



# Access Fund York 2017-2020





## Access Fund for Sustainable Travel Revenue Competition - Application Form

### Applicant Information

#### Local transport authority name(s):

City of York Council

#### Bid Manager Name and position:

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## SECTION A - Project description and funding profile

**A1. Project name:** i-Travel York

**A2. Headline description:**



The i-Travel York objective is to achieve an increase in walking and cycling by providing a holistic range of integrated revenue activities to support capital infrastructure schemes.

These are designed to embed cultural change towards sustainable travel in York and achieve the optimal benefits from the capital investments.

Key strategic elements –

- 1 **Employment:** Enabling and supporting sustainable travel “Champions” within businesses to galvanise sustainable access for commuters.
- 2 **Education:** Increasing sustainable travel to schools and higher education for pupils, students and staff.
- 3 **Engaging:** Increasing active health and wellbeing across all age groups through events, challenges and community groups.

**A3. Type of bid**

a) This bid is:

**Revenue only**, and I confirm we have made provisions for a minimum additional 10% matched contribution

**Revenue & Capital**, and I confirm we have sourced the capital funding locally and have made provisions for a minimum additional 10% matched contribution.

b) If your bid is reliant on capital funding, please select one of the following options:

**Reliant on new bid to Local Growth Fund**. This bid is reliant on capital funding from the Local Growth Fund and work cannot progress if LGF funding is not secured. (If so, please indicate the page number(s) in the Strategic Economic Plan that corresponds with the relevant capital investment(s):

**Contains Local Growth Fund contribution, but not reliant on it**. This bid contains a local contribution from the Local Growth Fund, but the work can still progress as planned if LGF funding is not secured.

Scarborough Bridge is a £4.5m major walking/cycling infrastructure investment opening up access across the river to York train station and the York Central Enterprise Zone with a dedicated walking/cycling bridge. £1m is funded through LTP funding, £2m through Cycle City Ambition Grant funding. The project is currently awaiting the outcome of a £1.5m YNYER LEP Local Growth Fund bid.

A feasibility study is being undertaken to assess possible alternative designs at lower cost and the likelihood is that the Scarborough Bridge project will progress. The elements in this bid are not reliant on the LGF funding as the major infrastructure project would be able to progress in some form given most of the funding is already in place.

In addition there are many other capital funded infrastructure elements in plan from 2017-2020 from LTP funding which are not reliant on Local Growth Fund which will improve access for walking and cycling in York outside of the major Scarborough Bridge project.

**Does not contain any Local Growth Fund contribution**. The local contributions in this bid have been secured from sources other than a new bid to the Local Growth Fund, and there are therefore no relevant links to the LGF.

**A4. Total package cost (£m): 2.080**

**A5. Total DfT revenue funding contribution sought (£m): 1.312**

**A6. Local contribution (£m): 0.768 revenue  
(£m): 5.835 capital investment in walking/cycling  
infrastructure schemes and cycle detection  
traffic light priority systems**

£768k supporting revenue funding has been committed that we will be able to leverage to Access Funding through a successful bid including:

- £145.5k Local government contribution
- £135k Quality Bus Partnership
- £120k University of York Facilities
- £120k Section 106 developer funding
- £75k Business contribution match funding and event sponsorship
- £66k Public Health contribution
- £52.5k York Teaching Hospital NHS Foundation Trust
- £40k Virgin Trains East Coast
- £14k Elm monitoring project

Additionally there is over £5.835 million in match funding through combined capital contributions, non-guaranteed revenue funding and funding in kind.

This programme of work achieves synergies with a number of capital projects which directly benefit and enable the uptake of walking and cycling including;

- £4.5m Scarborough Bridge access development to open a major walking and cycling link to the York central railway station.
- £2.5m investment in Thermal imaging 'magic cameras' to be used on 30 city centre traffic light junctions to identify cyclists and change lights to green on detection of which we have apportioned £0.75m to this bid.
- £585k cycling and walking route schemes, 'Safe Routes' to school from LTP funding and public transport upgrades.

Funding in kind (not included in above total) will also be provided by:

- £160k through 10000 hours value of time donated by 200+ volunteers and community led contributions to associated walking/cycling programmes:

In addition there are a number of additional proposed capital items in the local LTP plan and Leeds City Region SEP for cycle route improvements and bus priority measures that are linked to the objectives of this Access Fund bid.

Given the importance of i-Travel York to City of York Council, in the event of any of the partner funding not coming forward, we are happy to underwrite the scheme to provide a match funding of 10% and will continue to provide revenue funding support to the programme to enable its maintenance into the future.

**A7. Equality Analysis**

Has any Equality Analysis been undertaken in line with the Equality Duty?

Yes       No

**A8. Partnership bodies:**

York has established excellent working relationships with a comprehensive range of supportive partners to effectively deliver the i-Travel York initiatives:

**Employers**

Workplace Personal Travel Planning, York introduced offer through the Workplace Travel Plan Network. Nestle, Aviva, TSYS, NHS York Teaching Hospitals, Shepherd Group, Best Western Hotels, Benenden Health Care and the Universities.

Business parks: Clifton Moor Business Association and Business Park, Holgate Business Park, Minster Business Park.

Retail parks: Monks Cross, McArthur Glen, Vangarde Retail Park  
Workplace Travel Plan and Challenge network.

**Education sector**

University of York

York St John University

York College – the number one source of apprenticeships in York

Askham Bryan College

Over 50 local primary and secondary schools.

**Community organizations**

Bike Belles

Step Right Up active health walks

Sustrans

Cycle shops

York Environment Forum

Joseph Rowntree Foundation

Cycle groups

Safer York Partnership / North Yorkshire Police

York Environment Forum

York Cycle Campaign.

## Bus operators

Through the York Quality Bus Partnership, we are transforming York's bus network to meet the challenges of development led growth, with delivery of a Better Bus Area Fund programme as well as a more general programme of operator and authority led investments. Work has included extensive improvements to bus stops with real time information around York, development of five "interchanges" in the city centre, new stretches of bus priorities, an "All York" multi-operator ticket and provision of free taster tickets to offer individuals through workplace programmes.

## Rail operators

Virgin Trains East Coast  
 Network Rail  
 Transpennine Express  
 Arriva Rail North and Cross Country.

York is currently working in partnership with Network Rail and the Train Operating Companies to bring forward the York Central development (120,000m<sup>2</sup> commercial, 2,500 homes) and major improvement to York railway station.

## Local Enterprise Partnerships

The City of York is an integral economic driver for two Local Enterprise Partnership (LEP) areas, namely the Leeds City Region and York North Yorkshire and East Riding. The LCR SEP emphasizes the importance of increasing the quality of the city region's transport system and the promotion of sustainable modes as key priority aims.

The Access Fund programme supports and complements significant capital schemes provided through council resources. The LCR SEP includes a range of proposed infrastructure investments to provide the right environment for economic growth and job creation for existing highway capacity problems in the York area. The capital measures to be progressed include:

- Cycle Network Improvements
- Bus Priority measures
- Transport interchange improvements at the Railway Station
- Traffic Signal upgrades along the target A19 South area which use new thermal technology to identify cyclists at smart traffic lights to reduce their journey time.

Further major schemes will all benefit from the support and additionality that the proposals include such as new housing developments for 600 homes on the forthcoming Germany Beck development.

The York North Yorkshire East Riding LEP identifies congestion in York as a significant impediment to economic activity and growth potential in the area. The Access Fund and the i-Travel York programme more broadly address these issues by encouraging the uptake of more sustainable modes of transport.

## **SECTION B – The Business Case**

### **B1. Project Summary**

i-Travel York will deliver a comprehensive and broad ranging programme of innovative schemes focussed on employment centres, education facilities and the engagement of communities and target groups. This involves the use of cutting edge technology through ‘app’ dashboards, smart traffic lights and integration of sustainable travel behaviours into cultural behavioural norms in York.

By working in partnership with communities and workplace ‘Champions’ we will increase walking and cycling rates, effectively targetting not only those who commute to and from work, but hard to reach groups who are socially disadvantaged. Active travel improves health and wellbeing, builds confidence and improves access to employment. These benefits will reduce the demand on costly public health services, The measures proposed proactively tackle the increasing problem of obesity in society with associated illnesses such as heart disease and diabetes.

York has a growing population and needs an ambitious programme of walk/ cycle capital schemes to support this growth. In taking these schemes forward, we need complementary revenue funding to raise awareness of the measures and make walking and cycling the default choice for as many trips as possible. Through LSTF funded schemes York has demonstrated a capability to deliver these revenue interventions with excellent results. Access Funding will allow York to raise the bar of sustainable travel uptake and, most importantly, embed cultural change towards active lifestyles and travel.

The programme is designed to complement and enhance the major capital investments planned from 2017-2020 into walking and cycling infrastructure which will improve journey times for sustainable modes, improve safety and provide high quality links and places where alternatives to car become the main mode of travel.

We want to continue to invest in cycling to help deliver the Cycling Revolution that is well underway in York. The city’s ‘Travel with Tots’ and ‘Bike Belles’ projects encouraging more women and children to take up cycling, have proved to be very successful. These projects can be taken to a new level, working specifically to encourage older cyclists through a ‘Silver Riders’ campaign. The Access programme will build on successful measures which are targeted at improving sustainable connectivity to educational opportunities, such as the successful ‘Bike It’ programme and will also deliver new opportunities, such as the proposed ‘Access to Apprenticeships’ scheme. This project will open doors to new apprenticeship opportunities, giving more young people access to the skills they need to build a successful career. Partnerships with Higher Education will leverage greater value for money and uptake of walking/cycling on campus. Major events will be held that permit mass participation and celebration of cycling as a mode of transport in York.

Please see programme summary table with description of activities, costings and key delivery outcomes included on the next page:



Summary of strategic elements:	Description:	Total Cost (£k)	DfT contribution (£k)	Local contribution (£k)	Key delivery outcomes:
<b>1. Employment Sustainable Travel uptake</b>		<b>408</b>	<b>272.5</b>	<b>135.5</b>	
Workplace active travel support	Delivering a workplace and jobcentre support service to offer ongoing promotion and assistance with sustainable travel modes, train the trainer and personal travel planning events working with target groups.	135	120	15	10% increase in modal shift to sustainable modes
Active Travel Dashboard	Promotion of new 'Moves' app which provides smart monitoring of travel behaviour, intelligently identifying modal split and distance travelled, provides encouragement and support to users.	20	20	0	1000 active users sharing travel data
Workplace Travel Network & Travel Plan Assistance	Establishing key "Champions" network and offer of travel plan support service to assist businesses in writing / implementing travel plans to enable better transport business practices	117	64.5	52.5	Grow TPN membership to over 150 organisations and 15000 employees.
Apprenticeship discounted travel scheme	Free bike loans and discounted bus travel via smartcard ticketing, role created for an apprentice to supervise the apprentice schemes	70	62	8	300 apprentices receiving sustainable travel discounts and support.
Travel Planning software	To enable businesses to achieve greater sustainable travel uptake through the use of user friendly software tools	6	6	0	30 businesses delivering travel plans
Install cycle shelters at businesses	Cycle shelters installed with package of support measures to enable cycling uptake	60	0	60	30 businesses with new cycle shelters
<b>2. Education Sustainable Travel uptake</b>		<b>490</b>	<b>308.5</b>	<b>181.5</b>	
Travel2Campus	Higher Education sustainable travel forum, Dr Bike workshops, led rides, staff and student events on campus, promotion of sustainable transport on campus	240	120	120	10000 students and staff participating in campus events and promotions
Bike It	Bike It officer working intensively with primary schools to promote walking and cycling	120	90	30	18 new schools (7,500 pupils), plus supporting 50 existing schools (25,000 pupils)
School Travel Planning	Walk to school promotion, parents parking promise, school action groups, mode shift in schools	90	75	15	50 schools engaged on sustainable travel
Clean Air Champions	Educating volunteers and schools on the benefits of	35	21	14	5 schools participating in air pollution monitoring

	sustainable travel and reducing exposure to air pollution				programme.
Parking challenge	Develop a cartoon to parody the frequently encountered inconsiderate driving and parking by parents that children experience on their journey to school. The cartoon should appeal to children and adults alike. The cartoon will also be put onto the i-Travel York website and social media	5	2.5	2.5	Each school to include on assembly plans and parents evenings. Target reduction in car use of 10% at schools, increases in walking and cycling
<b>3. Engaging Sustainable Travel uptake</b>		<b>717</b>	<b>506</b>	<b>211</b>	
Bike Belles & Travel with Tots	Promoting take-up of cycling amongst women and consultation of local ideas for cycling expansion	96	96	0	500+ women and children directly engaged in cycling and wider promotion
Green Neighbourhoods	Innovative community place making scheme. For local people to help create better public spaces for people to spend time in and move through	20	20	0	200+ people engaged
Community Champions	Identifying key community 'champions' to lead community groups	15	15	0	30 'champions' and 30+ community groups
Big Challenges	6 week active promotion of cycling in September plus a winter promotion of safe cycling	90	90	0	3000+ participants and sustained modal shift
Festival of cycling	Delivery of the nationally acclaimed York festival of cycling annually	45	30	15	Attracting 15,000+ visitors each year
Switched on	Promotional events for ultra low emission vehicles and e-bikes	6	6	0	1000+ visitors and regional media coverage of event
Led rides and Big York Ride	Led rides and annual Big York Ride event coinciding with Festival of Cycling	120	60	60	To directly involve 8,000 participants
Silver Riders	Promotion of active health cycling for senior riders to improve wellbeing including safety awareness training	30	30	0	300+ participants and reduction in casualty statistics
Inclusive cycling uptake	Uptake of cycling for physically or mentally disabled people, accessibility friendly local rides.	96	36	60	300+ participants and improved inclusion within communities
Active Leisure led walks and rides and GP referral	Step Right Up' active health walks, led by volunteers	15	9	6	150 led walk and cycle events in target corridor with 500+ participants. GP referral to led walks and activities
Cycle training	Cycle training to be offered to adults and families to provide confidence and support to new cyclists	42	42	0	1200 hours of cycle training to be offered to adults and families.
Road safety promotion	Road safety promotion in community, urban cycling skills, full life safety training.	72	42	30	Cycle training and education for 2000+ people.
Living streets	Community consultation and redesign of streets to enable safer streets	30	30	0	6 communities engaged and solutions delivered
Cycle Storage Scheme	New cycle locker facilities for rail commuters to enable easier use of rail to bike transport	40	0	40	New cycle locker facilities for rail commuters

