

Report of the Director of City Strategy

CYCLING CITY PROGRAMME - PROGRESS REPORT 2

Summary

1. This is the second report to update Members on the progress of the Cycling City Programme, which provides Members with an update of the various works of the programme over the last 6 months and highlights a number of successes so far.

Background

2. The previous report highlighted the significant amount of work undertaken leading up to the end of the last financial year which resulted in York being the only city to submit and claim all the funding allocated to it, spending a total of £535K. Main schemes completed included the Clifton Bridge Scheme and a number of margin works from the capital programme and various others from the programme's revenue side as previously reported. This has created a good start for the programme, which has received very positive feedback from Cycling England (CE) and is something the project will strive to maintain.

Strategy

3. Following the citywide consultation to better understand the barriers preventing residents cycling we have identified key concerns and priorities as well as the locations perceived as most dangerous for cyclists. The results have been used to steer and prioritise the programme, and been communicated to both stakeholders and the public. See annex B for a summary of the survey results, which was distributed to all residents in the spring.
4. To summarise the strategy and the programme, the aim is to encourage more people to cycle. The programme has been focused and prioritised accordingly: -
 - 1) Revenue, this includes marketing, events, communications, and work to encourage an uptake in cycling including two main areas, schools and places of work.

- 2) Improvements to existing cycling infrastructure, such as signs and margin works.
- 3) New cycling infrastructure, for example the Clifton Bridge and Beckfield Lane schemes.
5. The target audience for this programme are new and lapsed cyclists, meaning those who haven't cycled for a number of years. This may be for reasons of lack of confidence or lack of awareness of the benefits of cycling, or because they don't know there is a cycle track near their home.
6. Whilst it is not possible to predict with any certainty the outcomes of the programme, a benefits index, cost-benefit database and design standards have been developed for the Council, which will be presented at Decision session for City Strategy in October. This will give Members and officers a greater degree of certainty regarding any cycle capital scheme identifying more clearly the cost and benefits of it. Due to the layout of the city, such as its narrow streets, there was a need to develop our own standards as well as take on board those from CE and DfT to make sure we have consistent standards across York for Cycle infrastructure. This will agree and give consistent design standards guidance to reflect a York standard along with a cost benefits index to show we are getting good value for money). The document includes what can be done for the narrow roads in York such as Lendal Bridge and Gillygate. This will be made public once agreed at Member level and provided to all departments and contractors, including consultants to ensure consistency across York for its cycle infrastructure.
7. The project to install the ACC's (Automatic Cycle Counters) is due to be completed by the end of September following this data can then begin to be studied. As time progresses more experience will be gained, identifying which measures are the most effective. As is usual practice a news release will be sent out announcing the installation of the ACCs and their purpose. See annex D for a location map of all the ACCs in York. Anecdotally, observations by staff and the public suggest increased levels of cycling in York. However when the ACCs (Automatic Cycle Counters) are in place we will be able to accurately record the levels of cycling. It is worth noting that the Council has received a number of communications and observations mentioning the noticeable increases in cycling already (see Annex F also about a local Evening Press reporter turning to cycling).

Update on the programme

Programme structure and updates

8. Since the start of this period the governance structures have been agreed and set in place with the formation of the Steering Group, which is chaired by Councillor Steve Galloway and is made up of key Council officers in City Strategy and stakeholders from the programme itself.
9. All stakeholder project groups have been meeting on a regular basis since the start of this financial year, which due to the intensity of work to be

delivered last year had been slow to start. Terms of reference for each YCIT (York Cycling Implementation Team) formally known as Project Implementation Groups or 'PIGs' have been rewritten to better explain the role of these groups as key consultees and deliverers of some of the works within the programme.

