





Making Newcastle t for cycling means delivering our transformational long-term cycling strategy. Enabling everyone in the city, including young and old, to feel safe and empowered

# Introducing Bike Life

Sustrans is collaborating with seven cities in the UK – Belfast, Birmingham, Bristol, Cardiff, Edinburgh, Greater Manchester and Newcastle – to report on progress towards making cycling an attractive and everyday means of travel.

Bike Life is inspired by the Copenhagen Bicycle Account, and is an assessment of cycling development including cycling conditions, new initiatives and satisfaction with various aspects of cycling.

This is the first of two reports, with the second being published in 2017. The information in this report comes from local data, including a representative survey of over 1,100 residents in Newcastle. More details on the report findings and methodology can be found at [www.sustrans.org.uk/bikelife](http://www.sustrans.org.uk/bikelife)

Our thanks to the people of Newcastle who took part in the survey and who volunteered to have their photos taken for this report.



## KEY FACTS FOR NEWCASTLE AT A GLANCE

**0.7 million** bike trips in Newcastle in a year

**12%** increase in trips by bike between 2013 and 2014

**24%** of people ride a bike once a month or more

**8,10** people support increasing the safety of cycling, more than any other way of getting around the city

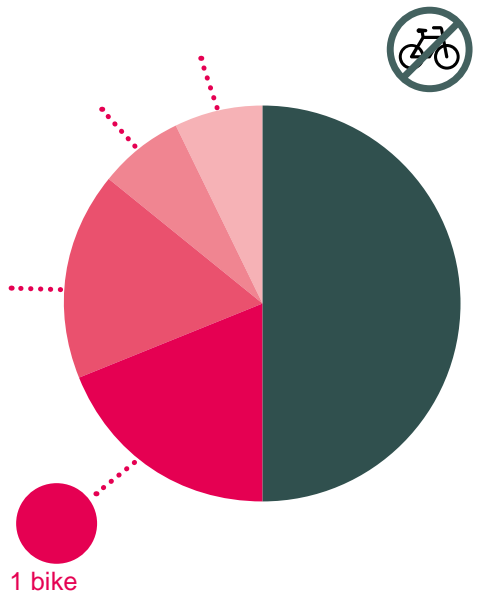
**77%** of people want to see more money spent on cycling

**15 million** is the benefit to health in the city, in a single year, from the current level of people riding bikes

**6,074** tonnes of CO<sub>2</sub> saved by people making trips by riding a bike rather than driving – equivalent to the annual emissions of nearly 2,400 cars

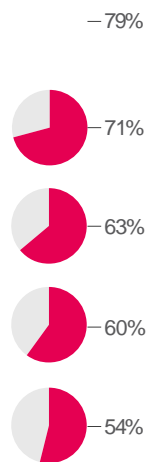
**67 million** is the saving to individuals and to the local economy, for every mile biked instead of driven – which works out at **0.7 million**