<b>4. Better Bus Promotion</b>		<b>195</b>	<b>45</b>	<b>150</b>	
Better Bus information services	Bus wardens, and network monitoring officers ensuring day to day reliability of bus operations	<b>120</b>	<b>15</b>	<b>105</b>	Consistency of journey times
Park&Ride promotion	Improved communication of location, prices, convenience	<b>45</b>	<b>15</b>	<b>30</b>	Increase in Park&Ride journeys
Bus network enhancements	Improved wider promotion of local bus services to residents	<b>30</b>	<b>15</b>	<b>15</b>	Increase in local bus use
<b>5. Communication, Promotion and Project Management</b>		<b>270</b>	<b>180</b>	<b>90</b>	
City promotional campaign	Promotion of i-Travel York brand, including campaign on 'city-level' benefits of walking and cycling, flexi-mobility, engaging social media, efficient driving, ultra low emission vehicles	<b>75</b>	<b>45</b>	<b>30</b>	50,000 people engaged with i-Travel York promotions
Website development	Enhancement of website, redesign to adopt new programme streams	<b>30</b>	<b>15</b>	<b>15</b>	150,000 people accessing the website and travel information
Project management	Project management and monitoring and evaluation	<b>165</b>	<b>120</b>	<b>45</b>	4 monitoring and evaluation packages
<b>Total</b>		<b>2080</b>	<b>1312</b>	<b>768</b>	

## B2. The Strategic Case

### Strategic context of local transport

York is a Science City and regional centre of learning. The knowledge-based and tourist economies are dependent on protecting the city's special environment. York's economic growth potential is unique in the North of England and there is high demand for development growth and employment growth. York's forthcoming Local Plan aims to provide 1,100 homes per year and 1,000 jobs per year over the next 15 years to accommodate this demand.

The historic nature of the York streets mean the city transport network is highly constrained and any rise in traffic congestion risks constraining economic development, as well as adversely affecting the environment. For over 25 years, York has championed a policy of maximising the facilities for and uptake of sustainable travel modes, in order to try to manage traffic levels so that growth can be accommodated without causing unacceptable congestion and negative environmental impacts.

York is a pioneering transport city in this regard – implementing its network of city centre footstreets in the 1980s, developing a comprehensive Park & Ride network, recognised as one of the best in the country and carrying over 4m passengers per year. York continues to invest in cycling and has become an exemplar city in terms of mode share, with levels of cycling to work exceeding 15%. York has increased the number of Park & Ride sites around the city to six through the ongoing Access York strategy which has expanded the capacity of the Park & Ride network by 1,150

spaces (30%). York is also a Better Bus Area, resulting in significant improvements to the bus network in terms of real time information provision, bus priority measures and waiting/interchange facilities.

City of York Council is also the first local authority to develop a holistic Low Emissions Strategy. Through this, there is an ambition to move to a predominantly electric / low emissions bus and taxi fleet over the next 5 years, as well as to develop a freight consolidation centre to serve the City Centre via electric vehicles. The on-line and mobile travel information systems that the first LSTF phase has helped to deliver are transforming the quality and availability of transport information.

i-Travel York has enabled York continue with many of these schemes and to step up the marketing and promotion of sustainable travel options. In 2017-2020 i-Travel York will continue and intensify this programme further, concentrating on successfully delivered elements from the LSTF programme, as well as new and innovative schemes that further deepen the engagement with participants and help put many of these initiatives on a long-term, sustainable footing.

The original LSTF programme was developed in close alignment with the Council's Local Transport Plan and strongly supports three of York's five LTP3 key themes, namely:

- Providing quality alternatives to the car to enable more trips to be undertaken by sustainable means;
- Encouraging behavioural change to maximise the use of walking, cycling and public transport options;
- Tackling transport emissions to reduce the release of pollutants harmful to health and the environment;

The i-Travel York Access Fund programme will support the local economy by supporting access to new and existing employment, education and training:

- Working intensively with employers, tackling peak-hour commuting which will help combat congestion and improve productivity of the workforce by reducing disruption to the working day caused by parking problems.
- Reducing congestion on key access corridors where high levels of employment growth are occurring.
- Reducing the costs of business travel to employers who participate in the pilot of electric vehicles and car club vehicles.
- Improving the health of the population with impacts on productivity as well as increasing access to employment opportunities through the promotion of sustainable and active travel modes.
- York's knowledge-based and international tourist economies are dependent upon the City's environmental assets. Reducing congestion and promoting sustainable travel modes protects and enhances these essential properties.
- Promoting the uptake of sustainable and active travel modes through channels used by jobseekers and apprentices.
- Delivering comprehensive, engaging, educational initiatives across all education sectors and age groups.
- Offering discounted travel and bike loans for jobseekers/apprentices to enable affordable travel using sustainable modes.

- Working with employers to promote sustainable access to centres of employment and provide cycling infrastructure to enable this.

The i-Travel York Access Fund programme will actively promote increased levels of physical activity through walking and cycling:

- The promotion of sustainable travel and active alternatives to the car.
- Encouraging key target groups such as senior citizens, women and children to take up more physical activity while travelling.
- Hosting major events such as the Big York Ride and the annual Festival of Cycling which 8000+ people participate in to give exposure to cycling and shift cultural norms in the city to that of sustainable modes.
- Embed active modes by promoting walking and cycling in primary schools.
- Supporting new cyclists by providing training, bike buddies, community groups and sporting activities.
- Work closely with community groups to create networks of champions and volunteers to achieve sustainability of investment.

### **Enabling infrastructure**

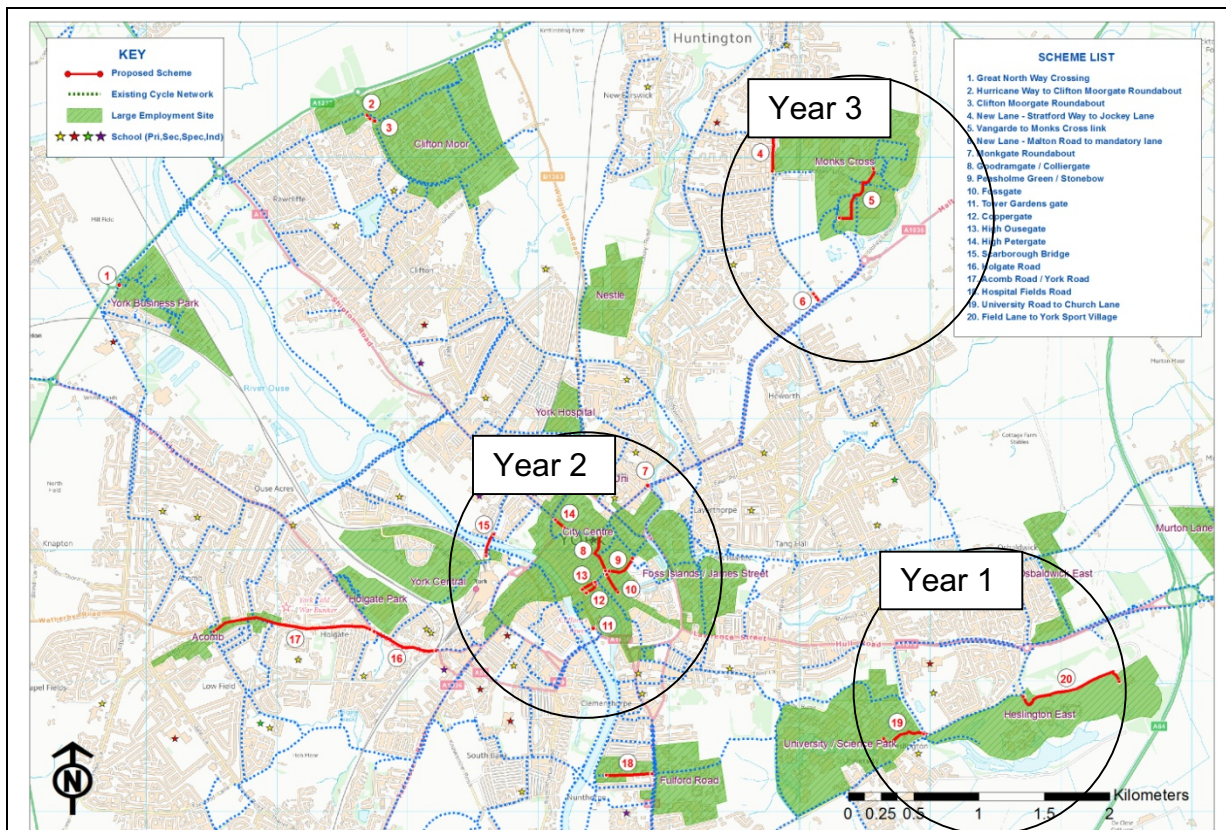
Access funding for i-Travel York will also enable a wide ranging and integrated package of supporting measures for cycling, walking and broader sustainable travel which will compliment and embed adoption of the £5.835m major capital investments in walking and cycling taking place over the 2017-2020 period:

The principal scheme, to redevelop Scarborough Bridge, has a project cost of £4.5m, of which we are awaiting the results of a Local Growth Fund bid for the final £1.5m to permit the scheme to be delivered as designed. This is a new dedicated pedestrian/cycling bridge alongside the existing railway bridge leading directly into the York central railway station. This will provide a high quality, high volume access corridor for the busiest commuting hub in the city and will be a catalyst for multi-modal travel in York.

The i-Travel York programme of employment, education and engaging measures will be amplified to fit with the proximity and delivery timescales of the main capital investments in walking and cycling infrastructure:

Year 1 – Eastern York  
 Year 2 – York Central  
 Year 3 – North East York

Please see map on the next page for locations of infrastructure projects and a list of planned interventions:



ID	Capital Scheme	Total Cost (£k)	Pedestrian benefits	Cyclist benefits	Major employment sites within cycling distance (5km)	Major employment sites within walking distance (2km)	Schools within 5000m
1	Great North Way Crossing Improvement	20	Y	Y	10	2	40
2	Hurricane Way to Clifton Moorgate Roundabout	10	Y	Y	12	1	46
3	Clifton Moorgate Roundabout	10		Y	12	1	46
4	New Lane (Hunt.) Stratford Way to Jockey Lane	10		Y	16	2	44
5	Improved links Vanguard and Monks Cross	100	Y	Y	16	2	44
6	New Lane - Malton Road	15	Y	Y	16	4	49
7	Monkgate Roundabout	15	Y	Y	16	5	53
8	Goodramgate / Colliergate vehicle ban	5	Y	Y	16	9	54
9	Hiscox / Hungate / Stonebow House	100	Y	Y	16	9	55
10	Fossgate reverse flow	5	Y	Y	16	9	55
11	Tower Gardens	5	Y	Y	16	9	55
12	Coppergate scheme	100	Y	Y	16	9	55
13	High Ousegate	10		Y	16	9	55
14	High Petergate	10	Y	Y	16	8	55
15	Scarborough Bridge	4500	Y	Y	18	9	57
16	Holgate Road	10		Y	16	8	55
17	Acomb Road / York Road	50		Y	16	5	57
18	Hospital Fields Road	10		Y	17	5	54
19	University Road / Deans Acre link to Church	50	Y	Y	16	5	45
20	Field Lane to York Sport Village	50	Y	Y	16	4	36

Year 1 links up critical pedestrian/cycling routes to Eastern York. The University of York is located in this area and has over 20,000 students and staff.

There is major development planned in York in through the forthcoming 'York Central' Enterprise Zone, a 72 hectare development area on the edge of the city centre, between York Railway Station and Water End. York Central Enterprise Zone is expected to deliver significant employment opportunities with up to 120,000 square meters of office, leisure and retail space and 2,500 new homes. The site is planned to be available for the first new businesses and residents from 2018. This will generate considerably more trips through the city centre area.



View from Proposed Bridge

(Scarborough Bridge design image)

The objective of the major Year 2 capital scheme, the £4.5m Scarborough Bridge for walking/cycling, is to provide an improved pedestrian/cyclist accessible bridge linking the surrounding areas of the city directly into the York Central railway station and enabling pedestrians, cyclists and people with disabilities to avoid the congested, vehicle-dominated section which runs past the front of the station.

Providing this dedicated walking/cycling link will encourage modal shift away from motorised transport, mitigating congestion in the areas near the station, improving air quality, improving the health of users switching to active modes of travel from motorised modes and increasing the accessibility of the station. The potential of the scheme is to double the current levels of cyclists and pedestrians in the area and enable Dutch levels of walking/cycling uptake in York.

Year 3 links up routes to the large Monks Cross retail and business park area which is expanding in premises and greatly increasing in trip generation. This has been identified as a growth region and thus offers substantial opportunity for intervention measures to support sustainable travel activities.

## 'Magic cameras'

York is also beginning an innovative programme using cutting edge technology to roll out 30 above ground detecting traffic light cameras more widely across the city. These 'magic cameras', typically mounted onto traffic signal poles, replace traditional inductive carriageway loops.

