

MOBILITY, INTERMODALITY AND LOCAL DEVELOPMENT

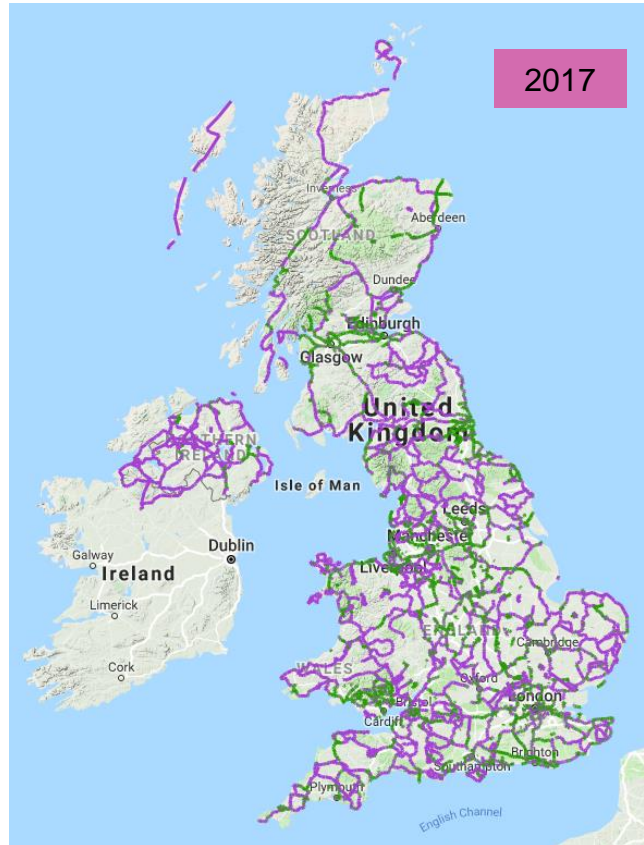
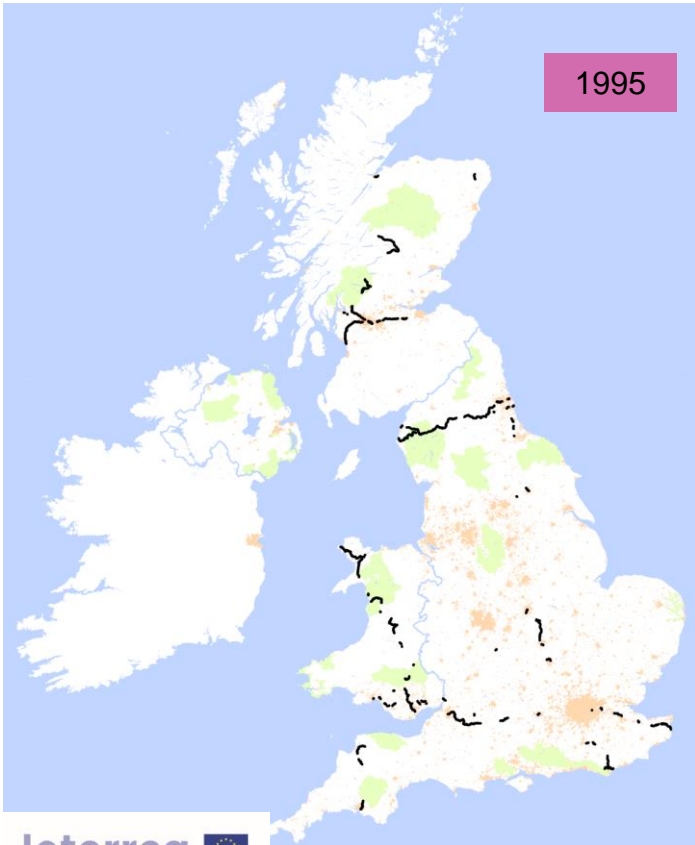
PROMOTING SUSTAINABLE MOBILITY THROUGH THE UK'S NATIONAL CYCLE NETWORK

Case Study – NCN 99 The Comber Greenway



Presentation by Gordon Clarke
Sustrans National Director for Northern Ireland & Republic of Ireland