**13.5 million** a year for Newcastle, at current levels of cycling



DAILY    2-4 DAYS A WEEK    AT LEAST ONCE A FORTNIGHT    LESS OFTEN

5-6 DAYS A WEEK    AT LEAST ONCE A WEEK    AT LEAST ONCE A MONTH    NEVER

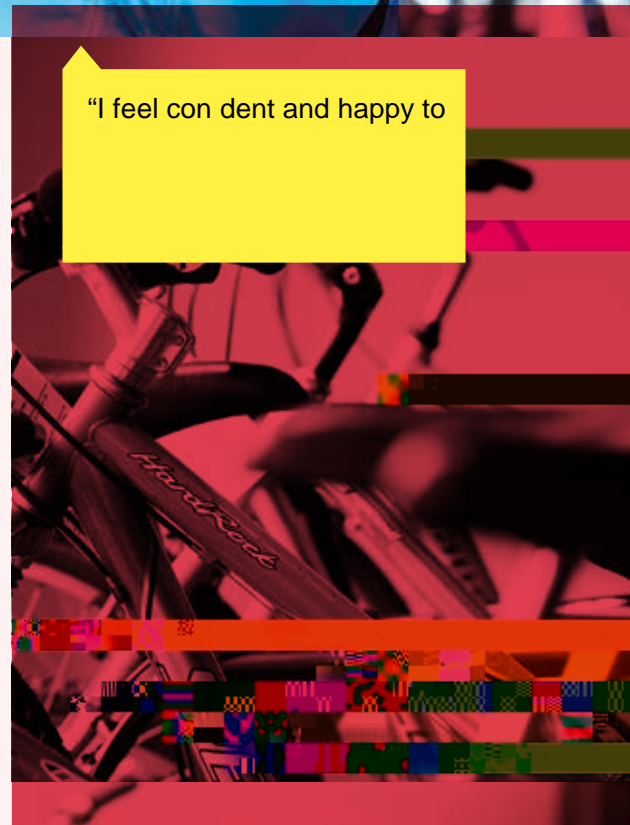


\*The question was 'Central anM22091 7 (9)-11.21842.51321.4 (o)-1Tl%(a)-14.1 (s ')-19 0.24 m1l





"I feel confident and happy to



"Making cycle commuting easier helps everyone in the city. It's great for your health – fitness, weight and stress levels. It's even good for motorists as it reduces congestion."

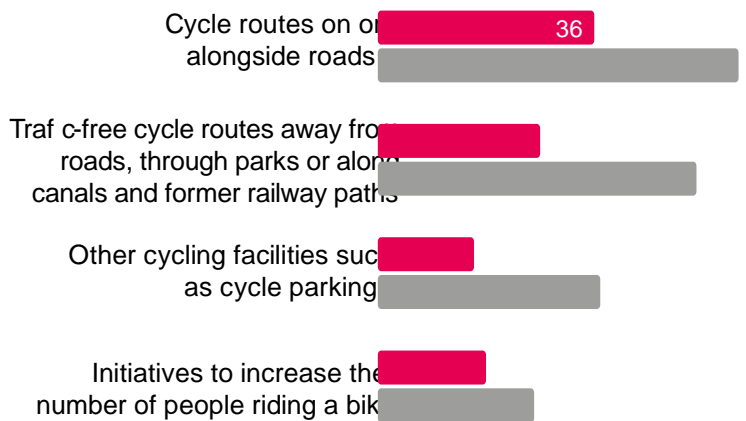
John Simmons





## WHAT'S AVAILABLE AND WHO'S IN THE KNOW?

HOW MUCH, IF ANYTHING, WOULD YOU SAY YOU KNOW ABOUT THE FOLLOWING?





