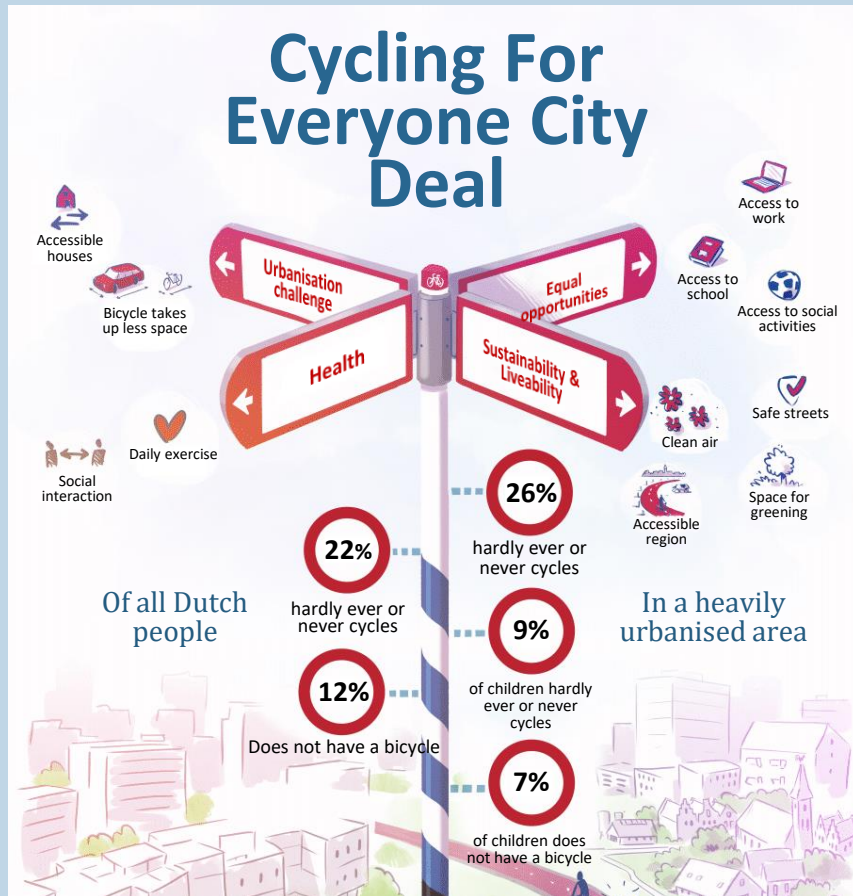


Cycling for Everyone City Deal

Management Summary | 5 October 2023



Context of the Cycling For Everyone City Deal

The purpose of this City Deal is for the Parties to get as many people who are currently unable to cycle for a variety of reasons on a bike and cycling. To get people riding bikes, they must *have a bike* and *be able to ride it*. This City Deal focuses on these two points: having access to a safe bike and the skill to ride it. The City Deal helps to create conditions so that member Parties can achieve these two components.

In the Netherlands, there are more bicycles than people; together we have 23 million bicycles. At the same time, 12% of all Dutch people from the age of six have no bicycle. Around 20% of people never or hardly ever cycle. In high-urbanised areas, there are on average two children in every class who do not have a bicycle, and one in eleven children never or hardly ever cycles.

Various municipalities are already tackling the issues of *having* a bike and *being able* to ride it. Collaboration allows parties to accomplish more than they currently are. For example, because we tackle projects together and can learn from each other what does or does not work, both in existing projects and in new projects. That is why we are launching this Cycling For Everyone City Deal, so that at the end, more people will have a bike, can ride a bike and actually start cycling.

Knowledge is needed, which starts with good data. There is a reasonably clear picture of the problem on a national level. In a few cases local figures are available, such as in Rotterdam. However, many municipalities lack insight into the nature and scope of the problem: who does not have a bike, who cannot cycle or lacks the courage to cycle, and why, the size of that group, etc.

Goal of the Cycling For Everyone City Deal

The goal of this City Deal is to get more people cycling. To achieve this, the City Deal focuses on helping people who cannot arrange this themselves to:

- Get access to a properly functioning, safe and suitable bike. Get access to a bike or have their own bike or always have access to a bike or a shared bike. But it is also about being able to afford and maintain (or have others maintain) one's bike and knowing how to prevent theft.
- Having the skills to **ride a bike**. Being able to ride a bike is about the physical skill to cycle and the traffic awareness to be able to do so safely.

