

## Local Sustainable Transport Fund - Application Form

Guidance on the Application Process is available at:

[www.dft.gov.uk/pgr/regional/](http://www.dft.gov.uk/pgr/regional/)

Bids for both small projects and initial proposals for large projects should be no more than 20 pages long.

### Applicant Information

**Local transport authority name(s)\*:** City of York Council

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### SECTION A - Project description and funding profile

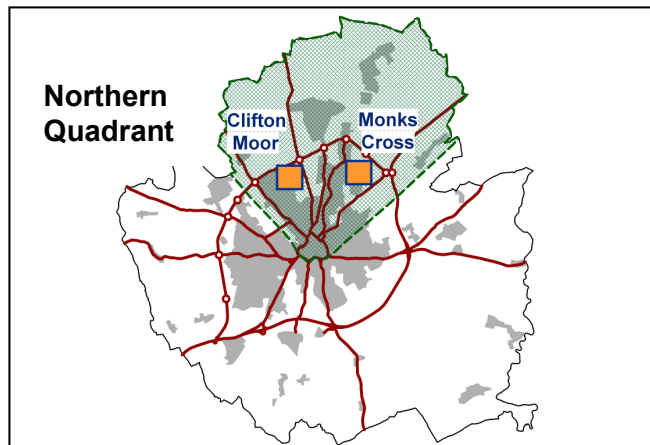
**A1. Project name:** Sustainable Transport York - *a programme to “reduce carbon emissions, stimulate economic growth through influencing travel behaviour and encouraging modal shift”*

**A2. Headline description:**

Building on York's history of sustainable transport successes and the recent Cycling City programme, the city's LSTF proposal will deliver a step change in transport provision. The programme will reduce congestion and its impact on the environment and enhance the city's prosperity and growth potential. It will deliver an integrated programme of personal, business and school travel planning combined with targeted infrastructure enhancements to increase people's travel choices. The primary focus will be the Northern Quadrant of the city where there are high numbers of short car trips to employment and retail destinations.

**A3. Geographical area:**

The bid is focussed on the 'northern quadrant' of York. The area is bounded by the River Ouse to the west and Monk Stray (common land) to the east. The city centre, two of the largest retail and business estates at Monks Cross and Clifton Moor and one of the city's universities are located in this sector of the city. Approximately 80,000 people (40% of the total city population) live in this area and 50% of the city's jobs are located here. A high proportion of



short journeys are made by car in this area giving the greatest potential for change with the right infrastructure and promotion.

The bid also includes measures which can be delivered more effectively using a city-wide approach such as promotion of sustainable transport options to businesses and schools. This approach will maximise the benefit from the existing high quality cycling, walking and public transport networks and ensure integration of the infrastructure enhancements provided from a variety of sources (Local Transport Plan (LTP), Access York Major Scheme Bid, Developers) together with the elements delivered in this bid.

The City of York Council (CYC) authority area is centred upon a compact urban core surrounded by a number of large villages and rural hinterland. It covers an area of 105 square miles with a current population of approximately 200,000 which is forecast to rise by 23% by 2026. The main urban area is surrounded by the dual carriageway A64 (Leeds-Scarborough) trunk road to the south and the single carriageway A1237 outer ring road to the north. The city is a sub-regional employment and service centre with a net inward travel to work pattern covering a population of approximately 350,000.

The local authority has worked hard over the last 25 years to maximise the quality and availability of sustainable transport options and build on the many advantages the city has to enable them to be a realistic choice for a large proportion of its residents. The advantages include the compact urban area, flat terrain and quality of cycling infrastructure which leads to a much higher proportion of trips being possible by bicycle than in other cities in the UK. The bus network is also comprehensive covering the majority of the urban area and surrounding villages. The Park & Ride service was introduced to limit the impact of inward commuting and has a national reputation for being one of the most effective in the country. York station has good rail connections to surrounding towns and cities and is on the main line to Edinburgh and London. The inherent layout advantages and measures introduced have kept the proportion of work trips by car to the city centre by York residents down to 35% despite rising prosperity and car ownership. The LSTF programme will be used to progress these strategies to the next level.

**A4. Type of bid (please tick relevant box):**

**Small project bids**

Tranche 1 bid    
 Expression of interest for Tranche 2  (please complete sections A and B only)   
 Tranche 2 bid

**Large project bids**

Key component bid    
 Large project initial proposals

**A5. Total package cost (£m):** £7.771m

**A6. Total DfT funding contribution sought (£m):** £4.645m

**A7. Spend profile:**

£K	2011-12	2012-13	2013-14	2014-15	Total
<b>Revenue funding sought</b>	<b>419</b>	<b>721</b>	<b>705</b>	<b>685</b>	<b>2,530</b>
<b>Capital funding sought</b>	<b>189</b>	<b>942</b>	<b>802</b>	<b>182</b>	<b>2,115</b>
<b>Local contribution</b>	<b>960</b>	<b>1,089</b>	<b>735</b>	<b>342</b>	<b>3,126</b>
<b>Total</b>	<b>1,568</b>	<b>2,751</b>	<b>2,242</b>	<b>1,209</b>	<b>7,771</b>

**A8. Local contribution**

We have identified a variety of contributions towards York's bid, ranging from financial support, from the council and our partners in the public and private sector, to contributions in kind through our work with civil society groups and local developers. Letters of support from the principal organisations are included in the separate supporting evidence document. The tables below highlight some of the main contributions supporting this LSTF bid.

**1. Financial Contributions**

<b>Revenue</b>		
Council Revenue Resources	£396,800	Staff working on projects and sustainable transport initiatives to influence travel behaviour.
Schools & Businesses in Northern Quadrant (including Shepherd Group and Aviva)	£10,000	Promotion and staff time with sustainable transport challenges and events
Schools & Businesses in Northern Quadrant (including Shepherd Group and Aviva)	£10,000	Staff time for travel planning
Schools & Businesses in Northern Quadrant (including Shepherd Group and Aviva)	£3,000	Contributions to standalone website
Adult Cycle Training Fees	£25,000	Fees from adult cycle training
First Group (Bus Operator)	£30,000	Bus route promotion
University of York	£40,000	Extension of No.20 Bus route to University
York Environment Forum	£5,000	Promotion and staff/ volunteer time to develop and deliver LSTF projects.
LSTF programme support (Partner Organisations)	£24,000	Steering group staff time from partner organisations. Business and school sustainable transport champions
Civil Society (Voluntary Groups e.g. Bike Rescue, Sustrans. Wednesday Wheelers and Clifton Cycling Club)	£76,300	Volunteer time and staff support for volunteering projects:
<b>Capital</b>		
Council Capital Resources (LTP, Capital Receipts etc.)	£1,085,000	Direct funding contributions for capital projects
Schools/Education Infrastructure Programme (Various Schools/Colleges etc.)	£35,000	30% match funding from education centres for facilities
Business Infrastructure Programme (Various Businesses)	£100,000	50% match funding from businesses towards facilities
ParkThatBike Scheme	£20,000	Match funding through ParkThatBike scheme
Shepherd Group	£50,000	Funding for a new pedestrian and cycle crossing on New Lane subject to confirmation of detailed solution
Shepherd Group	£5,000	Donation of land for a new cycle route at Monks Cross
Clifton Business Park	£5,000	Cycle Link to Route 65 from Clifton Business Park (subject to LSTF Funding)
University of York	£20,000	Real time bus information displays
First Group (Bus Operator)	£500,000	Introduction of smart ticketing
Reliance, Pullman (Bus Operators)	£6,000	Contributions from bus operators to manage and maintain BLISS equipment
Developer Contribution (Monks Cross Masterplan)	£50,000	Cycle Link between Woodland Way to Monks Cross Drive
Developer Contributions (Hungate Development)	£500,000	Hungate foot/cycle bridge and Foss Basin infrastructure improvements
Developer Contributions (CYC Office Development)	£100,000	CYC City centre office Footway widening & bus stop improvements
Developer Contributions (Clifton Moor)	£30,000	Stirling Road Walking/Cycling Improvements