The condition of cycle routes

46%

The amount of cycle routes

43%

The signposting of cycle routes

42%

The directness of cycle routes

39%

## RIDING A BIKE FEELS LESS SAFE THAN OTHER WAYS OF T

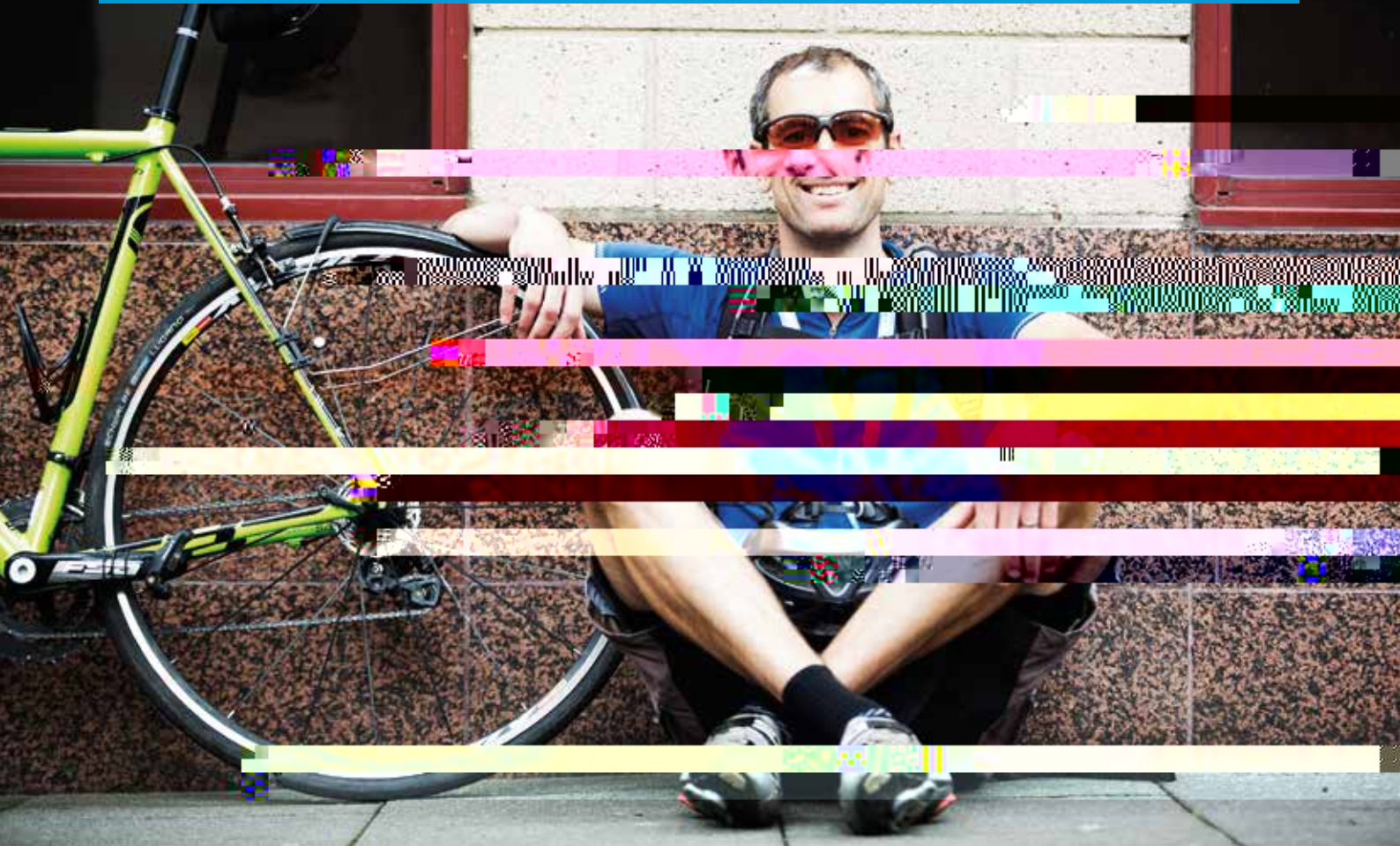
HOW SAFE OR UNSAFE DO/WOULD YOU FEEL WHEN DOING THE FOLLOWING:

- Residents – % feel safe
- Regular bike riders\* – % feel safe

## PEOPLE WANT IMPROVED SAFETY FOR CYCLING

- Residents – % safety needs to be improved
- Regular bike riders\* – % safety needs to be improved