The City Deal will contribute to the aforementioned matters: **liveability, sustainability, health, housing, equal opportunities, access to work and education.**

Cycling For Everyone City Deal approach

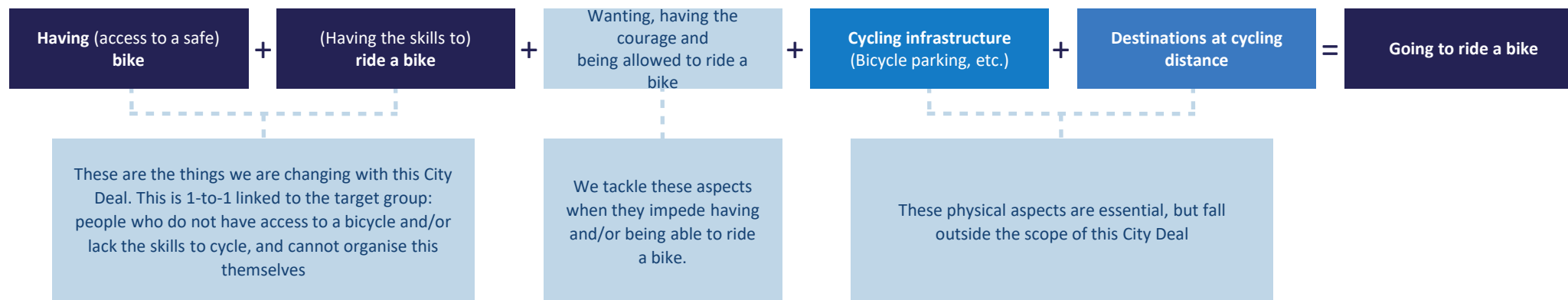
The City Deal focuses on **promoting bicycle use** by starting up, scaling up and sustaining **projects** for people, particularly including children, who do not have a bike and/or cannot ride a bike for a variety of reasons.

The success of this City Deal comes from the foundation: projects taking place in **the capillaries of society**. These are local and national projects, close to people, in neighbourhoods, where people need them.

At the same time, participants agree that there is **more to be done**. By linking projects together (e.g. bicycle marketplace), learning from each other what works and what does not, scaling up projects by implementing them in other places in the cities and in other towns, gaining more knowledge about the target groups and effectiveness of projects, etc.

Participants have to deal with **lack of capacity** and manpower. In part, the civil society parties in particular can help in this by deploying their networks, this will require pushers/pullers in the form of executive project leaders. And sometimes there is a need for **additional financial backing** to take the next step.

