
**Decision Session – Executive Member for
Transport**

19th March 2020

Report of the Corporate Director of the Economy and Place

iTravel York progress report and programme 2020/21

Summary

1. This report provides an update following confirmation of Access Fund from the Department for Transport for the 20/21 financial year. It details the iTravel Programme of work to tackle congestion through promoting behaviour change towards sustainable travel options.

Recommendations

2. That the Executive Member notes the 20/21 iTravel Programme.

Reason: to endorse the proposed approach to delivery for 2020/21 in support of the council plan outcome of enabling more residents to get around sustainably.

Background

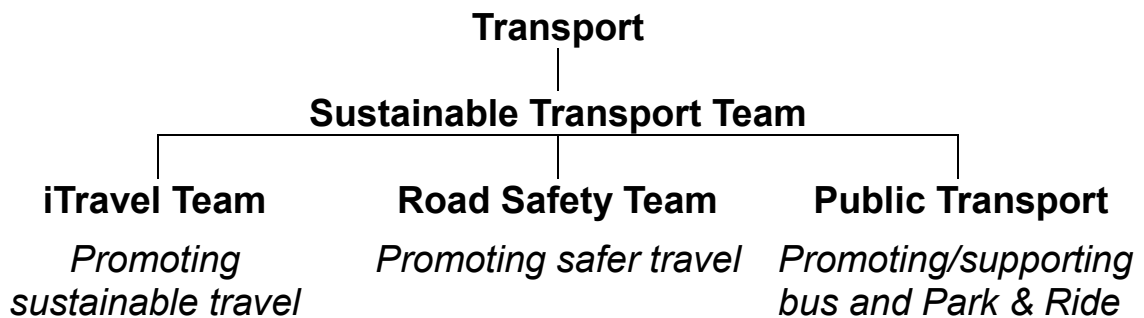
3. Context – the brand, partnership, team and programme
 - 3.1 This section provides the context for what the iTravel Team and Programme are and how they relate to other iTravel entities.
 - 3.2 iTravel York has been successfully established as the unifying brand for travel in the city, equivalent to the West Yorkshire ‘Metro’ branding.



iTravel York logo

- 3.3 The iTravel partnership are all those organisations, including the Council and bus operators, who work together to provide and inform about York's travel options.

- 3.4 www.itravelyork.info is the website that summarises travel options in York for the partnership and is run by the Council’s Sustainable Transport Team.
- 3.5 The iTravel Team delivers travel behaviour change activities, as part of the above range of iTravel activity. It is a Council team (currently 6 employees) within the Sustainable Transport Team. It promotes sustainable travel (see section 4). The iTravel programme of travel behaviour change activities is its main tool for doing this. It is funded by DfT’s Access Fund, which is the main funding source for the iTravel Team.
- 3.6 The iTravel Team works closely with the other teams in Sustainable Transport, which also draw some of their funding from the iTravel Programme. The Road Safety team provide child pedestrian training and adult and child cycle training. The Public Transport Team promote and provide information about bus and Park & Ride services.



4. Benefits of promoting sustainable travel

- 4.1 The role of the iTravel team is to encourage people in York to travel sustainably, e.g. walking, cycling, public transport, car sharing and low emission vehicles. The team primarily uses the method of ‘travel planning’ to help individuals to change to using sustainable travel. For example for cycling, some of that support can be free information, training, ‘tryouts’ and challenges. This could be provided directly by the team or through ‘travel plans’: documents developed by employers and other organisations about how travel to their site can be changed.
- 4.2 The following table relates the benefits of sustainable travel to the Council Plan core outcomes, illustrating how important it is to what the Council wants to achieve.

