

## ANNEX K

Further points of what has been added to the new York Cycle Route Map include:-

- handy information about how long (or how quick!) it takes to cycle is also featured for the first time.
- A distance/cycling time scale is provided to illustrate riding at both a brisk commuter pace (approx 10mph+) or at a more leisurely pace (6mph) as are concentric circles showing approximate journey times to/from the city centre.
- At a glance you can see that it only takes around 18 minutes to get from the outer ring road to the city centre!
- Improved cartography plus bridleways included for the first time
- Map markings have been simplified and colours much improved so it's easier to see where the cycle routes are (one colour variation used for all routes), and what infrastructure is there,
- you can choose what type of route is best i.e. which are on or off road routes or which are advisory routes.
- Bridleways that are accessible to cyclists are also included for the first time, with a caution that surfaces may be uneven.
- Making it easier for residents and visitors to cycle to key destinations by adding some places of interest on the map. Include business parks, key employment sites, leisure centres, retail parks, major supermarkets, primary and secondary schools, colleges and universities, hospitals/crematorium and key tourist attractions etc.
- Additional content included in this edition to put across key messages about cycling and the programme - including new content about cycling for leisure. All content and images have also been revamped to appeal to the target audiences such as women, over 45s, families and children.