These cameras work through either video or thermal imaging analytics, with an algorithm detecting the progress of a bike through a 'virtual' loop, which is a region defined through the camera software.

These thermal imaging cameras are much better at detecting cyclists. Traditional loops can be missed by cyclists, or the loop may not be sensitive to detect them, particularly with more and more people riding carbon fibre bikes. Thermal imaging detection is a much more robust solution on cycle corridors and allows cyclists to cross both quicker and safer than traditional alternatives.

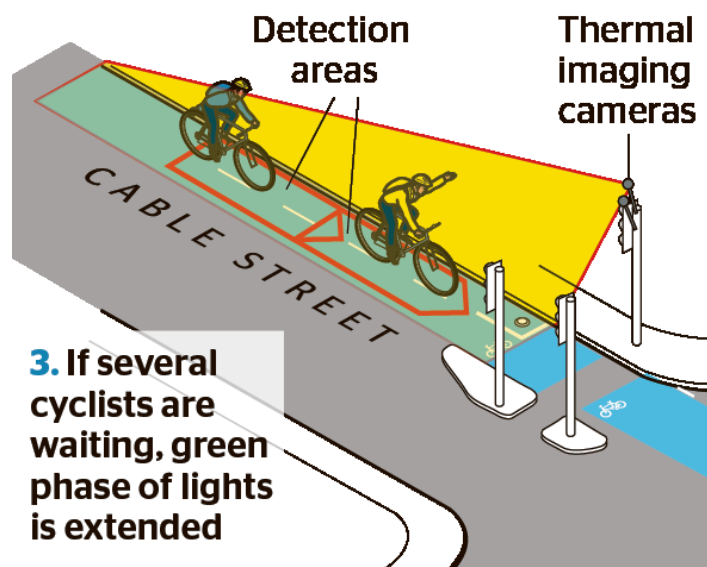
The cameras also have detection by vehicle type. The algorithm can also tell the difference between different vehicle types and place demands accordingly – e.g. for bus priority measures. With traditional loops, a vehicle overtaking a cyclist or parked car might trigger a loop on the other side of the road, placing a spurious demand. The camera eliminates this resulting in smarter, faster access for cyclists.

The first 'magic camera' in the 30 junction Traffic Signals Asset Renewals (TSAR) programme has already been installed and is currently being evaluated.

It has been identified there is a degree of behaviour adaptation for the success of these, as cyclists need to be aware of the cameras and to ensure they are in the cycle lane when approaching these for the software to recognise them. This will have the additional benefit of improving safety for cyclists at junctions.

The i-Travel York programme will deliver the supportive communication messages to ensure the early adoption of this exciting technology is as successful as the potential.

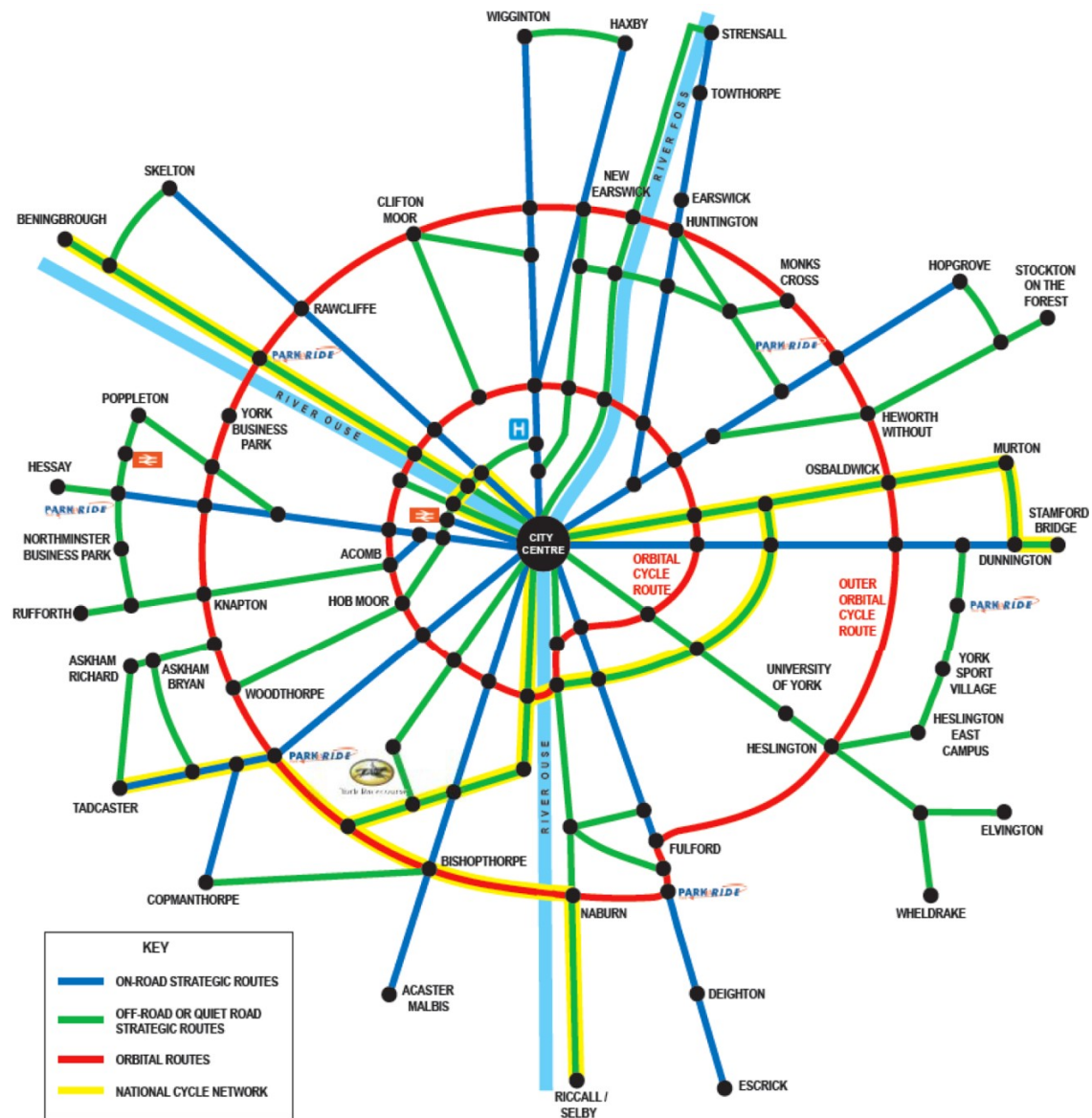
- 1. Cyclists enter traffic light's detection areas**
- 2. Camera monitors number of cyclists using their body heat**





The additional capital infrastructure schemes previously listed are expected to deliver outputs of increased uptake of sustainable travel by strategically connecting known gaps in links across the city walking/cycling network which have been prioritised to open up access both across and around York.

The York walking and cycling route network design:



Although there will be thematically applied focus to the year 1, year 2, and year 3 locations, many of the activities apply city wide and are intended to realise an increase in levels of walking and cycling to rival many European cities.

York has worked tirelessly for decades on building a city-scale infrastructure of both on and off road routes which provide the foundation for this ambitious vision.

The i-Travel York principal revenue implementation measures are designed to enhance the investment in this infrastructure and provide the psychological interface between places and travel behaviours based on three key strategic elements:

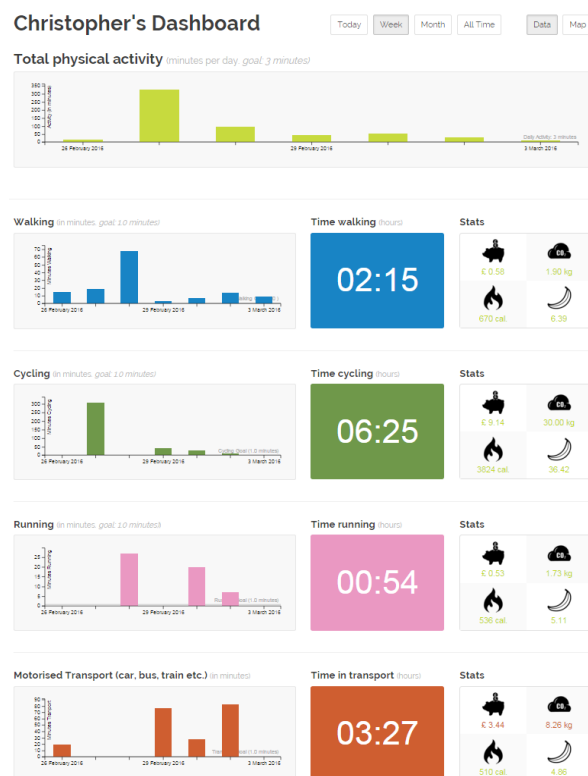
## 1 Employment sustainable travel uptake

### Workplace active travel support

- Utilizing a thriving business travel plan network created in the initial phase of i-Travel York, we will offer workplace Personal Travel Planning (PTP) consultations with employers and their staff across the city. Additionally a full suite of further travel plan services will deepen employers' engagement in travel planning, including assistance with developing travel plans, travel plan support, promotion of car club cars and advice and support on implementing car park management strategies to have an immediate effect on reducing car use to work. This initiative enables inbound commuters from outside York, who have a much higher car based modal split, to be targeted more effectively and improves wellbeing and productivity for employees. 'Train the trainer' techniques will also be used to expand resources within local job centres. In meeting with employers to plan the workplace PTP sessions, we will introduce our broader travel plan services and discuss which elements they would like to engage with us on, including:
  - Assistance with developing aspects of their travel plan
  - Advice and support on how to deliver certain travel plan measures
  - Signing up to using travel planning software and initial support in starting to use the tools and accreditation of their bespoke business travel plan
  - <https://www.youtube.com/watch?v=-MNeJwH7ICg>

### Active Travel Dashboard

- Active Travel Dashboard is a fantastic new motivational tool with a free app for participants. It's completely automatic, all users need to do is sign up then carry their smartphone or a Fitbit with them. Their data will then be uploaded straight to the Dashboard which will:
  - A) Enable users to view their overall physical activity, walking and cycling levels
  - B) Help users set physical activity goals and see if they have achieved these. Establishes money and CO<sub>2</sub> saved and how many calories burned by travelling actively. A Project Officer can work with them to provide tailored support and encouragement. The Dashboard also enables high quality monitoring of collective outputs to ensure interventions are working as effectively as possible.



### **Workplace Travel Network & Travel Plan Assistance**

- Car park management advice - from our discussions with employers to date, we have observed that many have significant parking problems, but are unsure how to address them. By offering the workplace PTP and associated services, the scheme will have a swift impact on mode share, showing that car parking demand can be effectively managed. We will then offer advice on implementing longer-term measures to manage car parking, such as the introduction of permit schemes or incentive schemes to provide a modest reward for employees who use alternative modes to get to work. Employers will be helped to devise an appropriate scheme for their circumstances, which they will then implement.

### **Access for Apprenticeships**

- A new and innovative scheme offering specific travel advice and support, discounted bus travel, and bike loans for 300+ apprentices. In keeping with the scheme, an apprentice will be employed to deliver this project bringing direct awareness of the issues people entering the workplace encounter with making travel choices. This scheme will also engage local businesses and employment centres to achieve increases in sustainable transport while providing access to employment, training and skills. New Smart bus travel products will enable these new features to be established and the project will establish the business case for private sector investment into apprenticeship travel schemes to give sustainability to the scheme.

### **Cycle shelters**

- Cycle shelters will be offered to local businesses to provide supportive infrastructure for modal shift. This is a successfully existing scheme and enables 50% match funding investment from local businesses. This will deliver 30 cycle shelters and there is currently a waiting list for the delivery for the installations.

### **Travel planning software**

- Tools which are intuitive, easy to use and enable businesses to achieve greater sustainable travel uptake by formulating a bespoke travel plan and monitoring progress. 30 businesses have already shown interest in travel planning and the software will provide consistency and efficient use of resource time.

## **2 Education sustainable travel uptake**

### **Travel2Campus**

- Continuation of the successful Travel2Campus project which engaged over 3000 students and staff on campus in 2015/16 with Dr Bike workshops, travel advice and cycle promotion. Over 15% of the population of York is either a student or higher education staff member so this is an essential target group where high levels of engagement can be achieved. Key stakeholders are the University of York, York St John University, Askham Bryan College and York College - to increase cycling rates to campus amongst students and staff. This will be achieved by a University 'Champions' network, roadshows of engagement activities, promotional activities, training and the support of staff and student volunteers.



### Bike It

- Active travel promotion and the successful Bike It scheme recruiting a further 18 schools in York, as well as continuing to work with the 20 schools already engaged during the initial phase of the LSTF programme to achieve the earliest possible adoption of sustainable and healthy modes of travel.



### School travel planning

- Working with over 50 local schools to deliver travel planning to schools plus work in partnership with the Children's University run by 'York Cares' of University of York. Student volunteers will be trained to deliver travel planning to increase resource so that children can travel safely and sustainably as their journeys change from primary to secondary schools.

### Clean Air Champions

- Bringing volunteers, schools and Universities together to create better knowledge and understanding of pollution and what everyone can do to reduce emissions and exposure. Local schools will participate in research projects with students and 25 volunteers will become 'champions' to outreach to 2000 people in the community. A 'Cleaner Air campaign' and community consultation will result in better understanding of travel issues and a new sustainable travel vision for York.