## 2. Other related and in-kind contributions

Developer Contributions (Nestle South & Hungate Developments)	£60,000	Car clubs/ car sharing schemes.
Rawcliffe mountain bike skills area	£22,000	Mountain Bike Skills area project funding and Volunteer trail builders (SingleTraction)
Private and other public sector organisations (Environment Agency, York Hospital, University of York and media bodies whose work supports sustainable travel)	£88,000	Staff time promoting sustainable travel
Green Streets Project	£10,000	To engage with residents to lower their CO2 emissions (Stockholm Environment Institute, York Environment Partnership and York University).
Safer York Partnership	£46,400	Staff time Anti Cycle Theft Strategy Group (per year).

### A9. Partnership bodies

We have worked with a number of significant local organisations whilst developing the bid. The robust partnerships created during the progression of the LTP and Cycling City York programmes are ready to support and develop to deliver the proposed package of measures. The following key partners have confirmed their support for the proposed measures included in this LSTF bid:

#### Transport Operators:

**First:** The principal bus operator in the city providing 80% of services will invest approximately £500k in ITSO compliant ticketing equipment by 2012. As part of the Northern Quadrant approach they will undertake new publicity campaigns and provide incentives to attract new customers to bus travel to complement infrastructure improvement measures included in this bid. These will be focussed on the routes to the destinations in the Northern Quadrant of the city including route 6. 'First' have also committed to invest in emerging vehicle technologies in partnership with the Council where routes can be improved with bus priority measures.

**York Pullman, Reliance:** Using the LSTF we will equip these last bus operators with transponders for the Bus Location and Information Sub-System (BLISS). This will mean that over 95% of the bus fleet in York will be covered by Bus Net Live (locating buses on the network for management purposes), Real Time Passenger Information (enabling passengers to obtain real time bus information at bus stop screens, on the web and by text message) and Traffic Signal Priority (providing late running buses priority at signalised junctions). We will provide additional real time information displays at key destinations across the Northern Quadrant including the city centre. These bus operators will support these measures by providing the resources needed to use software, monitor data and use the information to identify delays on routes to aid more accurate timetabling of bus services. This partnership will improve accessible information and reliability of bus services.

**East Coast and Network Rail:** We are working with these major rail partners to improve accessibility and facilities for all pedestrians and cyclists, to enhance the railway station as the main gateway to the city. To complement the LSTF bid East Coast have submitted a proposal for their board approval for £127k to further enhance the provision of cycle lockers, cycle parking and information for cyclists to enable them to make the best use of the city's cycle network.

#### Private Sector:

**Clifton Moor Business Association (CMBA), Clifton Business Park, Monks Cross businesses, Shepherd Group, (Portakabin), Aviva, Nestle:** These employers and associations will promote sustainable transport to employees, participate in workplace challenges and use the business match funding to provide cycle facilities for staff and customers. They will produce, review and implement workplace travel plans and establish a

sustainable transport business forum. The council will work with CMBA and Clifton Moor retail park to improve movement between the main destinations in the area. Shepherd Group is donating land for a new cycle route. The following quotes are examples of the support the Council has received from major employers in the city:

*"Nestlé has been working with Cycle City York since 2009 and through a number of engaging initiatives, we have seen the number of employees cycling to work increase by over 15%... we view cycling to work as an excellent way to contribute to a greener York and to keep fit and healthy at the same time."*

*"Aviva's partnership with the City of York Council is helping to make York a better place to live and work by promoting walking, car-sharing, bus, train and cycling to our staff and, in so doing, helping to reduce their car dependency. Having seen the positive impact this kind of activity can have we would like to see more businesses join us in adopting and promoting these measures in their organisations. They not only help meet carbon reduction and corporate social responsibility policies, they also help produce a healthy workforce, provide cost savings to both staff and business and reduce congestion – which are benefits that speak for themselves."*

#### **Media:**

**York Press:** Highly supportive of Cycling City York, they will publish editorials in their monthly business supplement to promote sustainable transport to businesses, and will support engagement with residents through marketing and promotion campaigns. (Click [here](#) to view an editorial published about York's LSTF bid in February 2011).

#### **Schools and education organisations:**

**York St John University:** Providing information and practical advice to new students and staff, including: 'fix your own bike sessions'; champions from the volunteer centre to lead walking and cycling tours.

**University of York:** The University is expanding, with an increase in student numbers of around 5000 by 2015. They will continue to work with us to improve and promote sustainable transport in the city and will contribute financially to extending bus route 20 (£10k/year) and the installation of 4 real time information displays (£20k) on the campus.

**Schools and Colleges:** We have good relationships with both local authority and independent schools. They will continue to be active partners, delivering challenges and events, reviewing and implementing their travel plans, and working with us to provide cycle training opportunities for children. Similar match funding contributions for new infrastructure are expected from these organisations as have been achieved through the Cycling City programme.

#### **Civil society organisations:**

**Bike Rescue (a community interest company):** In partnership with the council, Bike Rescue will operate the recently opened Hub Station which provides secure cycle parking with changing facilities. They will deliver cycle maintenance workshops during the bid period at the Hub Station and across the city including security tagging in partnership with the police.

**Park That Bike (social enterprise):** They will manage the Community Cycle Parking Scheme which provides free bike stands for voluntary sector groups, small businesses, surgeries, churches, shops, cafes and pubs (to name but a few) who pay for the installation.

**Sustrans:** Their rangers maintain Sustrans cycle routes within the city, their volunteers will lead guided cycle rides throughout York and they will deliver the Bike It project (helping children travel to school safely). We will work with them to upgrade a section of route 65 to maximise the improvements being provided as part of the Joseph Rowntree Foundation Derwenthorpe development.

**Institute of Advanced Motorists (charity):** They will deliver courses as part of the road safety projects within this bid, aimed at sectors of the community which are over represented in collisions.

**York Environment Forum (voluntary group):** An independent group with representation on the local strategic partnership board, the transport, environment and climate change sub groups. As part of the LSTF programme, the Forum will promote the Low Emissions Strategy (LES) and work with the Council in designing marketing and promotional campaigns, influencing local organisations and communities to adopt sustainable transport measures.

**Joseph Rowntree Foundation:** They are supportive of York's bid which will improve the link to the city centre for cyclists from the exemplar sustainable community (540 homes) just starting construction at Derwenthorpe. In addition they will work in partnership with the Council on the Clifton Moor to Haxby Road cycle route which is partly on Joseph Rowntree Housing Trust land.

**Public sector:**

**Safer York Partnership/North Yorkshire Police:** They will work to reduce cycle crime and promote road safety through initiatives such as Operation Spoke, security marking and highway enforcement towards cycles. The bid will support road safety initiatives delivered in partnership with the emergency services such as 95Alive.

