

Report of the Director of City Strategy

CYCLING CITY PROGRAMME - PROGRESS REPORT 3

Summary

1. This is the third report to update Members on the progress of the Cycling City York (CCY) Programme, highlighting works in the programme over the last 6 months and the number of successes so far. This report also includes the proposals for 2010/2011 revenue arm of the programme (see Annex A).

Background

2. The overall aim of the programme is to encourage more people to cycle. The funding of £3.68m from Cycling England (CE) is match-funded by City of York Council (CYC) and this is broken down into two main streams of work, capital and revenue. Further information on this project can be seen in the reports listed in the background information at the end of this report.
3. We continue to be considered positively by CE who has been recommending other Local Authorities and Cycling Towns to contact York for advice. As a result a number of presentations and interviews have been given at various events on the York programme including the Centre for Public Policy Seminars, CTC award ceremony, TravelWise Smarter Choices conference and a regional business forum.

Strategy

4. Over the last year the programme has been shaped into what we will be delivering this next financial year, this has been achieved through feedback from the citywide questionnaire in December 2008, stakeholders and the public. See previous CCY progress reports for further information and Annex A for the 2010/11 revenue programme.
5. The Monitoring Project (the installation of cycling monitoring equipment to monitor cycling levels across the city) has completed the installation of over 30 Automatic Cycle Counters (ACC's) and validation work is being finalised to make sure the data is accurate. This will be complimented by the quarterly counts undertaken by CYC. This project area will also be complimented by the CE monitoring and evaluation work to be done in the spring that will provide us very useful information on progress. The

intervention diary (a record of events such as poor weather, road closures etc) will aid our understanding of peaks and troughs in the monitoring data.

Update on the programme

Programme structure and updates

6. The second stakeholder meeting was held in October, and was combined into a Cycle Forum chaired by the York Cycle Campaign. Approximately 80 people attended from varying backgrounds all of whom contributed and provided positive feedback on the programme to the main theme of how to encourage more people to cycle. The CCY Steering Group will continue to help steer next year's meetings including any future cycle forums.

Revenue

7. A call-off contract has been prepared with up to three suppliers is expected to be in place by mid-March allowing better delivery of the revenue element. This has gone through a CYC Procurement process and will allow Project Leaders to outsource more of this work, where appropriate, to assist with timely delivery of events, campaigns and so forth.

Events

8. Since the last report there has only been one event mainly due to the season, however the first Christmas cycle ride in York to Murton Christmas Park, proved very successful with approximately 40 people participating.

Marketing and Communications

9. This key area of the programme has been going very well and on schedule with at least one media release going out per week. There has been ongoing positive interest by the media with much pro-active engagement with CCY. This is ensuring the objective of proactive, consistent and positive approach to marketing the programme.
10. Procurement of service to develop the CCY website has been completed which will provide a one-stop-shop to all things cycling in York. The Facebook page we have developed is seeing a steady increase in its viewers and will compliment website. You are invited to view this and become a 'friend' <http://www.facebook.com/group.php?gid=168751003949&ref=ts>

Schools Group

11. Over the last few months there have been 15 new casual cycle trainers recruited bringing the total number to 37, which will greatly help our engagement with schools and increase CYC training services further for the public. Although figures are still to be compiled there has been an increase observed in the number of children taking up Bikeability Level 3 cycle

training run by CYC due to the subsidy provided by the Cycle City project to help reduce the costs to the public.

12. Parent/carer sessions are also commencing which helps parents and carers ride the route to their child's school which not only helps with their awareness but their confidence and perception as well as providing some cycle refresher training.
13. The Bike Club Officer has been working hard over the last few months to identify contacts and areas where Bike Clubs can be created or contribute to existing after-school clubs, although a club has yet to be established. When established each club can attract up to £2K in grant funding.

