

# 1. The Cycling and Walking to Work Fund – Background Information

## 1. Introduction

The Cycling and Walking to Work Fund was secured by West Yorkshire Combined Authority in January 2017 from The Department for Transport. The funding is an overall £1.5m revenue grant to support cycling and walking initiatives aimed at jobseekers, apprentices and others accessing employment and training, to overcome travel barriers. The initiative will be delivered through the Combined Authority's CityConnect programme.

The overall aim of the Cycling and Walking to Work Fund is to enable, encourage and support individuals and employers in West Yorkshire to take up cycling and walking as ways of accessing existing or new employment and training opportunities. Funding must be spent by the end of July 2018.

## 2. Objectives

The objectives for the Cycling and Walking to Work Fund are:

- To improve access to employment and apprenticeships / training opportunities by enabling people to commute by cycle or on foot.
- To promote cycling and walking to work among existing employees to improve public health and to reduce congestion and improve air quality.
- To move unemployed people into the labour market and to support underemployed people into better jobs by making new travel to work options available.

## 3. Outcomes

Required outcomes for the overall Cycling and Walking to Work Fund have been identified and include, but are not limited to;

- Improved access to cycling for all low income / vulnerable groups
- Create frequent / regular cyclists through challenges
- Increase in number / frequency of people cycling and walking to work / training
- Improved access to employment opportunities for jobless and those seeking to progress their career through active travel (particularly in deprived communities)
- Improved access to apprenticeship and training opportunities through walking and cycling, leading to additional learners numbers and qualifications
- Improved access to new employment opportunities for in-work benefit claimants and under-employed individuals
- Development of network of employers providing improved facilities and policies to support active travel for employees
- Making the walking / cycling network safer, more attractive and more convenient for target audiences

- Increasing security through improved community cohesion
- Reduced travel costs and improved travel affordability through increasing levels of walking and cycling
- Improved health through increased physical activity for participants
- Increased awareness of CityConnect network or infrastructure
- Increase in volume of people using CityConnect network or infrastructure

These outcomes will be delivered using a range of initiatives, including

- Bike Friendly Business
- CityConnect Cycles free cycle training
- Love to Ride cycle challenge
- CityConnect Walking engagement package
- Behaviour Change marketing campaigns
- **Community Grants Scheme**

**See document 2. CityConnect Community Grants - Application Guidance**