

**Government Knowledge event:  
Encouraging Cycling in the UK 10th September 2014**

**Cost £395+VAT per Local Authority delegate  
10 Rochester Row, Victoria, London, SW1P 1JP**

**Overview**

According to statistics from CTC, the national cycling charity over 43% of the population say they own or have access to a bicycle, however only 8% cycle 3 or more times a week. The government are keen to promote cycling as a mainstream form of travel for all, and we have seen significant advances in places such as London to change infrastructure to make cycling more appealing and safer. However, more must be done to keep the cycle revolution moving in the right direction. With this key issue in mind Policy Knowledge are delighted to present our briefing on Cycling in Britain, a forum for discussion and debate on the key issues affecting cyclists in the UK and what more must be done to persuade people to cycle as their main mode of transportation.

This event will discuss key issues including:

- Increasing the number of people who cycle regularly in Britain
- Making it safer and easier for people to travel by bike
- The environmental and health benefits of cycling
- Changing attitudes to cycling
- Changing our infrastructure to make cycling a more mainstream activity
- Encouraging children to cycle from an early age to create a habit for life
- The benefits of the government's Cycle City Ambition Grant

**Agenda**

**9:45 Coffee and registration**

**10:15 Chair's Opening Remarks**

**10:20 Creating a Cycling Revolution in Britain**

Speaker confirmed: Roger Geffen, Policy and Campaigns Director, CTC  
Building on the increasing number of people cycling in Britain

- Building on the increasing number of people cycling in Britain
- Making cycling in large cities safer and more appealing
- The environmental and health benefits of cycling to the UK economy
- Matching European and International partners on the number of people cycling

**10:50 Question and Answer**

**11:00 The Health Benefits of Cycling**

Nick Cavil, Public Health Consultant (CONFIRMED)

- Understanding the health benefits of cycling for all ages
- The positive impact cycling has on mental and emotional health
- How can cycling help you recover after serious health issues?

**11:30 Question and Answer**

**11:40 Coffee and Networking**

**12:10 Case Study: Royal Alexandra and Albert School – Award Winning Cycling to School programme**

- Increasing the number of children regularly cycling to school from 9% to 31%
- How was it achieved?
- The educational attainment benefits of cycling to school

Speaker invitation extended to: Eric Albrecht, & Mary Kelland, Bike It Officers - North West, Sustrans

**12:40 Question and Answer**

**12:50 Lunch and Networking**

**13:50 Case Study: Velocity 2025 – Transforming Cycling in Manchester**

- Investing £20m to deliver cycle programmes in Manchester to ensure 10% of journey by 2025 are taken by bicycle
- Creating a new network of integrated cycle networks to major centres such as employment centres, schools and leisure facilities
- Making cycling mainstream for young and old
- The impact of cycling on the local economy

Speaker invitation extended to: Cllr Andrew Fender, Chair, Transport for Greater Manchester Committee

**14:20 Ensuring Safety on the Roads for Cyclists**

Speaker invitation extended to: Michael Hampson, Chair, Royal Society for the Prevention of Accidents

**14:50 Building on the Success of the National Cycle Network**

- Making it easier for commuters, families and children to make the most of the cycle network
- Cycling with kids – Starting early to create a habit for life
- What more do the government and local government need to do to promote cycling as a mainstream form of travel?

Speaker invitation extended to: Jason Torrance, Policy Director, Sustrans

**15:20 Close**

Please note the above speakers and topics are subject to change at any time and without notice.