Participation initiatives

14. The various participation projects have been going well and the average attendance for the led cycle rides is 8 people per ride. We would like to see attendance much higher and CCY will be considering how to better market these including using contacts in the Press for paid advertising and features.
15. We have taken forward a pilot of the Ward Specific Schemes (with assistance from Ward Councillors) designed to increase local community engagement. The schemes aim to promote cycling and will include cycle information, cycle tryouts, guided rides etc. Three Wards have confirmed they are happy to pilot these schemes:
 - Micklegate
 - Fulford/Heslington/Fishergate
 - Haxby/Wigginton
16. The Sustrans project called Beauty and the Bike is well underway with a wonderful response from participating schools (8 primary and 3 Secondary at the moment). This is designed to target teenage girls that are, nationally, one of the lowest cycling groups. This project seeks to address this and begin a change in culture to see more young girls cycling and to show how fashionable cycling is.
17. 14 courses with approximately 140 young women have signed up on the courses, all of which requires the involvement of teachers, parents / carers and cycle trainers. York has piloted this as a new format for the Beauty and the Bike delivery and CCY are at the forefront of this opportunity. This has now taken on national significance as Sustrans plan to run the programme across other local authority areas. In addition pink hi-vis vests have been developed and given out to participants all of which have been very well received.
18. Cycle maintenance courses continue to be developed and promoted, as we are still seeing, a large demand for this service. Seven courses have been run over the last six months attended by 10-12 people each time. A further

three courses have been arranged for early in the new financial year and are all fully booked.

19. Over the last month we have been in discussions with the North Yorkshire CTC about other forms of match-funding and resource, which will further help projects in this area including delivering disabled cycling to more communities in York.
20. Bikes not Barriers a disabled riding cycle try-out project delivered by CCY, its partners Get Cycling and CYC Community Facilitators, has proven to be very successful with over 135 people taking part supported by parents/carers. Further to this a number of participants have bought some of the adapted cycles, which given the cost of between £2k to £7K per bike (depending on the adaptation required) is impressive.
21. Fit as a Fiddle cycle courses (provided in partnership between Age Concern, CYC and CCY) for the over 45's has proven very successful with 168 people signing up between October and November and delivering 18 sessions. The schedule for part of next year has just been set from March to May.
22. We have also started up guided trips out to Dalby Forest over the weekend periods. The first one was the 21st February where we had 10 people signed up to this. An additional date has been scheduled for the 3rd April so we are keen to promote these and carry on with the initial success we are seeing.
23. Given the successes of these participation projects we will be carrying on with them, meeting the waiting lists and to use these successes to help encourage others to take up cycling.

Work place initiatives

24. This last year we have been working with some of the major employers in York including: -
 - Nestle UK
 - York Hospitals
 - University of York
 - Environment Agency
25. From this work we have for example in Nestle UK helped them achieve approximately 15% increase in employees cycling to work over the last year and including giving them over 150 high visibility vests. Further Nestle have put a cycling map on the desk of every employee and established an excellent means of communication between employees. Nestlé are hugely supportive of the CCY programme from employees right up to board level. Other figures from the University show an overall increase of 34.2% from

2008 figures taken as a sample from 4 junctions used by the Universities travel planning team.

Public and other initiatives

26. As this is a community programme provision has been made within the revenue budget for a small amount of money to be available for initiatives or ideas from the public to help achieve the programme's aim. One such initiative is from a member of the public and an ardent York City football fan who is cycling to all home and away games for this season. He has also gained support from Radio York and the Evening Press who are promoting and reporting on his trek and the Cycling City York Programme. Through this contact we will be encouraging York City FC to help encourage their fans to look into cycling and will be making contact with them to develop this further.
27. Our partnership working with the Police has been very strong over the last few months, with the development and running of two Police operations, Image and Spoke. Operation Image is designed to target cyclists without lights on their bike, running red lights and cycling on pavements. This has proven highly effective with a decrease within the first two weeks of teams being deployed at key areas around the city.
28. The idea was to target the cyclists directly and challenge their behaviour but in a way to educate them in cycle safety throughout the darker months and to help promote a safe cycling city.
29. This has met with much positive public and media support where current figures show about 160 14-day suspended penalty notices were given out over the November to January period. There has been a significant decrease in people cycling without lights on their bike and generally better behaviour in obeying the rules of the road that the teams have observed. For example 57 notices were given out in November, 17 for December and 5 for January. There have been a number of fixed penalty notices given for running red lights and cycling on pavements as well as motorists being caught also for red light running and other improper behaviour. So this has had a very positive impact and presence in promoting safety within York.
30. Operation Spoke is the new tagging system, that CCY is fully supporting, where the Police aim to mark 10,000 cycles in York as a prelude to marking all cycles in York. The first week saw just under 800 bikes marked with UV pens and details added to the North Yorks Police database and the national Immobilise database. At the time of writing this report over 2000 bikes have been tagged and police will be attending up to 70 events over the next few months where they will also be advertising CCY and getting the various messages across. Just one of many examples where the partnerships this programme has is working well. For more information on this visit <http://www.saferyork.org.uk/our-priorities/volume-crime/cycle-theft/operation-spoke.php>
31. Safer Partnerships have also launched an 8-week bus advertising campaign to encouraging cycling and cycle security in partnership with CCY.