THE NATIONAL CYCLE NETWORK



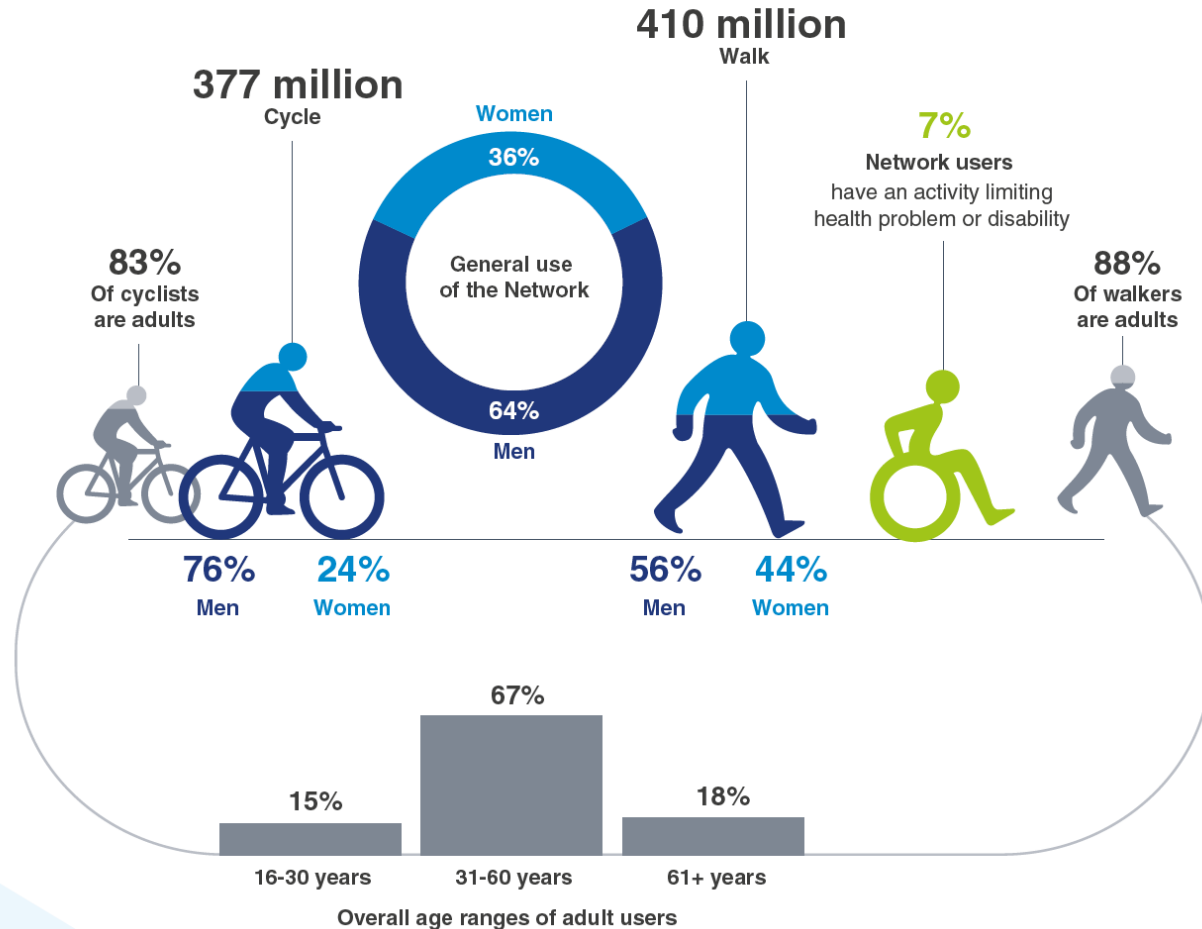
1995

- 500 miles

2017

- 16,575 miles
- 5,273 miles traffic-free
- £1.3 billion health & environmental benefits
- £2.5 billion leisure & tourism benefits

2017 ANNUAL FIGURES



OUR VISION FOR THE NCN

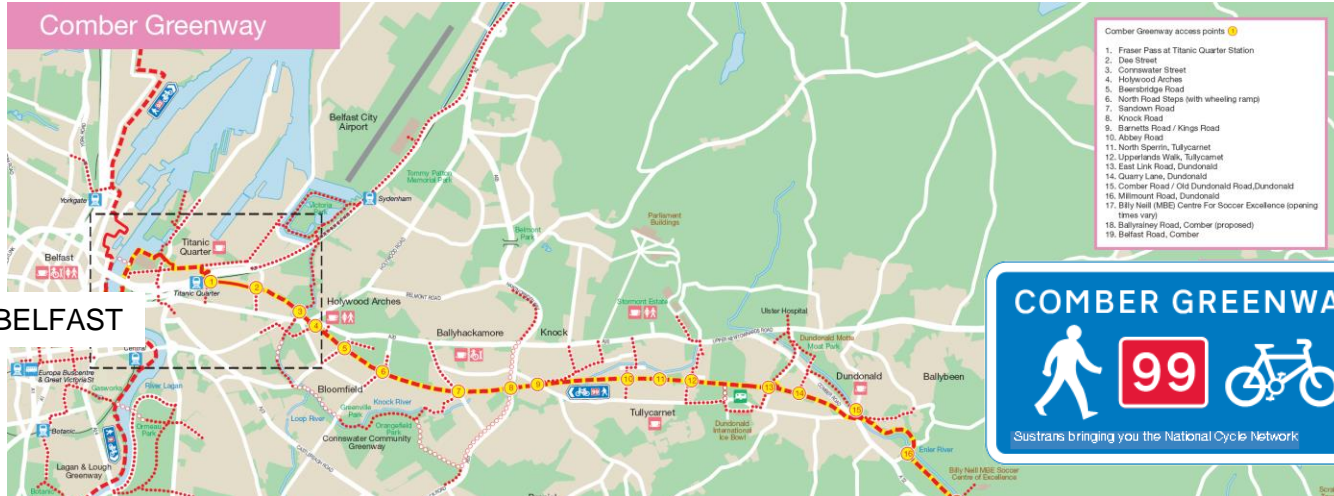


A UK-wide network of traffic-free paths for everyone connecting cities, towns and countryside loved by the communities they serve

NCN ROUTE 99 – A CASE STUDY



NCN ROUTE 99 – THE COMBER GREENWAY



- Opened 2009
- Annual Usage (at Bloomfield site only): 188,289
- 46% walkers / 54% cyclists
- European Greenway Award

- Comber Greenway
- National Cycle Network on-road
- National Cycle Network traffic-free
- Linking route (suggested)
- Proposed route
- Access point
- Public toilets
- Bike shop
- Café
- Train station
- Bus station
- Caravan & camping site

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NCN ROUTE 99 – THE COMBER GREENWAY



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NCN ROUTE 99 – THE COMBER GREENWAY



The Big Fish



Stormont Estate



Samson & Goliath



The Odyssey W5



Titanic Visitor Centre



The Robin



CS Lewis Visitor Centre



CS Lewis Sq Aslan



Scrabo Tower



COMBER GREENWAY



99



Sustrans bringing you the National Cycle Network

CHIPS

Cycle Highways Innovation for Smarter People Transport & Spatial Planning

OUR GOAL

Converting a car commute to one by bike saves on average 150g/km of Co2 emissions

