

## Annex 2

### CITY OF YORK CYCLE CITY PROJECT

DRAFT CYCLING CITY STRATEGY  
SEPTEMBER 2008



### SUMMARY

To be completed

### INTRODUCTION

In June 2008 York was selected as one of a new batch of Cycling Towns by Cycling England. York starts from a base level of cycling of (to be added) and the many initiatives and facilities that have been provided during the previous 10 years has been a key part in achieving this success. The cycling city project provides us with an exciting opportunity to build on recent success and encourage a step change in cycling by working in a multi-partnership approach to complete the gaps in the network, promote new routes through the city and work with schools and businesses to raise the profile of cycling.

In producing this strategy document we have taken account of the advice document provided by Cycling England and have followed the content and format indicated in that guidance relating to structure and content.

### The Vision

Our vision for cycling is that

*'through the provision of high quality facilities we will make cycling the transport mode of first choice and encourage more people to make more journeys by bike, more frequently'*

In 3 years we will have increased participation in cycling amongst some of the hardest to reach groups in the city, as well as having boosted general cycling levels. A wide range of training, development and participation initiatives will have created connections across the city and enticed more people to become involved in cycling of one form or another. Some of these initiatives will be proven, established schemes but others will be novel and inspirational such as Bike Art.



A newly invigorated and better informed cycling community will feel safer and more sure on their bikes. Removal of critical pinch points on the cycle network will make their cycling journeys smoother. New links such as those across the previously 'pedestrian only' city centre will make what were once fragmented journeys more coherent.

A number of major development challenges for the city and population will have been seamlessly integrated and provide much new learning as well as

pushing forward sustainable travel options into new territory. Some of these developments (such as Derwenthorpe) will have brought with them flagship infrastructure provision to improve cycling permeability. Others, such as York Northwest, will facilitate a new bridge, linking the city with the station / York Northwest area, whereas lower key infrastructure within developments will help the everyday cyclist to overcome the minor inconveniences of things such as wet saddles and flat tyres.

With several hundred more secure parking units, bike theft will have substantially diminished. An innovative community asset transfer project will have helped to ensure a plentiful supply of bikes at a fraction of the cost of new ones – minimising waste, reducing CO<sub>2</sub> emissions and delivering secure storage and repairs for commuters and tourists alike. For those who don't want to own a bike, the new hire scheme will encourage short journeys. More employers will have Travel Plans in place with the largest single employer in York (City of York Council) having made an overt commitment through its substantial new workplace provision for cyclists.

In 3 years time, the city will have recaptured a new momentum as a cycling city and will be learning, sharing and developing. The collaboration between all the partners committed to the initiative will have paid dividends in a healthier, more active and safer community.

Key to achieving this vision is consultation with cyclists, non-cyclists and those people who used to cycle but no longer cycle, for whatever reason. Consultation will take place on a city wide basis at the start of the project which will help inform the development of the work programme in years two and three. Learning from best practice and example will also help to achieve aims set out below .

## **Aims and Objectives**

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

### **Objectives**

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



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

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

### Objectives

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



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

### Objectives

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



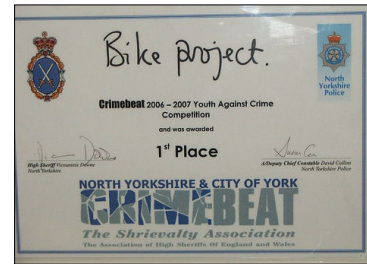
*Illustration of new bridge*

## AIM 4. IMPROVING SAFETY AND SECURITY

### Objectives

- Basic bike maintenance courses for all adult cyclists, with female only classes
- Develop secure city centre cycle park
- Increase the number of covered cycle parking areas
- Increase the number of cycle parking units around the city
- Obtain access to First's simulator (or similar) for FTR (double length articulated buses) and heavy goods vehicle drivers
- Review FTR routes for danger spots – 'bendy bus' incidents

- Review and implement new infrastructure at Blossom Street/ Micklegate
- Review the scope for advanced cycle signalling at dangerous junctions
- Implement innovative ground level lighting schemes across strays/ University route to test effectiveness
- Increase the availability of quality locks and lights – possibly ‘free’ promotional campaigns



