

Executive

21 September 2010

Report of the Director of City Strategy

CYCLING CITY PROGRAMME - PROGRESS REPORT 4

Summary

1. This is the fourth 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.

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 attached as Annex A (Monitoring and Evaluation of the Cycling City and Towns Programme Update note – June 2009) and Annex B (Cycling City and Towns Programme Overview March 2010).
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 and conferences including lately the national PTRC Transport Practitioners conference in July and through the local media.

Strategy

4. The programme is now in its final stage with a lot of delivery continuing to be implemented both around infrastructure including the orbital route, and the implementation of the cycle audit findings and other revenue schemes all with the aim to encourage more people to cycle and to help eliminate the barriers that may be stopping them.
5. The monitoring project continues to gather cycling data which towards the end of this year will give us a clearer picture of cycling levels, however it is worth reiterating that there needs to be a few years worth of data to show a continuous level/growth in cycling.
6. CE continues with their Towns and Cities monitoring and evaluation work including a recent audit of our schools and workplace projects and the rail

station access scheme. Please see attached Annex A background note on this work and Annex B for initial summary results from last year of all the cycling city and towns from CE for information.

Update on the programme

The previous 6 months

Programme structure and updates

7. A second cycle forum meeting will have been held in September, chaired by the York Cycle Campaign (YCC), which as well as gauging public views (complimented by the emails and many feedback forms we get in) will hopefully develop an ongoing forum lead by another organisation outside of the Council.
8. A brief section of questions have been added into the June/July Talk About Council questionnaire via the Press Office to help gauge views of cycling. This is always valuable and will help make sure this programme continues to be as effective as possible. Results will be available shortly and a brief verbal summary should be provided at the meeting.

Revenue

Events

9. As well as a number of smaller events, Bike Week went well and provided us with over a thousand feedback forms. These are still being analysed but initial reviews showed these to be positive for the work we are doing and the results being produced.
10. The York Cycling City Races were also a success overall and while there were a number of lessons to be learnt, as expected in any event of this nature, most of the feedback was very positive. Further to this we are awaiting the results of a Visit York survey including footfall counts but initial indications showed a very high number of people in the city centre that day compared to previous times.
11. The second Festival of Cycling will also have been delivered (September 11th and 12th) prior to this report coming before Executive Members helping to introduce or reintroduce people in a fun and entertaining way to cycling and its many benefits.

Marketing and Communications

12. At least one media release is produced a week to promote all the activities taking place and to keep the message fresh and in peoples minds. The cycle to work campaign 'Home to work in about 15 minutes' on the back of buses, bus stops and in other media took place during the Spring attracting a lot of attention.

13. The CCY website has been launched providing a one-stop-shop to all things cycling in York (www.cyclingcityyork.org.uk) complimented by our Facebook page (<http://www.facebook.com/group.php?gid=168751003949&ref=ts>) where we continue to see an increase in its viewers as well as finding us on Twitter.
14. The latest leisure ride maps (5 to 8) covering other off-road routes around York have been developed and distributed following the keen interest we had from the public to develop more of these.

Schools Group

15. The scooter awareness training aimed at school years 3 to 5 (to be called Scooting Stars from the previous Scootability name), has recently started in this Autumn term, which is being delivered through the schools. While it is too early to tell how successful this is, the requests we have had for something aimed at younger children and the number of scooters parked at schools, means we are confident this is a good and much needed service (partly taken from some of the learning lessons from Derby's experiences in taking this forward).
16. Earlier this year we saw the successful conclusion to a two-week virtual cycle race from about a third of York primary schools where pupils had to cycle (*virtually*) from Lands End to John O'Groats. This led to cycling levels rise well over 90% for nearly all participating schools. Elvington won the competition where previously their cycling levels were very low. There continues to remain high levels of cycling in these schools following this race. So with that in mind, we are planning another virtual cycle race called Roaming Romans. More information below.

Participation Initiatives

17. As mentioned in the last report the participation project is a key area to provide people with opportunities to cycle.
18. A new initiative within this period of the report is the cycle try-out sessions. These have started to be run all over the city, making sure that as many areas as possible are covered. There will be two projects in place covering disabled and non-disabled, which will have Dr Bike sessions incorporated within them. These will be replacing the Ward Specific Schemes we trialed last year, which we felt weren't as effective as they could be for various reasons so building upon the success of the tryout sessions we had at last years first Festival of Cycling. It is hoped these will be effective in introducing people to cycling for all ages and abilities and allow them to try a bike before buying one, including trying cycles with child adaptations, adapted bikes for disabled riders and so on.
19. The CCY programme is also in partnership with an organisation called Forward Ladies where we'll be working together to develop female only initiatives for the working woman the first of which was at the Festival of

Cycling. We'll also be looking again at initiatives with teenage girls, helping to address the male/female imbalance in cycling nationally.

Work place initiatives

20. Liaison with previous employers we have been working with is ongoing continuing developing further the successful relations we have with them.
21. A cycle to work challenge is now in place with various organisations at York's Science Park, addressing a major employment area, and building on the Council and Highways Agency work with the park to help increase their modal shift and reduction in car trips.
22. Looking nearer home the same package is being rolled out within the Council recruiting non-cyclists to take up this challenge and working to get even more Council staff cycling in August and September.
23. Working with the Leeds, York & North Yorkshire Chamber of Commerce will help us better engage with other employers on sustainable travel behaviour and working to show this is not just a Council led initiative but one bought into by the Chamber and many other organisations already. Two articles have gone via the Chamber media promoting the work place engagement we have and the benefits to businesses of cycling.