10. The first full Stakeholder meeting with a majority attendance met in June, focusing on the key aim of the programme: 'How do you encourage more people to cycle?' This received positive feedback and captured a number of useful points to help further steer the programme.
11. In order to encourage a higher uptake in cycling, revenue works will be a main focus of the programme as well as improving existing cycle infrastructure and new cycle infrastructure. A communications strategy has been developed that will ensure the lessons of previous schemes have been learned and communications to the public and our stakeholders are now more effective and proactive. In addition it will also help to communicate that the programme is addressing residents' concerns and helping to break down the two main barriers identified whether it be lack of awareness (such as 'where is my nearest cycle path?' or 'how do I get training?' etc) or confidence. Using and acting upon the results from the citywide consultation (as summarised in annex B) and providing solutions to the issues raised, this should help encourage the main target audience to start cycling. Both through communicating the benefits and inviting them to give cycling a try an increase in cycling is predicted. This will be further helped through the revenue works including the delivery of events, guided rides, courses and other tools such as the new leisure maps.

Revenue

12. Referring to the previous progress report and the work programme (see annex A) there have been a number of successes worth noting over the last few months.

Events

13. Biking Viking event in April was very successful setting the event projects off to a good start. This saw 70 school children from 4 schools in York dressed as Vikings riding into the town centre for a Viking show and various competitions. The public and media attention was very good, which included both local radio and press and regional television news. This helped deliver a number of messages including showing parents that it is safe for kids to cycle and that they enjoy it and encouraging the uptake of cycling generally. This event formed a good test to see how the media and public would react to the programme, its events, and what it is trying to achieve.
14. Bike Week and the various events from this programme again proved successful, which included: -
 - Save My Bike day - an all-day event where selected schools were invited to pre-book their children, who had already undergone the

cycle training, to bring their bikes in and learn how to do basic maintenance. This proved a successful outreach to kids, parents and passers-by, helped by a stunt bike show from the world champion of mountain bike stunts with approximate attendees well into the low hundreds.

- Weekday events included a series of well attended training sessions and guided rides, locating the Council Mobile Exhibition Unit in the City Centre as well as the CTC (Cyclists Touring Club) Cycle Show, saw well over 1000 people visit the Cycling City team gaining useful feedback on cycling in York and the distribution of 900 cycle maps. 90% of comments were positive about cycling and helped inform what would help most residents to get back on their cycles.
 - A week long competition in the Evening Press was run where 5 'win a bike day' competitions proved positive. This was supported by Nestle and Cycle Heaven. This was followed up by a story and photograph of the winners collecting their bikes.
15. The development and successful delivery of York's first Festival of Cycling attracted in the region of 10,000 visitors over the two day event (15-16th August) in Rowntree Park with almost 300 positive written comments about the event and programme, which included excellent media coverage (see annex J for an example). Due to the size of this event it was outsourced to a local cycle firm called Get Cycling.
 16. A high proportion of the visitors to the festival, fell into the programme's target audience and importantly included York residents consisting of a broad range of groups including families, older people and disabled. This mix added to the event's success. Feedback received from visitors to the Festival identified their cycling behaviour, and any issues or barriers they may have with cycling in York. Overall the comments about the event were very positive and a significant number would like to see it continue. There were also a range of comments positively expressing the inclusivity of the event (bikes for all), and thanking the programme for giving them the opportunity to try the various cycles and some saying as a result of the Festival they will be taking up cycling.
 17. The programme has been involved in the Tour of Britain event (12th September). This has contributed to further raising the profile of cycling within York and nationally also showing the rest of the country and world that York is a cycling city as well as demonstrating the many benefits that cycling can bring.
 18. The last main event, is the programme's involvement in the Council led York Car Free Day, which is on the 22nd September. This has achieved successful buy-in from a approximately 30 businesses around York willing to sign up to the event and pledge to work with their employees to leave their car at home and travel by alternative means. A website for people to pledge to leave the car at home has been developed and is up and running (www.york.gov.uk/carfree). Local media and especially the Evening Press

have developed their own campaign in support of this and have pledged to reduce their car usage for the day. Dependant on the analysis showing a reduction in cars on that day, decisions will be made whether we take forward the full EU initiative this event is based on called 'In Town Without My Car Day.'