32. Work is ongoing with the York Credit Union (CU) to develop a low-interest loan scheme to help those that otherwise could not afford a cycle normally to be able to do so. This scheme is being developed with the cooperation of cycle retailers around York using the CU's schemes and expertise to make sure these loans are given out appropriately and helping to leave a legacy again for this programme.
33. Following the recent winter weather CCY met with Neighbourhood Services (NS) and have commissioned and bought a small maintenance vehicle for NS that will be dedicated to all the cycle routes only and will be able to cover the whole of the cycle network in about 2 days. This will serve as an all-year round maintenance vehicle including snow and ice sweeping, gritting and in the non-winter months general sweeping and cycle margin clearance.

Capital

34. Fulford Road improvements are on track to complete by the end of March 2010. These will provide wider on-road and off-road cycle facilities as well as bus lane enhancement and other traffic measures.
35. The Crichton Avenue scheme will be completed on time and within budget, delivering a main section of the Orbital Route.
36. Railway Station Access is making progress with further meetings between CCY/CYC staff and East Coast to complete feasibility works on access points from Lowther Terrace and the Post Office sorting office area. Although this is outside of the CCY programme's and CYC's control indications are positive for a completion of these by the end of next financial year.
37. The Cycle Audit, identifying and recording all the cycle related infrastructure on the highway, is almost complete although it has been hampered by the winter weather.
38. Boundary signs designs are being developed that will provide a safety and awareness raising message on all Welcome to York boundary signs. The message will be aimed at all road users with a focus on cycling and will allow a permanent message to be visible to all those entering York. The preferred design will be presented to Members for approval.
39. Blossom Street consultations are due to be concluded by the 26th March with a report to be presented to the Executive Member for City Strategy in May, following which detailed design will be developed for the preferred option.
40. Other minor schemes are ongoing such as workplace and schools cycle parking, implementation of the LED light trial on Bootham Stray and some joint working between CYC/CCY and Sutrans to review and remove/improve a number of the cycle barriers on various off road routes to allow better access by other cycle's such as adapted, hand-cranked and cycles with trailers.

Programme for 2010/11

Revenue

41. In order to encourage a higher uptake in cycling, revenue works will remain a high priority for the programme and for the next financial year the proposed breakdown of spend is £1,055,000 for capital spend, £65k for the Bike It project (Sustrans school engagement project) and £600k on revenue. As ever there will remain some fluidity in these numbers that will help support the revenue or capital element as and when required.
42. Annex A which shows next year's revenue element of the programme, that has been changed slightly from this last year's work plan to reflect lessons learned with some additions that it is considered will better help meet this programmes aim.
43. There are a number of other events planned, including the Festival of Cycling, Bike Week and potentially the York Cycling City Races. Early discussions have been taken place with organisers to look into the feasibility of securing a cycle race in the city centre in July 2010. Discussions will now be taken to wider interested parties where it is hoped this may become an annual event to try and leave some legacies behind after this programme finishes.
44. The development of the next four leisure maps is underway to make sure these are developed and ready for the spring season. The routes under consideration are City centre and riverside, Millennium Bridge to Acomb Wood, Morrison's chimney to Murton farm museum and Dunnington to Stamford Bridge. This will take the total up to 8 leisure maps as previously reported but we will continue this work to get more developed as and when resources allow.
45. CCY will be developing up to two citywide campaigns the first of which, will be designed to keep the cycling message alive, such as helping to keep your New Year's resolutions regarding exercise. The second will be aimed at commuters and parents/carers who drop their children off at school by car. Although still in development this will take the form of a cycle challenge, challenging those that use the car as their main mode of transport within York to try cycling once or twice a week and to feel and notice the difference in both their health, time and wallets.
46. The programme's 'Bike It' officer has been making impressive headway in his engagement with the schools he is involved with, including his virtual Tour de France. In this the 'Bike It' schools are in competition with each other and the amount of miles the children cycle makes up their Tour de France mileage. The Project lead within the schools project area has taken this a stage further and created an identical competition called End to End where up to 21 primary schools have agreed to a virtual cycle race from Lands End to John O'Groats. This started on the 1st March as highlighted in the media releases.