Other initiatives

24. Our partnership working with the Police and Safer Partnerships continues to be very strong with the ongoing Police Operation Spoke bike tagging where more and more bikes have been registered (approximately 5500 so far) and with some success stories of owners being reunited with their bikes. However we have seen a surge in cycle theft from the city centre in June and July so the Police and Safer York Partnership (which CCY is a partner of) are increasing efforts to target hotspots. We are also asking residents, through the partnership, to remain vigilant and to continue to use good quality locks to try and curb this surge and possible relocation of effected cycle parking racks from these areas to agreed locations within the city.
25. The low interest loan guarantee scheme between CCY/CYC and the York Credit Union (CU) is now in place and launched the beginning of August. This scheme, in partnership with local cycle retailers, has been developed to especially help those that normally could not afford a new bike and even prior to the scheme being launched we already had some interest from the public in this. This has been advertised in the local Youth Survival Guide, which will be in publication for a year helping to target this initiative more directly.

Capital

26. A key programme of work is the improvements to the existing cycle infrastructure. The priority for delivery is refreshing the cycle lanes and on-surface signs and potholes. Signage improvements (including reduction)

will come later as refreshing of the lanes has a higher impact in that they are more visible improvements to the public.

27. Work has also been continuing with ParkThatBike, which successfully won further work through this programme to engage with small businesses and community organisations to install cycle parking at their locations. This work is done on a submission basis by these and in turn they pay for the installation but importantly promote cycling within their community. Over 35 organisations have been engaged with so far. For further information visit www.parkthatbike.com

The next 6 months

28. Further to the above, this section highlights other main projects that will be starting shortly for the rest of this final part of the programme.

Revenue

Events

29. Following on from the End to End virtual school cycle race a 'Roaming Romans' initiative will take place at the end of September/October, tying in with the Jack Archer awards and walk to school week. This will be a multi-modal virtual race, in partnership with Sustrans, tying into the history and geography curriculum and lasting for about 3 weeks. This will build upon the success of similar initiatives and help introduce more families to cycling and other ways of getting to and from school, helping reduce their car trips.
30. We will also be running another Christmas cycle ride in early December visiting Santa's grotto at Merton Park Farm, meeting at York Minister.

Marketing and Communications

31. Following on from the campaign 'Home to Work in about 15 minutes...' the next campaign being developed we will be asking 'What is your day?' with a fun and fresh look within this campaign to encourage people to rethink their travel behaviour and give cycling a try.

Work place initiatives

32. Aviva will be starting their cycle to work challenge with us later this financial year to help increase staff cycling levels and working with their estate managers to improve their cycle storage and other related facilities. Also another cycle to work challenge will be run later this month (September) with York Hospital.
33. Work will also be starting with the University of York St. John on a staff cycle to work challenge and infrastructure review although timescales have yet to be agreed.

Participation initiatives

34. The programme will also be covering further guided rides, cycle maintenance workshops and a focus on female only initiatives following the very successful Beauty and the Bike initiative which was aimed at teenage girls. Timescales have yet to be developed but likely in the early spring.

Other initiatives

35. Later this year Operation Image will be run again. This is designed to target cyclists not using cycle lights, running red lights and cycling on pavements. This operation proved highly effective last winter and will serve as a further reminder that cycle users have to follow the highway code.
36. A GP referral scheme in partnership with the York Health Group is currently being finalised. This will be a GP supported scheme that will allow patients to self-refer onto cycle training as well as sign posting them to the cycle try out sessions and overall promoting the benefits for cycling including dealing with health issues such as: -
 - Mental Health
 - Respiratory
 - Joints
 - Heart disease

Capital

37. Outside of the CCY programme, the Bike Rescue Secure Cycle Hub is in development and on track for completion by Christmas.
38. Designs have now been agreed for the Railway Station Access and are on schedule to be completed before the end of this financial year.
39. Phase 1 of the Blossom Street works should be concluded by the end of November comprising the main improvements, a pedestrian crossing, advanced green light for cyclists and cycle feeder lanes, which are being successfully trialled at the moment on Gillygate. CCTV and onsite observations also have shown these to be working well with traffic keeping the feeder lane clear.
40. The Orbital Cycle Route work is in its final stages with delivery of the last three schemes by the end of this financial year. Tied into this is a signage project that will have bespoke directional signs for key parts of the route, which will be highlighted on the next cycle route map.
41. Officers are working in partnership with Sustrans to identify and remove/alter barriers on cycle paths that are making it difficult for cycles with

trailers or other larger cycles, such as hand-cranked cycles, to access these routes. Risk assessment work has been underway to identify what needs removing or changing so as not to undermine the reasons these were installed for in the first place.

Consultation Process

42. Cycle infrastructure scheme proposals follow a consultation process with local councillors and residents in the locality of the individual schemes. 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.
43. An Equality Impact Assessment (EIA) on the whole Cycling City programme has been completed and is awaiting formal approval.

Evaluation and Monitoring

44. 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

45. 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.

46. 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 this strategies and documents, including the inclusion of a trialling of city centre cycling. This work as 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

47. **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.
48. **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.
49. **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.
50. **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.
51. **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.
52. **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

53. 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.
54. 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

55. The Executive is asked to:
 - a. Note the progress made on the Cycling City York programme and continue supporting the programme aims and achievements of the programme.
 - b. Receive a further and final update report in March 2011.

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Report Approved



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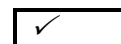
Specialist Implications Officer(s)

Financial

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Wards Affected: all

All



For further information please contact the author of the report

Annexes included: -

**Annex A - Monitoring and Evaluation of the Cycling City and Towns Programme
Update note – June 2009**

Annex B - Cycling City and Towns - Programme Overview March 2010