Marketing and Communications

19. Completion and acceptance of the marketing and communications strategy, by CE and Blue Rubicon as well as being agreed by the Steering Group. See annex G for a copy of the strategy. This will ensure a proactive, consistent and positive approach to marketing the programme.
20. The completion and distribution of the new York cycle map, with many new features compared with the old version, is a marked improvement to the previous map, and is available on the website (www.york.gov.uk/cycling). It includes concentric circles to give the reader an idea of how long it takes to get from any point to the City Centre. Other key changes are highlighted below. Further details are included in Annex K.
 - It's more user friendly – both the city centre maps and main maps are now on one side so it's easier to follow routes through the city centre.
 - It includes new routes - details of all the latest cycle route network improvements that have been delivered over the last year through the programme such as Beckfield Lane, Moor Lane Bridge, Fulford Road (part supported by the programme) and Clifton Bridge schemes.
 - New journey time information
 - To help with journey planning and in a bid to get more people to choose cycling
21. A range of new leisure cycling maps has been launched. The maps have been adapted from original ride notes and maps drawn up by Sustrans ranger Olwyn Fonseca, in consultation with the First Friday cycling group and Sustrans Ranger Lynne Clark. Cyclist Monica Nelson has kindly donated watercolour illustrations for the front covers of the maps. The maps show short to reasonable length hand drawn maps of various routes some of which take in a refreshment point such as a pub or café. Trials of these have been met with a lot of enthusiasm by the public and visitors.
22. Currently four of the leisure maps out of a series of ten are available (see below) and are designed to encourage occasional cyclists and lapsed cyclists to get back on their bike again and explore the delights of cycling, and York's green spaces. They are suitable for cyclists of most ages and abilities but are particularly aimed at families with children and older age groups who would like to keep active. The routes are mostly off road so ideal for building up cycling confidence and help deliver other benefits

including awareness of routes, health and creating family and visitor activities.

- Ride No. 1 - From Millennium Bridge to the old swing bridge at Naburn via the Sun and the Planets sculptures
 - Ride No. 2 - From Millennium Bridge to Heslington Common via the University
 - Ride No. 3 - From Clifton Bridge to Skelton Nursery via Clifton Ings and Rawcliffe Meadows.
 - Ride No. 4 - From Millennium Bridge to Askham Bog Nature Reserve.
23. Website procurement is underway to seek a development and maintenance service for a new cycling website to be standalone and more user friendly than the current one. Stakeholder help has been much appreciated in the development of tendering briefs.
24. There have been many news releases going out from the programme to highlight and promote various works and messages, averaging almost 1 per week, helping to address any previous communications issues around lack of information and promote positive messages.
25. Completion and delivery on the latest promotional item, which is Cycling City York hi-vis vests have proved very popular. These have a targeted distribution mainly through businesses the programme is involved with at the moment. Graham Titchener has advised that these are available to all and if members wish to pick one of these up including a Cycling City pin to make contact with him to help promote the programme and its message further.

Schools Group

26. This part of the programme is mainly based on existing training in schools but includes the following to help with increasing training in schools and after school activities.
27. The programme now has a Bike It officer (Jim Cole) and a marketing budget for him through additional monies granted by DfT to fund the officer for the duration of this programme. A MoU (Memorandum of Understanding) between the Council/Cycling City and Sustrans (who will manage Jim) has been agreed, laying out key targets and complimenting on-going works to expand the reach into schools and families. Jim comes with years of experience and has done some very successful work in Doncaster seeing an increase in cycling.
28. Work will also be starting shortly with the arrival of a new coordinator funded by CTC and CE. Patrick Carr will be based in Darlington from where he will also be covering York, supporting existing and creating new after-school activities. Approximately 50% of his time will be spent in York. Additional funding from CE that comes with him to deliver a complete package of cycle

training and activities to children and families. His work will compliment other works that stakeholders are doing including the Clifton Cycling Club guided rides and events for families.

29. Following some reallocation of revenue funding to create free places on the Bikeability training courses to address low attendance, it has been noted that a sizable increase has been seen by trainers in parents enrolling their children (no figures are available yet). This will carry on for the duration of the programme but consideration may have to be given to the continuation of this for future years. These funds have come from the removal of the capital works of bike availability that was agreed by Members.

