



## Monitoring and Evaluation

### Interim Progress Report 2014

15<sup>th</sup> December 2014


## Work-streams

The iTY programme delivers eight different work-streams which together aim to encourage behaviour change in York towards more sustainable and active modes of travel. The following pages outline the progress against the indicators set out in the Monitoring & Evaluation Framework for each work-stream:

- Business engagement
- Personal travel planning
- Marketing and communications
- Public transport initiatives
- Schools engagement
- Health and active leisure
- Infrastructure improvements
- Alternative fuel vehicles

## Business engagement

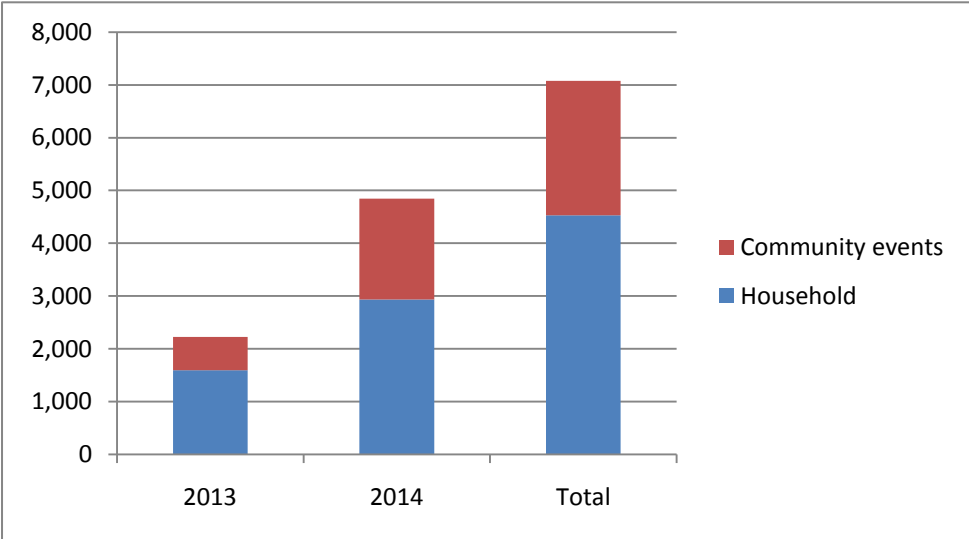
A key component of the i-Travel York programme is the promotion of sustainable travel to people at their workplaces. The Workplace PTP project is being delivered by JMP Consultants.

Data type and indicator	Evidence
<b>Input data</b> Amount of staff time spent engaging with businesses	1 x FTE post Workplace PTP: A total of 338 Travel Adviser hours were spent engaging York employees at businesses in 2014.
iTY expenditure	£260k – includes FTE post and capital match funding £10,000 – Workplace PTP
<b>Output data</b> Number of businesses engaged	Business Travel Plan Network: CYC has 82 businesses on network database. CYC has hosted a number of breakfast briefings on a range of topical subjects (including, the Workplace Cycle Challenge, Workplace PTP surgeries etc). 6 events have been run to date.
Number of businesses implementing a travel plan / activities 	Travel Plan implementation: 20 businesses have an approved travel plan with CYC; this is increasing as new planning applications have a travel plan requirement. These are now being administered via the ionTravel management system. Workplace Cycle Challenge: This initiative has grown year-on-year. In 2012, 64 organisations participated in the three week challenge. In 2013, 71 organisations participated and in 2014, 82 businesses took part. Workplace PTP: In 2014, JMP successfully engaged with 14 businesses in York and ran 29 workplace PTP events at 13 organisations. Match funding: Through i-Travel York, CYC has offered match funding to businesses for the provision of cycle parking. Four large businesses in York took this opportunity to improve facilities for their staff (York Science Park, University of York, York Hospital NHS Trust and Aviva) – collectively, 523 new cycle spaces have been provided through this initiative. The photo adjacent shows the new cycle parking facility at the University of York. Additionally, CYC offer the “Park that Bike” scheme to smaller businesses who wish to install cycle parking next to their shops / business – 186 spaces for cycles has been provided through this initiative.
<b>Process data</b> Staff views on effectiveness of delivery	Management System: CYC has procured a management system to support workplace travel plan development in York. This will provide the mechanism to ensure that all business travel plan activities are consistent, including the engagement procedure, data collection and reporting. CYC has also developed the following video as an engagement tool to promote the business travel planning offer. <a href="http://www.itravelyork.info/for-business/travel-planning">http://www.itravelyork.info/for-business/travel-planning</a> All initiatives have been extremely popular with organisations in York.
Feedback from participating	Business Travel Plan Network: CYC filmed these events and interviewed attendees, resulting in very positive feedback from all