Benefit from increasing sustainable travel	Council Plan core outcomes that link with this
Reduced congestion by using road space more efficiently	<ul style="list-style-type: none"> Getting around sustainably

	<ul style="list-style-type: none"> • Well-paid jobs and an inclusive economy
Improved air quality by emitting less or cleaner vehicle emissions	<ul style="list-style-type: none"> • Getting around sustainably • A Greener and Cleaner City
Reduced carbon emissions by emitting less or lower carbon vehicle emissions	<ul style="list-style-type: none"> • Getting around sustainably • A Greener and Cleaner City
Increased health through active travel. Walking to the bus is healthy.	<ul style="list-style-type: none"> • Good Health and Wellbeing
Cost savings to individuals. Walking/cycling is low cost, but bus and car sharing can save money too.	<ul style="list-style-type: none"> • Well-paid jobs and an inclusive economy
Safer travel through support to cycle safely.	<ul style="list-style-type: none"> • Safe Communities and culture for all

5. iTravel Programme: Background

5.1 The iTravel Programme is a programme of travel behaviour scheme initiatives, funded in revenue by the Department for Transport's (DfT) Access Fund. It was awarded through a competitive bidding process.

5.2 The programme is a set of work packages that belong to five categories/themes:

Themes
1. Employment Sustainable Travel uptake
2. Education Sustainable Travel uptake
3. Engaging Sustainable Travel uptake
4. Better Bus Promotion
5. Communication, Promotion

5.3 The current 3-year Access Fund grant ends in March 2020. The Council successfully applied to extend the programme for another year with a further £438,000 grant. This was part of a general offer by DfT to all local authorities currently delivering with the Access Fund.

5.4 The current iTravel Programme was preceded by other travel behaviour change funds from DfT – an unbroken revenue funding stream for the Sustainable Transport Team and the iTravel Team. See the list of fund allocations from DfT below. Cycle City York and LSTF grants also included capital allocations, but only revenue is summarised below.

- Cycle City York – £223K (08/09); £543K (09/10); £615K (10/11)
- Local Sustainable Transport Fund (LSTF) – £180K (11/12); £647K (12/13); £777K (13/14); £896K (14/15)
- LSTF 2 – £1m (15/16)
- Sustainable Transition Fund – £399K (16/17)
- Access Fund – £451K (17/18); £390K (18/19); £472K (19/20)
- Access Fund extension – 2020/21 - £438K

5.5 Changes in the city mean a greater potential to change travel through the iTravel programme:

- New infrastructure: Improvements to the outer ring road (ORR), alongside the existing P&R services, will reduce through traffic in central York, freeing up space for use by sustainable modes. A continuation of itravel allows us to support travel behaviour change to make the most of the new infrastructure. The new Scarborough Bridge has opened up new cycle route possibilities (particularly over the river to/from the station) and more improvements to the cycle network are planned. Public realm improvements, such as replacement of an existing 340 space surface car park with new public urban realm at Castle Gateway will also increase opportunities for sustainable travel by relocating/reducing the number of parking spaces in the city centre.
- Hospital issues: York Hospital is experiencing increased local congestion. That and the new hospital Park & Ride will give us the extra employer and bus operator support needed to promote sustainable travel effectively to employees and visitors at the hospital, which is a significant trip generator.
- New housing developments: Planning applications to build new residential estates have been a dominant theme in the last few years with some now entering the build phase. We want to provide our services to new residents at the life change event of moving house and take advantage of cycle/bus vouchers that many developers are

required to provide. This will complement work being undertaken/funded by developers.

6. iTravel Programme 19/20: Output and Outcome headlines

6.1 In terms of showing results of the programme it will always be difficult to calculate grand totals, because different schemes require different types of data collection. Here we highlight some notable results from 19/20.

6.2 TryBike:

With Get Cycling, the iTravel Team provided 3 week trials of cycling for free. There have been 104 employee participants in 19/20 (by Jan20) from 45 businesses. A survey suggested that 45% had taken up cycling, equating to over 80,000 new kilometres of cycling each year.

6.3 Urban Cycle Skills:

Delivered by Road Safety to 70-80 participants each year, a survey found that these cycle training sessions increased confidence in most participants. 75% said that they had increased their cycling and 48% that they had increased their commuter cycling.

Though not part of the iTravel Programme the following statistics relate to other training provided by Road Safety. 1940 children have received Bikeability training in 2019/20 – 1370 received levels 1 and 2; 60 level 2 and 510 level 3. 300 children received balance bike training through their schools and 60-70 took part in public events. 32 adults and children took part in Learn to Ride sessions. 2600 years 3 and 4 children have received pedestrian training.