### Parking Challenge

- Develop a cartoon to parody the frequently encountered but inconsiderate driving and parking by parents that children regularly experience on their journey to school. This behaviour is potentially harmful to children with a direct risk to safety. The approach will be light hearted but with a serious message, finishing with a call to action of safe responsible, considerate driving and parking. The cartoon should appeal to children and adults alike. Each school will be sent a hard copy on disc and a lesson plan to use in assemblies, lessons etc. The cartoon will also be put onto the i-Travel York website and social media channels. Success and we can monitor how often references are made on social media and whether parking outside schools improves.



Traffic Inducing Traffic

### 3 Engaging sustainable travel uptake

- Support for the 'York Bike Belles' and 'Travel with Tots' initiatives aimed at getting more women and children to cycle. This addresses the relatively low uptake of cycling amongst women (only 25% cyclists in the UK are women). In championing women's cycling, the project seeks to identify barriers to cycling so that City of York Council can address these and identify positive messages to enhance cycling take up and provide appropriate cycling activities for women to begin to participate.



- Building on outstanding community engagement levels and outcomes, York will continue to deliver and develop an innovative programme of communications, activities, community engagement and volunteer development to increase levels of physical activity through walking and cycling in hard to reach groups. Building on excellent relationships with the community and voluntary sector, projects will be community-led and include the development of integrated volunteering opportunities across the city. The Green Neighbourhood programme will create better public spaces for people to spend time in and move through.
- There is an extensive York Active Health Walks programme where volunteer walk leaders expand resource and engage large numbers of the community to be more active. There will be 50 walk and bike ride events per year, with over 500 regular participants. The employment programme will also encourage new target groups of jobseekers and those NEET to walk and cycle more often and develop employability skills through city-wide volunteering programme. Outputs will be 5000 beneficiaries, 50 volunteers, 1500 volunteering hours and 50% of beneficiaries increasing their level of walking and cycling.
- Silver Riders is a new promotional campaign to encourage activity in senior cyclists to improve health and wellbeing. This offers substantial opportunity for community involvement of volunteers and ride leaders in a key group for improving health, wellbeing and inclusion.



- Promotion of the i-Travel York and One Planet York brands with campaign messages across York. Enhancing the on-line services and website to provide a one-stop shop for travel information and ongoing communications with residents and visitors. i-Travel York has been highly successful to date at communicating the benefits of sustainable travel and sustainable living at the individual level. York will continue to

build brand awareness and create 'Green Neighbourhoods' of sustainable living.. This linkage between the promotion of sustainable travel and the broader ambitions of the city will be communicated effectively across a range of media channels to stakeholders to build support as we move forward with more ambitious parts of our transport strategy and economic growth strategy. This will include a holistic PR strategy, identification of appropriate 'city-level' and target area messages to communicate and brokered discussions with stakeholders to build their support and integration with all communication across the programme. The brand will continue to be promoted through the full range of media and social media channels to continue to build brand awareness.

- Inclusive cycling initiatives will promote accessibility for travel to people with disabilities in the community. Accessible friendly events will be coordinated which are also suitable for supporters and a range of suitable bikes with special adjustments and design are already available and ready to be used.
- York will continue to run the hugely successful and nationally recognized annual Festival of Cycling in September each year. This fun family friendly event attracts over 15,000 people and offered cycle try outs, bike maintenance, displays and is an important affirmation of the positive role cycling plays in York.
- A winter cycling promotional campaign will tackle the seasonality of cycling where rates decline with bad weather. Promotion of correct clothing, equipment and techniques will enable safer, year round cycling.
- Cycle try-out sessions and cycle shop: bringing a number of bikes to the workplace for people to try out and experience cycling.
- Cycle training will be actively promoted to improve new rider confidence either as sessions run at the workplace during the PTP week, or by registering staff with the York cycle trainers;
- Dr Bike session and cycle maintenance classes will improve knowledge of maintenance and improve bike usage rates and safety.
- York Cycle Challenge – an annual competition where individuals and teams compete to log the most cycle miles over the course of a month. Last year saw a 56% reduction in car use over the promotional period recorded by participants.
- Cycle support service: we will offer employees an ongoing cycle support service through a membership scheme which the employer makes a small contribution to. This will give ongoing access to the above services, including purchasing discounted equipment and bike maintenance.
- Promotion of City Car Club to reduce the need for car ownership.
- Green wheels events to engage and educate the public about e-mobility.

- Big York Ride is a major annual event attracting 8000+ cyclists in September and also run a series of local rides, coinciding with the Festival of Cycling.



- Road safety and Bikeability: The principal barrier to uptake of cycling is concerns over safety (both real and perceived). The road safety programmes in York aim to make this as safe as possible. Adult cycle training and urban cycle skills has been recognised by the Government and Local Road Safety Partnerships as being of key importance in tackling cycle casualty rates. 'Full life' safety training will be offered from children to senior citizens.
- York will be offering health checks to residents which will identify adults who could benefit from more active travel. We will be supporting these people into active lifestyles by overcoming the barriers to uptake of walking and cycling.
- Living Streets will consult with communities to identify what measures they would suggest to improve the accessibility to non-car modes of transport. Often these are low cost measures which can enhance the sense of place and community.
- York will also continue with the programme of bus enhancements, including improving information services and awareness of key messages for local bus services.

The i-Travel York website is an excellent platform to communicate with the public receiving 150,000 visitors per year. i-Travel York also has an active Twitter feed and Facebook account with over 2000 followers which has proved essential at times of peak traffic and in during recent flooding events. The journey planner tool is able to advise visitors and newcomers to the city of the most sustainable and quickest ways to travel through York.

## Platform for change

The i-Travel York programme is designed to have a strong and consistent brand presence in York. This has considerable momentum and will be at the core of sustainable transport promotion following 2020. The period up to the end of this decade is one of further transition. York has been successful in migrating funded community projects to volunteer led travel initiatives such as the Active Health Walks which was previously LSTF funded and now only require support for materials. By taking a 'champion' and community led approach many schemes will become self sustaining and achieve benefits greater than we are able to directly measure. York will also use this time to explore new funding mechanisms for sustainable travel which internalise the costs of transport in the city and promote the benefits of sustainable living with commercial partners for 2020-2025.

### **B3. The Economic Case – Value for Money**

The appraisal makes the following assumptions:

- It is assumed that all expenditure linked with the work undertaken on this programme will take place in the 3 financial years between April 2017 and the end of March 2020
- The scheme is appraised over an eight year period, with the benefits of the scheme realised starting in 2017, then decaying from five years after the work is complete in March 2020.
- No optimism bias has been applied to costs because nearly all activities are continuations of existing activities. Engagement with external suppliers in the preparation of this bid means that CYC already has outline agreement about costs and outputs for almost all of the workstreams
- The local contributions which are stated are funding which will be unlocked by a successful Access Fund bid. In the event that the bid is not successful this funding will not be committed to the stated projects. As such, this bid has the potential to unlock a further £768k over the three year period of local investment in sustainable travel uptake in York
- Linked projects and programmes in York which a successful Access Fund bid will assist have been excluded from the appraisal.
- Benefits from additional bus passengers have been excluded, although it is likely that there would be positive benefits from this source.

As such, the appraisal has been undertaken on the additionality coming from the revenue measures funded by the Access Fund interventions alone. It contains a number of conservative assumptions (please also see the Economic Appraisal Summary note appended) which gives confidence that the bid appraisal is robust.

Appraised over the eight year period of the bid:

PVCs of £1,226,069 for the DfT funded elements (after discounting)

PVBs of £8,617,690

NPV of £7,391,621

**Overall BCR of 7.03:1**

#### **Wider Economic Benefits**

Agglomeration benefits, benefits from people choosing to work longer hours or from people being able to work in a more productive location as a result of the interventions in this bid have not been considered in this appraisal. However, as York is a relatively productive location in the north of England, and as there is significant growth occurring in the sectors of York which this bid focuses on, it is assumed that the wider economic benefits from implementing this programme will be significant, potentially doubling the conventional benefits presented above.



**B4a. The Financial Case – Project Costs**

*Before preparing a scheme proposal for submission, bid promoters should ensure they understand the financial implications of developing the scheme (including any implications for future spend and ongoing maintenance and operating costs), and the need to secure and underwrite any necessary funding outside the Department's maximum contribution.*

Please complete the following tables. **Figures should be entered in £000s** (i.e. £10,000 = 10).

**Table A: Funding profile (Nominal terms)**

£000s	2017/ 18	2018/ 19	2019/ 20
DfT funding sought	451	435.5	425.5
Local Authority contribution	527.5	1517	502
Third Party contribution including LGF	174.5	3714.5	167.5
<b>TOTAL</b>	1153	5667	1095

**Notes:**

- 1) Department for Transport funding must not go beyond 2019-20 financial year.
- 2) Bids must identify a local contribution (local authority and/or third party) towards the project costs. The local contribution should be at least 10% of the DfT revenue. The breakdown of this local contribution should be provided in section A6.

**B4b. Management Case - Delivery**

i-Travel York is able to begin delivery of Access funding from 1<sup>st</sup> April 2017. We are already working with employers, community groups and education establishments and will ensure smooth continuity into the Access Fund programme of activities.

Please see project plan Gantt chart appended.

**Table C: Construction milestones**

Scarborough Bridge	Estimated Date
Planning phase	Sept 2016
Start of works	Jan 2018
Opening date	Dec 2018
Completion of works (if different)	N/A

**B5. Management Case – Statutory Powers and Consents**

- a) Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.

No statutory powers are required to deliver the programme.

- b) Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them.

N/A

**B6. Management Case – Governance**

Access funding will be implemented using new governance arrangements, creating a new steering group comprised of city 'champions' to provide greater integration into the York walking and cycling networks.

The programme of works will be led by the Director of Highways, City and Environmental Services acting as Senior Responsible Officer. Project Management will be provided by the existing i-Travel York Programme Manager who will use resources from partners and existing teams across the Council including transport planning, sports and active leisure, highways and environmental protection. Project Leads will be responsible for delivering the packages of measures. The governance structure will be centred on the new steering group to guide the programme and ensure the schemes are implemented in the most effective way possible. Delivery of the programme and escalation of key issues will be reported on a regular basis to the Executive Member for Transport in the Council.

This governance structure for i-Travel York provides cross cutting integration led by passionate advocates of sustainable travel. Communication is excellent within the programme and the team is greatly looking forward to delivering the Access Fund schemes.

Please see Organogram appended.

**B7. Management Case - Risk Management**

*All schemes will be expected to undertake a thorough risk assessment and a detailed risk register should be included in the bid. The risk assessment should be proportionate to the nature and complexity of the scheme.*

Please see Risk Management strategy appended.

**B8. Management Case - Stakeholder Management**

a) Can the scheme be considered as controversial in any way?

Yes  No

If yes, please provide a brief summary (in no more than 100 words)

N/A

b) Have there been any external campaigns either supporting or opposing the scheme?

Yes  No

If yes, please provide a brief summary (in no more than 100 words)

N/A

**B9. The Commercial Case**

*Please provide evidence that you are able to mobilise and begin to deliver at the start of the funding period if successful.*

The access fund scheme elements proposed are extensions to existing delivery streams. Internal staff and third party suppliers will be in place to continue these and are eager to begin the new phase of sustainable travel promotion in April 2017.

The PR and communication workstreams, schools programmes and Better Bus promotion are all currently being delivered by City of York Council.

Multiple external delivery partners are prepared to deliver other aspects of the programme, including:

- Bike It, Travel2Campus, Active Health Walks and Bike Belles programmes, in association with a network of volunteers.
- Get Cycling – York-based community interest company, assists with running the annual Cycling Festival.
- Castlegate IT – York-based IT firm, developed the i-TravelYork website and is retained by the Council for ongoing maintenance and further development.

These organisations have contributed their expertise and assessment of costs for delivering the next phase of the programme and are available to deliver the scheme elements. Where it is necessary or desirable to open up delivery elements to competitive tenders, we have the experience of procuring this work from delivery of the LSTF in line with local authority financial regulations.

*It is the promoting authority's responsibility to decide whether or not their scheme proposal is lawful; and the extent of any new legal powers that need to be sought. Scheme promoters should ensure that any project complies with the Public Contracts Regulations as well as European Union State Aid rules, and should be prepared to provide the Department with confirmation of this if required.*

## **SECTION C – Monitoring, Evaluation and Benefits Realisation**

### **C1. Monitoring and Evaluation**

*Monitoring and evaluation are an essential part of scheme development and should be considered and built into the planning of a scheme from the earliest stages. Evaluating the outcomes and impacts of schemes is important to show if a scheme has been successful. See page 11 of the Guidance document for more information.*

Since the commencement of i-Travel York in 2011, City of York Council has been committed to monitoring the progress of the delivery and outcomes of the programme.

In 2012, a Monitoring and Evaluation Framework was prepared to assist all i-Travel York project managers and partners to ensure that monitoring and evaluation was an integral part of the programme's delivery. The objectives for the monitoring and evaluation process are:

- To enable continuous improvement in project delivery processes;
- To demonstrate the value for money (or lack thereof) of each intervention to learn lessons for future delivery of sustainable transport projects in York;
- To demonstrate the value of i-Travel York to funders and key local decision makers;
- To demonstrate the value that i-Travel York provides to York residents and visitors.

For each programme component of i-Travel York – employment, education and engaging activities – we will measure progress against the set objectives using indicators and output values.

Existing datasets owned by City of York Council and its partners are being utilised to provide context and help us understand what other changes to travel occur over the i-Travel York intervention period.

Annual progress reports will be available to DfT of the key findings from monitoring exercises.

By submitting this bid, I agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and, where appropriate, evaluation of outcomes.


Yes       No

## **SECTION D - Declarations**

### **D1. Senior Responsible Owner Declaration**

As Senior Responsible Owner for City of York Council I hereby submit this request for approval to DfT on behalf of City of York Council and confirm that I have the necessary authority to do so.