Participation initiatives

30. As listed in annex A, there are a number of initiatives lead by Paul Ramskill in the Learning Culture and Children's Services (LC&CS) Sport and Active Leisure Team. Constraints on both budget and staff capacity within this team have increased over the last 6 months due to loss of grant funded posts. Members will wish to note that this is likely to impact on the number of initiatives that can be delivered.
31. To help in this area Andy Roe, a Community Facilitator from CYC Housing and Adult Social Services, is working with Paul Ramskill to take forward opportunities for people with disabilities to cycle, providing a complete package for them from bike availability to guided rides. This is a resource intensive piece of work so we will only be able to target a small population of York's disabled but this is a good start to hopefully something that will develop long after the life of this programme. The programmed events, such as disabled cycling courses and maintenance courses are already fully booked.
32. The ward specific schemes brief has been developed and sent to Ward committees inviting bids for these schemes, where ward money will be match-funded by Cycling City. These schemes will be a two-month series of events (15th August – 15th October 2009) including bike tryout sessions, production of accessible cycling booklet, training and guided rides for all. All with the aim to stimulate the uptake in cycling at a more localised level.
33. The Beauty and the Bike or equivalent courses (female only courses designed to help females to cycle again) will be continuing within the next couple of months delayed due to resources and procuring of the service. This will help the programme deal with a sizeable imbalance between male and female cycling levels seen both locally and nationally.
34. There has been a growing demand for cycle maintenance courses, and as a result 4 more courses have been developed to try and meet this demand. Demand has outweighed supply and a waiting list has been created. Further courses will be developed as and when resources are available.

Work place initiatives

35. In a short period of time there has been much positive engagement from businesses around York, helped further by the York Car Free day contacts that have been made. Key examples of this have been positive engagement with three main employers in the city, Nestle, York Hospital and Portakabin who we have been working actively with to encourage more of their employees to take up cycling. To help businesses to do this an initiative called the C50C (Cycle 50% Challenge, a course designed to recruit new and lapsed cyclists to cycle again through a series of measures to 'handhold' them onto the bike) has been used in Nestle where the baseline of 15 people cycling to work has been increased to over 35. C50C has also been implemented in the York hospital. For Nestle UK the programme's work included an internal launch event jointly led by Cycling City and Nestle, which saw a few hundred staff coming in over their lunchtime period helped by the presence of Victoria Pendleton (Olympic gold medallist), who supported this work.
36. The next focus from the workplace project area will be towards Aviva, CCP, St John University, using the C50C and further work with the Science Park with the resources available to help these work and education places increase their cycling levels.
37. Initiatives within workplaces are particularly important to encourage more people to cycle, as it only requires one or two points of contact to reach hundreds or thousands of people. Actively working with the big employers will allow the programme to show them and their employees the many benefits of cycling to work using the various tools we have to offer. With Portakabin reporting about 20-25% of its workforce cycling already, the oversubscription of C50C within Nestle UK and now Nestle PTC (its research arm) we are seeing significant numbers taking up cycling based on early reports from these work places.
38. We will also be engaging with the various business forums and groups to promote and push forward these messages and modal step change with the big businesses and educational centres in York. The Business Forum, Chamber of Commerce and York Professionals will be approached shortly.

Public and other initiatives

39. 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 or elsewhere to help achieve the programme's aim. One such initiative is a member of the public and an ardent York City football fan (Simon Hood) who has approached us asking for funding for his initiative to cycle to all home and away games for this season. He has also gained support from Radio York, the Evening Press and Setanta Sports who will be promoting and reporting on his trek and the Cycling City York Programme.

40. Simon has agreed to put the Cycling City logo on his website, to mention the work we are doing in his interviews, and to wear/display appropriate marketing materials, including the hi-vis vest and polo shirt.

