

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member and Advisers for Regeneration and Development.
2.	Date:	Friday 11th April 2014
3.	Title:	British Cycling Led Sky Bike Rides
4.	Directorate:	Environment and Development Services

5. Summary

To seek approval to introduce led Sky bike rides which would be managed and delivered by British Cycling to encourage cycling in Rotherham and to seek an exemption from standing order 47.6.3. The project is part of a national scheme to encourage cycling and would be promoted by British Cycling and Sky TV in collaboration with RMBC.

6. Recommendations

It is recommended Cabinet Member resolves that:

- i) **Rotherham Council enters into a contract with British Cycling to manage and deliver led Sky bike rides which would be promoted by Sky TV, British Cycling and the Council. British Cycling would also support the local authority in its cycling ambitions along with the development of strategies and plans.**
- ii) **An exemption from standing order 47.6.3 be granted.**

7. Proposals and Details

British Cycling, in partnership with Sky TV, are undertaking a high profile national 'Go Sky Ride' programme working with local authorities across the country to increase participation in cycling for active travel and/or leisure through led Sky bike rides.

Within Rotherham, British Cycling would manage and deliver a series of led Sky bike rides throughout the Borough in the Summer and Autumn of 2014 for cyclists of varying abilities. They would provide a number of easy, steady and challenging led rides. This will increase the number and frequency of people cycling and encourage local residents to travel more actively and to cycle for leisure.

In order to promote the led rides, British Cycling and Sky TV have a national campaign to drive people to the goskyride.com website, which will feature local rides and a Council specific webpage. There will also be a local campaign in which British Cycling will work in collaboration with the Council to promote the led Sky bike rides using British Cycling and Sky branding.

In addition to this, British Cycling will support the authority in encouraging cycling generally along with the development of strategies and plans in the following ways:

- Assistance in formation of and being a member of any strategy steering group.
- Facilitation of the strategic planning process for the group.
- Advice, assistance, research and intelligence to inform any strategic development.
- Advice and insight into current cycling policies and best practice.

It is requested that the cost of the project provided by British Cycling is exempt from standing order 47.6.3 on the basis that this project is unique in the market place, ie: a sole provider. Sport England has commissioned British Cycling to deliver cycle participation outcomes as part of the 4 year whole sport plan cycle (2014-17). British Cycling are the only Cycle Sports National Governing body to receive Sport England and UK Sport Lottery funding, which enables them to provide considerable revenue match funding for the project. British Cycling also has a number of commercial partners and sponsors like Sky, which enable them to provide a considerable amount of in kind expertise and support.

All other South Yorkshire partners have agreed to the merits of the Sky Ride programme and have entered into contract with British Cycling. This means that the majority of authorities in the Yorkshire and Humber will be promoting Sky Ride in the year of the Tour de France Grand Départ being held in Yorkshire.

8. Finance

The project will cost: £24,000. This will be funded from the 14/15 Local Sustainable Transport Fund revenue programme and with match funding from British Cycling of £40,250.

9. Risks and Uncertainties

If this project is not approved the Council will lose the opportunity to be part of a high profile national project in 2014/15, with high profile partners and sponsors such as Sky, which will also draw in significant match funding from British Cycling.

The Council's legal team are satisfied with the proposed contract with British Cycling to manage and deliver this project.

10. Policy and Performance Agenda Implications

The delivery of this project will have a number of LSTF and LTP benefits. Promoting and encouraging cycling for active travel and leisure will support economic growth and encourage cycling to work which is a major objective of the LSTF and LTP. Increased numbers of people cycling will also help to reduce carbon emissions and improve air quality which is another important objective in the LSTF and LTP. Cycling also improves health and fitness which is an important aim in the LSTF and major objective for the NHS.

11. Background Papers and Consultation

Consultation has been undertaken with local cycling enthusiasts and members of local cycling clubs through the Cycle Rotherham group. Members of the group fully support the project.

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