**NHS North Yorkshire and York:** They are highly supportive of York's bid and have been a significant partner in the Cycling City York programme. They will contribute to the design of projects to deliver health and leisure benefits, particularly to encourage more people to walk and cycle and in the development of the Walk-it website journey planner.

**North Yorkshire County Council:** The local authority which surrounds the majority of the city is supportive of the bid and will contribute £2,500k/year to the bus tracking equipment for the longer distance services which terminate in York.

**'Improving the Lives of Older People' project:** Partnership project to improve access to services for older people by delivering transport services using volunteers. Partners include Parish Councils, CVS (voluntary service), the Council, Police, Fire and Rescue, York Pride, Environmental Services, York and York St John Universities student union, York Link, Joseph Rowntree Trust, and Safer York Partnership. (see C1 for a description of this community project).

*Letters of showing partner's commitment and support are included in the accompanying supporting evidence document.*

## **SECTION B – The local challenge**

### **B1. The local context**

#### **1. Economy**

Constraint on movement caused by congestion is identified as one of the key issues affecting business in the city. York is the second fastest growing city in the UK (Cities Outlook for 2010) and has higher employment levels compared to Yorkshire and Humber and the UK, with 77% of the economically active population being employed (Office of National Statistics).

The Local Development Framework (LDF) evidences the opportunity to create 1,000 jobs and provide 575 homes per year in the area. With a tight green belt around the city the majority of the growth will be achieved through redevelopment of brownfield sites. The strategy identified in the LDF is to maximise sustainable transport levels to enable the proposed level of growth to be achieved without a significant increase in congestion delays, CO<sub>2</sub> and NO<sub>2</sub> emissions. It is anticipated that congestion delays could rise by 50% up to

2016 and nearly 200% by 2026 from a 2008 base if there was no change in the current split between travel modes.

The city's role as a nationally important destination for tourists and a service centre for the surrounding area is expected to continue and grow over the next 20 years. Tourism is an essential element of York's economy and accounts for almost 12% of all employment with 7 million visitors a year bringing in £443m. Although the city has a large pedestrianised area in the centre, the heavily trafficked inner ring road is perceived as a car-dominated environment which discourages walking and cycling and detracts from the setting of the historic centre.

The city has a number of challenges and constraints which hinder sustainable movement. The rivers, railways, strays (common land), city walls and historic street layout all create barriers, concentrating movements onto a small number of key locations and restricting options for improvement. The transport network is very city centre focussed with most bus and cycle routes passing through this area. This has led to higher level of car based trips (60-65%) to the main business and retail parks to the north of the city (c.f. approx. 50% citywide and 35% to city centre).

A significant proportion of the growth expected in the city is within the area of focus of this bid - the Northern Quadrant. The most significant development sites in the area are:

**Monks Cross:** An existing mixed use development with the potential for a further 600 dwellings and 16 Hectares of office development. In addition there is a current proposal for a community stadium and development in the Monks Cross area. A masterplan is in place for this area ensuring significant contributions to transport infrastructure.

**Hungate:** A mixed use city centre development site including 555 dwellings, offices (12,062m<sup>2</sup>) shops and restaurants. A new bridge over the river Foss will enable better connections to the cycling and walking networks in the area during the bid period. It has outline planning consent with completion expected within the LSTF period.

**Nestle South:** A residential (315 dwellings) led mixed use development regenerating former factory buildings on the northern approach to the city centre.

The 2010 'York New City Beautiful: Towards an Economic Vision (2010)' report identifies transport as having a key role to play in enhancing the local economy, allowing it to grow to £4.5 billion by 2035 (£3.37bn in 2010). Sustainable transport options, 'green' corridors into the city, connections from the railway station to primary locations, and the urban environment must be improved to make York an attractive city to invest in, better connecting businesses and people.

## **2. Congestion**

Given the compact nature of the city and already busy highway network the impact of any growth in vehicle movements is significantly magnified. A 1% increase in traffic flows is modelled to lead to a 6-7% increase in congestion delays. Congestion stifles the existing economy and reduces the opportunities for growth. Tackling this fundamental problem was the highest priority raised by residents and businesses during the recent LTP consultations. 'Resolution of York's transport constraints and reductions in the levels of congestion are key priorities for businesses in the City' – Peter Kay Chair of the York Economic Partnership.

The LDF indicates an increase in housing of over 9,000 units by 2026, potentially increasing the current level of citywide congestion delay by up to 200%. The Northern Quadrant includes the most congested parts of York's road network. A current 30-minute journey on the A1237 outer ring road in the Northern Quadrant is projected to take up to an hour by 2026 without mitigation measures. It is also anticipated that higher inward commuting levels due to York's growing economy will lead to increased traffic levels on key strategic routes.

Congestion stifles economic growth, it is costly to businesses, and detrimental to the health and wellbeing of our population.

### **3. Emissions from Transport**

Emissions of harmful gases and particulates from vehicles is a particular issue for York. Climate change is projected to increase the severity and frequency of flooding from the rivers in the area and the historic street layout with high traffic levels increases the likelihood of poor air quality.

Emissions from transport account for over 24% of York's total carbon emissions. Increased numbers of diesel vehicles pose a threat to local air quality and are detrimental to York's target of cutting emissions by 20% by 2020. Air Quality Management Areas (AQMA) have been declared around the inner ring road and the main radial routes into the city. After a period of decline the annual average NO<sub>2</sub> concentrations in these areas has increased over the last four years. If left unchecked this trend is set to continue. Reducing the need to travel and encouraging modal shift to walking, cycling and public transport are important in managing emissions in York. However, these measures alone will not deliver York's carbon targets or deliver compliance with health based air quality objectives. York has developed an holistic LES which aims to tackle emissions from the vehicle fleet and prevent further increases in emissions.

### **4. Health and wellbeing**

One fifth of York residents are classified as being obese, higher than the national average. In December 2009, only 25% of adults in York achieved the recommended level of exercise. Participation rates for those in lower socio-economic groups, those aged over 55 years and those with a limiting disability is even lower. Enhancing access to places of employment through sustainable transport methods, to support financial, social inclusion and improved health, is of vital importance for areas of socio-economic deprivation. The 2010 Indices of Deprivation highlights eight lower level super output areas in the city in the 20% most deprived nationally, and one within the 10% most deprived. Transport, leisure and health departments in the Council will work together, sharing responsibility to maximise the health benefits of sustainable travel and promoting social and financial inclusion.

