

Meeting Minutes

Meeting Title:	Steering Group: <i>i-Travel York</i>	
Date of Meeting:	27 June 2012	
Location:	York Explore Library, Museum Street, York	
Present:	Cllr Dave Merrett Graham Titchener Richard Holland Barry Otley Chris Chambers Adrian Setter John Carr Philip Lewis Ogden Paul Osbourne David Nunns	Paul Hepworth Cllr Andy D'Agorne Tim Hedley-Jones Ian Tempest Andrew Bradley Amy Richards (Diva Creative) Harriet Unwin (Diva Creative) Martin Higgitt (JMP Consultants) Leanne Farrow (JMP Consultants)

Item

1. **Chair's Welcome**

DM welcomed all to the third meeting of the Steering Group for *i-Travel York*, the name of York's programme of works funded by the DfT awarded Local Sustainable Transport Fund (LSTF).

2. **Apologies**

Apologies for absence had been received from Richard Wood, Ruth Stephenson and Debbie Manson (CYC), as well as from Susie Cawood (Chamber of Commerce), and Cllr Ann Reid.

3. **i-Travel York Programme**

GT had circulated copies of the third 'highlight report' prior to the meeting, which provided a summary of progress of the iTY programme to date.

Two new LSTF-funded fixed-term posts had recently been filled. David Short had been appointed to the Travel Planning Co-ordinator post, and Steph Goodall to the Public Transport Project Officer post.

This years York Cycle Challenge had had a good uptake with over 80 organisations making up 2400 people signed up to the challenge. The challenge had run between 14 May and 05 June 2012. In addition, a York Walking Challenge was currently being set up to again engage with schools, workplaces and residents.

Derek McCreadie, Low Emission Officer, has been working with businesses to try to install 40 electric car charging points in and around York to promote this type of technology.

Item

The Road Safety team have agreed a UK first with the Institute of Advanced Motorists to help improve young peoples' road skills/behaviour. This will provide 300 places over 2 years.

Scooter training ("Scooting Stars") for school children had been agreed by all relevant bodies within CYC and was due to be rolled out shortly.

The Festival of Cycling was back this year and was going to be held in Rowntrees Park on 08 and 09 September 2012.

RH reported that work on cycle infrastructure was ongoing, although at present it was still predominantly feasibility work, although options were now being firmed up and being consulted upon shortly. Greater details of specific schemes would be forthcoming at the next meeting of the Steering Group.

4. **i-Travel York Marketing & Communications Strategy**

Amy and Harriet from Diva Creative Ltd (consultants of iTY) were in attendance to discuss and lead the Steering Group through the draft Marketing and Communications Plan for i-Travel York.

Once the iTY website was up and running (likely by end of August), a full media launch would take place of the iTY programme, with as much public impact as possible, with a number of targeted campaigns.

A discussion took place regarding the merits of having an iTY mascot, to attempt to give the programme a personality and increase the publicity of subsequent iTY campaigns. The Steering Group appeared to be in favour of a mascot and a suggestion of a 'Biking Viking' was made by one participant.

5. **Better Bus Area Fund**

Andrew Bradley, Operations Manager for Sustainable Transport, attended the meeting to give the Group a briefing on the BBAF. He reported that the DfT had announced the creation of the fund in December 2011 and had invited bids from Transport Authorities with a very tight deadline. By March 2012, York had been announced as one of the successful bidding authorities. The BBAF totalled £5.7M spend over 2 years, with the DfT providing £2.9M of that overall sum. It was acknowledged that York was successful in its bid due to its successful local Quality Bus Partnership working.

In brief, the programme consisted of a raft of measures including smart ticketing for York's bus network, but was broken down into 3 specific areas:- Promotional (i.e. real time passenger information displays at all city centre stops; CCTV in bus shelters; training for bus drivers; Visitor Centre information point at York Station), Reliability (i.e. Infrastructure – hospital to city centre route, Leeman Road bus lane, and Rougier Street/George Hudson Street; ANPR enforcement of Stonebow/Coppergate etc); and Facilities (improving 5 key interchanges; improving waiting facilities outside the city centre).

6. **Personalised Travel Planning**

Martin Higgitt and Leanne Farrow of JMP Consultants Ltd (the successful tenderers for the above aspect of the iTY programme) were in attendance to give a presentation on their work and envisaged strategy for targeting PTP in York.

In summary, PTP was a technique that delivered information, incentives and motivation to individuals to help them voluntarily make sustainable travel choices. Delivery would be starting in York in spring 2013, with 12,000 households to be targeted in the Northern Quadrant over summer 2013 and summer 2014. The baseline monitoring would take place in autumn 2012 (household surveys).

7. Any Other Business

It was asked what effects the new stadium development would have on the i-Travel York targets in helping to reduce car use, based on the assumption that this development would raise the baseline number of car trips in York that may possibly impact on the success of i-Travel York meeting its targets. It was acknowledged that there would be continued developments / trip attractors in York possibly impacting on baselines within the life of this programme, although baseline figures based on peak hour traffic levels would be mostly unchanged for the stadium development due to it attracting predominantly off-peak and weekend traffic.

Increased traffic levels may be observed following completion but developers contributions would be used to mitigate this and key areas of possible congestion, especially around the Monks Cross area. It was predicted that the main increase of traffic would come from out of town and along the A64 corridor (Highways Agency owned and seemingly not too worried about).

Given this, although we would always see rises and falls in traffic on our roads, the end result we should work towards would be the same % decrease in traffic. Please note however that like Cycling City York, this programme was based on outcomes and not purely target driven – In that we would provide the agreed infrastructure projects and other initiatives and work to market and communicate to influence peoples' travel behaviour within York itself through Informed Personal Choice.

Another question was asked regarding the demise and possible withdrawal of the LDF and what the impacts of this were on the various city centre reviews and works, i.e. access into and through the city centre. The LDF was the overarching strategy that the various reviews and plans for the city centre sit underneath. This meant that with the withdrawal of the LDF, other works such as the CCAAP (City Centre Area Action Plan) would also be halted. Once this was confirmed, the LDF would not be able to be formally adopted until December 2014 at the earliest.

However where work has been developed enough (such as the footstreets review) this will carry on where there has been general agreement, including pedestrian improvements from York Station to Rougier Street. A second phase of the footstreets schemes would be decided upon possibly later this year once further consultations have concluded.

8. Date of Next Meeting

The next meeting of the Steering Group for i-Travel York was to be held on Wednesday 26 September 2012, at York Explore Library.