

# **Making the most of the Silver Bullet .... or not!**

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# How was it for you?

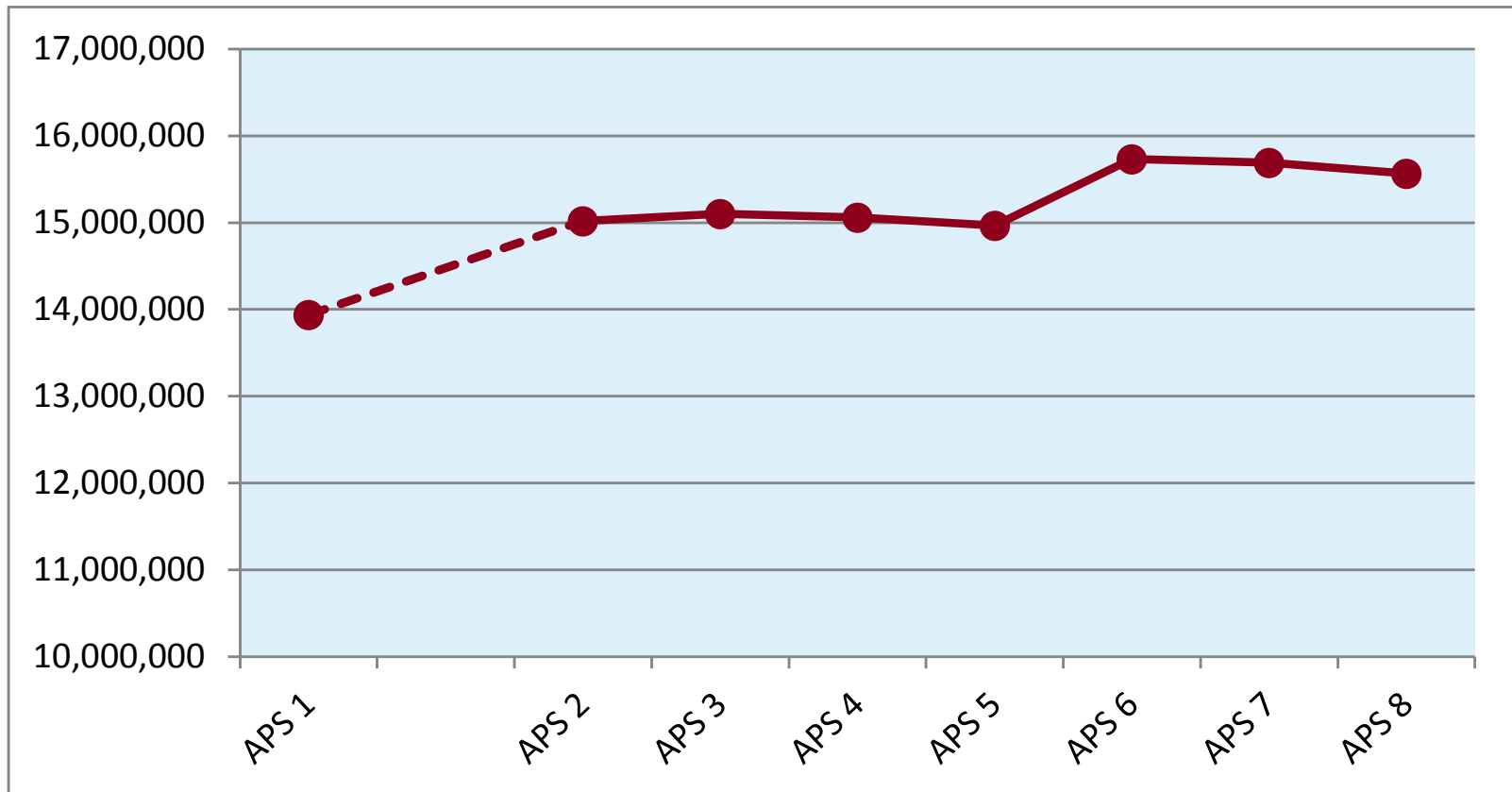


What did you do for legacy?

Almost three years on – give a score out of 10 on the legacy impact for sports participation.