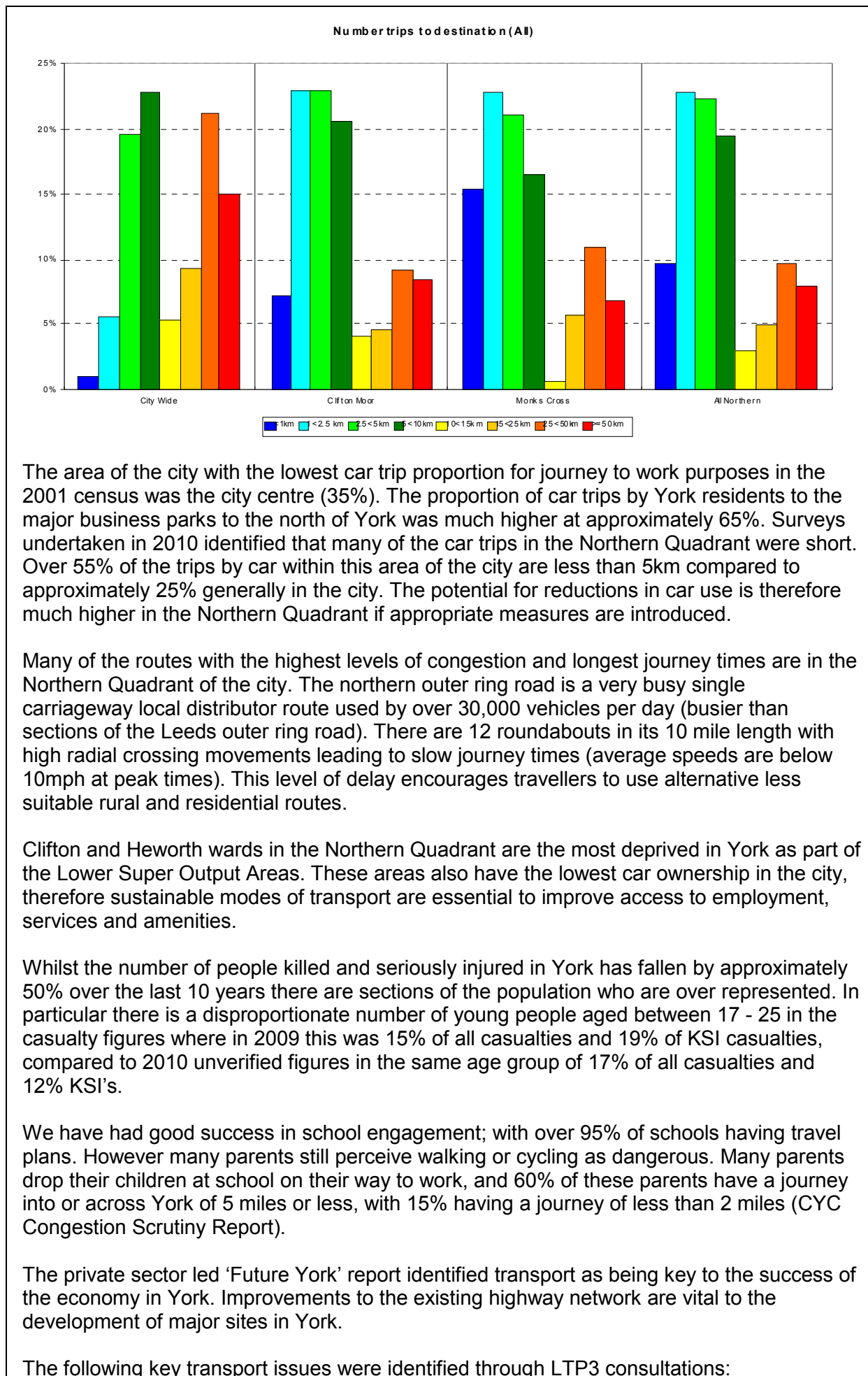
## **B2. Evidence**

Owing to the layout of the city and transport measures taken over the last 20 years York residents already make a relatively high number of trips by sustainable means when compared to other areas in Yorkshire and the rest of the country. The most comprehensive journey to work data currently available, taken from the 2001 Census, indicates that York has a particularly high proportion of people who cycle (12%) and walk (15%) to work when compared to the Yorkshire and Humber and West Yorkshire levels which are less than 3% for cycling and 11% for walking. Partly due to the competition from these modes, bus usage in York is slightly lower at 7% compared to 10%. Car trip levels (driver & passenger) at 53% are much lower than the regional (63%) and national (61%) average.

Since the introduction of the Cycling City York programme cycling numbers have increased by approximately 15%. Many of the infrastructure measures have just been completed meaning that the full benefit of the recent investment is not represented in the latest figures.

Further analysis has been carried out to understand travel patterns in particular areas of the city. The area with the highest proportion of car owners and car trips is the YO32 postcode area in the Northern Quadrant of the city including the populations of Haxby, Wigginton and Earswick (approx. 15,000 people). The LTP3 consultations revealed that 51% of the respondents from this area use their car for travelling in and around York. The lowest area for car use is Y01 (city centre) at 17% with the rest of the city averaging around 30-40%.





- Walking – access to city centre including poor crossings of inner ring road. Few tools available to aid planning routes and promoting benefits.
- Cycling – a lack of connectivity, particularly in the Northern Quadrant of the city and key routes to the city centre. Barriers to cycling, such as high traffic levels, poor facilities and lack of parking.
- Public transport – poor reliability, long journey times, lack of accessibility to information for planning journeys, high fares.

Our proposed LSTF programme has been designed to address these issues. The programme complements our longer-term transport strategy which is looking to provide additional Park & Ride capacity to intercept a greater proportion of journeys coming into York and improvements to the northern section of the outer-ring road to encourage through traffic not to divert via residential areas and the city centre.

### **B3. Objectives**

To address the challenges which face York the transport strategy in the LTP3 has been developed under the following 5 themes:

**Providing Quality Alternatives** to the car to enable more trips to be undertaken by sustainable means

**Improving Strategic Links** to enhance connections with the key residential and employment areas in and surrounding York

**Encouraging Behavioural Change** to maximise the use of walking, cycling and public transport options

**Tackling Transport Emissions** to reduce the release of pollutants harmful to health and the environment

**Enhancing Public Streets and Spaces** to minimise the impact of motorised traffic and encourage economic activity.

The LSTF bid supports the LTP3 objectives by focussing on encouraging behavioural change across the city for travelling to employment sites, schools and other key destinations whilst providing targeted infrastructure improvements to address specific gaps in the network. The package of measures (see Annexes 1 & 2) proposed to be delivered in the LSTF programme will support these underlying themes. In order to reduce car use, we need to provide realistic alternatives, which are affordable, safe, healthier and better for the environment. The bid supports the following programmes proposed in the LTP3:

- *Ensuring quality local public transport services that meet the needs of passengers in a changing city.*
- *Having a comprehensive cycling and pedestrian network.*
- *Ensuring the maintenance and selective improvement of York's strategic networks to support the longer-distance movement of people, goods and information.*
- *Promoting active and sustainable forms of travel.*
- *Ensuring the effective delivery of road safety through education and training.*
- *Enabling effective travel planning.*

## **SECTION C – The package bid**

### **C1. Package description**

Our package of measures to influence travel behaviour and encourage modal shift has been driven by the key transport issues and problems facing York. It is based on national and local research and draws on our experience progressing sustainable transport options over the last 20 years and delivering the successful Cycling City York programme since 2008. We know an integrated package of soft and hard measures makes a real difference in York (see Annex 1 & 2 for a list of these measures and their geographical location).

We aim to better inform people of the sustainable mode choices that are available, especially for shorter journeys, and encourage people to change how they travel. Our

targeted approach will effectively use the contribution from the LSTF to address local problems and integrate sustainable transport into people's daily lives.

Through the LSTF programme a resident in the Northern Quadrant would receive personalised travel planning, log on to the Walk-It online journey planner, attend leisure walks and use the new online bus journey planner and at same time they will be able to use a new off road route between Rawcliffe and the University, a new link to Sustrans route 65, and real time bus information at key destinations in their local area and the city centre. This combination of measures will improve the quality of transport available, making the shift towards sustainable travel more attractive.

We are proposing an integrated package of measures that have a primary focus on the Northern Quadrant where high car use and congestion is impacting on current businesses and the potential for future growth. Citywide behavioural change measures are also included to complement our LTP3 and proposed major scheme bid infrastructure works. Both 'revenue' behavioural change measures and 'capital' infrastructure measures will be progressed together. The bid is set out in 6 main packages (5 Behavioural change, 1 Infrastructure) and a general programme delivery element to enable successful management of the project.