REDUCING

CO₂

NO₂

MORE
PEOPLE
COMMUTING
BY BIKE

PROJECT PARTNERS



The Netherlands
NHTV Breda University
Provincie Gelderland



Belgium
Provincie Vlaams-Brabant
European Cyclist Federation



Germany
Regionalverband FrankfurtRheinMain



United Kingdom
Sustrans

Behaviour
change

Spatial
planning

monitoring

E-bikes

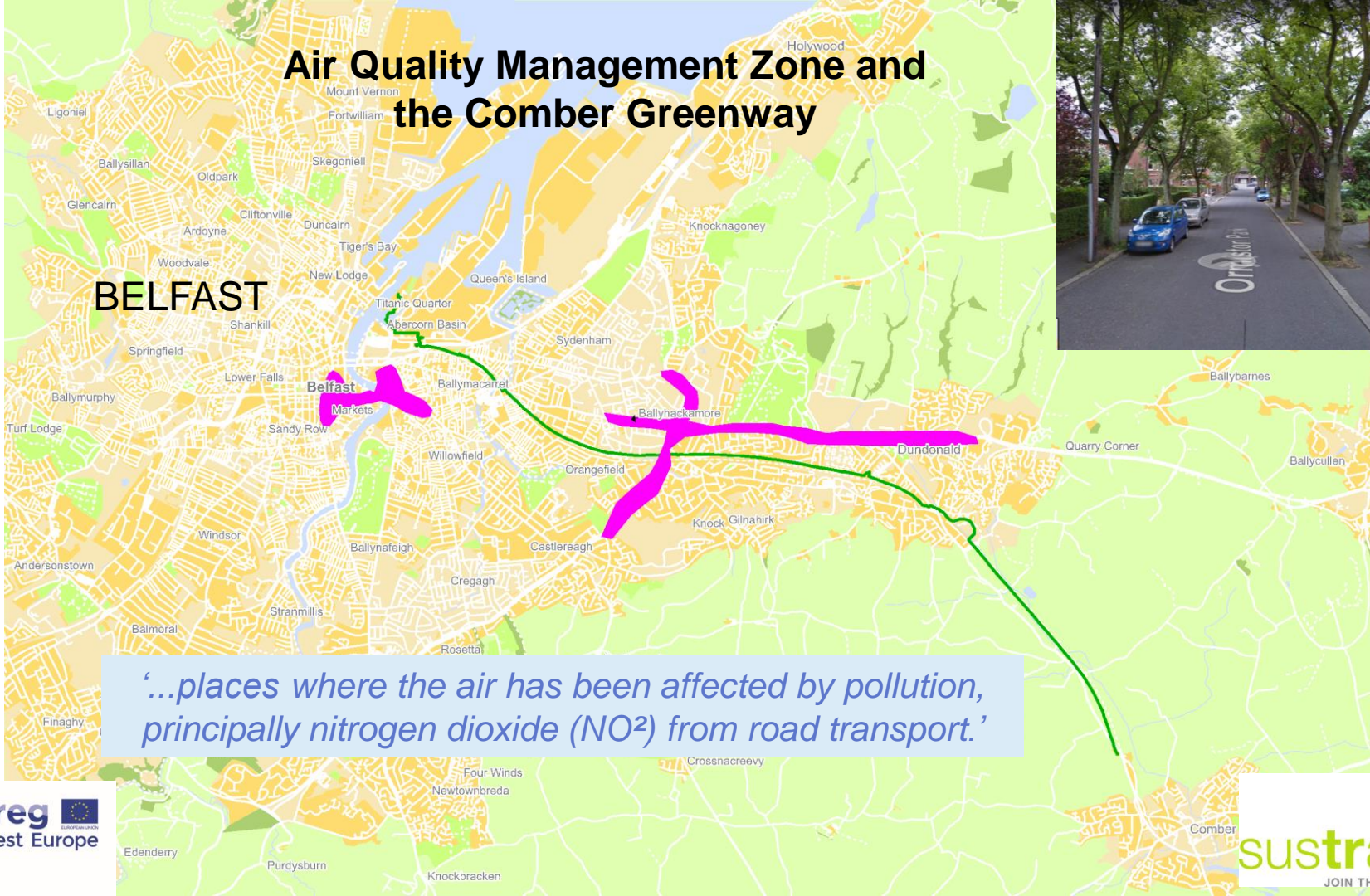
Smart cycle
infrastructure

Communications

Long term
effects

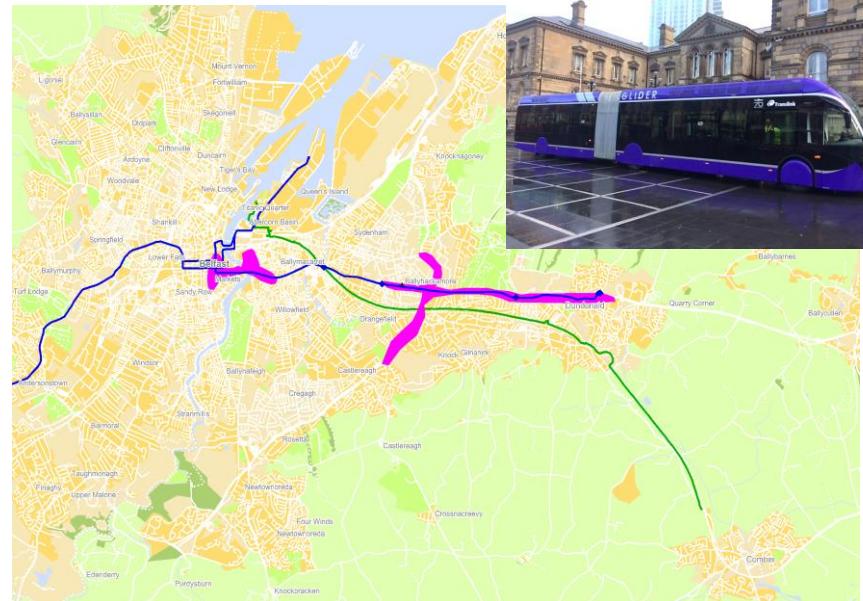
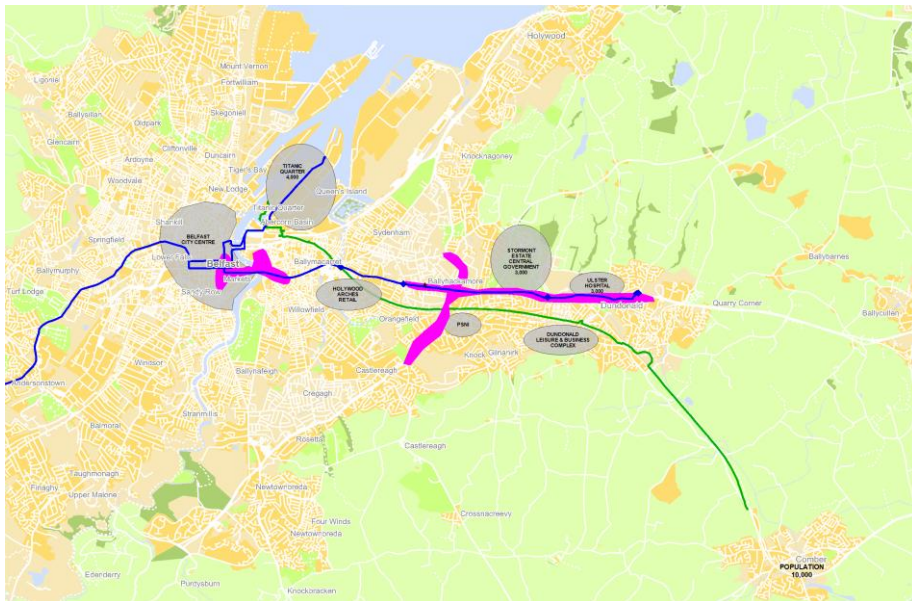
readability