**15.6 million** 16+ participants

- 125k down on APS 7
- 1.6m up on APS 1



# Workshop Outcomes

- To define what we mean by a community sports legacy
- Share experience and learning with a particular focus on the 2014 TDF Grand Depart in Yorkshire
- Start to establish a framework for legacy planning around future events

# Timeline



2015

2017

2019

2021



2016

2018

2020

Phase 1 - Planning

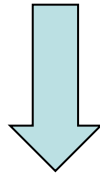
Phase 2 – Building Capacity

Phase 3 - Activity

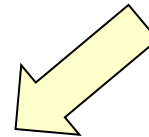
Phase 4 – Sustain

# Possible Framework

Phase 1 Planning  
(Objective Setting)



- Communication
- Monitoring and Evaluation
- Leadership

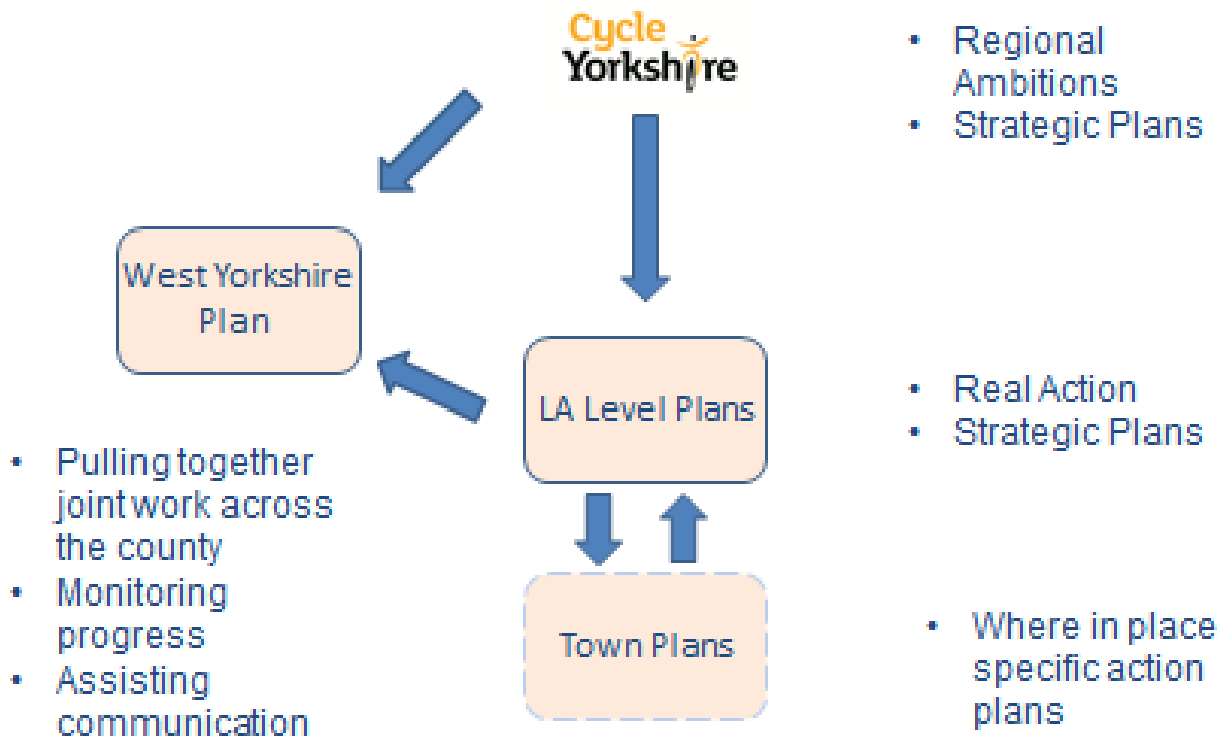


Objectives	Phase 2	Phase 3	Phase 4
Coaches and Volunteers	Action	Action	Action
Facilities	Action	Action	Action
Activity and Events	Action	Action	Action
Club membership	Action	Action	Action





## Plans to Deliver a Legacy







*To be recognised as a great region for cycling, inspiring more people to cycle more often*

Figure 1. Strategy process, objectives and outcomes

Partners will provide:

**Strong leadership and governance, and  
Appropriate investment**

In order to deliver:

<b>Increased community capacity to promote cycling</b>	<b>Improved infrastructure and facilities for cycling</b>	<b>Increased skills and confidence for cyclists</b>	<b>Campaigns, events and other initiatives to encourage cycling</b>
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To meet our objectives:

- Cycling to be widely perceived as a safe, effective, cheap, healthy and enjoyable activity for commuting and leisure
- Yorkshire and the Humber to be recognised as a great region for cycle sport, cycle tourism and events
- A broad range of community, public and private sector partners to be effectively working together to promote cycling
- Everyone in the region to be able to access appropriate equipment to enable them to cycle
- Everyone in the region to have access to training to give them the skills and confidence to be able to cycle regularly
- Safe, high quality infrastructure and facilities to enable cycling, appropriate to local circumstances and need, to be provided throughout each local authority area, linking main residential areas and ingress points to key destinations
- Local authorities and partners to effectively encourage and facilitate everyone in the region to cycle more often as a mode of transport, for recreation and for sport