I confirm that City of York Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: Neil Ferris	Signed: 
Position: Director of City and Environmental Services	

### **D2. Section 151 Officer Declaration**

As Section 151 Officer for City of York Council, I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that City of York Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2019/20;
- Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name: Ian Floyd	Signed: 
Position: Director of Customer and Business Support Services	





West Offices  
Station Rise  
York  
YO1 6GA

Access Fund Bids  
Rabina Nawaz  
Zone 2/14  
Department for Transport  
Great Minster House  
33 Horseferry Road  
London  
SW1P 4DR

Thursday 8<sup>th</sup> September 2016

Dear Rabina,

### **City of York's submission to the Access Fund for Sustainable Travel 2017-20**

We are delighted to submit our 2017 - 20 Access Fund for Sustainable Travel proposal. York has been an exemplar of sustainable transport policy and delivery, from our pioneering foot streets, our award winning Park and Ride, our Cycling City Programme and more recently to the achievements made possible through the Local Sustainable Transport Fund (LSTF) programme. The Access funding will enable us to build on our success to date and will provide us with the opportunity to make step changes to continue to implement long term sustainable transport policies.

Sustainable travel is central to York's long term success which is based on knowledge-based industries, a major tourism offer and which is a regional economic driver with population and employment growth. To maintain this economic growth and to protect the historic and environmental asset of the city requires us to manage congestion and promote alternative and more sustainable travel options.

York's Access Fund bid will build on the success of the LSTF and will retain the established 'iTravel York' brand which has served the City so well for the past five years as the natural home for York's sustainable travel offer. The Access programme will build on successful measures which are targeted at improving sustainable connectivity to education and employment, such as the 'Bike It' programme but will also deliver new opportunities, such as our proposed 'Access to Apprenticeships' scheme. This project will open doors to new apprenticeship opportunities, giving more young people the opportunity to access the skills they need to build a successful career.

Using the LSTF as a catalyst, York now has a number of well established, volunteer led, initiatives such as our successful 'York active health walks' programme. Through the fostering of community and business sustainable travel 'Champions', we believe that many of

the projects will secure improvements to the health and wellbeing of our residents not just for the duration of the Access fund, but for years to come.

We want to continue to invest in cycling to help deliver the Cycling Revolution that is well underway in York. The city's 'Travel with Tots' and 'Bike Belles' projects, encouraging more women to take up cycling, have proven to be very successful. We will take these projects to a new level and amongst other things, will work to encourage older cyclists through our 'Silver Riders' campaign.

Each additional pound spent in York will be focused on high value delivery and with the intention, where possible, of instilling change which lives beyond the funding period. To invest in York is to invest in a city where cycling, by virtue of a combination of terrain and culture, is already an established and accepted mode of transport. We can build on a strong base, delivering a marked contribution towards the Department's 'Cycling and Walking Investment Strategy' targets.

We have the experience to deliver the projects presented in this bid to the Access Fund within the prescribed timescales and the vision and ambition to ensure that this project provides a sound footing delivers benefits beyond the life of the programme. We will work with the DfT to effectively monitor and evaluate, but also to share best practise with other authorities. As we have been to date, we will continue to be an exemplar for other towns and cities to emulate across the country.

York has a good track record of service delivery and aims to be a model for sustainable travel investment. We commend this bid to you.

Yours faithfully,



Cllr. David Carr,  
Leader of City of York Council



Cllr. Ian Gillies,  
Executive Member  
for Transport and Planning



Cllr. Andrew Waller  
Executive Member  
for Environment



**Your ref:** CYC Access Fund

**Contact:** James Gilroy

**James Farrar, COO**

York, North Yorkshire & East Riding  
Local Enterprise Partnership  
County Hall, Northallerton  
North Yorkshire  
DL7 8AH

Tel: 01609 535660

Fax: 01609 779722

E-mail:

[james.farrar@businessinspiredgrowth.com](mailto:james.farrar@businessinspiredgrowth.com)

05 September 2016

Dear Neil

**Re: Access Fund for Sustainable Travel Bid 2017 - 2020**

I am writing to express my support for City of York's bid to the Department for Transport's Access Fund (2017-2020).

The York, North Yorkshire and East Riding Local Enterprise Partnership covers a large geographic area and is committed to double house building and creating 20,000 new jobs by 2021. If this ambition is to be delivered, this must happen in a sustainable fashion and the success of York, as our flagship City is therefore pivotal.

Enhancing transport links in and around York is a key priority for the LEP. York has developed a proven delivery record and this bid builds on the success of the Local Sustainable Transport Fund programme, 'iTravel York'. The bid will also capitalise on the significant economic growth which will be delivered through the development of the 'York Central' Enterprise Zone. Access funding will assist the promotion of sustainable travel to this busy city centre location. Further, this crucial revenue funding will complement and assist in the promotion of the proposed new 'Scarborough Bridge', which will transform access for pedestrians and cyclists to York Central and York railway station from the north and east of York.

Delivering these activities will improve economic growth and access to education, increase employment and the health and quality of life of residents in the City of York area. I commend the bid from City of York Council to you.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'J Farrar', is positioned above the printed name.

James Farrar  
Chief Operating Officer  
York, North Yorkshire & East Riding Local Enterprise Partnership



Neil Ferris  
Director of City and Environmental Services  
City of York Council  
West Offices  
Station Rise  
York  
YO61 6GA

8 September 2016

Dear Neil

**Re: Access Fund for Sustainable Travel Revenue Bid 2017 - 2020**

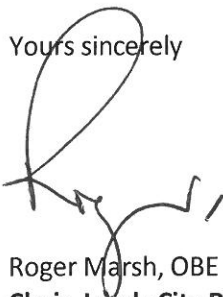
I would like to offer our support for the City of York's bid to the 2017-20 Access Fund which is being submitted to the Department for Transport.

The Leeds City Region Enterprise Partnership is committed to delivering Sustainable Transport Interventions and we have shown this commitment through our Strategic Economic Plan. Priority Area 4 *Creating the Environment for Growth* expresses this commitment and to support this we have included a number of projects that improve the offer of sustainable transport to work as a mechanism to generate economic growth.

York has developed a proven delivery record and this bid builds on the success of the Local Sustainable Transport Fund programme, 'iTravel York'. The bid will also capitalise on the significant economic growth which will be delivered through the development of the 'York Central' Enterprise Zone. Access funding will assist the promotion of sustainable travel to this busy city centre location. Further, this crucial revenue funding will complement and assist in the promotion of the proposed new 'Scarborough Bridge', which will transform access for pedestrians and cyclists to York Central and York railway station from the north and east of York.

Delivering these activities will improve economic growth and access to education, increase employment and the health and quality of life of residents in the City of York area.

Yours sincerely



Roger Marsh, OBE  
**Chair, Leeds City Region Enterprise Partnership**



Derek McCreadie  
i-Travel York Programme  
Manager  
City of York Council  
West Offices  
Station Rise  
York  
YO1 6GA

Communities &  
Neighbourhoods

Public Health  
City of York Council  
West Offices  
Station Rise  
York  
YO1 6GA

Tel: 01904 553224

Email: [sharon.stoltz@york.gov.uk](mailto:sharon.stoltz@york.gov.uk)

5 September 2016

Dear Derek,

**RE: Letter of Support for City of York Council's bid to the Department for Transport Access Fund**

As Executive Member for Adult Social Care and Health and Corporate Director of Public Health for the City of York we would like to offer our full support to the City of York Council's bid to the Department for Transport Access Fund for the next three years.

The aims and objectives of the previously Local Sustainable Transport Funded i-Travel York programme have provided many opportunities to engage with communities to promote active travel as a sustainable transport mode. By working in partnership we have delivered numerous walking and cycling initiatives, effectively targeting not only those who commute to and from work, but also those hard to reach groups who are socially disadvantaged and for whom active travel helps improve their health and well being, builds confidence and improves access to employment. These benefits have added value in that they reduce the demand on costly public health services. The measures proactively tackle the increasing problem of obesity in society with the associated illnesses of heart problems and diabetes.

In-line with the aims of the Transition Fund we will be able to commit, during the period of the fund, the following support from Public Health;

- Our ongoing partnership with British Cycling (delivering community led rides in York designed to target those who do not currently have the confidence to cycle independently for recreation).
- Our commitment to supporting mass participation walking and cycling events in the city, to show case the opportunities and facilities available and to continue to encourage cycling and walking for leisure.
- £20k annually in officer hours supporting walking, cycling and Nordic walking programmes.
- £6k of sports capital to community groups and sustrans to enhance recreational cycling facilities.

Director: Sally Burns

[www.york.gov.uk](http://www.york.gov.uk)

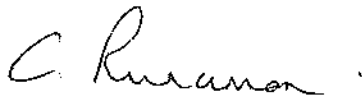
We have identified that our current targeted populations who are low participants are those on low incomes, older people, those with a long term medical condition and women and girls. Having carried out local population profiling, we will be working in specific neighbourhoods in the city to create and promote opportunities for these groups to be active and capitalise on the physical and mental benefits of group and individual activity. We are confident that this will also improve access to employment and education for people in these groups as it will increase their independence and confidence.

If we are successful in receiving the fund we will work together to provide targeted walking and cycling activities in York through the support of the York Health Walks and targeted inclusive cycling programmes and to incorporate this into their daily lives and have the confidence to use our extensive walking and cycling network.

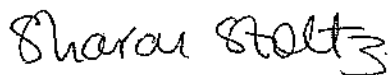
We wish you every success with the bid which will make a 'step change' to address the complementary aims and objectives of the public health agenda and the continuation of the i-Travel Programme.

If you have any additional questions please do not hesitate to get in touch.

Yours sincerely,



Clr Carol Runciman  
Executive Member for Adult Social Care and Health



Sharon Stoltz  
Corporate Director of Public Health

York Teaching Hospital   
NHS Foundation Trust

Chairman & Chief Executive's Office  
The York Hospital  
Wigginton Road  
York  
YO31 8HE

26 August 2016

Brian Golding, Director of Estates and Facilities  
Direct Line: (01904) 725075  
Email: [brian.golding@york.nhs.uk](mailto:brian.golding@york.nhs.uk)  
[cheryl.gaynor@york.nhs.uk](mailto:cheryl.gaynor@york.nhs.uk)

Derek McCreadie  
i-Travel Programme Manager  
City of York Council  
Sustainable Transport Service  
West Offices  
Station Rise  
York  
YO1 6GA

Dear Derek

**City of York Council access funding bid**

We write to confirm our support of the City of York Bid for inclusion in the above funding initiative.

As one of the major employers in the area (employing around 9,000 people) and, as an acute hospital services provider (with over 1000 patient beds and over 1million patient contacts per year), we are aware that our activities have a significant impact on transport in the area.

We have worked with the City of York Council over a number of years to promote sustainable travel options and to implement and deliver a range of activities with patients, visitors and staff. Most recently we have employed their Travel Planning Coordinator on a fixed term 2.5 day per week secondment to do some travel planning work for the Trust. This has forged a stronger link between the two organisations and one that will prove fruitful in the future.

Going forward, we would be interested in collaborating with CYC on the following initiatives:

- Continued promotion of sustainable transport options and benefits to our staff and patients / visitors through the CYC iTravel scheme

- Collaborative work on expanding the York Liftshare scheme for the benefit of both the CYC and the Trust
- NHS funding / staff time towards CYC-endorsed cycle schemes for staff
- Collaborating on any potential match funding opportunities i.e. for improvements to the York Hospital infrastructure to benefit staff and patient / visitor cyclists
- Joint transport showcase events
- Continuing CYC input into Trust travel and transport meetings
- Joint project planning, such as looking into the possibility of a train stop being built at York Hospital
- Any other collaborative working opportunities that may arise, such as the recent 'One Planet York' initiative where both organisations were represented.

We hope therefore that the City of York Council is successful in their bid and that we can continue to enjoy a good working relationship and the synergy in delivering a common agenda.

Yours sincerely,



Brian Golding  
Director of Estates and Facilities

NOT PROTECTIVELY MARKED



Derek McCreddie  
i-Travel Programme Manager  
City of York Council  
Sustainable Transport Service  
West Offices  
Station Rise  
York  
YO1 6GA

29th August 2016

Dear Derek,

**City of York Council DFT Access Fund bid**

I am writing this letter in support of the above funding bid.

North Yorkshire Police enjoy a productive relationship with City of York Council and we are keen for this partnership to continue. York has many unique pressures on its' existing transport infrastructure and the only way these can be resolved is by effective collaborative approach between all its' residents. A strong link between the Council and the Police can only be beneficial to this.

We have recently worked with the Road Safety Team on a cycle scheme concerned with educating cyclists about cycling safely. We also actively encourage cycle security in regards to having cycles individually marked via the 'dot peen' marking system and have/will work in conjunction with the Council to promote this along with other security and safety initiatives.

Going forward we are keen to do more work with the York universities and Colleges. It is a priority for both the Council and the Police to ensure that sustainable transport options are encouraged and promoted – the student body in York accounts for a large percentage of the population. By working together on council-led projects targeted towards universities we can realistically encourage a positive modal shift for York.

Regards

Lee

Inspector Lee Pointon  
York North  
Collar number 1051  
North Yorkshire Police

NOT PROTECTIVELY MARKED

Fiona Macey  
Estates Services  
Providence House  
2 Innovation Close  
York  
YO10 5ZF  
Tel: 01904 322046  
Email: [fiona.macey@york.ac.uk](mailto:fiona.macey@york.ac.uk)

Our Ref: FM/C

**Department for Transport  
C/o Sustainable Transport Service  
City of York Council  
West Offices  
Station Rise  
York  
YO1 6GA**

1 September 2016

Dear Sir / Madam

**City of York Council's bid for the DFT Access Fund bid**

I am writing to confirm University of York's support for City of York Council's bid for the above.