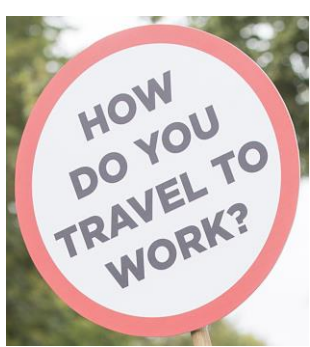
Air Quality Management Zone and the Comber Greenway



'...places where the air has been affected by pollution, principally nitrogen dioxide (NO₂) from road transport.'

THE PROJECT AUDIENCE AND THE RAPID TRANSIT ROUTE





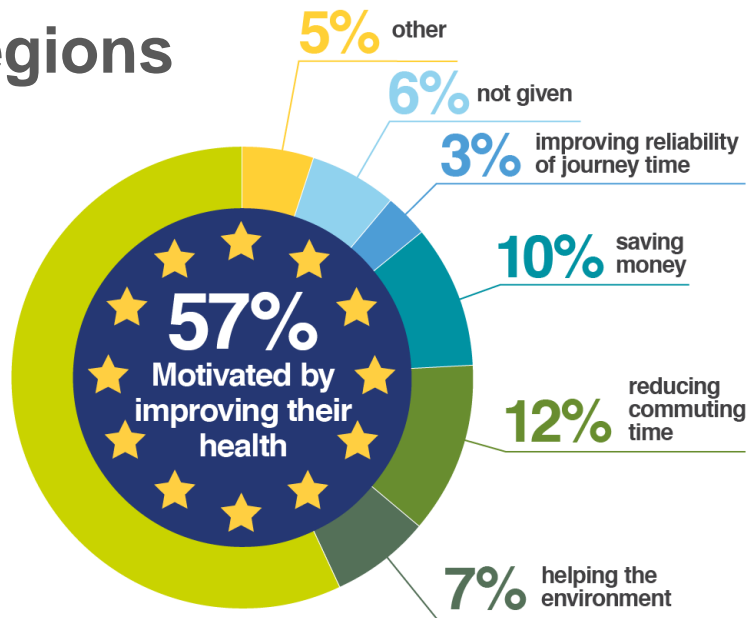
THE SURVEY – ALL PARTNERS - FOUR COUNTRIES

