

## COMMENT

# MONEY TALKS



*Despite an appallingly weak draft Cycling Delivery Plan, CTC's **Roger Geffen** remains hopeful of securing new funding for cycling soon*

**DESPITE THREE** years of intense co-ordinated cycle campaigning activity, the Government's draft Cycling Delivery Plan (page 12) is a desperately lightweight document. It contains virtually none of the political leadership, the ambition, the funding, the cycle-friendly design standards, and the cross-departmental collaboration we have long called for.

The draft plan still speaks pathetically of an 'aspiration' that 'working with local government and businesses, we can together explore how we can achieve a minimum funding packet equivalent to £10 per person each year by 2020-21 – and sooner if possible.' CTC has pointed out that the Government has no such caveats around its plans for £24bn of roads investment and £40bn for HS2.

The good news is that, in a parliamentary debate on the morning of the draft plan's publication, Robert Goodwill MP spoke with conviction about the need for this £10 per head figure. 'Having let that genie out of the bottle,' he said, 'I intend to do nothing to try to put it back.' And it seems he meant it!

## FINDING THE FUNDING

We will only know what impact CTC's Funding4Cycling campaign call (which prompted over 3,000 CTC supporters to email the Treasury) has had once the plan has been finalised in late November and/or the Chancellor makes his Autumn Statement on 3 December. In any case, £10 per head could be easily found by redeploying some of DfT's roads funding. New DfT evidence shows that this would achieve far higher value for money (see sidebar).

Yet whatever happens, I remain

convinced that a breakthrough is coming. Why so optimistic? For one thing, the whole of the health sector is now starting to recognise the benefits of active travel (i.e. walking and cycling) – see 'The cost of inactivity' on p12. For another thing, major businesses are now openly supporting calls for funding for cycling – see sidebar.

My third reason for optimism is the growing strength of local campaign groups, and the willingness of several large city authorities to heed their message. Already over 600 councillors outside London have signed up to support Space4Cycling, with a further 867 in London. Newcastle leads the way, with 67% of councillors signed up.

As for funding, we're not just relying on the Chancellor showing good will towards cycling. Along with our allies, we've also backed an amendment to the Infrastructure Bill currently before Parliament, calling for a Cycling and Walking Investment Strategy. If DfT or the Chancellor haven't produced the goods by 3 December, expect a campaign on this before long. ●

● To fund cycling properly, the Government needs to put its money – £10 per person per year – where its mouth is



## NEWS IN BRIEF (CONT)

### ● BUSINESSES BACK LONDON SUPERHIGHWAYS

Microsoft, RBS, Unilever, Orange, Deloitte, Coca-Cola, the Financial Times and several city law firms are among the businesses to give their backing to London Mayor Boris Johnson's ground-breaking plans for two high-quality cycle schemes through central London. Their support was enlisted by campaign group Cycling Works (an offshoot of the London Cycling Campaign). CTC, LCC and others have welcomed the mayor's plans, with reservations. One superhighway would run north-south from Kings Cross to the Elephant & Castle via Blackfriars Bridge, the other runs east-west from Tower Hill to Paddington via the Embankment, Parliament Square and Hyde Park.

### ● CYCLING REPAYS INVESTMENT

The Department for Transport (DfT) has published new research showing that the costs of investing in cycle provision are vastly outweighed by the scale of the resulting health and other benefits. Analyses of the Cycling Cities Ambition Grants and Local Sustainable Transport Fund programmes show that investing in cycling typically yields over £5 of benefits for every £1 invested – and up to £35 in the case of the programme in Cambridge. This benefit-to-ratio is huge compared with road and rail schemes, where a 2:1 ratio is considered good and 4:1 very high.

### ● CTC TOURIST COMPETITION

The 2014 CTC Tourist Competition, just ended, again attracted hundreds of entrants. It looks like Chester and North Wales CTC will be dominating the prizes once more! We'll have a report on the winners in a forthcoming issue. Until then, visit [ctc.org.uk/ctc-tourist-competition](http://ctc.org.uk/ctc-tourist-competition)

### ● CTC EAST MIDLANDS

The Annual Regional Meeting of the CTC East Midlands Region is at the YMCA International Community Centre, 61b Mansfield Road, Nottingham NG1 3FN at 2pm on 24 January.

### ● CORRECTION

The photos of Roop Singh on page 81 of the Oct-Nov 2014 issue were incorrectly attributed to Duncan Lomax.



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