## **Behavioural Change (Revenue)**

### **1 - Business engagement**

We will work with businesses across the city to promote sustainable travel amongst their employees using marketing, events and publications. This will encourage large numbers of people to reconsider their travel behaviour with support from their employers.

Measures include: -

- Running sustainable transport challenges, such as cycle to work challenges to encourage people to cycle for fun and competition, allowing them to experience the benefits of cycling.
- Sponsoring the 'Best Sustainable Travel Initiative' award in the Press Business Awards, to encourage competition and buy in between organisations.
- Undertake workplace travel planning, which is key to delivering a modal shift. This will also help businesses to understand how travel planning can benefit them, their employees and the wider community and will focus on working with the businesses and retailers at Monks Cross and Clifton Moor.
- Delivery of sustainable transport infrastructure including cycle parking and car-sharing facilities on a match funded basis.
- Promotion of the LES and its measures and tying these into public and private sectors CO<sub>2</sub> reduction policies.

### **2 - Education and Campaigns**

Our package will incorporate a number of educational activities and campaigns including:

- Personalised Travel Planning (PTP) in residential areas in the Northern Quadrant. This will include home visits by trained travel advisors, providing residents with information and using motivational interview techniques to make sustainable travel easier and more attractive. The proposed funding will enable approximately 16,000 households to participate representing 50% of the target area.
  - Personalised travel training – this includes cycle training and pedestrian road safety training for adults and young people.
  - Promotion of cycle security with the Safer York Partnership.
  - Road safety awareness and initiatives aimed at young road users and areas of deprivation to change travel behaviour and influence sustainable travel choices.
  - Promotion of the LES for York and its measures (such as electric car charging points delivered through other programmes) to reduce carbon emissions and improve air quality.
- We will work in partnership with York Environment Forum, bus operators, taxi drivers, hauliers, businesses, schools and communities to promote informed choice and help ensure that essential journeys are made by sustainable and lower emission transport, where possible.

- Improvements to the Cycling City York standalone website – including its expansion to become the one-stop-shop for York for all things related to sustainable transport. The site would become smart phone friendly allowing instant access to online information.
- We also intend to establish a Walkit.com website for York to encourage and enable people to undertake more journeys on foot, providing tools to better inform individuals to plan their journey, adding to the existing tools and services such as the cycle journey planner.

### **3 - Public Transport Initiatives**

After cost, bus reliability and quality of passenger information are two of the main issues raised by public transport users in York. We will use the additional funding provided by LSTF to use technology to enhance bus reliability and provide access to real time passenger information. We also intend to deliver the following measures: -

- Create an online interactive bus mapping resource combining bus route maps and real time travel information, to enable people to plan their journey before they leave home or work
- Clearer timetable design and production
- Marketing of bus services in the Northern Quadrant including routes 20 and 6.
- Extension of Route 20 through to the University of York (financially supported by the University)
- Work with bus operators to encourage uptake of hybrid and other low emission technologies.
- Smart ticketing on all First services which will enable more cash free transactions and ease the future introduction of integrated tickets across the city.
- 'Improving the Lives of Older People' scheme will give older residents of York a locally run service that provides a vital link between their homes and other destinations, e.g. the hospital. This is will be led by the Council and delivered by other partners such as Parish Councils.

### **4 - School engagement**

A key part of our proposal is to engage with schools throughout the city to encourage young people to travel sustainably, for example through the following measures:

- Sustrans 'Bike It' officers – a 'Bike It' officer directly engaging with specific schools, working within the school curriculum and clearly demonstrating the benefits of cycling in a fun way.
- 'Walking with Wilf' – a bespoke initiative for primary schools to encourage children and their parents to leave the car at home and to walk, cycle or scoot to school.
- Virtual races and challenge events
- Scooter training for Year 5 children and below
- A female only cycle initiative based on the success of the Sustrans 'Beauty and the Bike' pilot initiative.

### **5 - Health and Leisure projects**

We will undertake a number of measures promoting the health benefits of active travel for leisure trips as well as commuting and the school run. These measures will be tied in with the York Just 30 campaign to promote everyone getting at least 30 minutes of exercise per day. For example: -

- Guided leisure rides and led walks.
- Production of walking and cycle maps as a resource to allow individuals to progress to independent walking and cycling.
- Development and promotion of public rights of way mapping

### **Infrastructure Improvements (Capital)**

#### **6 - Infrastructure Improvements**

We propose a range of improvements to the walking, cycling and public transport infrastructure, designed to complement the 'softer' measures outlined above. This will result in better integration of all types of sustainable travel modes in the Northern Quadrant and city centre. Our intended infrastructure improvements include:

**For buses**

- Complete the fit out of the remainder of the bus fleet with transponders to enable better management of routes, traffic signal priority and Real Time Passenger Information by text, web and on displays at bus stops.
- Real Time Passenger Information displays at key bus stops in city centre and Northern Quadrant (Minimum 10 No.)
- Upgrading controllers at key traffic signals in the Northern Quadrant to enable bus priority (Minimum 4 No.)
- Installation of off-bus ticket machines at 2 Park & Ride sites
- Introduction of Bus-SCOOT to enhance bus journey time reliability throughout the city centre using Intelligent Traffic Light priority
- Improvements to the shelters and bus stops along route 6 to Clifton Moor.

**For walking**

- Improvements to links within the Clifton Moor and Monks Cross areas to reduce the need for short car trips.
- Provision of an improved crossing point and connecting route under the Outer Ring Road making use of the existing River Foss bridge to connect the villages of Earswick and Strensall with the main urban area of the city.
- Improvements to city centre accessibility e.g. widening footpaths, improving crossing of the inner ring road and better signage to and from the rail station and city centre.

**For cyclists**

- A new cycle route between Rawcliffe and the University via Clifton Moor and Monks Cross connecting sections of existing route and providing a key missing link between Haxby Road and Wigginton Road alongside the Outer Ring Road.
- Create a link from Sustrans route 65 to Clifton Business Park
- Improvements to city centre cycle routes
- Cycling infrastructure improvements e.g. upgrade of city centre links including route 66 and key radial routes to city centre in northern quadrant, refreshing lines on cycle lanes, improved signage, anti skid surfaces.

**C2. Package costs:** Please see the table below for a breakdown for package elements, the contributions we are seeking from DfT. An elemental breakdown of package costs for each year is attached as Annex 2.

School Engagement	£k	2011/12	2012/13	2013/14	2014/15	Total
	Revenue	46	118	118	118	401
	Capital	15	30	30	30	105
Business Engagement	£k	2011/12	2012/13	2013/14	2014/15	Total
	Revenue	68	81	81	78	307
	Capital	18	32	32	32	114
Education and Campaigns	£k	2011/12	2012/13	2013/14	2014/15	Total
	Revenue	184	360	360	343	1,246
	Capital					
Health and Leisure Projects	£k	2011/12	2012/13	2013/14	2014/15	Total
	Revenue	32	32	24	24	112
	Capital					
Public Transport Initiatives	£k	2011/12	2012/13	2013/14	2014/15	Total
	Revenue	30	40	32	32	133
	Capital	115	200	115	25	455
Programme Management & Delivery - General	£k	2011/12	2012/13	2013/14	2014/15	Total
	Revenue	60	90	90	90	330
	Capital					
Infrastructure	£k	2011/12	2012/13	2013/14	2014/15	Total
	Revenue					
	Capital	41	680	625	95	1,441
<b>GRAND TOTAL</b>	<b>£k</b>	<b>608</b>	<b>1,663</b>	<b>1,507</b>	<b>867</b>	<b>4,644</b>

### **C3. Rationale and strategic fit**

Our proposed package of measures will promote all modes of sustainable travel, (including walking, cycling, public transport, car sharing and types of vehicles and fuels). We will deliver a range of softer behavioural change measures (school engagement; business engagement; education and campaigns; health and leisure, and public transport), complemented by infrastructure improvements. The primary focus of these measures will be in the Northern Quadrant of the city where there are higher numbers of short car trips, large employment sites and significant growth potential.

