

Scheme Ref	10/11 Cycling City Programme	Cycling City Revenue Funding	Other Revenue Funding	Comments
		£1000s	£1000s	

	<b>Revenue Schemes</b>	
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<b>Marketing &amp; Comms</b>	Cycling Maps & Leisure Maps & Annual Update	15.00		
	Website	10.00		
	Merchandise (vests, banners, slap wraps etc)	15.00		
	Cycling City information leaflets, Newsletter & safety leaflets	30.00		
	Promotional materials inc. discounted locks and lights at events	4.00		
	Other marketing initiatives- inc. campaigns, safety, security, mass rides	20.00		
<b>Events</b>	Bike Week	5.00		
	Viking Biking (School event)	5.00		
	Save My Bike Day (School event)	5.00		
	Festival of Cycling	37.00		
	York Car Free Day	0.00		
	City cycle race	10.00		
	Winter Cycle Event (schools/family)	2.00		
<b>Participation</b>	Guided rides - over 45s, people with disabilities, females	8.00		
	Girls and women only bike maintenance courses	3.00		
	Cycle maintenance	10.00		CTC match-funding being made available
	Disabled cycling - Bike not Barriers	30.00		CTC match-funding being made available
	Beauty and the Bike - girls initiative	20.00		

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	Family learning initiative	10.00		
	Ward specific projects	10.00	15.00	
	Fit as a Fiddle Cycling Initiative	10.00	7.50	
<b>Schools</b>	Additional cycle training and related works - non-schools	20.00		
	Secondary school promotion of cycle training in schools	5.00		
	Ebor Bikum education scheme	0.00	14.50	Spend ring-fenced & Locked
	Smaller school events & travel planning works	10.00	34.80	
	Scootability	15.00		
	Bike It Officer	0.00	65.00	
	Bike Club Officer	0.00		
	Covering costs of Bikability level 3 training	15.00		
<b>Workplace initiatives</b>	Development of new /expanded workplace travel plans	10.00		
	Business related initiatives - Cycling to Work	60.40	6.00	
<b>Other revenue spend</b>	Personal journey planner software & cycle planner service	0.00	700.00	
	Public initiatives	2.00		
	Media consultant	12.00		Spend ring-fenced & Locked
	Trans Pennine Trail contributions	3.50		
	Bike Rescue project - delivery of business plan	11.60		Spend ring-fenced & Locked
	Monitoring	22.80		
	Conference Expenses	0.50		

## Annex A

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		£1000s	£1000s	
	Hospitality	0.20		
	IT Hardware & General admin	1.00		
	External Temporary Staff	2.00		
	Staffing & related costs	150.00		Spend ring-fenced & Locked
<b>Total Revenue Schemes</b>		<b>600.00</b>	<b>842.80</b>	