The University of York is the largest provider of education in the City and is also a major employment hub. The University has undergone significant growth over the past few years, delivering new jobs and expanding the range of courses and qualifications offered. To manage the expansion, the University has been actively involved with the City in promoting sustainable travel and this has resulted in significant modal shift away from the private car.

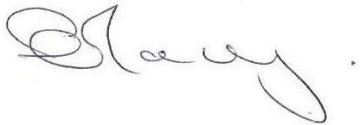
Over the last year we have engaged with the Council on the 'Travel2Campus' project in an aim to promote and increase uptake of sustainable transport amongst the four major HE/FE colleges in York. We wish to continue our involvement in this scheme and are willing to contribute £30k towards match-funded collaborative projects, plus

work collectively on cycle safety projects and the promotion of sustainable travel to the student population of York.

Our two campuses are situated in close proximity to the A19 Fulford Road. Many of our students, staff and visitors access the University using this route, using a number of modes of transport. We are wholly supportive of any activity taken to improve the congestion situation in this area and will make a direct contribution, not only through our promotion of the various University bus services, but also through the provision of a 'Bike Doctor' maintenance scheme and cycle training.

In addition to the above, we will commit to making a £10k contribution towards the support of bus services and the expansion of our smart ticketing offer. This will assist in the delivery of the Apprenticeship discounted travel scheme which forms a part of City of York's bid.

Yours sincerely



Fiona Macey  
Sustainable Travel and Transport Manager, University of York







Derek McCreadie  
City of York Council  
West Offices  
Station Rise  
York  
YO1 6GA

07 September 2016

Dear Derek

I am writing in support of your funding application to support promotion of sustainable travel in York. As a large college on the edge of York the travel decisions of our 700 staff and 3500 full time students have a significant impact on congestion in the area. The college has received significant support from the council over the years developing and implementing our travel plan and our website [www.yorkcollege.ac.uk](http://www.yorkcollege.ac.uk) refers those interested in our courses to consult the excellent [itravelyork.info](http://itravelyork.info) website established during the Local Sustainable Transport Fund programme. As with many businesses and organisations, we have pressure on our limited parking spaces which can impact on relations with those living in surrounding residential areas. Promoting walking, cycling, public transport and car sharing are therefore all important to us as an organisation.

During the past year York College has been a partner in the Travel2Campus programme which has funded a range of activities this year. Some of our international students enjoyed taking part in lunchtime fitness walks and an evening social bike ride. We also hosted 'Doctor Bike' sessions to check the safety of staff and student cycles, and confidence building bike repair workshops. With cycling in York being so popular we provide over 500 cycle parking spaces while the Travel2campus activities have enabled us to promote the cycle to work scheme to staff and provide free cycle maps and safety bands to students and staff. A number of staff also helped to promote the car-share scheme launched last year.

We have tried to maintain momentum, particularly important in affecting the travel choices made by the thousands of young people attending York College each year which will have a lasting impact as they progress onto further study and careers. Longer term funding is therefore particularly important in order to enable us to build on the work to date and to take this work forward.

Yours sincerely

Glenn Miller  
Head of Student Services



**YORK ST JOHN  
STUDENTS' UNION**  
FUN | INCLUSIVE | REPRESENTATIVE | ENGAGING | SUPPORTIVE

## Annex 1

York St John University  
Lord Mayor's Walk  
York  
YO31 7EX

01904 629 816

[www.ysjsu.com](http://www.ysjsu.com)

@YSJSU 

/YSJStudentsUnion 

Derek McCreadie  
i-Travel Programme Manager  
City of York Council  
Sustainable Transport Service  
West Offices  
Station Rise  
York  
YO1 6GA

31.8.16

Dear Derek,

DFT Access Fund bid

Please accept this as a letter of support for City of York Council's application for the above funding bid.

York St John University is located in the centre of York and is one of the major HE/FE providers in the city. We have very limited car parking on campus and our staff and students can access the site by walking or cycling. We are situated in one of the most congested road networks in the City and therefore can appreciate the strain the York road network is under.

To help alleviate this we do all we can to promote sustainable travel and healthy lifestyles to our student body. This is often done through our Students' Union activities and our 'YSJ Active' programme. We (the YSJ Students' Union) have engaged with City of York Council in the last 12 months on the Travcel2Campus project. A joint effort with other education providers in the city, we enjoyed a high level of engagement with our students and held travel advice stalls, training sessions, organised rides and bike maintenance workshops.

We are keen to keep this momentum going and work with our Travel2Campus partners in the future. As a result of the last years' engagement we have a new student-led bike scheme that will prove very popular. We may be willing to look at match-funding options and would certainly be happy to host further events that will benefit our staff and students.

"Enabling our students to have an exceptional experience"

VAT Number: 171 0799 58 | Company Reg No: 07250320 | Registered Charity No: 1136905

Please note that York St John University will not be liable for any breach of the law or contract by the Students' Union, its Executive Officers or employees, nor for making good any debts or other liabilities incurred by or on behalf of the Students' Union.

**Derek McCreadie**  
i-Travel York Programme Manager



CITY OF YORK COUNCIL

**Bishopthorpe**  
**Infant School**

*Discover Grow Succeed*

Headteacher: Miss J Langley

5<sup>th</sup> September 2016

## **'ACCESS' FUNDING SUPPORTING LETTER**

Dear Derek,

I am writing to support the bid from City of York Council for 'Access' funding to enable the Bike It Scheme and other similar projects to continue for another year and hope that the information I have included supports this application.

We have been fortunate to be a Bike It School for the last two years and look forward to taking part again in the coming year. The scheme has enabled the school to promote safe cycling, scooting and healthy journeys to school and increase parental awareness of the congestion issues surrounding our school at pick up and drop off times.

Activities which we have participated in as part of the Bike It scheme have included:

- An Infant Travel Action Group has been set up with representatives from school, parents, the local community, Christine Packer from the local authority and a Sustrans representative. It liaises closely with the junior school and is able to plan and promote activities which are suitable and appealing for children in EYFS and Key Stage 1.
- A Travel Ambassador group has been set up with representatives from Year 1 and Year 2 who organise a weekly 'golden lock' competition.
- Erin from Sustrans regularly works with the children; sessions have included Mrs Armitage story activities as part of the Big Pedal and assemblies focusing on road safety and visibility.
- A 'Bike It' breakfast was organised for children and parents who came to school on a bike or scooter.
- Stabiliser sessions where parents who attended were amazed at how quickly the children were successfully riding their bikes without stabilisers.
- Balance Bike training for EYFS children was run by CYC and the trainers were training other people to undertake the sessions at other schools.
- 'Dr Bike' sessions taught children how to look after their bikes.
- The Sustrans wrist band travel scheme was very successful in promoting walking, scooting or cycling to school.
- Bling your Bike where children decorated their bikes and scooters with Christmas decorations!
- The Big Shift where we were highly commended for the number of children cycling, scooting and walking to school.





Headteacher: Miss J Langley

The activities described are examples of the many opportunities which we have been able to provide for all of our children through the Bike It scheme. They have enabled us to promote learning through both curriculum lessons and extra-curricular activities focusing on safety, health and physical development. We have also been able to increase our involvement in the local community through the Infant Travel Action Group. The development work that we have done focusing on travel has enabled us to achieve the silver award on the Modeshift Stars Scheme which would not have been possible without the support from the Bike It scheme.

I hope that this information is helpful in supporting the bid for funding and would be pleased to provide any further information should you need it.

Yours sincerely

Miss J Langley  
Headteacher





# Our Lady Queen of Martyrs Roman Catholic Primary School

Hamilton Drive YORK YO24 4JW

Tel: 01904 555222 Fax: 01904 793501

Web: [www.olqmpriaryschool.york.co.uk](http://www.olqmpriaryschool.york.co.uk) Email: [olqm.primary@york.gov.uk](mailto:olqm.primary@york.gov.uk)

**Chair of Governors Marek Lichtarowicz - Executive Head Derek Sutherland**

---

6 September 2016

Derek McCreddie  
i-Travel Programme Manager  
City of York Council  
Sustainable Transport Service  
West Offices  
Station Rise  
York YO1 6GA

Dear Derek

On behalf of Our Lady Queen of Martyrs School we wanted to express our backing for your bid for funding from the DFT.

As a School we are committed to improving the health and wellbeing of not only our pupils but also the surrounding community. We actively promote sustainable travel for our pupils, parents and staff.

We work closely with a variety of different agencies in this field and have close links with the City of York Council who are actively engaged with our school through many different projects. This team are engaged in helping us to promote sustainable travel through walking, cycling and scooting initiatives. We use the i-Travel website to help our pupils in their transition from primary to secondary and intend to introduce it further down the school to help our pupils to see alternative routes they could use to arrive at school. We have recently joined the stars initiative and have already achieved our bronze award.

At the moment we are working closely with our school Travel Plan Coordinator and hoping to become involved in a project that highlights the adverse effects of pollution around the School areas at drop off and pick up times due to the excessive volume of cars.

We therefore hope that your bid is successful and we are able to continue to have the support and expert knowledge that we receive from this agency?

Yours sincerely

Derek Sutherland  
Executive Head



**St. Wilfrid's RC Primary School**  
**Monkgate**  
**York**  
**Tel. 01904 659726**

7/9/2016

To Mr McCreadie,

**Department of Transport Funding**

I am writing in support of City of York Council's bid for access funding from the Department of Transport. Our school has worked closely with the council on a range of Bike It projects which have helped support sustainable travel and get our pupils more active. These projects have included:

- Sessions to get younger children off stabilisers
- Sessions to improve bike confidence of older primary pupils
- Sessions to help children maintain bikes and scooters
- Scooter safety sessions
- Themed events to encourage children to scoot/cycle to school (Christmas / breakfast mornings)
- Workshops where children investigate how classes travel to school and the implications of these choices on the community. Routes plotted on Google maps.
- Supporting the school in the early stages of its Free Our Field campaign, aimed at securing part of a nearby, underused council car park. This included counting cars and looking into the possibility of a trial day

If you require any more information about the projects, or the impact they have had on our school, please don't hesitate to contact me.

Yours sincerely,

Mr D Jones  
Year 5/6 teacher and PE co-ordinator  
St Wilfrid's RC Primary  
York  
(07815 698 578)

# Archbishop of York's Church of England Junior School

Headteacher: Jonathan Green



Copmanthorpe Lane  
Bishophorpe  
York  
YO23 2QT

Telephone: 01904 551630  
Email: [ayjs@york.gov.uk](mailto:ayjs@york.gov.uk)  
Website: [www.ayjs.co.uk](http://www.ayjs.co.uk)  
Reg. Charity No. 1126734

8<sup>th</sup> September 2016

Dear Mr McCreadie

I am writing a letter of support for 'Access' funding from the Department for Transport to promote active travel through the Local Authority.

The Archbishop of York's CE Junior School has benefitted enormously from the work of the LA, in particular through the work that Christine Packer has been involved in. This has added so much value to our school and our community. It can be seen in so many aspects of the life of AYJS, right from children and parents travelling to school, to engagement in class, to attitude and the added confidence.

We totally immerse ourselves in all the opportunities that come our way, realising and understanding how this benefits the school and our community. It is not something that stops at the school gates and has always been something that the children have taken home and grown with other family members and friends.

The Archbishop of York's CE Junior School has been incredibly fortunate. We also know that any additional funding will benefit our school even more and also all the other schools in York.

I do hope that this brief letter adds weight to the application.

Yours sincerely

Jonathan Green  
Headteacher



Derek McCreadie  
i-Travel York Programme Manager  
Derek.McCreadie@york.gov.uk

05<sup>th</sup> September 2016

Dear Derek

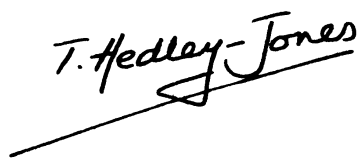
**APPLICATION FOR FUNDING FROM DEPARTMENT FOR TRANSPORT**

I am happy to let you know that Virgin Trains East Coast endorses and supports the application being made by City of York Council to the Department for Transport for Access funding. Ensuring that our customers access train services using, where possible, sustainable transport, is a key objective of our franchise business plan. We are investing in additional cycle storage space at all our station including York and we will be developing Station Travel Plans which will help to identify ways we can work with local stakeholders to encourage rail users to walk, cycle or use public transport to get to the station.

We have a great track record of working with City of York Council on joint projects including new cycle and pedestrian entrances for York Station and a Conservation Management Plan identifying its key heritage significance. We are currently working closely with CYC and network Rail on the York Central Project and how we can bring more investment into the station itself.

I know that the initiatives identified by City of York Council for this funding will be beneficial not just for rail users but also for everyone who lives in York and Virgin Trains East Coast is pleased to support this application.

Yours sincerely



**Tim Hedley-Jones**  
Major Projects Director



**Neil Bailey**  
**Operations Manager, First York**  
Unit 1A  
20 George Hudson street  
York  
YO1 6WR  
Tel: 07850 216846  
[neil.bailey@firstgroup.com](mailto:neil.bailey@firstgroup.com)

Date 6<sup>th</sup> September 2016

**Ref: Access Funding – CYC Sustainable Transport.**

To whom it may concern,

I am just writing in support of the City of York Council application for Access funding.

We have worked as partners with City of York Council for a long time now. Their support of projects promoting sustainable transport in York has been invaluable to the continued promotion of the use of Public Transport in York to the benefit of both customers, businesses and the City of York.

The funding has been instrumental in continuing the iTravel scheme, a valuable source of information for anyone wanting to travel around York by various modes of transport.