## AIM 5. INCREASE BIKE AVAILABILITY

### Objectives

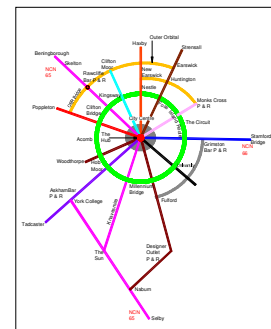
- Implement Bike hire/ Velib type scheme at 3 locations in the city
- Recycle and refurbish bikes, avoiding waste stream and minimising CO<sup>2</sup> emissions arising from increased bike usage
- Develop ‘load bikes’ (Bike Rescue initiative)
- Recycle more tandems or other adapted bikes for use with people with disabilities/ develop new adapted bikes
- Encourage more employers to take up Cycle scheme (salary sacrifice)
- Implement school scheme in which schools buy bikes to give to disadvantaged children
- Increase the number of ‘Build a bike’ schemes
- Extend ‘pool bikes’ across the council – all departments



## AIM 6. IMPROVE INFORMATION, MARKETING AND AWARENESS

### Objectives

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



## AIM 7. TO LEARN, DEVELOP AND SHARE

### Objectives

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

## KEY TARGETS

Aim	Targets Associated
Aim 1: Increase total	• Increase participation by 25% on existing levels by 2010

<b>cycling activity</b>	(base: 10%) <ul style="list-style-type: none"> <li>•100% increase in children cycling to school (base: 7.4%)</li> <li>•Increase Travel to Work plans to 60% (base: 40%) (300+ employees)</li> <li>•Increase cycle trips to work to 13% (base:12%)</li> </ul>
<b>Aim 2: Increase cycling amongst low participant groups</b>	<ul style="list-style-type: none"> <li>•100% increase in women/ girls, people w. disabilities, over 45s by 2011</li> <li>•3 new leisure/pleasure programmes by 2009</li> <li>•Increase cycling participation in Westfield by 100% by 2011</li> </ul>
<b>Aim 3: Address gaps in connections and routes</b>	<ul style="list-style-type: none"> <li>•Cycle routes across pedestrian centre by end 2010</li> <li>•Deliver action on at least one pinch point p.a. from 2008</li> <li>•New cyclist/pedestrian bridge scheme (station to centre) by 2011</li> <li>•2 routes across outer ring road by 2011, connecting rural areas</li> </ul>
<b>Aim 4: Improving safety and security</b>	<ul style="list-style-type: none"> <li>•Secure, city centre bike park open by April 2009</li> <li>•Reduce cycle theft by 25% by end 2008 (under review)</li> <li>•Blossom Street junction improvement scheme by 2009</li> <li>•Pilot lighting scheme by end 2009</li> <li>•Expand 20 mph zones in residential areas by 2011</li> </ul>
<b>Aim 5: Increase bike availability</b>	<ul style="list-style-type: none"> <li>•1,200 bikes p.a. diverted back into use from waste stream</li> <li>•Velib / similar hire scheme by 2010</li> </ul>
<b>Aim 6: Improve information, marketing &amp; awareness</b>	<ul style="list-style-type: none"> <li>•New schematic map by end 2008</li> <li>•Personal journey planning available by mid 2009</li> </ul>
<b>Aim 7: To learn, develop and share</b>	<ul style="list-style-type: none"> <li>•Deliver at least 4 significant learning initiatives by 2011</li> <li>•Meet CE monitoring/evaluation targets by agreed dates</li> </ul>

Performance will be monitored in line with the proposals in the Cycling England monitoring contract (to be provided) and will continue to be monitored as part of the LTP2 through manual counts, automatic counters and surveys at schools and workplaces.

## **PROPOSED MANAGEMENT & GOVERNANCE STRUCTURE**

A project management structure is currently being developed to maximise the available skills and resources available to the project and is attached at the end of this document.

**Senior Manager Responsible :** Damon Copperthwaite, Assistant Director (City Development & Transport)

**Councillor Responsible :** Cllr. Steve Galloway, Executive Member for City Strategy

**Cycling Champion:** Cllr Watt

**Project Leader :** Ruth Egan, Head of Transport Planning

**Council Delivery Team :** Cycle Town Project Manager, Transport Planner (Cycling & Walking) , Head of Sport & Active Leisure, Cycle Training Supervisor, Road Safety Officer, School Travel Advisors, Transport Marketing & Communication, Principal Transport Planner (Operations), Education, Transport & Safety (Implementation), Capital Programme Manager, Network Management, Engineering consultancy, tourism team

**Key Partners in delivery:** Chair of Healthy City Board, University of York, University of York St John, York College, Public Transport representative, Other key representatives -TBA

A Cycling City Steering Group will be formed who will act as the main decision making body and will monitor progress towards achieving the aims, objectives and targets set. This group will comprise manager and chief officer level council employees and some senior external stakeholders.

**Expected Composition of Steering Group:**

Director City Strategy, Assistant Director City Strategy, Head of Transport Planning, Project Manager, Executive Member, Cycling Champion, External Stakeholders – to be confirmed.