47. Following a visit to the Derby Cycling Town where Scootability classes take place, CCY will be considering whether to implement these in schools. This will allow those children too young for Bikeability training to have training on their scooters to start developing their road sense prior to reaching the Bikeability age.
48. We will also be looking into the possibility of doing smaller events in schools, such as coffee mornings where some activities such as Dr Bike, information and refresher cycle training sessions will be on hand. These along with guided rides where parents and carers will be asked to join in will help with refresh their cycle skills and hopefully their interest in cycling.
49. The workplace project area has been going well. With the development of the call-off contract we will see this work increase and be enhanced. It is anticipated this will include 'Bike It' and Business competitions between York and Cambridge (the two top cycling cities) giving us both and CE better national coverage of our works and wider business engagement.
50. For the rest of this financial year and the next we will be engaging with other major employers in York to increase cycling levels within their businesses including: -
 - York Science Park - *in partnership with the Highways Agency*
 - City of York Council
 - CPP
 - Aviva

Capital

51. The remaining three sections of the orbital route will be developed and implemented next financial year, which includes:
 - Hobb Moor to Water End
 - Clifton Green to Crichton Avenue
 - James Street to Heslington Lane
52. The Lendal Secure Cycle Hub report was presented to the Executive on 2nd March 2010.
53. Enhancements to Scarborough Bridge are being developed by CYC engineers to improve access to the bridge from the northern side of the river. These proposals will be submitted to Network Rail for consideration and approval. This is in addition to the work referenced in paragraph 36.

54. Additionally Central Government funding given to East Coast and Network Rail will be looking to deliver a Dutch-style cycle point at the rail station by end of 2011, which will have secure cycle storage, maintenance and cycle hire facilities. This will help York gain an additional secure cycle parking area and improved cycle facilities. In time it is hoped that more of these will become available around York. The Cycle Point will be complimentary to the Cycle Hub on Lendal and given the locations of each the stations Cycle Point will be more for the users of the station than the general populous of York and where the Cycle Hub is better located to the City Centre.

Consultation Process

55. Cycle infrastructure scheme proposals follow a consultation process with local councillors and residents in the locality of the individual schemes following standard practice. As part of this process consultation with stakeholders and partners is ongoing throughout the delivery of the programme both on individual capital schemes and revenue initiatives. A key part of this is to seek feedback from the relevant cycling city implementation teams (which include officers and stakeholders), which will make sure their views and recommendations are carried forward as a consultee.
56. Work has also been undertaken to progress an Equality Impact Assessment (EIA) on the whole Cycling City programme. It aims to ensure that the programme achieves the best possible balance in delivering schemes to meet the needs of all users.

Evaluation and Monitoring

57. This work will be ongoing throughout the year with both the programme's monitoring work and CE's. This will help to inform the programme and the Council on how well we are doing and provide a valuable steer on how to better achieve the project objectives.

Corporate Objectives

58. The programme contributes to a number of Corporate Priorities:

Sustainable city - There is considerable scope for encouraging a shift from car use to cycle use for people throughout the city,

Inclusive city - These proposals would help cater for all types of cycles and cyclists as they focus on children and a number of hard to reach groups as well as providing general improvements in cycling facilities, and

Healthy city - The scheme will encourage more people to cycle with the added benefits of improved health. Cycling is also an ideal mode of transport for people on low incomes whose health may be poorer.

