Item 4

21st November 2023

Glasgow City Council

Environment and Liveable Neighbourhoods City Policy Committee

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Cycling and Urban Sports Strategy

Purpose of Report:

i. To update Committee on the public engagement on the Draft Cycling and Urban Sports Strategy

ii. To present the final version of the Cycling and Urban Sports Strategy for subsequent submission to City Administration Committee for approval

Recommendations:

It is recommended that the Committee notes the contents of the report and agrees with the Cycling and Urban Sports Strategy progressing to City Administration Committee for approval.

Ward No(s): Citywide: ✓

Local member(s) advised: Yes ☐ No ☐ consulted: Yes ☐ No ☐

1 Introduction

1.1 The purpose of this paper is to present the Cycling and Urban Sports Strategy (C&USS) and to summarise the public engagement.

1.2 The C&USS sets out the vision for delivering significant increases in cycling and wheeled urban sports activity during the coming decade. It describes the challenges whilst identifying the substantial potential to develop new opportunities in Glasgow for cycling and urban sports.

1.3 The strategy is an output and commitment from Glasgow's Active Travel Strategy 2022-2031 (ATS), with the document being directly associated with the "Thinking Differently" theme. While the focus of the ATS is enabling everyday active journeys by walking, wheeling, and cycling, the C&USS provides the opportunity for additional focus on cycling for leisure and sports, to both sustain and capitalise on changed behaviours around everyday journeys. It also builds on the overlaps with wheeled urban sports activities which are noted within the C&USS to include skateboarding, skating, push scooting and BMX.

2 Cycling and Urban Sports Strategy – role and content

2.1 The strategy is framed around "three Ps": People, Place and Programme. "People" discusses the cohort of people, including coaches and teachers, who deliver activities and training. "Place" discusses the diverse range of venues from international standard purpose-built venues to the more informal and community-accessible spaces and places, and the future needs in the city. "Programme" focuses on current initiatives and notes the key aims of these. A fuller definition can be found in the table below:

People	Place	Programme
The volunteers, leaders, peer mentors, coaches, teachers, and officials who help to make cycling and wheeled urban sports happen. Growing and diversifying participation in cycling and urban sports requires us to support, retain and develop this	The natural and built environment in which people can practice and participate in cycling and wheeled urban sports. Creating more and better-quality facilities, places and spaces that are safe and accessible, removes barriers to participation for many.	The cycling and wheeled urban sports activities provided to participants across Glasgow. Delivering diverse activity programmes in the heart of our communities provides the participation opportunities that many need to help them build cycling and urban sports into their lives.

essential people-resource.		

2.2 The principles of Equality, Diversity, and Inclusivity (EDI) run throughout the strategy. This has relevance for “People” and “Programme” in ensuring that the people both delivering and participating in programmes are representative of Glasgow’s diverse demographics, that activities are accessible and inclusive, and that opportunities to participate are equitable.

2.3 The importance of partnerships is highlighted throughout the strategy. The council and Glasgow Life are working collaboratively with a range of partners, particularly in the third sector; to develop and deliver a wide range of projects.

3 Online Consultation Survey and Engagement Events - Overview

3.1 The draft strategy was subject to six weeks of public engagement during the summer and coincided with the 2023 UCI Cycling World Championships (CWC) in Glasgow. This provided an opportunity for the draft strategy’s profile to be raised while the city’s residents’ attention was focused on cycling of many forms.

3.2 The engagement consisted of:

- An online survey hosted by GCC’s Consultation Hub.
- Three workshops targeted to local community organisations throughout Glasgow.
- One workshop targeted to strategic-level stakeholders.
- One drop-in event for GCC officers.
- Social media posts via GCC’s Twitter and Facebook. (During the period of engagement the platforms generated over 87,000 impressions).
- Promotional flyers were distributed throughout Glasgow’s libraries and further shared by organisations attending the workshops, and digitally via other key contacts.

3.3 The survey and the workshops both aimed to identify possible actions that could feed into an Action Plan for the C&USS. The **survey** additionally asked responders to what extent they approved of the contents of the C&USS, and asked responders what would help them to participate (or participate more) in cycling and urban sports. The **workshops** asked participants to identify gaps in current cycling and urban sports delivery in the city, and how that delivery could be improved. Workshop participants were encouraged to also complete the survey and to widely share the survey with their networks.

4 Survey responses

4.1 A report details the analysis of the 300+ responses to the survey. This includes the thematic analysis of the free-text answers which were included in the survey.