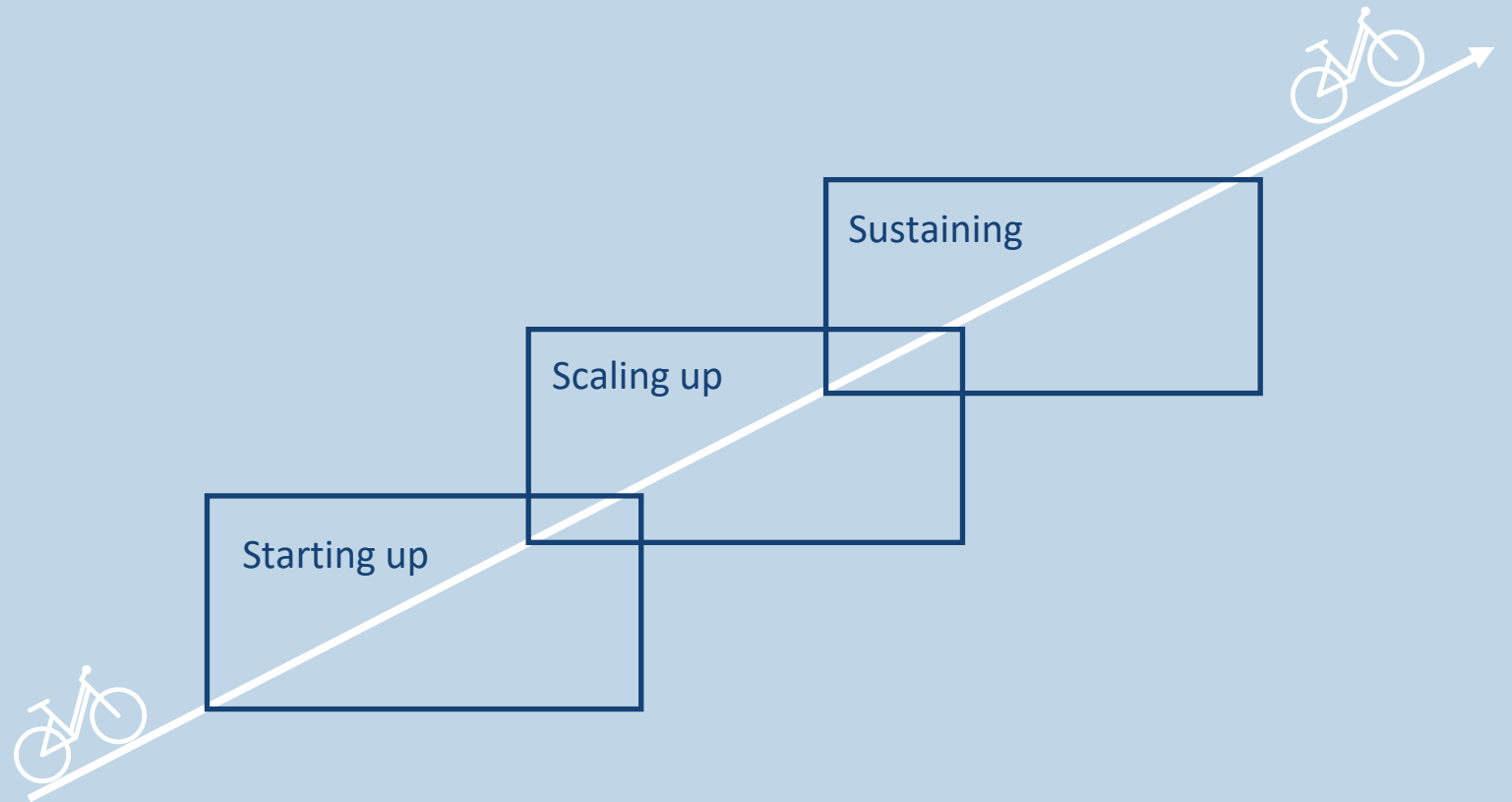
Scope Cycling For Everyone City Deal



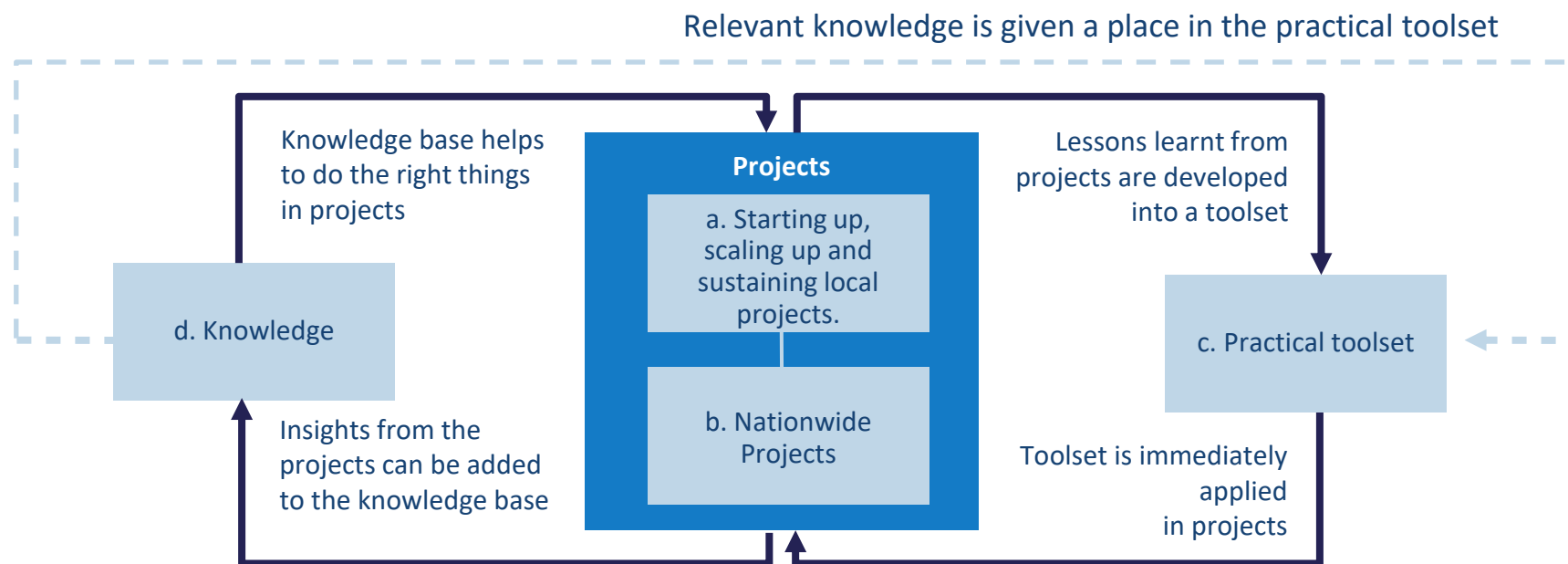
- The scope of this City Deal is having a bike and being able to ride a bike. We do this through **cycling incentives**
- Of course, there are other matters that are prerequisites for ensuring that people will ride a bike.
- First of all, attitude and experience: people must want, have the courage and are allowed to ride a bike. Those things that hinder the ability to have and ride a bike will be included in this City Deal.
- Finally, cycling infrastructure is also important: safe cycle paths, good networks, sufficient and safe bicycle parking facilities, etc. Destinations within cycling distance are also important. There has already been some focus on this topic in other fields. These physical aspects fall **outside the scope** of this City Deal.