59. Local Transport Plan (LTP): The programme has already contributed to several of the aims of the LTP and continues to work the LTP, LDF and City Centre Area Action Plan (CCAAP) teams to influence these strategies and documents, including the inclusion of a trialling of city centre cycling. This work has also been looking into the future of the CCY programme with a view to consulting on the development of a sustainable travel team. Aims in discussion include:
- To reduce the need to travel, especially by car, and to encourage essential journeys by more sustainable modes;
 - To improve economic performance in a sustainable manner;
 - To reduce the level of actual and perceived safety problems;
 - To enhance opportunities for all community Members, including disadvantaged groups, to play an active part in society;
 - To improve the health of those who live, work in, or visit, York;
 - To reduce the impact of traffic and travel on the environment, including air quality, noise and the use of non-renewable resources.

Implications

60. **Financial** – The CE grant has to be match funded by contributions from the Council, developers and stakeholders. The grant cannot be carried forward beyond the life of this programme, any under spend would be reallocated to another cycling town programme and will be lost from the Cycling City York programme.
61. **Human Resources (HR)** - The additional posts of Programme Manager, Transport Planner and Events and Marketing Officer have been created and funded from within the Cycling City budget.
62. **Equalities** – The programme will deliver a range of improvements to facilities and training. These will provide residents and visitors to York with travel options to reach key services around the city as a result of improved infrastructure improvements and marketing materials. Other initiatives will reduce social exclusion by improving access to cycles for those who can't afford them. The EIA has also highlighted areas of the programme that require further consideration such as the impact of shared use facilities may have on older or partially sighted pedestrians. Officers are continuing to work with stakeholders and the Equalities Team to fully understand the issues and impacts and complete the EIA.
63. **Legal** – The grant from the DfT is made under Section 31 of the Local Government Act 2003 and the Council has entered into a funding arrangement with the DfT in order to be able to access the grant.
64. **Property** – The conversion of the Lendal Hub Station, which is owned by the CYC will enhance the usefulness of the building and increase the overall

value of the property portfolio. The Council's property team is managing the hub station project. The building remains the property of the council although Bike Rescue is delivering the project.

65. **Crime and Disorder** – The provision of better cycle parking, together with the secure manned Hub station facility should reduce the level of cycle theft in York. The ongoing partnership working with the Safer York Partnership has seen a reduction in cycle thefts over the last 2-3 years of approximately 50%. The Safer York Partnership has installed signs on all city centre cycle parking stands to better inform the public how to lock up their cycle. It is hoped this will better inform cyclists and deter thieves.

Risk Management

66. The main risks associated with the programme are connected with non-delivery of future levels of cycling (strategic). This is a high profile programme both locally and nationally and it is aimed at not only increasing the size of the dedicated cycle network, but also altering the provision of road space in favour of cyclists at a number of locations. Failure to achieve targets will mean that CE may be guarded in future about further investment, and the funding body behind CE, the Department for Transport, could lose confidence in the ability of the authority to deliver the objectives and targets.
67. The risk of this programme failing is growing increasingly less likely, and measured in terms of impact and likelihood, the risk score for the recommendation remains less than 16. At this point, therefore, the risks need only to be monitored, as they do not provide a real threat to the achievement of the objectives of this programme.

Recommendations

68. The Executive is asked to:
 - a. Note the progress made on the Cycling City York programme and continue supporting the programme aims and achievements
 - b. Receive a further update report in September 2010.

Reason: To ensure the programme stays on track and delivers the measures necessary to increase levels of cycling, and, ensure that funding is allocated to schemes most likely to deliver the programme's aim and further strengthen our case for future years funding.

Contact Details

Author:

Graham Titchener
Programme Manager
Cycling City York
City Strategy
01904 551495

Chief Officer Responsible for the report:

Ray Chaplin
Acting Assistant Director, City Strategy

Report Approved

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Specialist Implications Officer(s)

Financial

Patrick Looker
Finance Manager, City Strategy
01904 551633

Wards Affected: all

All

For further information please contact the author of the report

Background Papers:

Executive report - Cycling City Progress Report 31.03.2009

Annexes

Annex A Revenue work programme for 2010/11