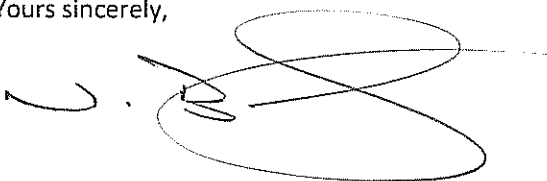
It has also been used successfully for educational and safety programmes being delivered to different groups across York. First have been involved in the delivering of these sessions promoting the safe use and travel on our buses.

The vital work they do with Travel planning support for residents and visitors to York as well as the advice and support made readily available to local businesses is a great asset again in the promotion of the use of Public Transport in York.

The use of this funding to support travel and transport services especially in rural areas has been a great lifeline to those who live and work in these areas.

The funding given to City of York Council has been well utilised and targeted for its specific use. We at First York are supporting this application for the continuation of the great work that has been done in promoting Public Transport in York, making it more accessible and available to all, working to make York a more travel friendly and environmentally conscious City.

Yours sincerely,



Neil Bailey  
**Operations Manager**



**Linda Capel**

Travel Plan Officer  
Sustainable Transport Service  
City of York Council  
West Offices  
Station Rise  
York  
YO1 6GA

*[https://d.docs.live.net/fb8a85f70d6806a1/Documents/Admin/Partnerships/York Environment Forum/Access Fund support letter.docx](https://d.docs.live.net/fb8a85f70d6806a1/Documents/Admin/Partnerships/York%20Environment%20Forum/Access%20Fund%20support%20letter.docx)*

*01 September 2016*

**Bid for Access Funding**

Dear Linda

I am writing to say that York Environment Forum would very much support York's bid for Access Funding.

The Forum membership comprises representatives of environment-focused organisations along with individuals with their own interests in a sustainable future for the city. Sustainable transport is a major concern for Forum members, as it has an impact on such a wide range of aspects of life in the city – from public realm and air quality through to patterns of employment and economic success.

We have had regular meetings with the council's officers regarding travel and transport and have on each occasion emphasised our wish that more be done to encourage the move from private cars to other forms of transport. We are aware that resources are tight, and that doing this sort of work properly requires funding. i-Travel was a major step forward and we would very much support efforts to build upon it.

If the council is able to gain additional funding we would be keen to work alongside any new initiatives to help ensure their success.

Best wishes

A handwritten signature in black ink, appearing to read "Phil Bixby", with a large, sweeping flourish at the end.

**Phil Bixby (Chair)**

Contact:- 70A Holgate Road, York, YO24 4AB Tel:- 07875 570476



26<sup>th</sup> August 2016

Dear Derek McCreadie,

I am writing to show St Nicks support for the City of York Council's application for the 'Access' funding from the Department for Transport.

St Nicks is York's centre for nature and green living who share a similar ethos and goals with the i-Travel York initiative. Over the last few years St Nicks has benefitted from the i-Travel initiative through shared promotion and using i-Travel York as a reference point for people to get expert help with adopting a personal sustainability travel plan.

This funding over the next three years would continue to benefit the residents and businesses in York, helping to meet York's air pollution targets, supporting the One Planet York initiative as well as St Nicks. With particular reference to our own organisational objectives through the following elements:

- Specially-tailored events for schools, businesses and the public
- Continuation of the i-Travel York website and journey planner
- All year round initiatives to support walking and cycling; rides, walks etc.

St Nicks would be able to directly contribute to the iTravel York initiative through promotion and referring residents and businesses to the initiative.

Kind regards,

*TJ Waring*

Chief Officer

St Nicks Environment Centre, Rawdon Avenue, York YO10 3ST

**01904 411821 | [info@stnicks.org.uk](mailto:info@stnicks.org.uk) | [www.stnicks.org.uk](http://www.stnicks.org.uk)**

Joseph Rowntree Foundation  
The Homestead  
40 Water End  
York

Derek McCreddie  
i-Travel York Programme Manager  
City of York Council  
West Offices  
Station Rise  
York  
YO1 6GA

19<sup>th</sup> August 2016

Dear Derek,

**Letter of support – City of York Council Access Fund application**

The Joseph Rowntree foundation and Housing Trust are a major stakeholder in the city in terms of community housing, care homes and employment. The issue of sustainable travel is a priority for us and we have an excellent relationship with city of York Council as we continually strive to promote and embed a sustainable culture throughout our organisation and the city of York.

Our long-standing relationship means we are willing to accommodate council schemes and input into our various projects and initiatives. Successful collaborative projects in the last few years include working together on the Derwenthorpe housing site and the installation of an electric vehicle charging point at our main office. We would be keen to work together in the future and would be very much interested in any match funding opportunities, travel planning support for our sites or any cycling initiatives that may be available as a result of this bid.

Please accept this letter as the Joseph Rowntree Foundation's support for your DFT Access Fund bid.

Yours sincerely,

*K Oliver*

Kent Oliver  
Facilities Manager

**[Joseph Rowntree Foundation](#) | [Joseph Rowntree Housing Trust](#)**

T 01904 615985



Derek McCreadie  
City of York Council  
City and Environmental Services  
West Offices  
Station Rise  
York YO1 6GA

3<sup>rd</sup> September 2016

**RE: Access Funding - Letter of Support from Vangarde Shopping Park, York**

Dear Sir

I am writing to support the bid for access funding by City Of York Council.

As part of our planning consent we were required to prepare a travel plan covering the shopping park and continue to monitor this going forward. The support we have had here on the shopping park from the CYC travel plan co-ordinators has been invaluable and they have assisted us greatly over the last two and a half years in getting this up and running.

They have also held travel plan events for both staff and customers on our site which again helps us towards fulfilling our travel plan obligations.

Our site is located in a major access point for cars, buses, pedestrians and cyclists. We recognise that York has many pressures on its existing road infrastructure and the importance of sustainable travel promotion to both staff and customers.

As one of the major shopping parks in the area we are keen to work with the council going forward and would consider involvement with any CYC-endorsed schemes that may arise should this bid be successful.

Yours faithfully

A handwritten signature in black ink that reads 'D. O'Donnell'.

Deborah O'Donnell DipSCM  
Centre Manager

E: Deborah.o'donnell@workmanfm.co.uk  
T: 01904 238309 / 07590 976510

**Vangarde Shopping Park**  
Management Suite, Vangarde Way,  
Huntington, York, YO32 9AE  
T 01904 238309

[www.vangardeshopping.co.uk](http://www.vangardeshopping.co.uk)



# Monks Cross Shopping

30<sup>th</sup> August 2016

Derek McCreadie  
City Of York Council

Monks Cross Drive  
Huntington  
York  
YO32 9GX

Dear Derek

Monks Cross Shopping Park would like to support your bid for 'Access Funding' from the Department of Transport.

I am co-ordinating the Travel Plan for the Shopping Centre, which has involved working closely with the CYC Travel Planner. I have received assistance and support such as regular iTravel meetings and one to one meetings. The aim of the plan is to reduce car usage in the area and promote sustainable transport services.

The York Liftshare Scheme will be a valuable asset to the centre and contribute towards the reduction of cars, we already have a large number of staff members interested in joining the scheme.

Cycle initiatives and training will also play a part in the objectives of our travel plan, these are available through the iTravel website, along with information on other transport services i.e. bus services, cycle routes.

It is also important that a travel network should be established for universities and colleges in the city as the students are a large part of retailers employment.

I have found the assistance of CYC Travel Plan department extremely helpful and a valuable asset when putting together the Travel Plan and hope to continue to work alongside the Department of Transport in the next year and onwards.

Yours sincerely



Anne Sanderson  
Centre Administrator/Travel Plan Co-Ordinator  
Monks Cross Shopping Park

Tel: 01904 623374

Fax: 01904 623825



Fulford Moor House  
Fulford Road  
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YO10 4EY  
United Kingdom

Tel: +44 (0) 1904 562000  
Fax: +44 (0) 1904 562038  
[www.tsys.com](http://www.tsys.com)

1 September 2016

To Whom It May Concern

Letter of Support for City of York Council Access Funding Application

Dear Sirs

TSYS is a global organization offering issuer services and merchant acceptance for credit, debit, prepaid, healthcare and business solutions. Our European Headquarters is based in York, where we employ more than 350 team members from our office on Fulford Road.

We work closely in partnership with the City of York Council and the i-Travel York team to introduce and promote new sustainable travel initiatives that benefit our staff.

We have a very active cycling community and a recent team member (staff) survey found we have almost 21% of our employees who cycle into work 3 or more times each week. We continue to support and develop this cycling culture and, with matched-funding from City of York Council, we have recently replaced two existing small cycle shelters with a new shelter providing space for 40 bikes. This takes our on-site covered cycle shelter space to 85, which matches the number of parking spaces in our grounds.

We use the i-Travel Workplace Travel Planning networking opportunities to meet with and learn from other companies, which helps us continue to develop our own travel planning. i-Travel York also helped us promote sustainable travel by coordinating a travel workshop in August 2015 which helped our team members consider alternative travel methods to their personal cars, focusing on public transport and encouraging cycling as well as helping us re-launch our own intranet based Car Share Scheme. This association with and support from i-Travel is invaluable to us.

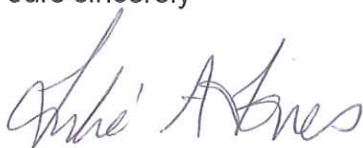
Our enthusiasm for all of the above is very evident in our participation levels in fun competitions such as Love to Ride's York Cycle Challenge (which we won in 2014) and more recently the 2015 York BIG Challenge. This saw alternative transport modes and journeys opened up to include running, walking etc and saw our participation in 2015 to 52% of team members! We are hoping if York City Council are successful with gaining Access funding this will allow them to continue to develop this Challenge and help us promote all different sustainable travel activities within our workplace.

TSYS also encourage these initiatives internally as we refund all Park & Ride costs, we cover the secure cycle shelter hire cost for team members wanting to participate in the Park & Pedal Scheme. This is in addition to TSYS encouraging our team members not to travel to work by car by paying an incentive of either cash or two additional days annual leave to staff who choose not to park at our office.

We are also working to support the City of York Council spread the word about electric vehicles and have recently taken delivery of our first ever company cars – 2 fully electric Renault Zoes. Again, the City of York have provided funding to help establish our first electric vehicle charging point. TSYS have taken the decision to make this free to use to our team members to encourage them to adopt new technologies.

Lastly, I would like to mention that TSYS have just commenced a £4.7m refurbishment of our York office, which confirms our commitment to this City. The City of York Council offer valuable support to us as a business and we hope they are successful in securing Access funding to enable them to continue to work not just with ourselves, but with other local businesses in the York area. We look forward to strengthening our partnership with them and helping deliver more sustainable travel initiatives to benefit both our team members and the residents of York.

Yours sincerely



Julie A Jones  
Facilities Manager





Moorgate House  
Clifton Moorgate  
York  
YO30 4WY

Derek McCreadie  
i-Travel Programme Manager  
City of York Council  
Sustainable Transport Service  
West Offices  
Station Rise  
York  
YO1 6GA

16 August 2016

Dear Mr McCreadie

**Re: York's Bid for the Department for Transport (DfT) Access Funding**

I can confirm that the Clifton Moor Business Association supports the Council's efforts and endorses the above submission that is to be made to the Department of Transport.

The Association's Board and I (as Chairman) will be happy to work with the City of York Council both prior to and after the submission of the bid in any way possible to promote the adoption of sustainable transport, both at Clifton Moor and throughout the York area as a whole.

In the last twelve months, representatives from CYC Sustainable Transport have engaged with CMBA members at our meetings, including giving a presentation on the adoption of electric vehicles and sustainable transport options.

We wish to continue this productive relationship for the benefit of both parties and the CMBA members, especially in regard to improving public transport between the city centre and Clifton Moor.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'J P Lewis Ogden', is written over the typed name.

J P Lewis Ogden  
**Clifton Moor Business Association**



**Nestlé UK Ltd**

Rowan Drive

Fawdon

Newcastle Upon Tyne

NE3 3TR



**TEL: (0191) 2024200**

6<sup>th</sup> September 2016

To Derek McCreddie

i-Travel York Programme Manager

Re: Letter of support from Nestle

I am writing this letter in support of the City of York Council's application for funding to support the further development of the i-Travel York initiative.

Nestle UK Ltd believes that a strong 'Green Transport Plan' is core to delivering effective employee engagement in driving down environmental impacts, enhancing the individual's health and wellbeing and promoting social cohesion. Our Green Transport Plan focusses on developing and promoting opportunities for our employees to use effective and appropriate methods of transport not only for their daily commute, but as part of their total transport needs.

Although we are already supporting our employees through initiatives such as the promotion of discounted deals on electric vehicles, installation of charging infrastructure at our sites, enhancement of cycling facilities, and incentivised cycling schemes, we recognise that to ensure a truly effective Green Transport Plan, this needs to be delivered within the context of, and in partnership with the broader local transport infrastructure.

Nestle UK has a number of facilities based in York, including its second largest manufacturing site, our international Confectionary R&D site and one of our main office areas. We have a longstanding relationship with City of York Council and have worked together on a number of projects / initiatives.

We support all of CYC's aspirations to enhance their i-Travel York scheme, with their plans to further develop the i-Travel York website and journey planner, promotion of the York Liftshare scheme, commuter challenges and promotion of alternative methods of transport combined their existing transport infrastructure, being of particular relevance to ourselves.

Due to the aligned nature of CYC's and our own plans, we see opportunities to work in partnership to help promote and embed CYC's i-Travel York plans, engaging our own employees both as users and advocates.

