

News story: Encouraging cycling and walking: apply for business funding

Organisations can apply for a share of up to £470,000 for innovative proposals to encourage people to make more journeys by bike or on foot.

Up to £470,000 is available for organisations with innovative projects that lead to people walking and cycling more. Innovations may include technology, infrastructure, manufacturing or behavioural change.

This is a [Small Business Research Initiative](#) (SBRI) competition. It has 2 phases. Up to £170,000 is available for phase 1, and up to £300,000 for phase 2.

Natural choice for shorter journeys

The government's vision is for cycling and walking to become the natural choice for shorter journeys. The [Department for Transport](#) (DfT) is funding this competition and is inviting proposals which:

- remove current barriers to walking and cycling
- encourage people to make more journey stages to by bicycle or on foot

Removing the barriers

The government's [draft cycling and walking investment strategy](#) sets out ambitions to:

- double the total number of cycling stages made per year by 2025
- increase walking activity to 300 stages per person per year by 2025

To meet these aims, DfT intends to focus on:

- better safety – safety and safety perceptions are among the biggest barriers for people wanting to take up cycling and walking
- better mobility – to make cycling and walking normal, easy and enjoyable, we need better links and networks to key destinations
- better streets – well-designed and accessible streets can encourage people to walk or cycle more as part of their daily routine

Competition information

- this competition opens on Wednesday 19 April 2017, and the deadline for registration is midday on 7 June 2017
- this competition is open to individuals, groups and organisations, but is particularly suitable for early-stage, small and medium-sized enterprises (SMEs)
- industry partners such as local government, independent and third sectors can carry out the project on their own or with others
- total project costs can vary between £25,000 and £100,000 and up to 15 weeks to up to 9 months, depending on the phase
- there will be a briefing event for potential applicants on Tuesday 24 April 2017