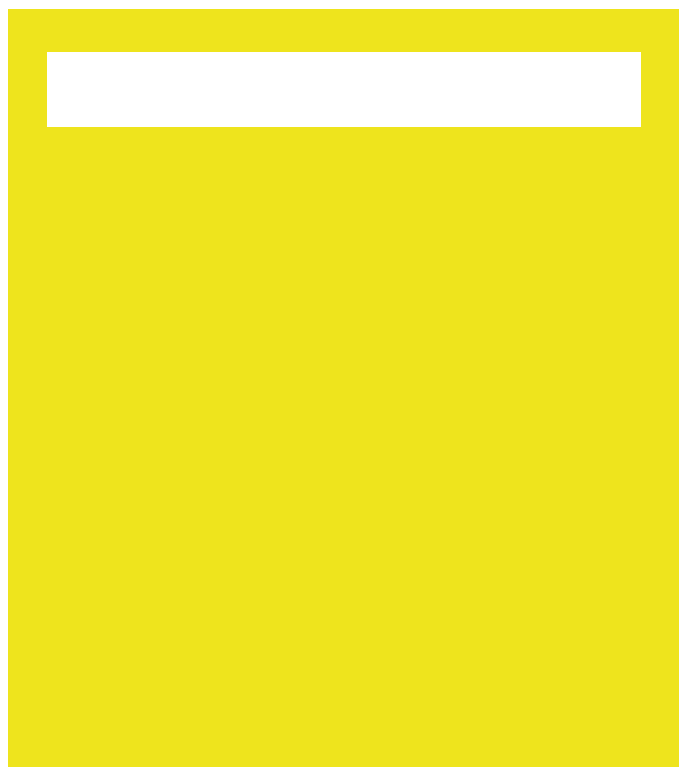
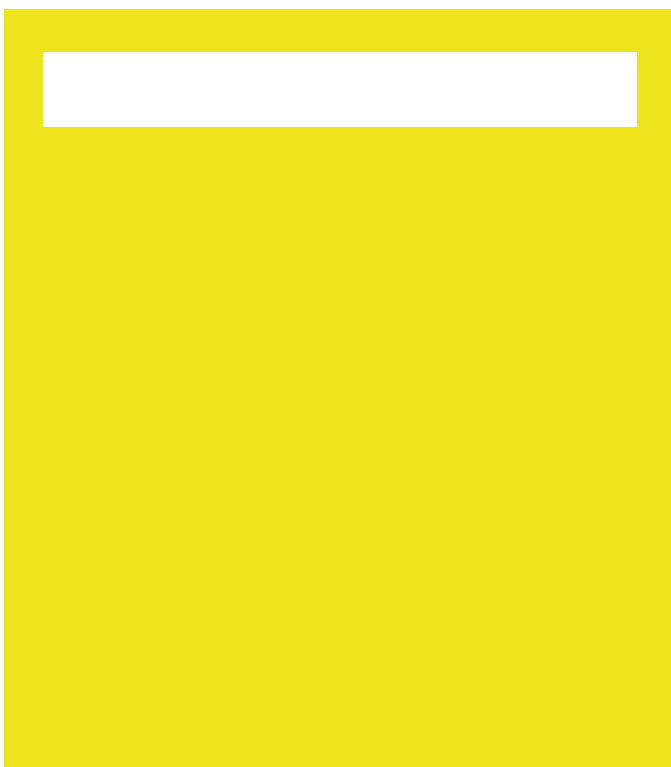