Focus of the activities

- This figure shows the **three steps** in the development of projects: starting up, scaling up and sustaining.
- The participating parties are at different points in these steps.
- In municipalities that are still at the starting line, the focus is on **starting up** projects.
- In municipalities that have already started, the focus is on **scaling up**. The same applies to national projects.
- For all projects, we pay attention to **perpetuation**.



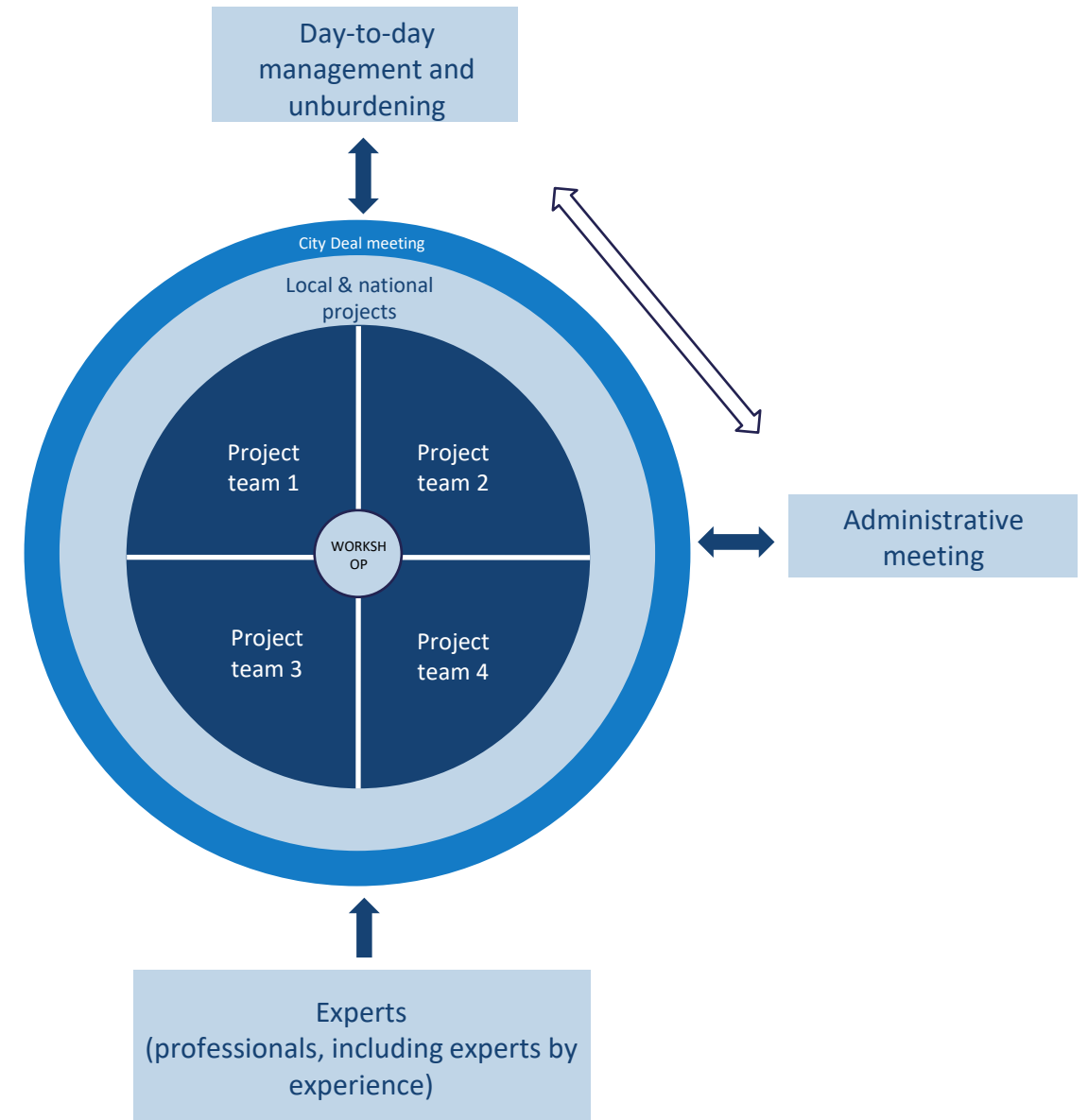
Themes Cycling For Everyone City Deal



- **Local projects** (theme a) and **national projects** (theme b).
- The lessons learnt from these projects will be developed into a **toolset** (theme c), which can also immediately be applied to the projects.
- In addition, there is a need for **knowledge** (theme d), which can help to achieve the right things in the projects.
- In turn, the Projects provide insight that can be used in the knowledge base.
- Lastly, relevant knowledge is given a place in the toolset.

Organisation Cycling For Everyone City Deal

- The local and national **projects** are the focus.
- **Project teams** will be set up to take on specific topics (a tool, research, thematic project, etc.).
- These project teams can call on a group of committed **experts**.
- A **workshop** will be held around twice a year where all the City Deal participants can come together.
- Steering will take place once a year in a **City Deal consultation** (budget, annual plan and progress).
- And once a year, a **board meeting** will be held that will serve as a place of inspiration and where decisions on direction will be made.
- **Day-to-day management** will guide the whole project.



Funding for Cycling For Everyone City Deal

- Participating parties will bring both **capacity** and **financial resources**.
- All parties are asked to contribute an average of **2 days/month** to the City Deal's products and projects.
- The ministries of Infrastructure and Water Management and Interior and Kingdom Relations will nominate the programme manager, communication adviser and dealmaker.
- The government units (departments, provinces and municipalities) will contribute a **set annual fee**.
- The Ministries of Infrastructure and Water Management and Health, Welfare and Sport will contribute **additional funds** for the project budget and the flexpool, among other things.
- Industry, civil society organisations and knowledge institutions will make **in-kind** contributions.
- A **budget** will be set annually.

	Infrastructure and Water Management	Interior and Kingdom Relations	Health, Welfare and Sport	Municipalities	Province
Annual	€50,000 €300,000 additional contribution to, among other things, flexpool and project budget	€50,000	€50,000 €150,000 additional contribution to, among other things, flexpool and projects for three years (2023, 2024, 2025)	€15,000 (G6) €10,000 (other municipalities)	€ 15,000
One-off		€30,000			
For no consideration	Programme manager Communication adviser	Dealmaker			

Who's in? (dated 5 October '23)

Type of organisation	Positive intention to participate
Municipalities	Amsterdam, Apeldoorn, Arnhem, The Hague, Eindhoven, Enschede, Haarlem, Heerlen, Leeuwarden, Leiden, Maastricht, Rotterdam, Utrecht, Zwolle
Ministries	Infrastructure and Water Management, Interior and Kingdom Relations, Health, Welfare and Sport
Civil-society partners and knowledge institutions	ANWB, BOVAG, Bewegalliantie, Fietsersbond, Platform 31, Stichting Leergeld
Companies	Decathlon, Heijmans
Number	25



City Deal Fietsen voor iedereen

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