

AIMS, OBJECTIVES AND TARGETS

The seven aims set out below have been developed from the consultation process undertaken to gain support for the Cycling Demonstration Town bid.

They reflect the full range of the Council's and stakeholder's our ambition. They are set out as: aims, objectives and targets.

AIM 1. INCREASE TOTAL CYCLING ACTIVITY - More people cycling, more often

Objectives

- Increase the number of children/young people undertaking training to level 3 with a specific focus on engaging teenage girls (see below)
- Involve parents/ carers in training which gives them the confidence to support their young people in cycling
- Provide cycle parking for all schools - Monitor usage and increase provision where feasible
- Continue roll-out of our Safe Routes to School programme, prioritising routes that are common to several schools
- Increase Travel to Work schemes
- Work with the major developers/employers to exploit the identified 'major opportunities'
- Deliver a range of participation initiatives
- Increase delivery of Cycling England schemes

Main Targets

- Increase participation by 25% on existing cycling levels by 2010
- 100% increase in the total percentage of children cycling to school (7.4% to 14.8%)
- Implement partnerships by 2009 in the 'major opportunities' which maximise cycling impact
- Increase the number of companies with Travel to Work plans to 60% (300+employees)

AIM 2. INCREASE CYCLING AMONGST LOW PARTICIPANT GROUPS, PARTICULARLY:

- **Women and girls; People with disabilities; Over 45 year olds**
- **Economically /socially disadvantaged groups and individuals throughout the city**
- **Low participant areas starting with Westfield area of city (top 10% most deprived ward)**

Objectives

- Increase number of initiatives that attract women and girls e.g. build on existing initiatives such as: 'girls only' bike maintenance course; 'bike art'
- Increase the distribution of free/discounted bikes to those who are economically /socially disadvantaged
- Implement guided rides e.g. tandem bikes; escorted rides
- Build on the new initiatives at York High School e.g. curriculum 'mountain biking' at Dalby Forest and Diploma (school catchment covers Westfield and Acomb)

Main Targets

- Increase participation by 100% on existing cycling levels in these groups by 2011
- Increase cycle participation in Westfield by 100% by 2010

AIM 3. ADDRESS THE GAPS IN CONNECTIONS AND ROUTES – reduce severance

Objectives

- Link up cycle routes that don't connect
- Implement cycling routes across the city centre, through existing pedestrian areas
- Address identified 'pinch points' on routes where specific issues interrupt journeys
- Develop a new cycling and pedestrian bridge across the river that links the city centre and cultural quarter with the station and York Northwest
- Develop routes across the outer ring road
- Create physical and psychological links – Leisure & Pleasure routes/initiatives into cycling

Main Targets

- Cycle route across the pedestrian city centre implemented by end 2009
- Deliver positive outcomes on at least one pinch point per year from 2008
- Deliver 2 routes across the outer ring road by 2011
- New bridge by 2011
- 3 new Leisure/Pleasure programmes implemented by end 2009
- Cycle routes through and across the city will be more joined up with clear information linking them into wider national cycle network and Sustran

AIM 4. IMPROVING SAFETY AND SECURITY

Objectives

- Basic bike maintenance courses for all adult cyclists, with female only classes
- Develop secure city centre cycle park
- Increase the number of covered cycle parking areas
- Increase the number of cycle parking units around the city
- Obtain access to First's simulator (or similar) for FTR (double length articulated buses) and heavy goods vehicle drivers
- Review FTR routes for danger spots – 'bendy bus' incidents
- Review and implement new infrastructure at Blossom Street/ Micklegate
- Review the scope for advanced cycle signalling at dangerous junctions
- Implement innovative ground level lighting schemes across strays/ University route to test effectiveness
- Increase the availability of quality locks and lights – possibly 'free' promotional campaigns

Main Targets

- A fully functioning, secure, city centre bike park capable of undertaking daytime repairs operating by April 2009
- Reduce cycle theft by 25% by end 2008 (new target being established at present)
- Blossom Street/Micklegate junction scheme implemented by 2010
- Pilot lighting scheme to be implemented by end 2009
- Reduce cycle accidents

AIM 5. INCREASE BIKE AVAILABILITY

Objectives

- Implement Bike hire/ Velib type scheme at 3 locations in the city
- Recycle and refurbish bikes, avoiding waste stream and minimising CO² emissions arising from increased bike usage
- Develop 'load bikes' (Bike Rescue initiative)
- Recycle more tandems or other adapted bikes for use with people with disabilities/ develop new adapted bikes
- Encourage more employers to take up Cycle scheme (salary sacrifice)
- Implement school scheme in which schools buy bikes to give to disadvantaged children
- Increase the number of 'Build a bike' schemes
- Extend 'pool bikes' across the council – all departments

Targets

- 1,200 bikes per year diverted from waste stream
- Velib or similar hire scheme implemented by 2010

AIM 6. IMPROVE INFORMATION, MARKETING AND AWARENESS

Objectives

- Develop a new schematic map
- Increase information on sustainable transport options
- Re-launch the Personal Journey Planner
- Create a York cycling web site with links to other web sites
- Develop the learning from Smarter choices

Target

- Cyclists will have clearer information about cycle routes both in, around and across the city by end 2009
- New schematic map produced by end 2008 (see right)
- Existing Cycle map updated annually
- Personal Journey Planning widely available by mid 2009
- Cycling Demonstration Town Steering Group to meet at least 3 times each year (twice in '08)
- Cycling Forum to meet at least twice per year

AIM 7. TO LEARN, DEVELOP AND SHARE

Objectives

- Learn from other Cycling Demonstration towns and cities
- Review good practice and consider implementing wherever possible/relevant
- Actively participate in sharing learning from projects
- Monitor participation targets and other performance indicators in order to evaluate and disseminate quality learning
- Build on successful projects in York, such as TARGET (EU funded project)

Target

- By 2011, as part of our commitment to sharing Demonstration Town learning, we will have delivered at least 4 significant learning initiatives (i.e. written papers; participation at conferences etc)
- Review all existing Demonstration Town successes/problems by August 2008
- Meet all Cycling England monitoring and evaluation targets within agreed timescales