme is still in progress (with 4 more rides planned before the end of March 2016).

Participation statistics and feedback at 15th November 2015 are shown below;



Other rides.

In addition to Sky Ride City and Sky Ride Local, the British Cycling partnership with the Council has also delivered a programme of Women only 'Breeze' rides (not to be confused with Leeds Breeze) and organise group rides under the banner of Ride Social. At June 2015 there had been 52 Breeze participants on 32 rides, and 44 participants on 7 Ride Social rides. Up to date figures will be available at the end of the 2015/16 financial year.

## Case Study Four: Fearnville Bike Hub



Picture – shows participants at a Fearnville Sky Ride Local Ride (2015).

Cycling organisation 'Cycle Pathways' are operating a popular and successful Bike Hub / Training Centre from the Fearnville Leisure Centre site in East Leeds.

Cycle Pathways (incorporating Leeds BMX Club) through the Fearnville Hub have been responsible for hosting 8 Sky Ride Local rides, 96 go:cycling training sessions, the Cycle 4 Health programme (see separate Case Study) and is set to deliver another block of Cycle 4 Health sessions in 2016, 2 Sportivate - womens and girls cycling events for 30 people, and a Bike Festival during July 2015 which included cycle courses for 19 ride leaders. A 150 people attended the free cycling festival.

Leeds BMX Club supported by Sport and Active Lifestyles offered 8 local primary schools in the Gipton and Seacroft areas the opportunity to take part in 2 FREE hours BMX sessions at the Fearnville Bike track in September 2015 as part of the Fearnville Bike festival legacy.

In addition, Cycle Pathways have delivered cycling sessions to closed groups from Positive Future's, Pupil Referral units and the Youth Offending Team. Sessions for young people as part of the Leisure Centre summer holiday activity programme, and Cycle maintenance sessions for go:cycling.

Fearnville Hub launched the first Yorkshire Bike Library in Leeds as part of the Cycle Yorkshire Legacy programme. The enables people without access to a bike free cycle hire to take part in guided rides (the next being held on 14<sup>th</sup> February 2015. See

<http://www.goskyride.com/Search/Details?eventid=67478>

## Case Study Five: UTravelActive Project

The *UTravelActive* project works with students and staff across colleges, hospitals and universities to grow the walking and cycling community. They aim to make walking and cycling easier, safer and more enjoyable for everyone in the city.

Recently part-funded by Local Sustainable Transport Fund this cross-sector project has provided cycling events for staff and students including Velocampus Leeds Bike Hire (over 350 cycles hired out to students), a Velocampus Leeds Bike Hub and Bike Fix facility at the University of Leeds to keep bicycles maintained for the road, 'Try Cycling' – free bike loans for staff, maps, on-line journey planners, cycle parking, free cycle training and bike buddying services. DfT funding is due to finish at end of March 2016. Examples of recent activity is shown below;

### Events September/October 2015

**Led Ride for Leeds Beckett Wellbeing Week:** UTA volunteers plus six members of Leeds Beckett staff enjoyed a ride along the Leeds and Liverpool canal.

**University of Leeds Freshers' Fair 22<sup>nd</sup> and 24<sup>th</sup> September:** 51 and 45 sign-ups respectively for UTA newsletter and information on bike hire, plus directed a lot of people to Bike Hub. Recruited a new Marketing and Events volunteer. Two people won 3 months free bike hire.

**Leeds Beckett Freshers' Fair 23<sup>rd</sup> September:** 75 sign-ups for more info and newsletter.

**Leeds Beckett Volunteer Fair 30<sup>th</sup> September:** Possibly recruited a new marketing volunteer. One new bike hired out.

**Leeds Beckett Freshers' Fair 1<sup>st</sup> October:** 65 sign-ups for newsletter and more info

**Leeds Trinity Stall 5<sup>th</sup> October:** Two people interested in bike hire. Most interest came from staff. 6 people signed up to the newsletter and/or for more info (4 students & 2 staff).

**Smoothie Bike at Leeds Beckett Headingley Campus 8<sup>th</sup> October:** Smoothie Bike at Mental Health Awareness event got quite a lot of interest (18 people had a go). A few people said they were interested in hiring bikes and were given further information.



**Cycle assessment/training for 43 UoL students going on cycling tour of Amsterdam in October.**

**University of Leeds Volunteer Fair 20<sup>th</sup> October:** 18 people registered their interest in volunteering.

**Try Cycling (Leeds Beckett and UoL):** 3 people signed up for in Try Cycling.

**Get Cycling sessions at Bike Hub:** Get Cycling are providing Urban Cycling Skills sessions for students every Tuesday. Approx 30 people signed up in the first 2 weeks. Get Cycling plan for these to run until March.