Infrastructure

41. The completion of the Clifton Bridge scheme where we have new cycling facilities from Salisbury Road to Clifton Green. Response to the scheme has been mixed with both negative and positive feedback including a few stories of residents who haven't cycled for a while (or even not at all), but who have seen these improvements, and been encouraged to start cycling again.
42. Beckfield Lane to Manor School scheme is complete and there has been a media launch of this involving photos of school children, to promote the works, the benefits of the scheme and cycling overall.
43. Crichton Avenue is in the final design stage (making up a significant part of the orbital route), which currently has proposed a majority of on-road cycle lanes and provide mostly off road lanes over the railway bridge towards Wigginton Road. A report will be going to the Decision Session for City Strategy in October.
44. Regarding Railway Station Access, there has been an initial meeting with National Express which led to a main consultation meeting on the 7th July along with Police, Network Rail engineers and managers, Council engineers and Cycling City to look at access from Holgate into the station car park. Scarborough Bridge and extensions of cycling parking at the station itself are also being discussed. This is being considered favourably, by Network Rail and National Express, Police and Holgate residents' association following initial contact made with them.
45. Design work and some preliminary works have been completed for Fulford Road and main works are scheduled to start in November this year.
46. The Cycle Audit – is taking place, (there are over 140km of cycle ways in York) and a works programme will be developed to address what is missing or needs repairing on our network. Special care will be taken refreshing the cycle lanes and reviewing the amount of cycling signage. This has been tied into all the feedback we have received over this year from residents.
47. Boundary signs – designs have been developed that will be put on all the “Welcome to the City of York” boundary signs on routes into the city to highlight to residents and visitors that York is a Cycling City with a safety and awareness message included.
48. Improvements on Moor Lane Bridge during the bridge replacement works have been delivered, creating both on and off road cycle facilities. This also gives further benefits to students and staff cycling to York College from the Moor Lane Area.

49. The following schemes have been transferred for delivery later in this year subject to Members approval:
- Lendal Hub Station (a secure cycle parking facility located in the decommissioned electricity sub-station adjacent to Lendal Bridge) is one of the key schemes included in the strategy, originally planned to be delivered in 2008/09. A separate report on the delivery of the Hub Station is on the agenda for a decision to be taken forward following the tendering exercise by the Bike Rescue Project and their architects.
 - Covered cycle parking in the city centre - a report will be written to seek Members approval for the trialling of cycle shelters in certain locations following advice given by the Design and Conservation team. This will also be tied into the City Centre Area Action Plan and the footstreets review.
 - Trialling of low level solar-powered LED lighting on a section between Nestle and New Earswick off-road cycleway across Bootham Stray. Due to an existing planning condition relating to lighting on this path, planning permission has been sought. If approval is granted this scheme will be progressed this financial year.

Visits

50. Recent visits made to officers and stakeholders include Hilary Benn (SofS DEFRA) who came to look at the Bike Rescue Project. The MP for York Hugh Bailey made an approach to find out more about the programme, and to give his full support for the work, which included a visit to the Cycle show to learn more about the programme.
51. John Grimshaw (Special Advisor to CE) paid a 2-day visit to address key officers in engineering and planning to review current cycle works and give his thoughts and advice to officers. He also toured some of the cycle network and his thoughts on what York is doing are reflected in his letter, which is enclosed at annex E. In which he praises the works delivered and mentions that York is very close to being compared with other European cities as we address the imbalance of cycling and other modes.
52. Ian Maxwell programme manager for the Scottish Government on Sustainable Transport also visiting the Cycling City Programme to learn more about cycling and any lessons learned. This included officers from various Scottish authorities that are looking to develop similar initiatives.
53. It should also be noted that following the second CE meeting for the Cycling Towns/Cities officers have agreed a working partnership to be formed between York and Cambridge cycling programmes. Both cities consider they have a lot to learn from each other and have various projects in place that don't really compare with the other towns/cities. CE has welcomed and fully supported this working relationship.

Consultation Process

54. 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 schemes and revenue initiatives. A key part of this is to seek feedback from the relevant YCIT group, which will make sure their views and recommendations are carried forward as a consultee.
55. Further consultation with residents to understand the detail of the survey responses is being undertaken. This will be incorporated into the programme through the Cycling England monitoring and evaluation exercise (see paragraph 60).

Evaluation and Monitoring

56. It is important to evaluate and monitor the effects of the projects included in the work programme. CYC and CE will monitor the schemes and the overall programme through the monitoring arrangements both with Sustrans and the additional service from Faber Maunsell (AECOM) and partners (funded by CE). This will consist of telephone surveys, on-site interviews and use of diaries to monitor interviewees travel behaviour. The installation of the ACCs and the data retrieved from them will be tied into an intervention diary to recording possible reasons for any fluctuation in numbers, such as weather, events, new infrastructure and so forth.

