



Strategic partnership between CTC and Forestry Commission England



Forestry Commission
England



working for cycling

Our aim

This document outlines a strategic partnership between CTC and Forestry Commission England. It details a formal relationship that will demonstrate our joint commitment to working together to deliver Sustainable Community Cycling Programmes

This will:

- Improve the health and wellbeing of the nation, in particular, increasing levels of physical activity through participation in cycling.
- encourage cycling as a sustainable mode of transport for both leisure and utility purposes
- increase delivery of cycling activities by Forestry Commission and CTC to support community groups, clubs and individuals visiting the forests and woods

Background

CTC, The UK's National Cyclists' Organisation, is a membership organisation and a charitable trust united in providing leadership in cycling:

- providing a comprehensive range of member services, activities, advice and protection for cyclists.
- promoting the benefits of cycling and making cycling accessible to all. It raises public and political awareness of the needs of current and future cyclists.

CTC has nearly 70,000 individual members and manages over £15 million of programmes for the public and private sector.

The Forestry Commission is the Government department responsible for the protection and expansion of Britain's woods and forests and in England. Forestry Commission England sustainably manages the Public Forest Estate for a range of multipurpose objectives, including the provision of facilities and services for the public to benefit from, including opportunities to improve health and well-being.





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Both organisations seek to:

- Increase the health and well-being of the general public
- Increase levels of physical activity, particularly of those currently not meeting the suggested national targets of (5 x 30mins a week for adults and 7 x 60mins for children)
- Improve awareness and understanding of the wide ranging opportunities afforded by physical activity in the natural environment
- Use cycling within the Forestry Commission Centres as a means to deliver a positive leisure experience and ultimately encourage people to make more trips by bicycle for leisure and utility purposes.
- Support the attainment of cycling leadership skills and volunteer development to establish sustainable community activities and increase public participation in the forest.
- Provide access to the training and skills needed for people to gain the confidence to start or return to cycling.
- Engage with a wide range of beneficiaries from within local communities; families, community support groups, young people and hard to reach groups (those typically not associated with cycling or physical activity).
- Retain and improve cyclists' access to Forestry Commission sites.

To support the partnership, Forestry Commission England and CTC will work together and review activities on a quarterly basis. This partnership will last for a five-year period and will be reviewed initially in 2014.

We will deliver

The partnership will jointly:

- Seek opportunities to promote physical activity through cycling in the wooded environment through joint promotional activities
- Provide membership services to Forest visitors that incorporate both CTC membership and Forestry Commission Discovery Pass benefits
- Issue joint press releases at local and national levels to raise awareness of the partnership activities
- Seek new funding and partnership opportunities to extend the programme locations, reach, outcomes and beneficiaries
- Work towards making the resultant cycling activities sustainable beyond existing grant funded programmes
- Aim at securing an appropriate number of Cycling Development Officers to service future community cycling development needs within the Forestry Commission

CTC will:

- Raise awareness of Forestry Commission Cycling activities to its members and the beneficiaries of national cycling programmes
- Develop community cycling programmes, events and activities across the agreed public forest estates through its core national programmes: e.g. Bike Club, Cycle Champions and Bike & Leisure
- Develop and supply training courses for Forestry Commission staff and those using the estate to deliver cycling programmes to build the capacity and skills to support sustainable cycling activities
- Work with existing cycling providers (eg. incumbent Bike Hire providers) to offer integrated cycling activities that are not detrimental to existing partnership and commercial arrangements.
- Offer membership services suited to the needs of the Forestry Commission centres and their supported cycling activities
- Identify and deploy regional Cycling Development Officers (employed by the CTC) to deliver sustainable community cycling programme activities
- Proactively engage in any Public Forest access debates to ensure that current levels of cycle provision are maintained and protected from potential threats; to ensure that policies support continuous improvement of current cycle provision and to protect future cycle use.

Forestry Commission will:

- Promote CTC as a National Partner of the Forestry Commission (to staff and incumbent suppliers of cycling services) for the provision of sustainable community cycling programmes
- Build the capacity and skills of Forestry Commission staff and those using the Estate to establish, deliver and support cycling programmes: through training and education
- Work with CTC to promote best practice to encourage other woodland owners to consider their own approach to support participation in cycling
- Promote CTC Membership to Forest visitors in conjunction with Discovery Pass Membership promotions or other marketing schemes that encourage cycling activities.
- Host regional CTC Cycling Development Officers (as an integral member of the local team) by providing hotdesk office facilities and access to local resources on an as needed basis.
- Up-skill CTC hosted staff members to support and integrate Forestry Commission ranger activities with cycling initiatives
- Liaise with local partners to support the integration of CTC cycling programmes with existing cycling activities
- Keep CTC up-to-date regarding any developments in the legislation and FC policy relating to the public access rights to Forestry Commission sites and especially those impacting cyclists.

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Case studies

These represent the type and range of cycling activities that have been developed through FC-CTC partnership working.

Delamere Alice Holt

As an extension to the Cycle Xtra programme a partnership has been formed between CTC, Cheshire West and Chester Council and FC to leverage the Forestry Centre as a leisure hub and a great environment to introduce people to cycling. The cycling development officer will interface with hard to reach community groups across the CW&C region and promote cycling as a means of sustainable transport. Funding is currently being sought through the DfT to potentially continue the work until 2014.

The CTC Cycle Champions programme has introduced all ability cycling activities in conjunction with the local bike hire provider. Hard to reach cycling groups across the Hampshire region have been signposted to and benefited from led cycling activities at the forest site.

Aston Hill, Rogate and Tilgate

CTC MTB has entered into agreements with the Forestry Commission and local downhill mountain bike groups to encapsulate trail building, insurance, a bespoke membership product to permit ongoing use of specialist trails within a Forest site. The project work generates revenue from membership, and day pass sales that covers ongoing maintenance costs and ensures people using the locally-developed trails carry third party insurance.

Forest of Dean

As an extension to the Cycle Xtra programme a partnership has been formed between CTC, Forest Holidays and Forestry Commission to deliver bike hire and a positive cycling experience to the site visitors.

Discovery Pass

In 2010 a discounted CTC membership package was offered as a national benefit to Discovery Pass holders. The take-up over a fixed period with limited marketing was extremely encouraging and there are plans to extend the offer to integrate a CTC group membership offer with Discovery Pass sales.

Cycle Xtra: Kielder, Haldon, Moors Valley, Sherwood and Griffon

Cycle Xtra is a Forestry Commission programme funded by the DfT until March 2012 that was pulled together in partnership with CTC and Hoseasons Holidays. The aim of the programme is to provide visitors to holiday sites with a positive cycling experience so they are encouraged to continue cycling when they return home. The holiday locations were selected for their proximity to Forestry Commission sites where some of the cycling activities could be hosted. As the programme developed there was a greater emphasis on running activities in the forest and signposting people to their local forest centres when they return home.

Dalby Forest

CTC has delivered a dedicated skills assessment area in the forest for cycle instructors to use with the groups and individuals they are training before taking them out on the trails. The local CTC Cycle Champion has also facilitated a trail user group to represent the interests and needs of the local partners utilising the dedicated forest trails and resources.

Other sites

CTC has leveraged its core programmes and capabilities to develop cycling provision at additional sites such as Cannock, New Country Park, National Forest and Gisburn. Activities range from all ability cycling fleets, community change initiatives, membership products and the training of Forestry Commission staff.



Signed and agreed by:

On behalf of CTC:

Date:

Kevin Mayne Chief Executive Officer



On behalf of Forestry Commission:

Date:

Pam Warhurst Chair



1 August 2011



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Forestry Commission
England



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