

Cycle Planning Awards 2015: Criteria

Best innovation - use of technology or new technique

This Award recognises the contribution to cycling made by innovation. This can include technology such as journey planning applications, new innovations in bike share, e-bikes, and network planning. It can also include innovations in road layouts, marketing etc. which are not pure technology based.

Specific criteria for this award:

Your application should include details of:

Description of:

- Purpose of the innovation / technique - safety, navigation, promotion etc.
- How it has been implemented?
- What is the overall budget and what outputs have been delivered to date.
- Cost-benefits - Any quantifiable evidence of how much was spent and what outcomes delivered to show value for money.
- opportunity to introduce it elsewhere - demonstrate how the innovations can be replicable elsewhere.
- Increased modal share for cycling
- new cyclists created - different gender/age/etc.
- Innovation - is this an entirely new approach or adapted from elsewhere.

Best cycling network strategy / masterplan - (plans for the future)

This award is aimed at network strategies and masterplans for cycling in a city, town, region, borough, community or national park. The plans for the future development of cycling in this area, this should be an overarching plan which can include hard and soft measures.

Specific criteria for this award:

Your application should include details of:

Description of:

- A Summary of the objectives for the network plan for cycling in the region.
- Summary of what projects will be implemented to achieve the objectives
- Overview of the base-line - what is the current position
- How will it be implemented?
- What is the overall budget and what are the expected outputs and outcomes.
- Cost-benefits - Please supply any details you can on the proposals' value for money.
- What are the planned increases modal share for cycling - how have you arrived at this figure
- What are the target new cyclists - different gender/age/etc. How wil you reach them.

Best cycle network infrastructure project (built since 2010)

This award is aimed at the best infrastructure project in a city, town, region, borough, community or national park which has been built over the last 5 years.

Ideally it should offer an improvement of a complete network and could include on or off road provision, improved junctions, cycle parking etc.

Specific criteria for this award:

Your application should include details of:

Description of:

- A Summary of the objectives for project.
- Summary of specific items delivered or implemented to achieve the objectives
- What was the overall budget and what are the expected outputs and outcomes.
- Cost-benefits - Please supply any details you can on the proposals' value for money.
- What were the increases modal share for cycling - how have you arrived at this figure
- What lessons were learnt and can these be applied elsewhere

Best behaviour change campaign

This Award recognises marketing campaigns that engage with their target audiences, have a measurable impact, are replicable elsewhere and are great value-for-money. They can be single medium or omni-channel. The key question will be: does it work well?

Specific criteria for this award:

Your application should include details of:

- The target group(s) for your marketing campaign and how you tailored the campaign to meet their needs;
- The level of engagement and results you achieved, such as how many people you reached, follow-up contact, social media traffic and levels of behaviour change achieved; and
- Campaign spend and resourcing, including cost per head, benefits to the user and to other stakeholders, such as a local authority, an employer, the NHS and so on.

Most Cycle Friendly workplace

This Award recognises the most bicycle friendly workplace in Great Britain or Ireland.

This can be a large or small office, warehouse, NHS, school or university. The key question is how much support is there for staff or visitors to reach the workplace by bicycle. What incentives are there, what help and assistance are there on offer and how good are the facilities at the workplace.

Specific criteria for this award:

Your application should include details of:

- What facilities are available at the workplace - lockers, parking
- What levels of cycling to work as a percentage of staff

- What assistance and incentives are available - rewards, cycle to work scheme, etc.
- Promotion to staff - challenges,
- Include details of the situation of the workplace - e.g. how easy is it to reach safely by bike, how many staff live within cycle distance
- What are the results - what percentage of staff cycle, how has this been growing over time.

Best integrated community hub or cycle scheme (cycle parking, cycle hire, hub or cafe)

This award is to recognise excellence in the provision of cycle hubs. This may be part of a cycle hire scheme, or it may be for parking bikes at stations and might include cycle repair services or a café. The award will be given for the best intergration of the service within the community.

Specific criteria for this award:

Your application should include details of:

- Where is it located, scale and what facilities are available
- What levels of usage does it have - per-month
- Is the hub or system self-sustainable or does it require subsidy.
- How much investment did it take to set up - how much of this was from public investment (Cost-benefits - Please supply any details you can on value for money for subsidy).
- What are the key outputs - outcomes achieved
- Levels of customer satisfaction
- Demographics of the users - new cyclists, gender, age etc..

Local Authority with most cycle friendly policies

This award is to recognise the most cycle friendly policy of a local authority. This is open to any local government organisation, city, county, district, borough. The award will be given for the best intergration of the service within the community.

Specific criteria for this award:

Your application should include details of:

- Details of the cycling strategy
- Long term vision of the authority for cycling
- Encouragement for staff to cycle - parking charges, cycle facilities
- Policy to support local residents start cycling
- Support for existing residents who cycle
- Policy and implementation at school
- Workplace travel plan policy

- Where possible list the modal share for cycling and how it has grown over time
- List the cycle friendly investments by the authority over the last five years.
- What are the key outputs - outcomes achieved
- Provide evidence of satisfied citizens

Cycling Champion of the Year

This Award is for the individual who has made an outstanding personal contribution to cycling. This can include politicians, business leaders, academics, local advocates for cycling and media personalities.

Specific criteria for this award:

Your application should include details of:

- Name and role of nominee;
- Achievements in making cycle friendly communities
- Examples of the nominee doing outstanding things for cycling;
- Commitment to the cause
- Testimonials illustrating a high level of respect.