**Motivators for
change**

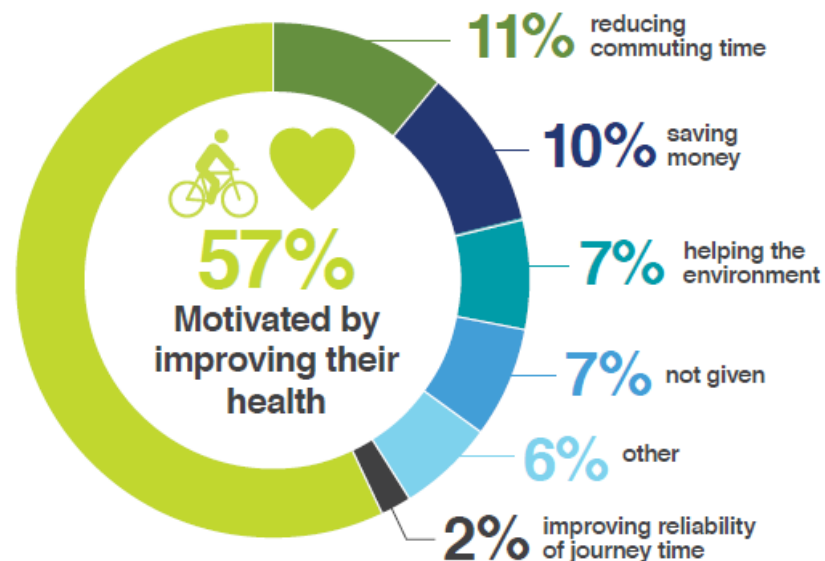
**Barriers to
cycling**

MOTIVATIONS TO CYCLE

Combined Regions



Belfast



BARRIERS TO CYCLING

PHYSICAL BARRIERS

No lighting

Poor surface

No direct
cycle routes

PERCEPTIONS

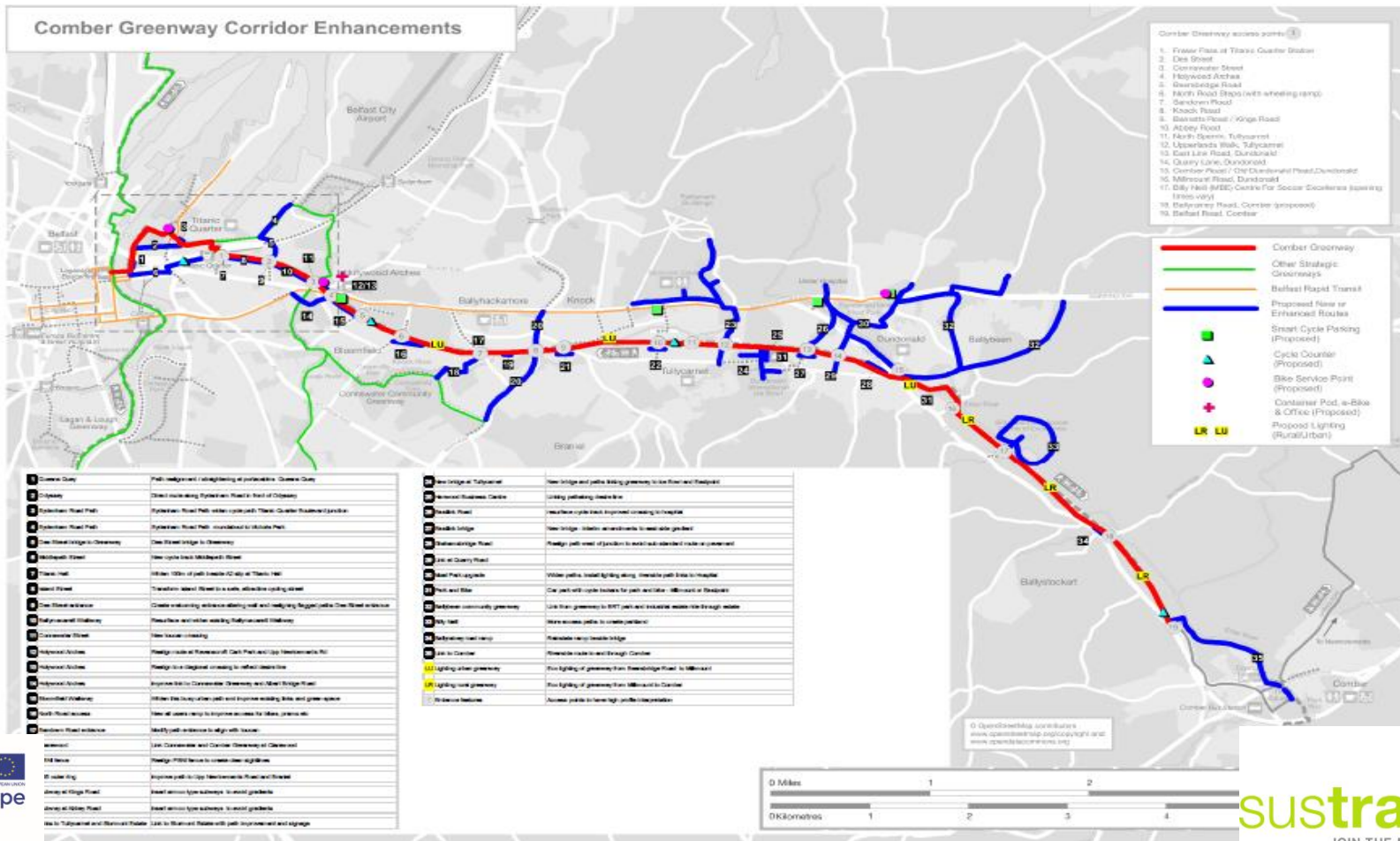
Cycling to
work is too
slow

It rains too much

Driver
behaviour

I feel
exposed
to cars

OVERCOMING PHYSICAL BARRIERS – INVESTMENTS



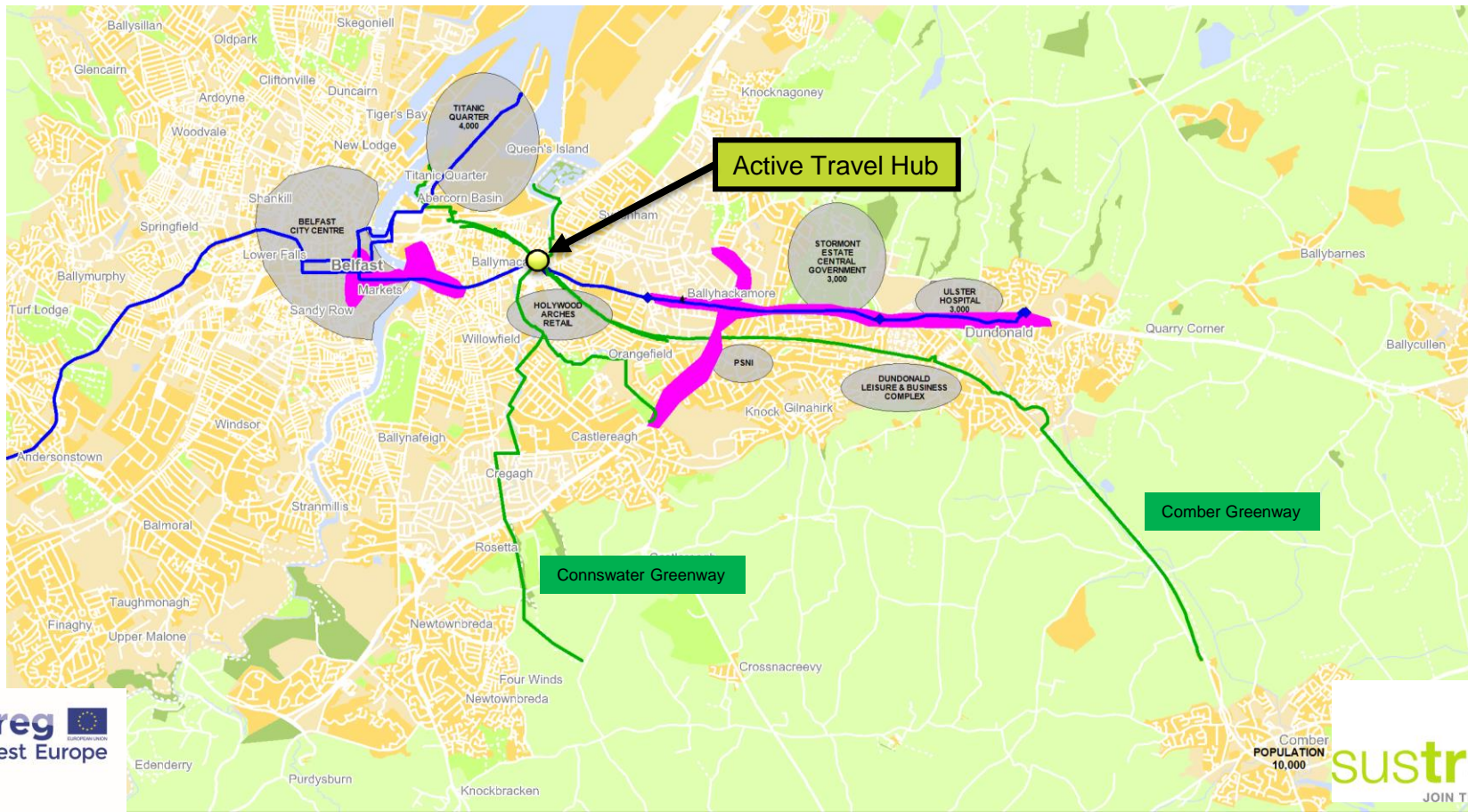
IMPROVED CONNECTIONS



CHANGING PERCEPTIONS BEHAVIOURAL CHANGE CAMPAIGNS

- Awareness
 - Employees
 - Employers
 - Broader Community

THE ACTIVE TRAVEL HUB DELIVERING BEHAVIOURAL CHANGE CAMPAIGNS



THE ACTIVE TRAVEL HUB



THE ACTIVE TRAVEL HUB



ACTIVE TRAVEL OFFICERS



Martha

Pamela



Michelle



Dianne

St Valentines Day #LoveAir

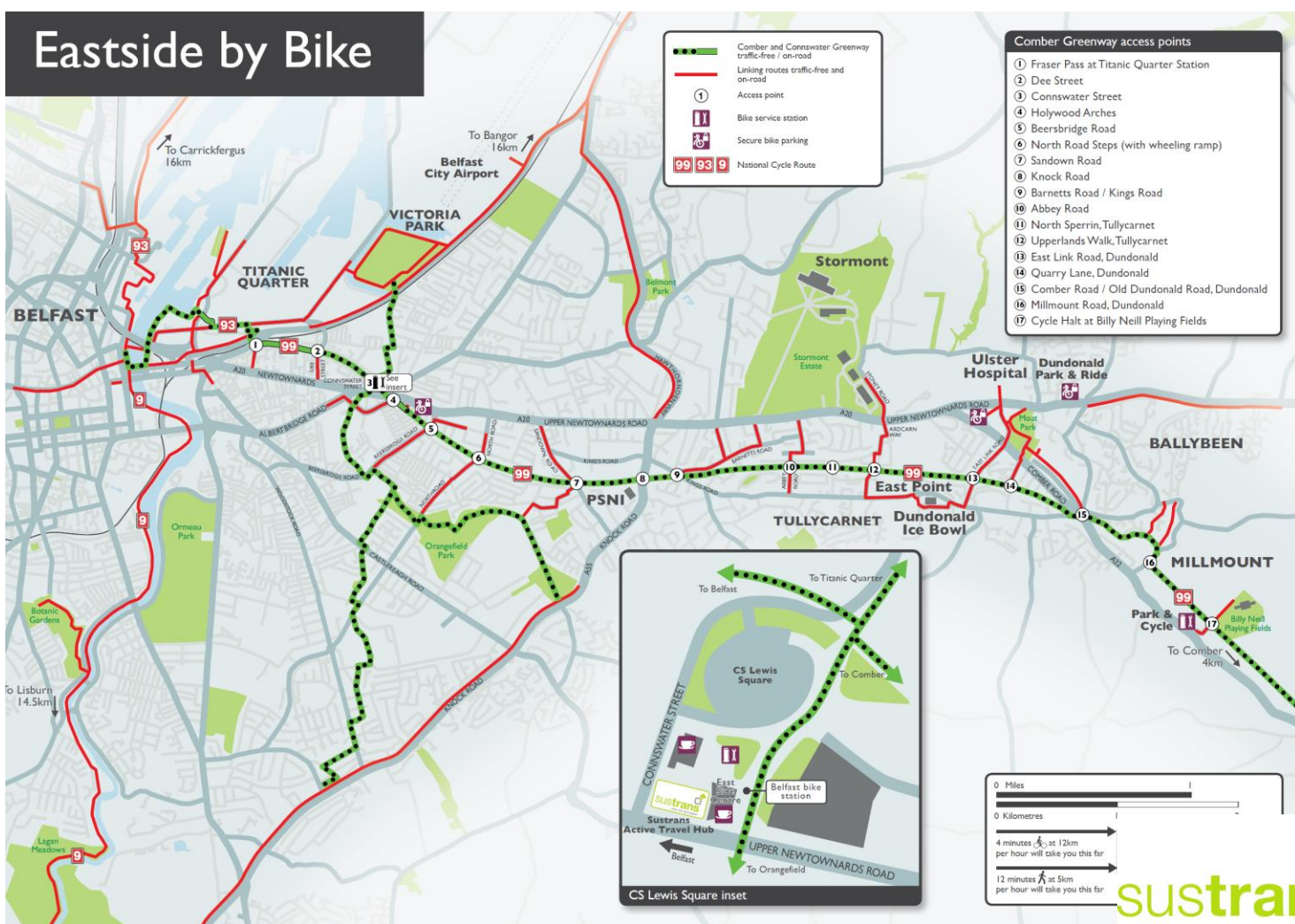


CYCLE SKILLS TRAINING



ROUTE PLANNING

Eastside by Bike



CYCLE FRIENDLY EMPLOYER ACCREDITATION



CHAMPIONS



Kathleen – ENT Nurse at the Ulster Hospital

I like to be a positive role model

I have asked for more cycle parking at work

Sharing information about Sustrans activities

We have organised some lunchtime cycles

'....encouraging people to take part.'

EMPLOYER BIKE PARKING & REPAIR STATIONS



NORMALISING CYCLING BELCYCLE



Beleycle

SATURDAY 16th JUNE, 11am – 4pm
CS LEWIS SQUARE, BELFAST

Want to get cycling? Already a cyclist? Come and discover a world of bicycles, advice, music, art, food. Family friendly fun for everyone!



Bike displays, cycle retailers, accessories & apparel, maintenance workshops, balance bike & tandem rides, led walks, interactive art stations, smoothie & paint spinner bikes, health advice, wandering musicians and circus acts, competitions and much more.

Sign up to a free cycle skills training. Designated cycle parking on site.

For more info visit sustrans.org.uk

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sustrans
not for yourself

interreg
North-West Europe
CRDF

HSC Public Health
Agency
Project supported by the PHF

**Department of Agriculture, Environment
and Rural Affairs**

sustrans
JOIN THE MOVEMENT

INCENTIVE SCHEME WITH RETAILERS



pedal perks.