For this area of the city critical missing links in the city's cycle route network will be provided as part of the LSTF programme enabling cycling to be a realistic option for a much larger population in the area. Without these improvements the scale of modal shift possible through the PTP programme would be limited.

The Sustainable Community Strategy (SCS), LDF and the LTP3 provide the strategic direction for the city. They, and the emerging Local Enterprise Partnerships, aim to ensure that York has a prosperous future and achieve the city's ambition of being a leading environmentally-friendly city. York's LSTF is aligned with the SCS, LDF and LTP3, aiming to improve sustainable transport to benefit the local economy, reduce transport emissions and lower congestion levels.

One of the strategies of York's Climate Change Action Plan is to create a Sustainable Transport System, encouraging smarter, sustainable travel choices, supported by a comprehensive, low emission, transport network, developing a holistic LES, to transform York into a nationally acclaimed low emission city. York is a signatory to the European Covenant of Mayors, a commitment to reduce CO<sub>2</sub> emissions 20% by 2020.

York's LSTF bid will promote active transport and healthy lifestyles, supporting individuals to make healthier choices, contributing to the government's aims for public health. By encouraging active sustainable travel we will also contribute to reducing obesity. We will work intensively with local businesses to encourage them to support health and wellbeing programmes for their employees. At a local level, the LSTF will support the 'Active York' project, by increasing awareness of the health benefits of active leisure, the opportunities available and will help meet the 'Just 30' target (30 minutes of exercise a day).

An Equalities Impact Assessment (EIA) has already been carried out for proposals in the LTP3, to which the LSTF is closely aligned. Although York's bid focuses on the Northern Quadrant, we will also implement behaviour change measures across the city to complement and support infrastructure improvements funded through other programmes, for example the LTP3, Access York and new developments. If our bid is successful we will undertake a detailed EIA on the bid programme prior to implementation.

The Council is working with surrounding authorities to develop a bid to address wider transport issues in the area. If discussions are successful these will be the subject of Tranche 2 bids. In addition a number of thematic bids are being supported which will enable the experience developed on a national basis to be integrated with the local knowledge in York. The following thematic bids which will provide additional benefit to the York LSTF bid are also being supported by the Council:

- Sustrans 'Sustainable Access to Education' Tranche 2 bid being Led by Devon County Council
- Modeshift School Travel bid being led by Buckinghamshire County Council.
- CTC Bike Club Plus bid

### **C4. Community support**

To develop the LTP3, extensive consultation was carried out in 2009/10 including: questionnaires to every household (89,000), four stakeholder workshops, an on-line survey, articles in 'Your City' newsletter, and exhibitions around the city. A wide range of

stakeholders were also engaged via York Equalities Impact Assessment Fair, Without Walls (the Local Strategic Partnership), York Quality Bus Partnership, Inclusive York Forum, York Environment Partnership, and focus groups for young people and the York Independent Living Network.

Outcomes from LTP3 questionnaires identified the following:

- Tackling congestion in and around the city is the most important transport challenge that York faces (81%).
- Improving public transport was the most important action to come out of the LTP3 questionnaire (73%).
- Supporting the economy through reliable and efficient transport is the most important goal for transport in York (71%).
- Contributing to better safety, security and health was resident's second most important transport goal (68%).
- It is important or very important to reduce transport's emissions of carbon dioxide and other greenhouse gases to tackle climate change (62%).

Residents also felt that York's 'out of town' retail parks and shopping centres (Clifton Moor and Monks Cross in the Northern Quadrant are the largest) contribute significantly to congestion and have poor access for non-car users.

We held a public LSTF consultation event on 26th January 2011 which was attended by a range of stakeholders including: Councillors, Bike Rescue (a Community Interest Company), Clifton Cycling Club, the bus user group and York Ramblers. The main businesses in York were consulted individually on the proposals. The stakeholders identified the strengths and weaknesses of sustainable transport in York, and concluded that the following are priorities for the city: travel planning for schools and businesses, PTP, real time bus information, smart ticketing for buses, walking route maps, incentives for travelling sustainably, and better information and facilities for tourists. Our bid reflects these priorities.

We have also met with a number of relevant organisations separately to draw on their expertise, steer the bid and work in partnership. These include:

**Shepherd Group** – Employing 900 staff, they are committed to encouraging walking and cycling to employees. Over 20% of their employees cycle to work.

**Age Concern York** – A charitable organisation “committed to promoting the wellbeing of all older people in York”,

**CTC** – The UK's National Cycling Organisation support York's bid as a stakeholder and partner, and share aspirations of achieving European cycling levels.

**NHS North Yorkshire and York** - recognises and supports the role of transport in promoting health and wellbeing and reducing health inequalities.

**Visit York** – York's tourism agency promotes sustainable travel to and within York, to maintain the high level of visitors, essential to the city's economy.

**Sustrans** – Supports school initiatives such as the Bike IT project, developing and maintaining high quality greenways and traffic free routes.

**Safer York Partnership/ North Yorkshire Police** – supports work to reduce cycle crime and encourages respectful behaviour on our roads

**Clifton Moor Business Association** - supports measures working with businesses, i.e. travel planning, improved facilities, promotion and events.

**York Environmental Forum** - supports measures to influence organisations and the residents and publicise benefits of sustainable travel.

**York Cycle Campaign** – promotes the benefits of cycling and support and are a voice for cyclists (new and existing).

The LSTF bid has been driven by consultation with a range of stakeholders and local organisations. There is high-level support for this bid across the city evidenced by letters of support, (attached as supporting evidence) and local contributions (see A8). All political parties within the city have been involved with the preparation of the bid and are supportive of the proposed programme.

The LSTF is a bid for the city, not only for the council and we will work in partnership with a number of organisations to deliver our proposals (see A9).

## SECTION D – Value for money

### D1. Outcomes and value for money

Our LSTF programme will deliver economic growth and carbon reduction outcomes, as well as having a range of further benefits. A 2016 date has been used for assessment of the impact of the LSTF bid recognising that the measures will need time to become established and to tie in with comparable LTP3 and LDF modelling timeframes.

**Figure D1.1: Modelled mode splits for 2011 and for three scenarios in 2016\***

AM PEAK	NOW	2016 DO NOTHING	2016 LTP	2016 LTP and LSTF
Cycle	6099	6205	6282	7319
Walk	29644	30257	30533	32608
Bus	11097	11250	11319	12207
Car Passenger	22814	23760	23644	23547
Car Driver	60325	63075	62768	58867
Total	129979	134547	134547	134547

\*The above figures are based on Temprow 5.4 growth scenarios for York to 2016. They show AM peak period (7am to 10am) total trips by City of York residents, for 2011 and for three scenarios in 2016: do nothing ("2016 TEMPROW GROWTH"), do minimum ("2016 LTP3") and LSTF package ("2016 LTP3 + LSTF").