And our targets:

- For the proportion of adults residing in each local authority area cycling at least monthly for recreation to be at least five percentage points higher in 2023 than the 2011 baseline, with an interim target of at least three percentage points by 2018
- For the number of trips made by bicycle in each local authority area to be at least 20% greater in 2023 than a 2012 baseline, with an interim target of at least 12% greater by 2018
- For at least one-third of all cycling activity (for utility, leisure and for sport) to be by women by 2023
- For cycle sport to achieve at least the following increases in numbers in the region by 2018 compared to a 2012 baseline: of competitive events, 3%; of non-competitive events, 10%; of number of officials, 10% and number of affiliated clubs, 10%
- For the number of cyclists killed or seriously injured in road incidents to be lower than the 2009-11 average in the years up to 2023

With key delivery highlights:

- Giving everyone in the region the opportunity to access a bike and training to use it
- Delivering a regional cycle hire network
- Delivering an on-going programme of high profile and participatory events to promote cycling
- Supporting every large employer and school in the region to have a fully implemented travel plan
- Increasing support to community-led organisations that promote cycling

In order to achieve our vision:

Yorkshire and the Humber is recognised as a great region for safe cycling, inspiring more people to cycle more often

Which will mean more people cycle:

As a transport mode	For leisure	For sport
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Which will:

<b>Benefit public health</b>	<b>Benefit the local and regional economy</b>	<b>Benefit local and global environments</b>	<b>Benefit social inclusion</b>	<b>Benefit local and regional tourism</b>	<b>Benefit transport and help reduce traffic congestion</b>
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## Good

- “Buy in” at the very highest level
- Commitment from all 23 Local Authorities and many cycling agencies
- Clear 10 year agreed strategy in place
- Small core team identified through “Cycle Yorkshire” with legacy as it’s focus
- Encouragement of joined up plans
- Very wide range of partners engaged at all levels
- Good positioning for CSPs
- Lots of communication

## Not so Good

- Felt a little “top down”
- Too much bureaucracy being fed to the centre
- No clear timescale in place for implementation
- Didn’t think about capacity building enough
- Drawn into other legacy areas (economic, education)
- Not so much “buy in” from LAs away from the route

## Activity 2

Please complete the brief planning template for the Netball World Cup (2019) or any other event

- how will the event add real value to what would have happened anyway?

## **More Coaches, Leaders, Volunteers, Businesses**

- Tourmakers (for the event not legacy)
- Leader, coach training (additional?)
- Social Enterprise support through Yorkshire Bank

## **Building Skills and Confidence**

- Road Safety Campaigns / Apps
- Boost to Bikeability
- Bike Maintenance Workshops
- Adult learning programmes

## **Facilities and Infrastructure**

- City Connect (West Yorkshire)
- Cycling Hub development
- Ride the Route Hub
- West Yorkshire Cycling Prospectus (infrastructure)
- Influencing transport plans and routes
- County mapping
- Cycle Hire Schemes
- Cycle Library

## **Activity**

- All LA's in Yorkshire signed up the British Cycling Partnership
- 2 pre-event Sky Ride mass participation events
- Event mapping (Sportives, local rides etc.)
- Generating interest in the schools
- Schools Education pack

# Phase 2 Review

## Good

- Real influence and focus on transport infrastructure – long term projects being put in place
- Everyone wanted to be involved
- Excellent buy in from partners to the British Cycling Partnership
- Started to generate activity through mass participation events and planning for other events
- Generation of excitement through great marketing and comms.

## Not so Good

- Not enough focus on training of leaders and volunteers – general feeling is that there is enough
- Everyone wanted to be involved
- Low focus on the “sport of cycling”.
- Difficult to see what was going on

## Activity 3 Please discuss

- How long is this phase?
- What are the priorities for Phase 2 against your objectives?
- How do you generate the excitement to build local activity when the event is some time off?
- How do you keep the focus on legacy when all around are concentrating on the event?



# Phase 3 Activity

This year over

**14,000**

**riders** have taken part in British Cycling registered non-competitive events in Yorkshire.

British Cycling has trained

**70**



**Route Planners** who have designed over **100 new recreational cycling routes** across Yorkshire.

British Cycling has trained over

**130**



**Breeze champions**, who have **delivered 460 bike rides for women** to date.

Sky Ride has reached

**41%**



of the adult population in Yorkshire. That's **over 2 million people encouraged** to cycle more often.