4.2 The survey asked responders how much they agreed with the strategy vision, aims and delivery framework, their current levels of participation in cycling/urban sports and what interventions might support them to increase their participation (or start participating)**.** Organisations (16 responded) were additionally asked in what ways they currently or plan to support participation in cycling/urban sports and what additional support might help them in this.

4.3 **Improved infrastructure and better connectivity across the city and with public transport** were the most frequently selected responses when responders were asked what programmes, initiatives or interventions would help them to participate in **cycling** and / or **urban sports**.

4.4 After infrastructure, **skills and confidence building workshops**, **training sessions targeted to under-represented groups**, and **community events and competitions** were selected as important to help people cycle.

4.5 **Increased number of spaces where practice is permitted** and **activity programmes focusing on youth** were additionally selected to help people participate in urban sports. **Community events and competitions** was also more important to those responding on urban sports than for cycling.

4.6 There were some statistical differences in responses between the various demographic sub-groups:

- Those aged 16-34 were more likely than others to indicate that “easier access to equipment” would help them participate in cycling.
- Those aged 35-44 and women were more likely to indicate that skills and confidence programmes would help them participate in cycling.
- Men were more likely than women to indicate that better infrastructure and an increased number of spaces where practice is permitted would help them participate in wheeled urban sports.
- Those from minority ethnic backgrounds were more likely than others to indicate that skills and confidence building workshops and activity programmes with a focus on youth development would help their participation in urban sports.

4.7 Seven of the organisations responded that **more funding** would help them to further support activity programmes. Three also selected **better infrastructure** (e.g., lighting at outdoors sites, smooth surfaces).

4.8 Over three quarters of responders agreed / tended to agree with the **Strategy Vision** and **Aims.** A similar number agreed strongly / tended to agree that People, Place, Programme and Partnership formed an effective framework for delivery of the strategy

4.9 Respondents' priorities for **Equality, Diversity, and Inclusivity** (EDI), provided in their open feedback on this, are for a focus on **girls/women**; financial incentives for people on **low incomes**; focus on **early years**; focus on **minority ethnic communities** and a focus on people with **disabilities**.

4.10 Several of the survey questions included a free-text response option. It is noted that for most of these questions a proportion of the answers were either generally negative, did not relate to cycling or urban sports, or they were concerned with the poor behaviour exhibited by some people using cycles and the negative impact of this on pedestrians.

5 Workshop feedback

5.1 A report details the feedback received during the workshops.

5.2 The workshops were delivered with the assistance of the Cycling Development Officers and the wider Glasgow Sport team at Glasgow Life. Attendees at the community focused workshops included representation from local cycling organisations, urban sports groups, third sector, sports clubs, housing organisations and community councils. At the strategic stakeholders' workshop representatives from Transport Scotland, Disability Sport Scotland, Skateboard Scotland/GB, Cycling UK, Cycling Scotland, GCC Education and Glasgow Urban Sports (GUS) attended.

5.3 At each workshop, a presentation on the Strategy and its context within the wider suite of Glasgow's transport strategies was given, and group discussions took place on the strategy's themes of People, Place and Programme, and on the Partnership approach. Feedback was collated and reviewed with a view to potentially incorporating key ideas into an Action Plan for the strategy.

5.4 The main areas of discussion for each theme are summarised below:

5.5 People

- How best to recognise, retain and develop staff and volunteers.
- Identification of the most appropriate training to upskill those delivering activities, while recognising the importance of mentoring within urban sports.
- Avoid the over-professionalisation of delivering as it can be onerous for small community organisations.
- Work with local organisations as they are the most knowledgeable about their communities, how to reach audiences and draw leaders from them.

5.6 Place

- Make better use of existing places and under-used sites; develop as multi-function spaces for a variety of groups and thereby fostering broader community buy-in.
- Additional facilities such as toilets would improve inclusive usage of Places.
- Integrate Places with sustainable travel options and increase their usage through improved wayfinding and mapping.
- Indoors or weatherproofed Places are important for activities / user groups.

5.7 Programme

- Easy access to programmes, equipment, and storage spaces. Programmes to cover all skill levels and for all age groups.
- Development of new programmes for urban sports but recognising that much of this activity is unstructured and often develops from free play.
- Under-represented groups such as girls should be targeted as a priority.
- Need to establish a way for successful/popular programmes to be sustained through multiple funding cycles.
- Regular events at spaces with no traffic would encourage more people to participate.