#### The impacts of 'doing nothing'

Our reference case modelled during the preparation of LTP3 shows that without investing in sustainable transport measures, traffic volumes will grow with a negative impact on the economy and on carbon, including:

- An estimated 9% growth in car trips over the period (2008-2016), in association with 0.7% annual growth in population and employment;
- This growth in trips will have a disproportionate effect on congestion because of an already saturated network. Modelling suggests that this increase in trips will lead to a 54% growth in congestion delays between 2008 and 2016;
- CO<sub>2</sub> emissions will increase in relation to this growth in motorised trips by 1,940 tonnes per annum for the morning and afternoon peak. This estimate excludes the impact of slower journey speeds because of the worsening congestion;
- In turn, this congestion will reduce ease of accessibility to employment, as journey times being longer and more unpredictable and as alternative modes become less attractive with more traffic and congestion on the local network.

Ultimately, the above problems may lead to a dampening in economic growth.

#### The impacts of LTP3 and LSTF measures

Conversely, continued investment in sustainable transport networks and programmes encouraging behaviour change will enable population and employment growth to continue whilst having a slight positive impact on the number of car-based trips.

We believe that our combined LTP3 and LSTF programme will have the following impact on mode shares by 2016 (see evidence base below for justification and reasoning behind these estimates):

- A 20% increase in cycling trips (just under 5% per annum growth);
- A 10% increase in walking trips (just under a 2.5% per annum growth);
- A 10% increase in bus use trips (just under a 2.5% per annum growth);
- A 2.5% increase in car occupancy;
- A 2.0% reduction in car driver trips (compared to the base case of a 4.5% increase in car driver trips).



It is anticipated that there will be some significant increases to the level of cycling at particular locations where new infrastructure is proposed. For instance the cycle numbers on the Outer Ring Road between Haxby Road and Clifton Moor are expected to rise from the current very low level of approx. 20-30 per day to at least 100 per day with the introduction of an off road route.

### **The benefits of the package**

Achieving the above mode shift will have the following benefits:

#### **Supporting the local economy**

- Mode shift leading to 3,901 fewer car driver trips on the network during the AM peak (compared with 2016 with LTP3) and a net reduction of 1,458 car driver trips compared with today;
- 31,200 vehicle km removed from the network during the morning peak;
- Congestion will be reduced below today's levels and levels of delay reduced by between 10-15%;
- Access to employment by sustainable travel modes, as well as by car will be improved as a result of the reduced congestion and improved performance of the different transport modes.

#### **Reducing carbon**

- Using the Carbon Tool it is estimated that the reduction in car trips will lead to a reduction in direct carbon emissions of: 2,750 tonnes (800t relative to 2011 base) of Carbon per year.
- This figure is for the morning and evening peak, excludes carbon reductions due to improved traffic flow and ignores 'embedded carbon' in the construction of infrastructure, vehicles and from supply chains.

Additional benefits that the LTP3 and LSTF scheme will deliver include:

- Health benefits due to the increased uptake of active travel modes, particularly cycling. For example, a value of £600 per annum has been attributed to the health benefits of taking up cycling in research conducted for Cycling England (Valuing the Benefits of Cycling, 2007). Our modelling suggests the programme will achieve over 1,000 additional peak hour cycling trips per day by 2016. Our two week "Challenge for Change" event that was a part of the Cycling City York programme generated a total of 134 new cyclists at work places in 2010.
- Enhanced access and social inclusion: better, more accessible walking, cycling and public transport networks and facilities will improve choice for the 21,000 households in the city without a car;
- Improved air quality as a result of less traffic and better traffic flow which will have a particular benefit at AQMA sites and deliver associated health and environmental benefits at these locations. In some cases (e.g. Gillygate), these are important secondary shopping streets whose retail offer should be enhanced by an improvement in air quality and reduction in noise.
- Safety benefits: evidence in York and elsewhere has shown that increases in walking and particularly cycling tend to make these modes safer as car drivers become more aware of them and adjust their behaviour accordingly.

#### **Evidence base for claims**

Our estimate of the likely scale and type of benefits of the LSTF package above is based on a range of evidence.

Firstly, York has been investing in sustainable transport over three decades, and has continuously demonstrated success in encouraging walking, cycling and public transport use:

- York pioneered pedestrianisation with the introduction of its Footstreets in 1987 and footfall and walking in the city centre has increased substantially as a consequence.
- York's continued policies of promoting cycling have helped it to be the second most cycled city in the UK (12% for journeys to work) and the safest city for cycling. The recent Cycling City York programme has led to further growth of between 5~7.5% per annum;

- York runs one of the most highly used Park & Ride networks in the UK with over 3 million passengers per year.
  - Rebranding of the local bus service network, modernisation of the fleet and expansion of the Park & Ride network between 2001 and 2006 led to nearly 50% growth in bus patronage on the City and Park & Ride networks (average 8% per annum growth);
  - York has also been one of the pioneers in school travel planning over the last two decades with 95% of schools having active travel plans in place. During the Cycling City York programme, twelve schools have been involved in the Bike It project and seen cycling use increase by 45% (from 11% to 16%) with a similar reduction in car trips to school (*Sustrans Bike It Project York Report, August 2010*).
  - York was chosen as one of the DfT's initial Personal Travel Planning pilots in 2002 and the project achieved a 15% reduction in car use during peak periods, together with a 35% increase in cycling (*DfT, Personalised travel planning evaluation, 2006*).
- In relation to these and other initiatives, York has been successful at stabilising traffic levels whilst enjoying a population increase of 40,000 (25%) and employment growth of 28,000 jobs (38%) over the last couple of decades.

Thus, our predicted impacts of the LSTF package, whilst challenging, is achievable and within the range of existing York experience of investing in sustainable transport. This long track-record provides us with the in-house knowledge and partnerships to continue these programmes and also means we have good quality, up-to-date research on the barriers to sustainable travel choices and how programmes are best designed to overcome these barriers and achieve behaviour change.

Existing local evidence of the impact of sustained policies and measures for promoting alternative transport modes is further supported by national experience. Our proposed LSTF programme – an integrated package of behaviour change and physical measures to promote walking, cycling and bus use - emulates the Sustainable Travel Demonstration Town projects. Monitoring of these Sustainable Travel Towns showed town-wide impacts of a 9% reduction in car driver trips and commensurate increases in alternatives (bus use up 10~22%, cycling trips up 26~30%, walking up 10~13%). (*Reference: Sloman et. al., 2010, The Effects of Smarter Choice Programmes in the Sustainable Travel Towns*).

## **D2. Financial sustainability**

Sustainable transport is embedded into many of the Council's strategies (see C3) and our partners' corporate social responsibility, staff welfare and environmental policies. There is high level commitment to sustainable transport across the city and across sectors, which will ensure that sustainable transport measures will continue to be adopted and supported city wide after the end of the LSTF period.

As well as York being one of the only local authorities in the country to be developing a holistic LES it is also a Regional Low Emissions Champion. The LSTF will support the promotion of the LES, working with businesses, schools and civil society to embed low emissions strategies within their own organisations. We will recruit a number of champions, within businesses, schools and communities to promote sustainable transport, and influence organisations and residents. York has a strong culture of volunteering and community action, and civil society organisations such as Bike Rescue and York Environment Forum are vital in taking forward sustainable transport measures that will continue beyond the LSTF period of funding.