This group will act as one of the main points of communication with Cycling England. Under this group will sit a team who will manage the day to day running of the project and will report back to the strategy group on a regular basis. Given the varied types of projects that we propose to deliver it is proposed to have themed groups responsible for the implementation of the measures, these groups will mostly comprise council officers but will also have external stakeholders as members where appropriate to maximise the available skills. These themed groups will feed back to the day-to-day management group on a regular basis. The themes for the groups are currently as follows:

- Marketing and information
- Community Transport/Travel to Work
- Schools
- Infrastructure - Major
- Infrastructure - Equipment
- Participation

**Reporting**

The individual schemes delivered will be reported to Members at EMAP. It is proposed to report progress on the Cycling City project to Executive on a 6 monthly basis. We must submit a report to Cycling England and DfT at the end of December 2008 and subsequently every quarter thereafter in respect of grant funding claims. In addition we will need to submit more detailed annual progress reports to Cycling England.

**OPPORTUNITIES FOR INCREASING CYCLING**

Below is a list of the barriers to cycling identified by groups of cyclists, non-cyclists and lapsed cyclists during recent consultation exercises together with proposed interventions to overcome them. As far as possible we have built these interventions into the strategy.

Barrier	Intervention
Continuity of network	Priority will be given to filling the gaps in the network especially at locations identified by cyclists.
Quality of network	Adoption of Cycling England engineering standards and promotion of these design standards to design engineers and consultants should improve quality.
Promotion of cycling	High profile promotion campaigns and route promotion together with better signing will raise the profile of cycling. Annual two day Festival of Cycling to further raise profile.
Quality of cycle parking	Provision of more secure, sheltered cycle parking at schools, workplaces and in the city centre, opening of the staffed Hub-station and partnership work with the police should reduce incidents and fear of cycle theft.
Lack of safe river crossings	Investigation of a new cycle bridge across the River Ouse together with improvements on existing bridges should reduce severance by river.
Traffic congestion	Measures to ensure that cyclists aren't blocked by queuing traffic and also to remove some vehicle trips from the network through other transport policies such as Park & Ride or traffic management.
Physical barriers on paths	Removal of physical barriers where appropriate or relaxation wherever possible of measures which currently impede cyclists thus making cycling more attractive.
Levels of cycling competence	Better promotion of the council's cycle training especially to adults, schoolchildren and family groups. Increases in the number of trainers available and better retention through more attractive employment packages. Easing people into cycling through guided rides from set bases across the city.
Perception of danger	Better signing of alternative routes to busy roads (with times), campaign work to address awareness of cyclists' needs in other road users. Increased training to help allay some of the concerns of non-cyclists.
Weather	Promotion of everyday utility cycle clothing at cycling festival and through local cycle retailers



	to dismiss the image that all cyclists are lycra-clad
Image	Similar to the above but also targeted work with specific groups such as teenage girls and young adolescent males to demonstrate that cycling can be “cool”
End of journey facilities	Work with schools and employers to encourage provision of better parking and shower / changing facilities so that cyclists can arrive at work comfortable.

## **DELIVERY STRATEGY**

The seven key aims listed earlier have been adopted to address the barriers listed above, and are shown again below:

1. Increase total cycling activity
2. Increase cycling amongst low participant groups
3. Address the gaps in connections and routes – reduce severance
4. Improve safety and security
5. Increase bike availability
6. Improve information, marketing and awareness
7. Learn, develop and share

In order to address these aims we have developed a three-year work programme. The programme is split into the elements shown in the table below. The potential delivery partners and specific aims they hope to contribute to are listed against each element (the key aim being addressed is shown in bold).

Work Programme Element	Delivery Partners	Contribution to Aims
Secure city centre cycle parking	CYC, BikeRescue	<b>1, 4</b>
Bike availability	CYC, BikeRescue, Retailers, Get Cycling	1, 2, <b>5, 6</b>
Signage	CYC	1, 2, 3, 4, <b>6</b>
Integration with Public Transport	CYC, PT providers	<b>1, 2, 3, 6</b>
Improvements to existing network	CYC	1, 2, 3, <b>4, 6</b>
Provision of missing links in network	CYC (acting on feedback from York’s cyclists)	1, 2, <b>3, 4, 6</b>
“The Circuit” orbital route implementation	CYC	1, 2, <b>3, 4, 6</b>
Removal or improvement of pinch points	CYC (acting on feedback from York’s cyclists)	1, 2, <b>4</b>
Provision of innovative equipment	CYC, Retailers, Bike Rescue, Get Cycling	1, <b>2, 5, 6, 7</b>