6.4 United Bikes:

Through a York mosque, in partnership with United Bikes, 20 women were motivated and trained how to cycle. Anecdotes include 'I want to go home and tell my sons. I want to do more so I can ride with my family', 'I loved it!' and 'I don't want to stop'.

6.5 Love to Ride:

1086 people took part in Love to Ride's online campaign to encourage cycling in September. 80 were 'new riders' (people who had started cycling that year).

6.6 Walk Cycle Festival delivered by Bike Belles in May – 13 activities; 661 participants. Festival of Cycling day delivered by Gem Events in September – 145 people engaged at the travel stall compared to 60 in

18/19. Another Bike Belles initiative, Cake Confidence, led to 44 CYC training sessions.

6.7 Public engagement:

The iTravel Team delivered or attended 97 events in 19/20, engaging with 3435 individuals about their travel options.

6.8 Travel2School:

Sustrans engage with school children about their travel options. Results for the 18/19 school year are below, comparing the 16/17 baseline figures with the latest figures. 20 schools have been involved (there are 63 publicly funded schools in York in total).

- Car use as pupils' usual form of transport to school decreased from 28.4% to 23.8%.
- Pupils who usually choose active travel to get to school increased from 65.9% to 69.0%.
- Park and Stride: Parking then walking to school increased from 3.8% to 6.8%.

6.9 Other school activities:

- 25 schools took part in April's national Big Pedal run by Sustrans – a record number for us. 21 schools took part in May's Walk to School week. Most primary schools took part in one or both of these events.
- 7 schools took part in targeted work for June's Clean Air Day (with the focus on anti-idling).
- 7 invited schools took part in the Yorkshire wide Schools Yorkshire Tour – a Yorkshire wide schools cycle relay event which in 2019 began in York outside York Minster and was well covered by local media (radio, Press and TV).
- 30 schools took part in Octobers Walk to School Week and Jack Archer Award competition. This year the Trophy was won by Carr Junior School.

6.10 The iTravel Programme has been part of the work to promote bus services in the city. Bus use has risen in York by 16% in the last 5 years. This market growth has assisted our measures to introduce electric vehicles onto 5 of the 6 P&R routes and introduce a voluntary Clean Air Zone for buses in the city centre from the end of Jan 2020. There have also been a number of new bus routes in York and an increasing proportion of the network is being operated commercially.

7. iTravel Programme: 20/21

7.1 The 20/21 iTravel Programme (as submitted to DfT to agree the Access Fund extension) is summarised in Section 10 as a list of work packages. Work packages are groups of schemes. It has the same work packages as the previous 3 year programme, but with some removed that either didn't work or were not proving to be good value for money. Some have been enhanced where their schemes have positive results (e.g. TryBike and cycle training).

7.2 The following table sets out the work packages that were in the previous 3 year programme, but aren't included for 20/21 and why.

Work package	Why it was discontinued
Apprenticeship discounted travel scheme	We have found that apprentices tend not to need our services.
Travel Planning software	No software identified that met our needs.
Parking challenge	Completed – a cartoon video was produced illustrating the need for school road safety.
Big Challenges	The big challenge format does not fit with our travel planning focus.
Switched on (electric vehicle promotion events)	This remains important, but can be done by other Council teams, e.g. through the Hyperhub work and delivery of the new EV Strategy.
Silver Riders (cycle rides for older people)	The regular ride format that we've been using limits the amount of participation and impact possible.
Led rides and Big York Ride	Led Rides - as above. The Big York Ride large-scale event format does not fit with our travel planning focus.
Living streets	Integrated into the Green Neighbourhoods work package.

7.3 The 20/21 programme will continue with successes of the previous programme as follows:

- Target audiences are still workplaces, education and the community.
- Travel planning is still the method deployed by the iTravel Team.
- The individual work packages have the same overall objectives and broad descriptions.