Through Cycling City York we have developed a number of robust partnerships, with the private, public and voluntary sectors which we will build on through the LSTF (see A9). These partnerships add value to the LSTF package, creating more opportunities to share resources, expertise and knowledge and will help foster a sense of 'ownership' for sustainable transport issues within organisations and communities, vital for the LSTF's success and longer term impact. We will engage with communities, via voluntary organisations and the Neighbourhood Management Team to establish community transport

projects run and managed by local volunteers, replicating successful schemes in York, such as Haxby Helpers and Copmanthorpe Community Transport.

Some of the projects within our package of measures will become self-sustaining, generating their own income once established, adult cycle training for example will generate £25,000. By working with DfT to evaluate the LSTF programme, we will have a sound evidence base to demonstrate its impact, helping embed initiatives within local transport policy and lever support for sustainable transport measures in the future.

Most of the capital projects such as the new sections of cycle route do not require revenue funding to enable them to operate. Maintenance liability will be included within the Council's highways maintenance budgets. The operators with new equipment for bus priority and Real Time Passenger Information have committed to maintain the equipment after the end of the LSTF period as they will benefit from enhanced tracking of their vehicles.

There is significant support for York's LSTF bid across the city and because of this we are confident that the benefits of the LSTF will last beyond the LSTF funding period.

## **SECTION E – Deliverability**

### **E1. Implementation**

The LSTF programme will be implemented using the same approach which has successfully delivered the Cycling City York programme over the last 3 years. This programme of works will be lead by a senior level manager using the partners, new resource and existing teams across the Council including transport planning, sports and active leisure, highways and environmental protection. Underneath the senior manager project leads will be responsible for delivering the packages of measures. The governance structure will feature an advisory group and forum to help steer and guide the programme to ensure the schemes are implemented in the most effective way possible. Delivery of the programme will be reported on a regular basis to the Executive Member of City Strategy in the Council.

### **E2. Output milestones**

A spreadsheet including a spend profile and anticipated delivery periods is included in Annex 1. Headlines are identified in the following paragraphs:

#### **School engagement**

By end Year 1: Begin to run female only cycling initiative in partnership with Sustrans and schools; Run a series of Bike It programmes in partnership with Sustrans and schools; Deliver scooter training for Year 5 children and below in partnership with primary schools in York; Launch a match fund for schools to purchase facilities;  
Year 2 onwards: Hold a series of virtual challenges and races in partnership with schools; Run a programme of bespoke cycling and walking initiatives with schools, such as Walk with Wilf.

#### **Business engagement**

By end Year 1: Begin area based travel planning at Clifton Moor, Monks Cross, and Clifton Park business sites, schools and colleges; Develop a sustainable travel toolkit; Develop a website for integrated sustainable transport working with the Safer York Partnership; Run a series of workplace challenge events, promotions and incentive schemes in partnership with businesses in the Northern Quadrant; Launch a match fund for businesses to purchase facilities.

Year 2 Onwards: Continue programme of initiatives developed in year 1

#### **Education and campaigns**

By end Year 1: Deliver PTP to 1000 households; Deliver personalised sustainable travel training, to support travel planning and workplace initiatives; Run a programme of marketing events, promotions and new publications; Promote the LES, to support a number of small projects aiming to reduce CO<sub>2</sub> and other vehicle emissions.

In Years 1 and 2: Run the Behaviour Change for Young Road Users programme  
 From Year 2: Deliver PTP to 5,000 households per annum (Year 2-4).  
 In Year 3: Run the Road Risk Behaviour Change programme in deprived areas.

### **Health and Leisure**

By end Year 1: Run a programme of weekly leisure walks and guided cycle rides; Produce a series of leisure maps to support the leisure walks and cycle rides; Develop and launch a 'Walk It' website.

Year 2 Onwards: Continue programme of initiatives developed in year 1

### **Public transport**

By end Year 1: Develop and launch an online bus mapping tool; Produce and disseminate improved bus timetables, with better coordination of service across bus operators; Introduce Bus SCOOT and Traffic Light Priority at junctions in the Northern Quadrant to improve reliability

By end Year 2: Complete fit out of bus fleet with transponders for; Install off-bus ticket machines at Rawcliffe and Grimston Bar Park and Ride sites; Upgrade bus stops on route 6  
 Year 1-4: Install RTPI information displays in the Northern Quadrant, city centre and at the University.

### **Capital schemes**

We plan to deliver the infrastructure elements as early as possible in the period to enable the improvements to be incorporated into the travel planning promotion.

By end Year 2: Improve Sustrans Route 66; Establish a new route linking Sustrans Route 65 to Clifton Business Park; Upgrade pedestrian routes at Clifton Moor and Monks Cross.

By end Year 3: Implement a new cycle route linking Haxby to Clifton Moor; Improve public rights of ways between New Earswick and Huntington; Establish an improved crossing point of the Outer Ring Road for pedestrians using the River Foss bridge near Earswick. Improve accessibility for pedestrians on Station to Minster route and crossings of the Inner Ring Road.

## **E3. Summary of key risks**

The overall risk to the delivery of the programme considered to be low because the main elements proposed to be used are tried and tested measures which have been successfully delivered in York and elsewhere in the country. The key potential risks associated with this bid are identified in the following paragraphs.

**Political** – Risk of change in the political direction of the Council following local elections on May 7. Level of risk is low. Mitigation – early involvement of all political groups during preparation of bid. All groups have confirmed their support for the bid.

**Partnerships** - Risk of partners pulling out of programme. Level of risk is low. Mitigation – Early contact with partners and consultation to understand their key objectives and challenges to be addressed through the LSTF programme. Clear statement of common objectives and designation of roles and responsibilities at start of programme.

**Financial** – Risk that the match funding identified will not be available. Level of risk is low. Mitigation – Identify match funding for the programme in the LTP draft programme – completed. The detailed LTP programme will be confirmed on an annual basis as the delivery timescales are confirmed.

**Technical** – Risk that unforeseen items will affect delivery. Additional issues may arise during the detailed design of the schemes e.g. Statutory undertaker diversions. Level of risk is low. Mitigation – Prepare robust cost estimates including appropriate contingency allowance. Undertake measures to mitigate the risk at an early stage.

**Land Ownership/Statutory Consents** - Risk that planning approval, land ownership, access rights not obtained in time to meet the programme. Level of risk is low. Mitigation – Early evaluation of consent requirement to be established. Resolve land ownership issues at an early stage e.g. Land for new Haxby Road to Clifton Moor cycle route already secured.

#### **E4. Project evaluation**

The Council would be very willing to work with the Department in monitoring and evaluating this package of schemes. We feel it is fundamental to assess the programme to learn lessons and incorporate these into the delivery and better running of future schemes to increase their effectiveness. We would also be very willing to share our experiences with others, both within the UK and abroad, as we have done for many years.

Following the Cycling City York programme we have a network of automatic cycle counters around York to record both on and off road cycle flow. In addition we have a network of automatic traffic counters, bus patronage counts, bus journey time recorders as well as city centre footfall counters.

We feel that while recording data is very important to learn what is and isn't working, evaluation is key. For example workplace travel surveys done before and after interventions will help determine the reasons for any changes in travel patterns. The partners in the programme will be involved in the evaluation of the bid with the larger organisations undertaking their own surveys.