Maximisation of development opportunities	CYC plus developers	1, 3, 4, 6, 7
Marketing and communications	CYC, Media partners, Health sector, Education sector, Retailers	1, 2, 4, 6, 7
Major promotional events	All partners	1, 2, 6, 7
Development / participation initiatives	CYC, Get Cycling, Ride Guides, BikeRescue	1, 2, 4, 5, 6, 7
Training and school-related projects (inc. Travel Plans)	CYC, Education providers	1, 2, 4, 5, 6, 7
Increased staffing	CYC	1, 2, 4, 6, 7
Monitoring and evaluation	Cycling England	3, 6, 7
Partners' activities / contributions	External partners	1, 2, 4, 5, 6

Many of the above elements comprise several schemes, however, these will be further expanded on the budget spreadsheet.

**An indication of the strategic priorities in the first year include:**

1. **Sub station to Hub Station** – Conversion of an existing empty former electricity sub-station to a cycle centre which will incorporate secure, sheltered cycle parking, cycle hire, sales of recycled cycles and accessories, left luggage lockers, showering and changing facilities and toilets and a workshop for minor repairs and recycling of reclaimed or donated cycles. (Note: planning permission has already been submitted)  
Cost: £320k
2. **Free bikes to schools** (selected areas/individuals e.g. Westfield) Cost: £8k
3. **Start work on filling gaps in network** (Blossom St/Clifton Bridge/Fulford Rd) Cost: £300k
4. **Launch 2 major events: Festival of Cycling** Cost: £20k
5. **Series of Bike Maintenance courses** (incl. Separate female only sessions). Cost £10k
6. **Cycling participation projects:** art bikes, guided rides. Cost :£40k
7. **New maps** (e.g. schematic) Cost: £10k
8. **Demonstration Town launch and other marketing initiatives.** Cost £15k
9. **Increased training initiatives and school projects.** Cost: £15k

## **10. In addition the first year will also include:**

Extensive consultation with cyclists and non-cyclists via a city-wide questionnaire.

The design of a cycling city website

Assembly of an officer group to look at the options for improving access to the station e.g. removal of steps and provision of ramped access, improvements to Scarborough Bridge. This will require detailed discussion and consultation with National Express and Network Rail.

## **HOW THE STRATEGY RELATES TO CURRENT AND PREVIOUS WORK**

The council are already working towards all of the seven aims listed above, however, in some cases the emphasis may change or even the type of intervention. This is mainly due to the increased resources available under the Cycle Town Project meaning that schemes can be brought forward or increased in scale.

***Increase total cycling activity*** - this is the headline aim of the current Cycling Strategy, adopted as part of LTP2. Increased resource levels will ensure that new initiatives can also be brought in to tackle specific obstacles or target groups such as through Bike-It type work or guided rides aimed at families.

***Increase cycling amongst low participant groups*** – the increased resources will enable the work to be more tightly focussed to address the low participation levels in groups such as women, older people, ethnic groups, people with disabilities and rural residents. Specific packages will be tailored to address each group's obstacles such as providing "Beauty and the Bike" – type advice to teenage girls or providing specially adapted bikes or bike-buddies for people with disabilities.

***Address the gaps in connections and routes – reduce severance*** – the current focus for provision of infrastructure is to fill gaps in the network, additional resources will mean more gaps can be plugged or more challenging junctions can be addressed sooner than would have originally happened.

***Improve safety and security*** – the council are doing a great deal of work already to address safety and security concerns through partnership working with the police and other relevant agencies. The additional resources will enable this work to be intensified and publicised much more widely. Road safety training will be scaled up through recruitment of more staff as well as offering more attractive employment packages to all trainers to improve retention and availability.

