

In the 2nd stage of Tour de Force, the partners commit to a substantial cycling impulse. All the partners feel a strong commitment to cycling and have formulated their own **AMBITIONS**. The 2nd stage is the robust follow-up to Tour de Force's 1st stage and builds on its achievements. There is a lot of energy tied in with these ambitions. With this document we want to make clear that the social value of cycling is high. And we can enhance this value substantially by putting even more emphasis on cooperation. This combined effort will enable us to scale up cycling.

Project 'Scale up Cycling' requires serious choices to be made and, in particular, dedicated investments. This is the outcome of research into the challenges that face us in town centres, regarding the cycling network and as a result of the integrated approach. An increase in cycling in the modal shift will provide a huge return, for everybody. It is money well spent!

This is the starting shot for the 2nd stage. Tour de Force is energetically on the way to yet more cyclists, making 'Dutch Cycling' even more attractive.



In collaboration with:
ANWB, BOVAG, CROW-Fietsberaad, College van Rijksadviseurs, Dutch Cycling Embassy, F10, Fietsersbond, Fipavo, IPO, Landelijk Fietsplatform, Ministerie van Infrastructuur en Waterstaat, MRDH, Natuur & Milieu, NOC*NSF, NS, NTFU, Platform31, RAVereniging, S.a.f.e., SWOV, Unie van Waterschappen, VNG, VRA, VVN

Info: www.tourdeforce.nl

SUMMARY

2nd stage

Scale up Cycling



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Tour de Force is the partnership between the authorities, trade & industry, NGOs, knowledge institutes and platforms dedicated to cycling in the Netherlands.

Tour de Force is a network organisation, a facilitator. By setting the agenda we stimulate, motivate and inspire the regular bicycle-orientated activities undertaken by each of the partners separately.

At the start of Tour de Force we have formulated a concrete ambition: a 20 per cent increase in kilometres cycled in 2027. Much has already been achieved in the 1st stage. We are on track, but the finishing line is not yet in sight. Therefore, Tour de Force has now entered the 2nd stage. We want to use the current positive focus on cycling to put into practice the project 'Scale up Cycling', to create more space for the bicycle as an obvious, attractive and safe mode of transport, as a way to exercise and spend leisure time.

To stimulate cycling we need to **CHANGE COURSE**, and we must make clear choices. Therefore, we need to change our way of thinking, our financing and, more importantly, we need to change the use of the available space!

Rethink our approach

For cycling distances up to 15 kilometres we aim for a cycle-inclusive, integrated approach where the bicycle is the focal point. To that end, we not only need to prioritise and invest in infrastructure but also provide sufficient services for cycling and create adequate conditions. A few examples: parking facilities for bicycles, opening up mobility hubs, bike share, road safety and behaviour change.

Rethink our finances

At present we link projects to the available cycling budget. Ideally, we would like to approach this the other way around. In addition, sufficient capacity to put into practice cycling projects should be available in government and other organisations.

Rethink the available space

This 'new thinking' has a large impact on the distribution of space, especially in town centres. Cycling is no longer 'a way to balance the budget'. On the contrary, pedestrians and cyclists will literally get the space to move comfortably and safely. This calls for a different prioritisation when infrastructural choices are made.

Bicycle use is not the be-all and end-all, but it is a versatile tool. Tour de Force identifies five **DEVELOPMENTS IN SOCIETY** where cycling can make the difference:



1. Cycling for easy access to the city



2. Cycling for a vital countryside



3. Cycling for a better climate



4. Cycling for better health



5. Cycling for opening up opportunities

Not one cyclist is the same, in the way that no Dutch person is the same. People cycle for a number of reasons and **DIFFERENT CYCLISTS** need different facilities. They use their bike to go to work, to the gym or to school, or do their shopping; it is an exercise tool, a means to relax. It is the plethora of cycling motives that makes the Netherlands the cycling country par excellence.

We distinguish six kinds of cyclists:



Commuters



Courier cyclists



(School)children and students



Recreational cyclists



Competitive cyclists



General, transfer and fast cyclists

The Tour de Force partners represent the various kinds of cyclists. For commuters, schoolchildren and recreational cyclists for instance, there are shared requirements as well as differences in approach. Different cyclists need different things. But all groups require a good network of safe and comfortable cycling routes. In addition, cyclists want to be able to store their bicycles in a safe place. This calls for high-quality (covered) parking facilities for all kinds of bicycles, for instance near train stations. These requirements also determine the choices and ambitions of Tour de Force.

In their own way, the partner organisations all contribute to a good cycling climate. Cooperation within the framework of Tour de Force creates added value. We distinguish five **MAIN TOPICS** that greatly assist the partners in their joint efforts to achieve a big increase in the number of kilometres cycled. In the coming period we will specifically devote our activities, time and money to these topics. At regular intervals we will draw up an implementation plan to achieve our objectives.

We distinguish five main themes:



A. Cycling in the city

By creating a direct link between spatial (urbanisation) requirements and mobility, the way is made clear for cycling. To shape the urban public domain we need to redistribute the available space for the various modalities. Tour de Force focusses on the design of the cycle lane of the future, on supporting local authorities in their efforts to modernise (cycling) parking standards, and on trying to fully embed cycling in zoning schemes.



B. 'Integrated' cycling

Cycling and public transport form a golden combination for distances over 10 kilometres, as long as the conditions are adequate. Parking facilities for bicycles and (shared) bicycle supply at transfer locations are of vital importance. This also makes the combination of car and bicycle more attractive, especially where car and public transport hubs physically come together. Tour de Force focusses on exploring the possible role of pre- and post-transport bicycling, experiments in improved use of existing parking, encouraging and expanding bicycle parking facilities at public transport hubs and providing knowledge and expertise to boost the availability of services at public transport hubs.

C. A high-quality cycling network



When there is a high-quality cycling network, cycling is the obvious choice for commuters, (school)children and students to go to work or school. Tour de Force focusses on expanding and upgrading the cycling network, building high-quality, safe and sustainable cycling infrastructure, and enhancing recreational cycling routes. This boosts regional economic development, and promotes the Netherlands as a cycling holiday country at the same time.

D. Stimulate bicycle use and cycling initiatives.



In addition to infrastructural measures, behavioural measures are necessary to increase bicycle use. Campaigns aimed at specific target groups are effective, for instance encouraging parents to take their children to school by bicycle or informing employers about stimulating employees to come to work by bike. Tour de Force focusses on the expansion of the Tour de Force network with employers' organisations and/or trade & industry, to further develop effective programmes to stimulate the use of bicycles.

E. Support for and knowledge about cycling



The Tour de Force network has a lot of knowledge about cycling at its disposal. At the same time, there is still a lot to be gained in the field of 'cycling data'. Cycling data can be very useful to us, for instance when we need to substantiate the effectiveness of projects and activities. We also need cycling data to increase cycling knowledge within the sector, regarding education as well as research. Tour de Force focusses on combining and utilising knowledge about cycling. Data about bicycle use needs to be readily available, and must be standardised to optimise the concept of 'Dutch Cycling'.

The summary of the 2nd stage Scale up Cycling can be downloaded from: www.tourdeforce.nl