British Cycling has delivered

**36**



**Go-Ride Tour events** in Yorkshire, engaging over **260 young people in cycling**.

British Cycling has supported

**240**



**competitive events** across all cycling disciplines in Yorkshire to date.

As of September 2014 there are

**7,604**

**British Cycling members** living in the Yorkshire region.



British Cycling has trained over

**250**

**Yorkshire residents as Ride Leaders**, who have **delivered 360 guided bike rides**.



British Cycling encouraged

**38,500**

people to give cycling a go at **6 mass participation bike rides** in Yorkshire this summer.

# Leeds Cycle Challenge





# Yorkshire went Yellow



## Good

- Lots of activity generated
- Wide range of partners doing things
- Lots of Sportives and other events
- Brilliant “buy in” from Yorkshire people
- Lots of energy around cycling

## Not so Good

- BC Led Rides had low numbers at times. Lead in time was short and lots of competing activities
- Focus on sustainable events somewhat lost
- Purpose of the activity was sometimes lost

Please discuss:

- How would you initiate the “activity stage” – will it happen anyway?
- What support might local organisations need to generate activity?
- How can we keep focus on continuing the activity?

**Tour of**  
**Yorkshire**<sup>®</sup>  
official *ASO* race **2015**







# Phase 4 Sustain

- Cycle Yorkshire staffing now gone
- Leadership now through “Welcome to Yorkshire” and British Cycling
- Strategy remains in place
- Sub-regional structures in place but waning interest
- Need to sustain rigour in the strategy implementation
- The Tour de Yorkshire should generate the interest
- Partnerships remain intact, including the BC Partnership

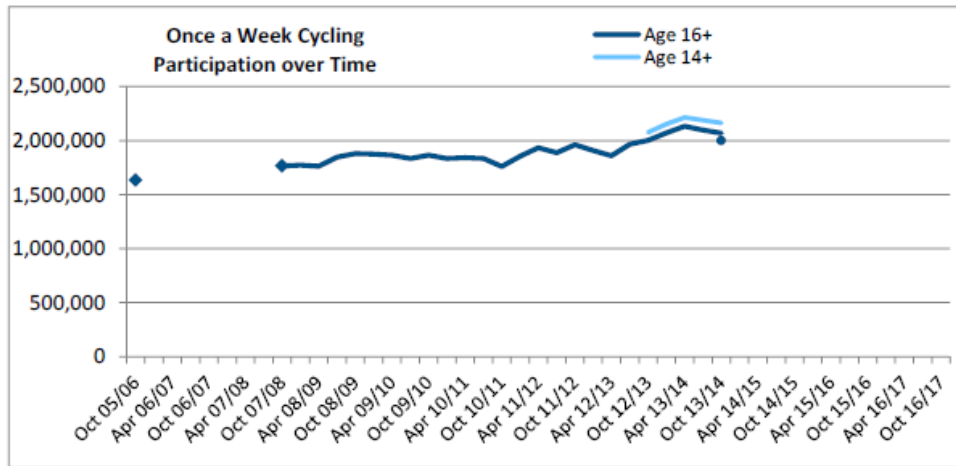
## Discussion:

- How long do we have before the legacy discussion moves on?
- How do you retain the structures and partnerships in place?
- How can you bring in annual reminders of the events?

# Was it a success?

- To date over £100m economic benefit to Yorkshire
- Yorkshire tourism in much better place
- “Proud to be Yorkshire” resonates

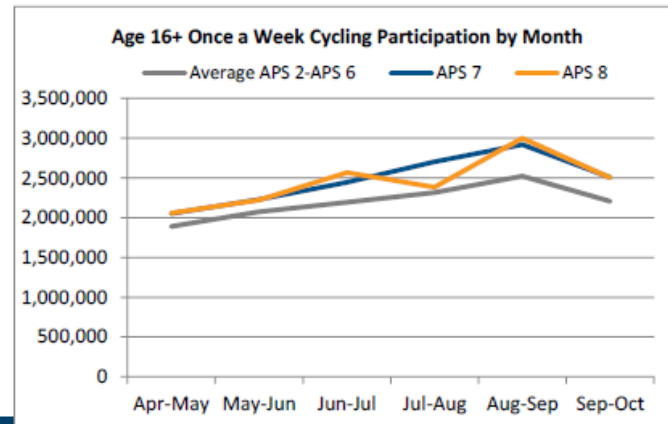
## Sport specific: Cycling



Fluctuation!

All of the drop came in Jul/Aug

- Storm cancelled most events



# Remember

- Long term plans are in place
- Unprecedented support for cycling from transport planners
- Lots of support from local authorities – grasping with financial considerations
- Connections between cycling organisations much better
- Better communication in place
- Placed us at the heart of cycling planning through the sub-regional groups

# Finally - Leadership