7.4 The 20/21 programme will develop from the previous 3-year programme as follows:

- a) There is a greater emphasis on using travel planning to influence travel behaviour. Our interaction with organisations and individuals (about their travel) will change from mainly one-off interventions to ongoing contact and support. The York Community Stadium will be a new generator of trips and will need our support to find ways to increase sustainable travel and reduce car journeys. The hospital will continue to receive our support, through travel information stalls. TryBus (car drivers trying the bus) should help increase patronage on the new hospital Park & Ride service. New and upcoming residential estates are a notable feature of the city, with an opportunity to help new residents to form sustainable travel habits. However alongside the new emphasis on ongoing support, we will continue to attend one-off events around the city (e.g. York Pride), engaging with large numbers of people about their travel options.
- b) The iTravel Team will have more direct involvement with adults, especially in supporting individuals to take up cycling. Following the expiration of the current contracts with Get Cycling and Bike Belles in March 2020 it is proposed that the work will be brought in-house to enable staff to be work directly with the people who need this service. The iTravel Team will carry out its own 'TryBike' scheme – tailoring cycle support (including cycle tryouts) for adults in the workplace, education and the community.
- c) The iTravel Team will focus its efforts on intensively supporting adults to change their travel behaviour. Less intensive campaigns, that are targeted at groups more than individuals, will have a reduced role in the 20/21 programme. Therefore there is no funding provision for Love to Ride or similar online challenge campaigns.
- d) The schools part of the programme will have a two pronged approach. It will maintain the engagement side of the current programme – encouraging children to walk and cycle particularly. But we will increasingly look at small scale highway solutions for school run problems to complement this. We are trialling 'People Streets' in 19/20 – a feasibility study by Sustrans to identify options for reducing excessive parking on Ostman Road outside the Carr Schools. In 20/21 we intend to do a similar study for school-run traffic affecting Hamilton Drive.
- e) We propose to replace the 'Festival of Cycling' event, which has been held in previous years, with support for June's Bike Week and/or Cycle September (in conjunction with partners) with activities which have more impact encouraging people to cycle more.

- f) The York Walking Festival will be a week of volunteer led walks in September 2020. Walks will be themed, e.g. History, Nature. The iTravel Team will coordinate the walks and provide information. This is an established concept across UK and is a good fit for York, with its great walking routes and places of interest. It could attract tourism.
- g) A new iTravel website will be developed internally and launched in June 2020. It replaces the current website (but with the same web address), which is becoming too old to maintain. The look and functions of the website also need updating.

7.5 The following table orders the work packages according to the key schemes that will be used to deliver them.

iTravel - Adult Services	Key schemes	Changes from 19/20
Workplace active travel support	TryBike and TryBus	Internal delivery of TryBike, including procuring bicycles (no outsourcing)
Travel2Campus		
Community Cycling (was Bike Belles)		
Road Safety – Services		
Inclusive cycling uptake	Adapted bike rides	
Cycle training	Urban Cycle Skills (adult cycle training)	Increased budget to increase participation
Road safety promotion		
iTravel - School Services		
Travel to School (was Bike It)	Engagement activities + Highway feasibility studies	Complementing engagement activities with physical highway changes
Green Neighbourhoods		
iTravel – Events		
Festival of Cycling	Cycling Week	Festival of Cycling day to be discontinued.

Active Leisure led walks and rides and GP referral	Walking Festival	A new week of volunteer walks.
Clean Air Champions	Clean Air Day	No change
iTravel - Travel Planning		
Workplace Travel Network & Travel Plan Assistance	Provision of travel planning advice and support	More emphasis on travel planning
School Travel Planning		
iTravel - Comms + recruitment		
Active Travel Dashboard	Tools for finding and engaging with adults	We want to reach more people and from more backgrounds.
Community Champions		
City promotional campaign	General comms	
Website development	Web development	A new iTravel website will go live in Jun20
Public Transport Team		
Better Bus information services	Ongoing work to promote public transport.	No change
Park&Ride promotion		
Bus network enhancements		
iTravel - Project Management		
Project management		No change