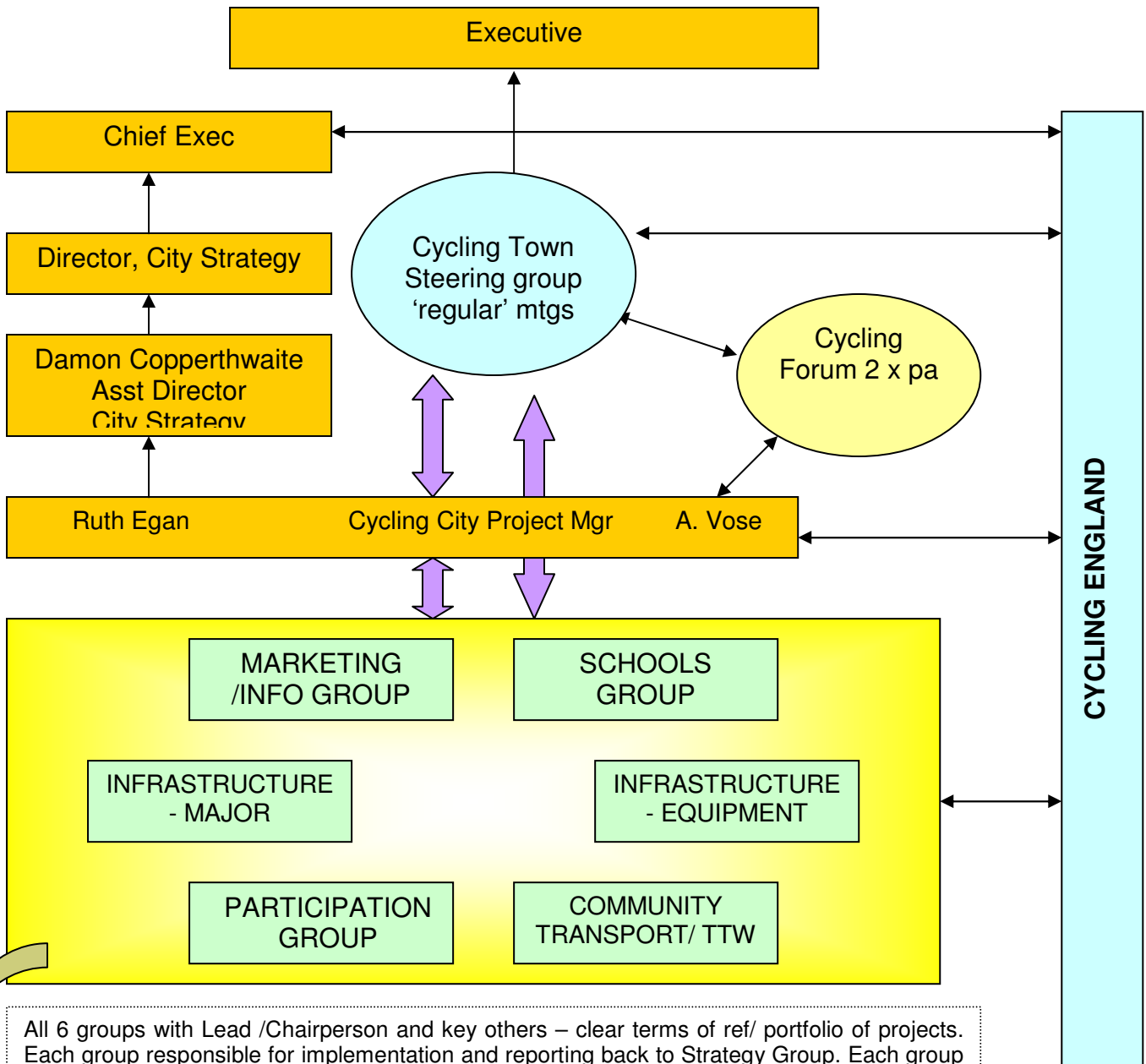
***Increase bike availability*** – Some initial steps have been taken to tackle the issue of bike availability through partnership working with BikeRescue, this brings bikes that were destined for the waste stream back into circulation once they have been made road-worthy again. Partnership working with retailers and providers of non-standard bikes will further improve the availability of bikes plus will potentially address issues with some of the low-participation groups who find riding conventional bikes difficult or impossible.

***Improve information, marketing and awareness*** – Current budgets available for promotional work are very small and therefore the additional resource available both in terms of money and staff will enable more work to be done. Innovative means of promotion through the provision of a schematic map and the annual 2-day festival will help increase the profile of cycling across the city. Development of new branding will also help raise awareness of the cycling culture and facilities available for cyclists.

***Learn, develop and share*** – York is already a DfT Centre of Excellence for Integrated Transport provision and was previously a Centre of Excellence for Cycling therefore we have been disseminating good practice to other authorities for some time. York was also involved in both the national and regional CTC Cycle Benchmarking projects which proved a valuable tool to identify best practice elsewhere. We see the Cycle Town project as another opportunity to share and hopefully pick up examples of best practice to help us to further improve our city for cyclists.

# CYCLING CITY IMPLEMENTATION STRUCTURES

## DRAFT LINE DIAGRAM



All 6 groups with Lead /Chairperson and key others – clear terms of ref/ portfolio of projects. Each group responsible for implementation and reporting back to Strategy Group. Each group works with CYC staff as appropriate to implement projects. Skills audit has info on base members for each group.