5.8 Partnership

- Strengthen connections and communications between stakeholders and delivery partners with strategic oversight / coordination.
- Build mechanism for knowledge sharing between communities / delivery organisations. Connecting and supporting small providers in Glasgow.
- Possible creation of an urban sports development group.
- National support for local actions for C&USS to succeed.

5.9 At all the workshops several topics were discussed that cut across the main themes of the strategy: promotion, schools and young people, and funding. Further detail on these topics is within the report on the workshops.

6 Resulting changes to the Strategy

6.1 The public and stakeholder comments received during the engagement helped to identify areas within the strategy that would benefit from greater emphasis or clarification.

- A relatively high number of comments via the **survey** spoke of the need for **safe cycling infrastructure** and **improved sustainable transport connectivity across the city**. In response fuller details of the Glasgow Transport Strategy, ATS, Active Travel City Network and the Liveable

Neighbourhoods programme, and their interconnections, have been incorporated into the C&USS.

- Further comments via the **survey** spoke of the **poor behaviour** exhibited by some people using certain modes of transport. The C&USS has responded by more fully referencing the Travel Behaviour Change Strategy and its role in tackling difficult behaviour issues. The Road Safety Plan is also referenced within the strategy.
- The section describing the incorporation of the principles of Equality, Diversity, and Inclusion (EDI) within the delivery of the strategy has been revised. **Inclusivity for girls and women** is more fully discussed within the 'Glasgow as a feminist city' sub-section.

7 Action Plan development

7.1 An Action Plan for the Cycling and Urban Sports Strategy is currently in development. This will comprise SMART actions within the delivery framework areas of People, Place and Programme, with further actions to shape the development of the overall delivery approach of Partnerships.

7.2 The Action Plan is being developed with the assistance of the Glasgow Sport team at Glasgow Life; this team will be involved in the co-delivery of some of the actions therein.

8 Policy and Resource Implications

Resource Implications:

Financial:	The full costs of developing the Cycling and Urban Sports Strategy (CUSS) has been met from existing staff resources. Some existing GCC funding will support a new funding stream with Glasgow Life, though further funding will be required for ongoing delivery of the CUSS in future years.
Legal:	The report raises no new legal issues.
Personnel:	Internal and external resources and partners will be utilised in taking forward behaviour change activities.
Procurement:	None required
Council Strategic Plan:	The CUSS supports the following Council Strategic Plan 2022 – 2027

GRAND CHALLENGE ONE – Reduce poverty and inequality in our communities.

MISSION 3: Improve the health and wellbeing of our local communities

- Work with partners to promote and support people in Glasgow to achieve improved physical, mental and emotional health, and wellbeing.

- Work with partners to reduce health inequalities and the impact of deprivation and increase healthy life expectancy.

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.	Yes, supportive of the stated outcomes, particularly outcomes 1,2, 6, 7-11, through the role of active travel investment supporting people to make sustainable, affordable & equitable travel choices in the city, the role of active travel in supporting physical and mental health improvement, and the role of the CUSS to assist facilitate and influence choice of travel.
What are the potential equality impacts as a result of this report?	The work will be covered by the overarching EqIA for the Glasgow Transport Strategy and the Active Travel Strategy. Individual EqIA screenings will be undertaken as appropriate.
Please highlight if the policy/proposal will help address socio-economic disadvantage.	Improving opportunities for access to sustainable and/or active travel and urban sports can help address barriers to social mobility, improve knowledge of alternative travel modes and sports available, access to training, services, and can help to address problems of physical and mental health and wellbeing.

Climate Impacts:

Does the proposal support any Climate Plan actions? Please specify:	The CUSS will assist in promoting and supporting sustainable forms of transport and access to open space. GCC Climate Plan Theme 3 – Well Connected and Thriving City. **Action Number 51**. Deliver a comprehensive active travel network, incorporating the spaces for people measures (following consultation)

	and enabling 20-minute neighbourhoods through the Liveable Neighbourhoods Plan.
What are the potential climate impacts as a result of this proposal?	The projects will improve Glasgow's urban environment and connectivity including sports and leisure opportunities, thus leading to an improvement in a range of outcomes for the city's population.
Will the proposal contribute to Glasgow's net zero carbon target?	The proposal will assist in encouraging cycling and urban sports reducing the need to travel unsustainably and encourage people to live more locally improving the quality of place and respond to the requirements for the creation of resilient places to cope with and tackle climate change.
Privacy and Data Protection Impacts:	No data protection impacts identified.

9 Recommendations

9.1 It is recommended that the Committee notes the contents of the report and agrees with the Cycling and Urban Sports Strategy progressing to City Administration Committee for approval.