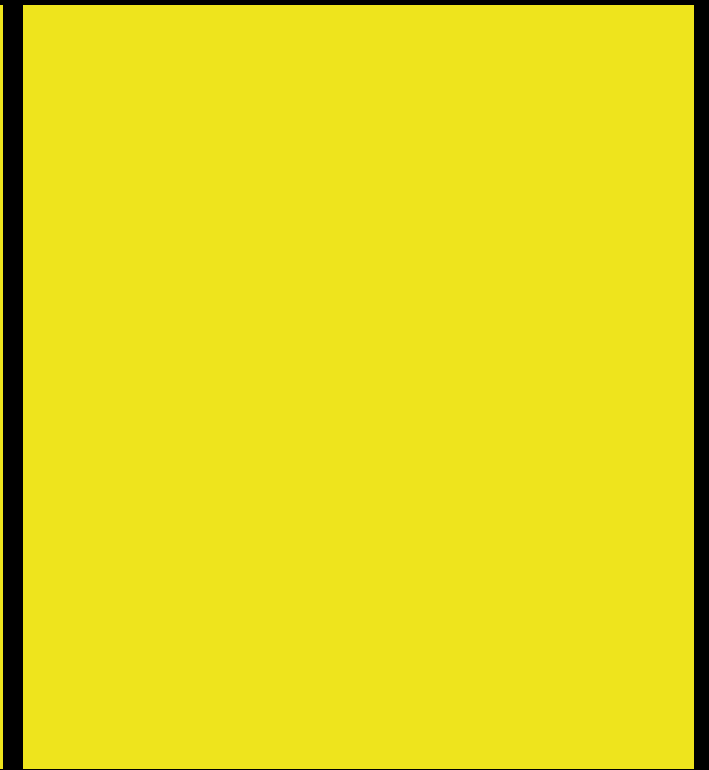
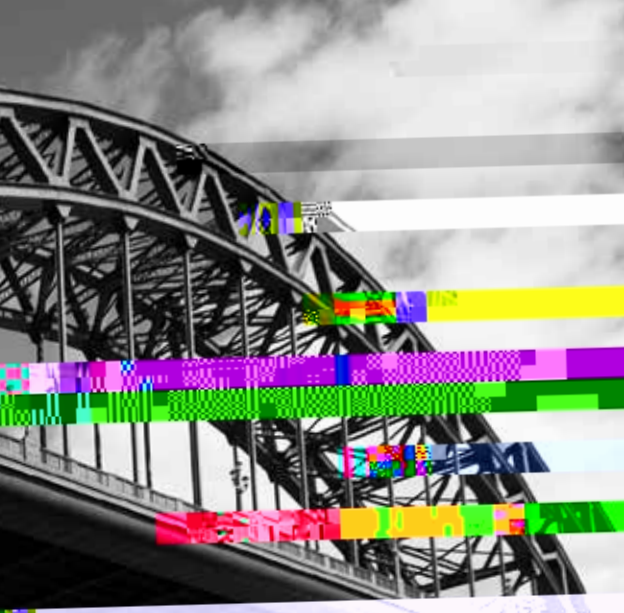


# HOW WE'RE DEVELOPING BIKE LIFE IN NEWCASTLE



Our four priorities have helped shape a 10 year plan to hit our ambitious targets for increasing cycling levels, focusing our efforts and





# BIKE TO THE FUTURE



There's big potential to change things, and with three quarters of people thinking positively about people riding bikes there's a big mandate for change across the city.

At Newcastle City Council we have embarked on a 10 year plan to develop a cycling culture in the city, with ambitious targets to increase trips by bike. With funding secured from the Department for Transport's Cycle City Ambition Fund we are determined to make this vision a reality.

In the short term we'll be raising public awareness of city schemes encouraging cycling for all, such as the development of a strategic cycle route in Gosforth, improvements on John Dobson Street, public engagement on city centre north developments and the launch of The Journey, Newcastle's own active travel centre located in the heart of the city.

And we'll be working harder to meet expectations, because over a quarter of people have higher expectations when it comes to a city for bikes than last year.

There's a clear need for us to focus on safety for people riding bikes to ensure more of those who would like to ride a bike have that choice.

We'll be using this report to measure progress and to help us prioritise what we need to do to ensure far more of the 27% of our people who don't ride, but want to, can. This means addressing a range of issues, and exploring new opportunities to develop Newcastle further as a cycling city such as:

- encouraging schoolchildren, older people, ethnic minority communities and other hard to reach groups to cycle more
- improving neighbourhoods to make cycling or walking to local amenities and facilities more attractive
- improving main cycling routes into the city centre
- making improvements within the city centre
- raising the public profile of cycling in the city

We want to attract more people to come and live in and visit our city. We are committed to providing access to attractions and employment, and want Newcastle to be an attractive place for people to visit, shop, work and learn. We will work to redesign the city so that it works for everyone. This means better use of road space, freeing up pedestrian access and improving the public realm, reducing congestion and pollution and creating better transport links and cycling facilities.

We have great ambitions and, whilst we realise we have a way to go, we will start increasing how much we invest per head on cycling in the city, working towards £26 per head.

Through all these measures we believe we can, and will, get more people out and about on bikes in Newcastle. The opportunity exists to make a great cycling city. We're committed to making it so.



A note on terminology  
and methodology:

We refer to people and residents  
rather than respondents not( th)4(e)3.6 -51 1 04.7 (c