With kind regards,

**Andy Griffiths**

Head of Environmental Sustainability  
Nestlé UK Ltd

Rowan Drive, Fawdon, Newcastle upon Tyne, NE3 3TR

Mobile: +44 (0) 7921 933289

[andrew.griffiths@uk.nestle.com](mailto:andrew.griffiths@uk.nestle.com)





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Department for Transport  
C/O Daniel Braidley  
West Office  
Station Rise  
York  
YO1 6GA

2<sup>nd</sup> September 2016

Dear Sir/Madame,

**Access Fund Bid**

We write in support of the City of York bid for inclusion in the above bid.

As one of the major employees in the area with a manufacturing plant covering 60 acres and employing approximately 650 people, we have worked with the City of York Council over 15 years to promote sustainable travel options.

We encourage our employees to make good decisions on travel modes based on the benefits to their own health, the local community and the wider environment. To this end we promote walking, running and cycling to work as being low cost and healthy with the result that over 20% of our employees cycle to work. This September we are encouraging our people to cycle to work through the National Cycle Challenge. We will be able to support the programme by advertising volunteering opportunities to our people and, when available, use of our conference venue.

We hope therefore that the City of York is successful in their bid and that we can continue to enjoy a good working relationship between business and Local Government.

Yours faithfully,

A handwritten signature in blue ink, appearing to read "S Falcus".

**Sandra Falcus**

**Head of HR, L&D and CSR**

Innovation Centre  
Innovation Way  
Heslington  
York YO10 5DG  
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E enquiries@yorksciencepark.co.uk



Derek McCreadie  
i-Travel Programme Manager  
City of York Council  
Sustainable Transport Service  
West Offices  
Station Rise  
York  
YO1 6GA

30th August 2016

Dear Derek,

I'm writing in support of your bid to the Department for Transport because the services and support provided by the City of York Council to local companies are vitally important to the wellbeing of the city, in terms of both health and environment.

Parking around this vicinity is at a premium so we very much need to continue to promote alternative and sustainable means of travel.

For us, the availability of the Council's *iTravel* and *Liftshare* Schemes are important to our Residents and we appreciate the support and advice provided to promote sustainable travel planning within the area. We have warmly welcomed your *iTravel* visits to our premises on several occasions so that sustainable travel is continuously promoted to our 1500 Residents.

Thank you also for your previous fund-matching that enabled the upgrade to one of our bike stores. This is something that should funding again permit, we'd very much like to undertake at our other premises.

Hopefully, funds may be made available to fund-match the installation of a car charging point on the Science Park, as recently specified. As we don't have one in proximity this would be a major coup for us, but at the moment we don't have the budget to fund the project exclusively ourselves.

Good luck in the bid.

Yours Sincerely



Nick Sutton  
Facilities Manager



INVESTORS  
IN PEOPLE

Silver





2<sup>nd</sup> September, 2016

To: Derek McCreddie, i-Travel York programme

City of York Council is currently in the process of applying for 'Access' funding from the Department for Transport.

This funding would be used over the next 3 years (April 2017 onwards), to support a range of projects to promote the adoption of sustainable transport in York. The funding will enable work City of York Council have been doing very successfully over the last few years with the i-Travel York initiative, as well as providing more focus on schemes to increase accessibility to education and employment.

Enterprise Car Club and Enterprise Rent-A-Car are long standing partners of City of York Council providing car club and car rental services to the council, to businesses and to private residents across the city. A fleet of 30+ low emission car club vehicles already serve over 900 individuals and many businesses travel more sustainably, and the proposed "Access" funding will assist to grow our activities and deliver the associated benefits.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'K Kelly'.

Keith Kelly  
York Manager and Head of Locations

Enterprise Car Club, 75 Low Rd, Leeds LS10 1RH  
Tel: 0345 266 9290  
[www.enterpriseclub.co.uk](http://www.enterpriseclub.co.uk)



Annex 1  
**BRIGHT  
ETHICS**  
*company*

Derek McCreddie

iTravel Programme Manager

City of York Council

Sustainable Transport Service

**05/09/16**

I am writing to today to confirm our support for the City of York Council in its application for Access funding from the Department of Transport. We believe this could be a strong force for good in our city.

We personally use sustainable transport to get to work, as does a large part of the workforce in York. I personally cycle to and from work and for personal reasons within and around the city.

As a former resident of Utrecht in the Netherlands, I have seen first-hand the benefits of enhanced cycling provisions and a sustainable public transport system. I am convinced that sustainable transport is the only way forward for York.

As an organisation we would substantially benefit from continued support for cycling and walking as forms of commuter transport and would also appreciate business support on transport issues.

We would be happy to offer volunteer time to help support the programme as we feel it is essential to the economic and social future of the city.

Kind Regards,

Bethan Vincent

CEO Bright Ethics

**Bright Ethics**  
Hiscox Business Club  
The Hiscox Building  
Peasholme Green,  
York  
YO1 7PR



**Biomimicry UK**

richard@biomimicry-uk.org

www.biomimicry-uk.org

6 September 2016

Derek McCreddie  
iTravel Programme Manager  
City of York Council  
Sustainable Transport Service

Sent by email

Dear Mr. McCreddie,

**RE: LETTER OF SUPPORT - YORK SUSTAINABLE TRANSPORT**

We would like to offer our support to the application for funding for the Department of Transport to continue the work that the Sustainable Transport Service offers in our region.

We are a new business to the city and as such have had limited contact directly with the initiatives already in place. That said, workshops that we have run in the past focusing on landscape architecture and urban design that have delved into nature-inspired solutions for sustainable transport.

We would be very much willing to assist with the educational elements, support outreach events and assist developing active walking and cycle trails.

I wish you success with the funding application for the continuation of the work in our region.

Yours sincerely,

**Richard James MacCowan**  
Founder Director





Liftshare.com Ltd  
4 Duke Street  
Norwich  
NR3 3AJ  
01953 451166  
info@liftshare.com  
[www.liftshare.com](http://www.liftshare.com)

1 September, 2016

Derek McCreadie  
i-Travel Programme Manager  
**City of York Council**  
Sustainable Transport Service  
West Offices  
Station Rise  
York  
YO1 6GA

Dear Derek

**City of York Council DFT Access Fund bid**

Please accept this as a letter of support for the above funding bid.

We have worked with City of York Council for the last ten years via our Liftshare scheme, as the Council have purchased a licence. In the last 12 months the council have worked closely with us with a view to 'refreshing' the scheme, particularly concentrating on expanding the existing York Teaching Hospitals NHS Trust scheme, with an initial focus on York Hospital. We hope to make York a flagship area by utilising a unique collaborative approach to car sharing and its' many benefits.

This collaborative approach between the organisations has produced a good partnership that will no doubt prove beneficial for the strained transport infrastructure in York. We are currently working on city-wide promotional campaigns as part of the upcoming National Liftshare week.

We are also discussing the use of our award winning personal travel planning service (myPTP). These provide bespoke plans for individuals that cover all options with walking and cycling at the top of the list. The recent evolution of our software enabling the service to be

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Queen's Award for Innovation | Ashden Award for Sustainable Travel | Catalyst Award for  
Social Technology | BITC National Award for Environmental Excellence  
VLS001/ALT/11/2012



embedded in an organisation's intranet or internet provides an exciting opportunity for us to help to ramp up the levels of sustainable travel in York.

In the future we would be interested in continuing this partnership for the benefit of City of York Council and, more importantly, its residents. Increased funds would release the potential to dramatically improve the promotion of transport options to York residents and businesses and thus encourage positive modal shift.

Kind regards,



Mark Hand  
Business Development Director  
Liftshare.com

**BUSINESS CONFIDENTIAL**

Queen's Award for Innovation | Ashden Award for Sustainable Travel | Catalyst Award for  
Social Technology | BITC National Award for Environmental Excellence  
VLS001/ALT/11/2012



Derek McCreadie  
i-Travel Programme Manager  
City of York Council  
Sustainable Transport Service  
West Offices  
Station Rise  
York  
YO1 6GA

20 August 2016

Dear Derek

**Re: Letter of Support - York Access Fund bid 2016**

Love to Ride has been working in partnership with City of York Council since 2011. Using our proven behaviour change platform and programmes to grow cycling in the city, we have achieved some fantastic outcomes over the longer term. Last year, despite not having funding, we were able to clearly demonstrate the legacy element of our work, engaging 850 people and 100 new riders during the 2015 National Cycle Challenge and other national promotions.

Over this time, the Love to Ride York programme has engaged 156 organisations and 5,649 people, including 911 'new riders'. The behaviour change outcomes in York have already been great, bringing benefits in a number of ways, from improving health to improving air quality and economic development and access to employment by working closely with so many employers and groups across the city.

Love to Ride have also worked with the i-Travel York Team to create and support workplace and community events, Workplace Cycle 'Challenges' and other key promotional events - reaching into residential areas, employer hubs and communities within the city and the outlying urban locations.

We are delighted to support the York Access Fund bid through delivering an enhanced programme to promote the continued growth of cycling in the area, specifically working with new riders to help them to overcome their barriers to riding and discover cycling for transportation.

The Love to Ride York project has so far demonstrated the potential of our projects to help shape sustainable travel and achieve measurable behaviour change. We welcome the impact that the DfT's investment has had on cycling in the region so far and that this investment can be continued, enabling the most successful projects to continue delivering the best possible outcomes and return on investment.

Yours sincerely,



Sam Robinson  
General Manager  
+44(0)7734 833451  
www.lovetoride.org



**Ross Butcher**  
**National Chair**  
**Modeshift,**  
**Business Central Darlington,**  
**2 Union Square,**  
**Central Park,**  
**Darlington, DL1 1GL**  
[www.modeshift.org.uk](http://www.modeshift.org.uk)

Derek McCreadie  
iTravel York Programme Manager  
City of York Council  
West Offices  
Station Rise, York  
YO1 6GA

1<sup>st</sup> September 2016

Dear Mr McCreadie

Subject: Support for iTravel York Access Fund bid

I confirm that Modeshift is delighted to support the City of York Council bid submission to the Department for Transport's Access Fund. We welcome the opportunity to work in partnership with the Council in the delivery of your bid. Modeshift will continue to provide support through our travel accreditation schemes Modeshift STARS.

City of York Council is a member of Modeshift, the national sustainable travel organisation. Membership of Modeshift provides a range of benefits including regional support, access to best practice and entitlement to use STARS and STARSfor. STARS has helped to reward and recognise schools for the work they do whilst enabling them to leave a lasting legacy that successfully embeds sustainable travel as the norm. STARSfor builds on the travel planning experience of 23 local authorities for settings other than schools.

We have set out below how the STARS and STARSfor initiatives will help meet the Access Fund criteria:

- Supporting the local economy and facilitating economic development by creating strong communities that deliver and support sustainable travel initiatives
- Reducing carbon emissions, bringing about improvements to air quality and increased compliance with air quality standards and wider environmental benefits such as noise reduction
- Helping to deliver wider social and economic benefits through delivering better access to employment, education and services
- Actively promoting increased levels of physical activity through increases in walking and cycling

If you wish to discuss the above further please do not hesitate to get in touch. I can be contacted via email at [chair@modeshift.org.uk](mailto:chair@modeshift.org.uk) or on 07809 655624

Sincerely



Ross Butcher,  
National Chair of Modeshift



York Bike Belles  
Community Organisation  
50, Trafalgar St  
York  
Y023 1HZ  
[yorkbikebelles@gmail.com](mailto:yorkbikebelles@gmail.com)  
[www.fb.com/yorkbikebelles](http://www.fb.com/yorkbikebelles)

Derek McCreddie  
i-Travel York Programme Manager  
City of York Council

8<sup>th</sup> September 2016

Dear Derek

We are writing in support of City of York Council's application to the Department for Transport's Access Fund.

York Bike Belles has been supported by LSTF funding and the City of York Council for the last 3 years. This support has enabled us to make a huge success of the York Bike Belles initiative, with over 8000 people in York attending our activities during that time - 75% of whom have gone on to increase their everyday cycling levels, 81% to increase their general level of physical activity and 66% to reduce their car use. We are a leading women and cycling community in the UK – we have co-organised two national Women and Cycling conferences, presented at several Cycle City events, co-founded a national women and cycling group, WE Cycle (Women's Equality in Cycling), and regularly share best practice with other areas of the UK to encourage more women to cycle every day.

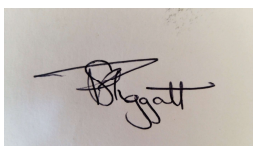
We are now an independent community organisation. Our aim is to work with local partners to make York the best and most inclusive cycling city in the UK. We currently deliver a range of volunteer-led community activities with monthly social rides, bike maintenance workshops, bike buddying, bike loans and online social media support. We have 25 local volunteers who contribute approximately £18,000 volunteer time per year to increasing cycling in York. We would like to develop our work in the future to young women in secondary schools, older women, the development of community cycling hubs and targeting of lower income communities in York.

We urge the Department for Transport to continue to provide walking and cycling funds to York. We see the value of cycling support activities everyday with daily requests for support and guidance and by high attendance on and demand for our activities. This is backed up by regular positive feedback from beneficiaries testifying to the impact of this support, not just on their cycling, but also on their health, confidence and quality of life. York has a transient population with constant newcomers to the city and suffers from severe congestion and air pollution. Year-round cycling support is needed to give local residents the skills, motivation and confidence to start and continue everyday cycling.

If York is not awarded further funding, there is a question-mark over whether we will be able to continue our cycling support activities from 2017, both in York and across the UK.

We therefore very much hope that the City of York Council's application is successful and we can continue our positive working relationship with them to make York the best and most inclusive cycling city in the UK.

Warm regards



Sheridan Piggott  
Chair  
York Bike Belles  
Community Organisation



# Access Fund York 2017-2020