Cycle Reward Scheme

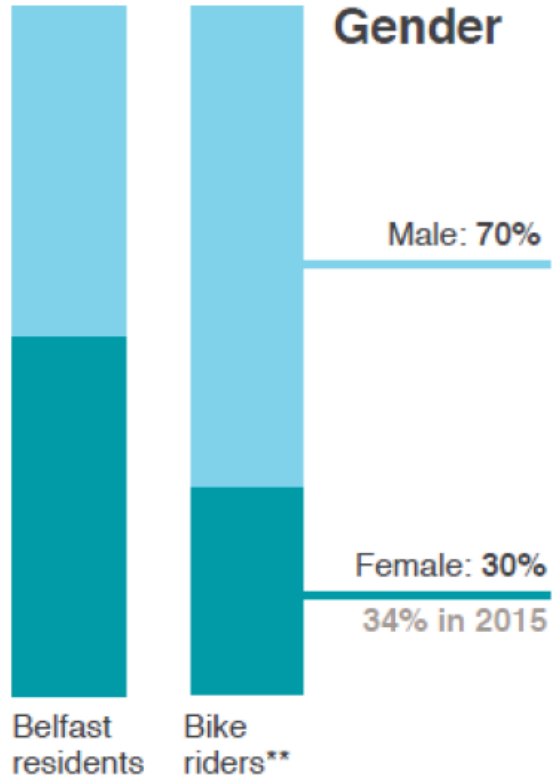
FAMILY CYCLING



CYCLE TRAINING FOR KIDS



THE GENDER ISSUE



WOMEN INTO CYCLING



WOMEN INTO CYCLING

KEEN TO GET FIT AND HEALTHY?
WHY NOT TRY CYCLING?



'It takes me 30 minutes to get to work on my bike, the same amount of time I would spend sitting in rush hour traffic and I arrive at work stress free.' Nicola, Belfast Met

'The bike maintenance course at the hub was excellent and provided skills to help keep my bike roadworthy' Olimpia, Barnardos

Venue and Dates:

Eastside Visitor Centre
402 Newtownards Road
BT4 1HH

Wed 24 Oct to Wed 28 Dec:

5.30pm to 7.30pm

Tues 15 Jan to Tues 19 Feb:

10am to 12pm

To book:

martha.robbs@sustrans.org.uk 028 9073 8513 or 07717881207
www.sustrans.org.uk/chips
Sustrans Active Travel Hub
CS Lewis Square

Sustrans Women into Cycling Programme:

20% of women in Belfast cycle. We want more to join them! Sustrans FREE 6 week programme for women, to encourage cycling and active travel, offers 6 x 2 hour sessions to get you started.

Course Content:

- Cycle training and bike maintenance
- Choosing a bike and equipment
- Planning a route
- Group cycle rides
- Information on health and fitness
- Tips on clothing, hair and makeup for cycling!
- Tea, coffee, quizzes and giveaways!

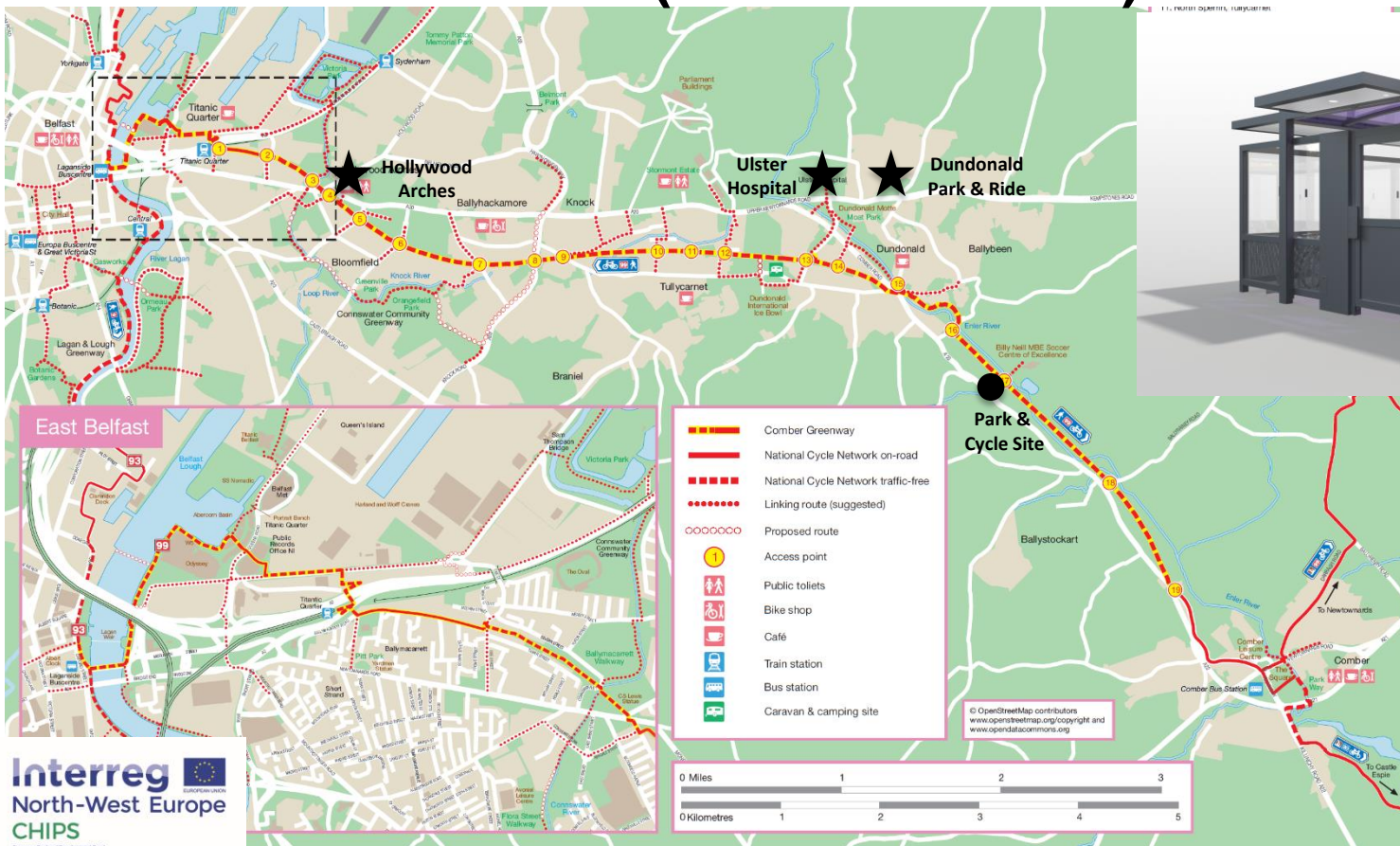
SHORTAGE OF BIKES



CYCLING IN THE DARK



CYCLE PARKING – WITH PUBLIC TRANSPORT (PARK & CYCLE)

