

Progress towards cycling target

A new set of targets were set as part of the preparation and delivery of the second Local Transport Plan (LTP2). Targets relate to city wide cycle usage split between the am peak, pm peak and over a 12 hours period (7am to 7pm)?

The target reported as part of the LTP is to achieve a three percent increase on the city wide cycle usage over in the am peak. The targets achieved to date are set out in the table below. The detail of progress and achievements will be included in the LTP2 mid-term report. A draft version of the report will be brought to EMAP in October 2008 prior to being submitted to the DfT in December 2008.

Indicator	2003/4 baseline	2006/7	2007/8	% change
City wide cycle usage am peak	1686	1713	1786	+6
City wide cycle usage pm peak	1520	1429	1293	-15
City wide cycle usage 12 hour period	10320	10690	10736	+4

*the 2007/8 figures are still to be verified as part of the LTP2 reporting process.

The decrease in the pm peak figures suggests that travel patterns may be changing with shops staying open longer, different working patterns emerging and more journeys being made outside of the peak. The figures and the reason for the change in figures will be given greater consideration as part of the LTP2 mid-term report process.

A number of schemes and initiatives have been implemented in the first two years of the LTP that have contributed to the progress made toward these cycling targets, some of these are highlighted below:

Capital schemes improving cycling facilities

- During 2006/7 and 2007/8 a total of £562,000 has been invested directly in improved cycle facilities. This does not take into account schemes which assist cyclists, e.g. safer routes to school, local safety schemes.
- Schemes that have been delivered include:
 - Heslington Lane (Phase 1), designed as part of a wider route which will eventually link Fulford Road and Hull Road. It provides a new route to link with the expanding university.
 - Hob Moor cycle link
 - School cycle parking at schools
 - Foss Islands path to James street

Cycle training

- The team is now fully staffed, trained and able to commit to Road Safety Training in schools.
- We have been awarded full accreditation to the new Bikeability scheme, which has replaced the old cycling proficiency / National Standard award.
- Delivery of training has changed so that level 1 and 2 cycle training and pedestrian training takes place at the same time. We also lend participating schools a DVD resource pack to use. This has more impact with the Road Safety training in schools.
- Level 3 training in schools will be offered to years 7 and 8 this school year, as we were unable to commit to them all last year due to reduced staffing levels. We have changed the way we promote this in schools to increase numbers. We are currently looking at ways to encourage more females to cycle to school.
- With input from the School Travel Planners we aim to have 100% participation of state schools in York next school year. Currently there are 2 schools with no training taking place but by offering basic cycle maintenance for parents, family road safety sessions and free bikes we are hoping they will partake
- Adult cycle training numbers have increased. This is mainly to females who find out about us through the council website. Playing an active role with Police Bike Tagging events has also created awareness. We are currently training National Trust staff too.
- To promote adult training we will be adopting the tagline " I'm off to meet my personal trainer" as the term "cycle lesson" puts potential adult clients off and opens them to colleague ridicule.
- The number of Instructor Training courses have increased. We now have 2 experienced cycle trainers to do this (replacing 2 who have left), while another is being trained. We have run 2 internal courses this year and we will have completed a further 2 or 3 courses which are open to anyone. The change in course fees (the monitoring fee is now invoiced as an extra cost) has made the difference between losing money and making money on the courses.
- We were unable to fully commit to monitoring duties for the instructor course earlier this year due to insufficient staffing resources. As a result it has become acceptable for another ITP (instructor trainer provider) to monitor a client. We will pay a small refund, but clients either monitor themselves or go elsewhere. For example to monitor 1 person in Derby our costs would be approx £130 to send a trainer to do this, but the refund will be £50 per person.

- We have created a cycling DVD with 3 other local authorities.

School travel planning

- The council currently employs two school travel planners on a job-share basis and both members of staff have been in post since January 2008. Prior to this there was a year with either no staff resources or part-time resources dedicated to school travel planning. Consequently the progress and impetus to increasing cycling to school has been considerably reduced.
- Since January 2008 officers have been working primarily with schools that do not have a travel plan and are currently progressing travel plans with 10 schools for anticipated submission by March 2009.
- Further work has also been carried out in support other schemes being undertaken such as improvements to parking outside schools, delivery of school safety zones and safer routes to school. Nine school safety zones are being progressed in the current year with an additional six school cycle parking schemes to be delivered.

Publicity

- The York cycle route map was updated and improved in 2007 with new routes and useful information relating to Bikeability and prevention of bike theft.
- New 'slap-wraps' were produced and distributed through schools and events. New strap lines are 'choose life in the fast lane' and 'reduce your carbon footprint'
- A 'cycletracks' event was held at the National Railway Museum (NRM) in 2007 as part of a sustainable travel promotion by the NRM.
- Promotion in schools of the Bikeability scheme