Corporate Objectives

57. The programme contributes to the following Corporate Priorities:
 - Reduce the environmental impact of council activities and encourage, empower, and promote others to do the same. *There is considerable scope for encouraging a shift from car use to cycle use for people throughout the city as there is towards other more sustainable means.*
 - Increase the use of public and other environmentally friendly modes of transport. *The proposals will make cycling into the city centre more attractive for current and potential cyclists and have the potential to increase levels of cycling.*
 - Improve the health and lifestyles of the population of York, in particular among groups whose levels of health are the poorest. This initiative is led by the PCT. *The scheme will encourage more people to cycle with the added benefit of improved health. Cycling is also an ideal mode of transport for people on low incomes whose health may also be poorer.*
 - Improve our focus on the needs of customers and residents in designing and providing services. *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.*

- Improve the way the Council and its partners work together to deliver better services for the residents of York. *The cycle park at the former Lendal Sub Station will be achieved by partnership working between the public and private sectors. The project delivery groups provide a means for officers and stakeholders to work together. Additionally, we have developed some guided rides and training with the NHS Children's Occupational Therapy Service (see annex H regarding feedback) and sought and agreed PCT's help in using their resources to encourage more people to cycle via their health initiatives*
58. Local Transport Plan (LTP): The programme has already contributed to several of the aims of the LTP, namely:
- 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.
59. Consultations are also continuing between Cycling City and the Local Development Framework team regarding its development. This includes influencing current planning regulations to take account of cycle infrastructure in new developments making sure that developers strictly follow the information given to them using the Police Architect's advice on do's and don'ts. Mike Slater and Jonathan Carr have taken this forward.

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 underspend would be reallocated to another cycling town programme and will be lost from the Cycling City York programme. Indicative allocation profiles for the remainder of the programme are indicated in annex A. It has been agreed with CE to adjust the split between revenue and capital grant funding, where possible within the same overall funding envelope, to increase the availability of revenue funding for marketing/cycling promotion works.
61. **Human Resources (HR)** -- The additional posts for the Transport Planner, acting as deputy (Richard Holland) along with an Events and Marketing Officer (as mentioned) have been created and funded within the Cycling City programme.
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 through infrastructure improvements and marketing materials. Enquires into a previous approach from the local credit union is been followed through following an offer to help with the provision of cycles reducing social exclusion by improving accessibility of cycles to those who can't afford them.

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 authority, will enhance the usefulness of the building and increase the overall value of the property portfolio. The hub station project is being managed by the Council's property team. Members will wish to note however, that whilst the building remains the property of the council this is a Bike Rescue project and not the Council's, and is reflected in the Bike Rescue business plan.
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 we have with the Safer York Partnership has seen a sharp reduction over the 2 + years of about 50% in cycle thefts. Whilst not complacent this is a remarkable achievement. The Safer York Partnership (which we are a Member of) 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 imbalance 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 DfT, could lose confidence in the ability of the authority to deliver the objectives and targets.
67. As well as the summary comments below the programme along with the road safety unit, is also communicating the messages to all road users to share the road and consider cyclists, as seen on some of the VMS (Variable Message Signs) on the Outer Ring Road. Backed up by the recent national study by CTC and reported in national media, York is now officially the safest city to cycle (See annex C).
68. 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

69. 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 March 2010 at the end of the second year.

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 and all the benefits this brings. Including the reduction in congestion, air pollution and having a healthy population.

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Wards Affected: all

All

For further information please contact the author of the report

Background Papers:

Annexes

Annex A	Capital and revenue work programme
Annex B	Cycling City summary of survey results
Annex C	Press release on York being the safest place to cycle
Annex D	Map of the location on the ATC's
Annex E	Letter from John Grimshaw special advisor to CE
Annex F	Evening Press Article on the political reporter's move to cycling
Annex G	Cycling City media, marketing and communications strategy
Annex H	NHS Children's Occupational Services – feedback on cycle sessions
Annex I	Supportive letter from a member of the public for Clifton Bridge Scheme
Annex J	Evening Press article on the success of the Festival of Cycling event
Annex K	York Cycle Route Map – further inclusions