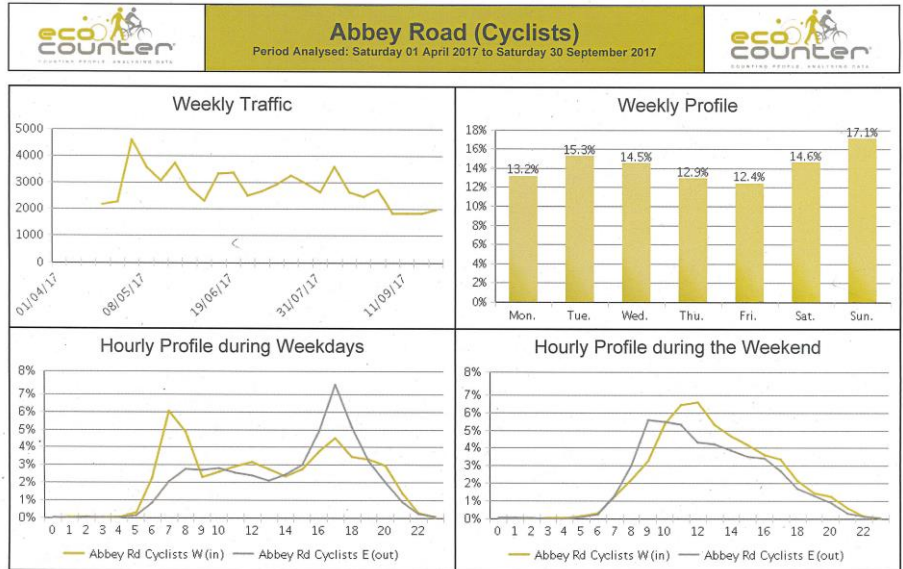
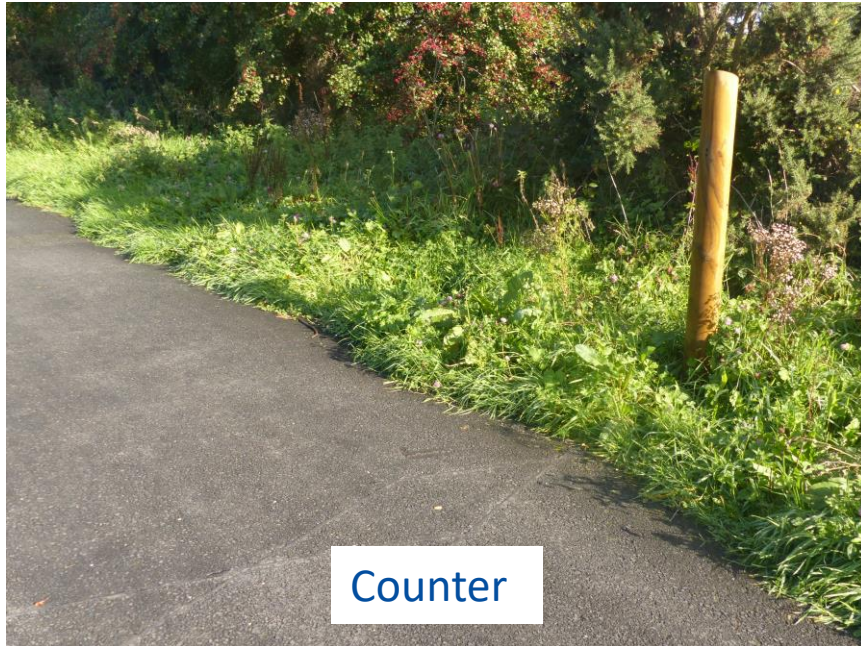


CYCLING AND PUBLIC TRANSPORT – MULTI MODAL JOURNEYS



WALK
RIDE
AND GLIDE

MONITORING & EVALUATION



MONITORING & EVALUATION

Interceptor Survey

Workplace baseline survey
Autumn 2016

On path surveys June 2018

Workplace final survey
Spring 2019

Final project report Summer
2019



FINAL OUTCOME – CYCLE HIGHWAY MANUAL

Evaluate

phase 4

Final step is to **monitor and evaluate** the effects of the development. Are people using the new cycle infrastructure? By using **GPS-data**, information from **counters and traffic lights** relevant information about the use can be filtered.

Main objectives: monitoring and evaluation dashboard and a CO2 reduction calculator.

Sell

phase 3

Communication and campaigns will help to **stimulate (new) cyclists** to use the cycle highway. Commuters are the main target group. The **engagement of employers** is key to reach the commuters and create a modal shift from car to (e)-bike.

Main objectives: designing campaigns, development of service point and mobile HUBs to facilitate the cyclists.

Plan

phase 1

A cycle highway facilitates citizens to **move by bicycle** from one place to another. It **connects** residential areas with business districts, city centers or transportation hubs. To determine the right location and make the right connection a **calculation of the expected use** is needed, taking into account the **future developments** to plan a future proof cycle highway.

Main objective: development of a virtual planning tool for potential cycle highways

Design & build

phase 2

The challenge is to design the **best suitable cycle highway** for that specific location. Therefore different **criteria** such as attractiveness, wayfinding, size and directness have to be taken into account.

Main objectives: a cycle highway assessment tool to evaluate the design and readability concepts in the (Virtual) Living Lab.



PATHS FOR EVERYONE