8. Funding beyond 20/21

- 8.1 For the iTravel Team and the iTravel Programme there is no allocated funding for 21/22 onwards or funds made available by DfT to bid to. This is not unexpected but makes longer term planning more difficult. The current extension to the Access Fund for 20/21, like the Sustainable Transition Fund (16/17), is helping councils to maintain delivery, while hopefully longer term funding opportunities are developed.
- 8.2 A possible scenario is that a 3 or 4 year funding stream, similar to LSTF and the Access Fund, is announced, by the autumn of 2020. This would probably involve a competitive bidding process that CYC may or may not be successful in.
- 8.3 There is also the scenario that the unbroken stream of revenue funds ends with no follow on to the Access Fund in 21/22. If this is the case, or if we are unsuccessful in a future bid, the iTravel Team and programme would be at risk. There might be no funding for delivery of travel behaviour change initiatives and travel planning. Staff themselves would be

vulnerable. However, Section 106 funding for the iTravel Team to provide travel plan support might be an alternative source of funding for some of the itravel activity.

- 8.4 Increasingly the iTravel Team’s work will underpin the objectives of the Local Transport Plan, which is due to be refreshed in the next year. The iTravel behaviour-change initiatives will complement highway and traffic measures to enable people to travel sustainably. There may therefore be funding opportunities for the team to directly support new schemes, e.g. raising awareness of new cycle routes. There is also likely to be a role for the iTravel Team in delivering the consultation aspects of the Local Transport Plan process over the next two years, as there is a close alignment between the skills required to deliver the LTP’s consultation strategy and those available within iTravel.
- 8.5 There may also be funding opportunities made available by the government to promote bus services that could be applied for in partnership with local bus operators.

Corporate Strategy

9. Delivery is a crucial element of working towards an updated sustainable travel plan, within the LTP, and responding to the climate emergency objective of zero carbon by 2030.

Implications

10. The following are the identified implications.

- **Financial** – £438,000 of revenue has been awarded by DfT for the 20/21 programme. The programme with allocations per work package is set out below.

Work packages	DfT funding
1. Employment Sustainable Travel uptake	£91,000
Workplace active travel support	£46,000
Active Travel Dashboard	£5,000
Workplace Travel Network & Travel Plan Assistance	£40,000
2. Education Sustainable Travel uptake	£132,000
Travel2Campus	£36,000
Travel to School (was Bike It)	£58,000
School Travel Planning	£36,000
Clean Air Champions	£2,000
3. Engaging Sustainable Travel uptake	£162,000
Community Cycling (was Bike Belles & Travel with Tots)	£40,000

Green Neighbourhoods	£54,000
Community Champions	£10,000
Festival of Cycling	£7,000
Inclusive cycling uptake	£4,000
Active Leisure led walks and rides and GP referral	£7,000
Cycle training	£20,000
Road safety promotion	£20,000
4. Better Bus Promotion	£15,000
Better Bus information services	£5,000
Park&Ride promotion	£5,000
Bus network enhancements	£5,000
5. Communication, Promotion	£8,000
City promotional campaign	£3,000
Website development	£5,000
Project management	£30,000
	£438,000

- **Human Resources (HR)** – We will seek to recruit one Travel Planning Officer on a fixed term contract. They will cover our expanded travel planning services and our move to internal delivery (and decrease in external delivery). We will also seek to recruit two short term positions through Work with York to deliver the TryBike scheme.
- **Equalities** – We will continue to make our iTravel Programme schemes and our travel planning services available to a broader range of people in the city. Publicity will be more citywide and we have increased our contact with community groups.
- **Legal** – There are no legal implications.
- **Crime and Disorder** - There are no Crime and Disorder implications
- **Information Technology (IT)** - There are no IT implications
- **Property** - There are no property implications

Risk Management

11. If we are unable to recruit more staff to the team (see HR implications) we may under-deliver on outputs and outcomes and also underspend. However we have the option of bringing in consultancy support, should that happen.

Contact

Details:

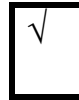
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**Report
Approved**



Date 09.03.20

Wards affected: All