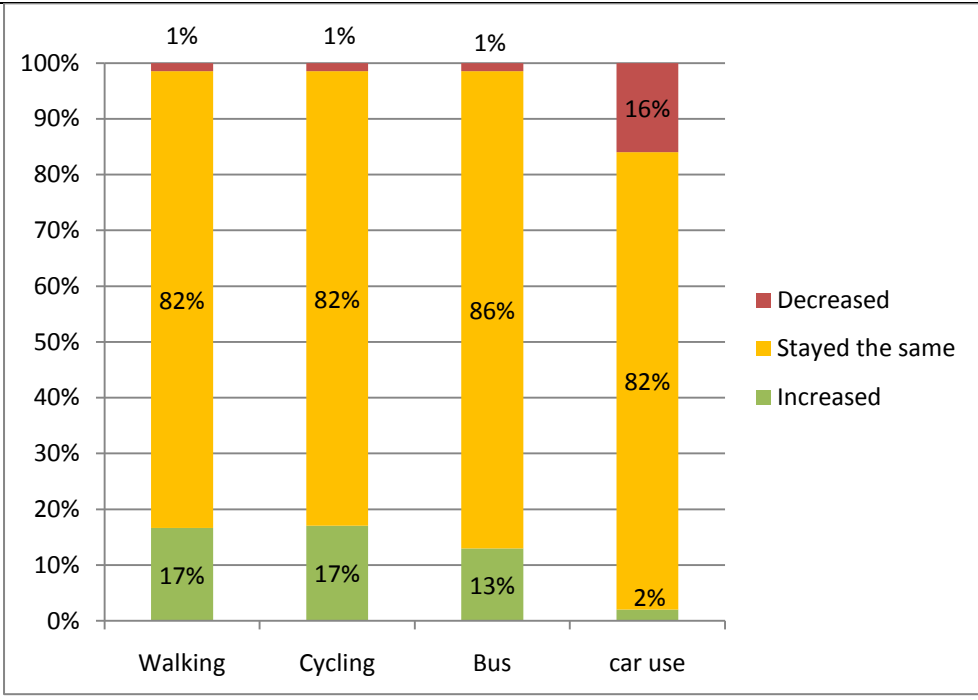
businesses	<p>the businesses represented.</p> <p>Travel Plan implementation: No feedback received from businesses.</p> <p>Workplace Cycle Challenge: No feedback received from businesses.</p> <p>Workplace PTP: <i>“I just wanted to say a big thank you for supporting our Staff Benefits Fair on September 24th. It was the first time we had run a Fair at Fulford and we were unsure of the response. We have received very positive feedback from our employees”. Chris Tye from Shepherds on the Workplace PTP.</i></p> <p>Match funding: The photo above shows that the new cycle parking facility at the University of York is very well used. At Aviva, the removal of the old style racking, re-assessing the space and installing new semi-vertical racks proved a great success and improved capacity by around approx 30%.</p>																				
<p><b>Outcome data</b></p> <p>Numbers and proportion of pupils reporting change in behaviour</p>	<p>Travel Plan implementation: Mode shift data as a result of businesses implementing travel plans is not yet available.</p> <p>Workplace Cycle Challenge:</p> <table border="1" data-bbox="555 608 1868 783"> <thead> <tr> <th></th> <th style="color: blue;">2012</th> <th style="color: blue;">2013</th> <th style="color: blue;">2014</th> </tr> </thead> <tbody> <tr> <td>Participants</td> <td>1,524</td> <td>1,708</td> <td>Not yet available</td> </tr> <tr> <td>New / lapsed cyclists</td> <td>286</td> <td>430</td> <td>300</td> </tr> <tr> <td>Miles recorded</td> <td>cc 100,000</td> <td>126,856</td> <td>102,000</td> </tr> <tr> <td>Trips logged</td> <td>cc 16,000</td> <td>14,830</td> <td>12,000</td> </tr> </tbody> </table>		2012	2013	2014	Participants	1,524	1,708	Not yet available	New / lapsed cyclists	286	430	300	Miles recorded	cc 100,000	126,856	102,000	Trips logged	cc 16,000	14,830	12,000
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## Personal travel planning

A total of 12,000 households in the Northern Quadrant will be targeted by locally recruited and trained Travel Advisers in 2013 and 2014, to talk to people about their travel choices, offer information and advice, and provide incentives to try more sustainable modes of travel. Residents are also targeted at community events across the city. The project is being delivered by JMP Consultants.

Data type and indicator	Evidence												
<b>Input data</b> iTY expenditure	Spend to date (October 2014): £353,000												
Amount of staff time spent engaging with people through different pathways (e.g. door-knocking, community groups)	Over the 2 engagement periods (summer 2013 and summer 2014), 7,878 Travel Adviser hours were spent on this project. This includes engagement, staff training, leafleting, packing, delivering resources and after-care calls. Of these, 728 Travel Adviser hours were spent delivering community events.												
<b>Output data</b> Numbers of households engaged / participating through different pathways (e.g. door-knocking, community events).	<p>A total of 10,819 households were contacted through the PTP project during the Year 2 engagement period (from the start of May to the end of August 2013). This is 64% more than the 6,003 contacted in Year 1. The majority of 2014 engagements were from residential PTP in the New Earswick, Huntington, Earswick, Haxby and Wigginton areas of the Northern Quadrant, with 2,936 households participating as a result. Additionally, 1,912 participated at 21 community events, given a total of 4,848. 'Participation' involves signing up for travel information, taking a personal 'challenge' to try something new, or joining the online club MyTravelYork. Including the 2013 participants (2,228), the total for the project is 7,076.</p>  <table border="1"> <caption>Households and Community Events Data</caption> <thead> <tr> <th>Year</th> <th>Household</th> <th>Community events</th> </tr> </thead> <tbody> <tr> <td>2013</td> <td>1,500</td> <td>728</td> </tr> <tr> <td>2014</td> <td>2,936</td> <td>1,912</td> </tr> <tr> <td>Total</td> <td>4,436</td> <td>2,640</td> </tr> </tbody> </table>	Year	Household	Community events	2013	1,500	728	2014	2,936	1,912	Total	4,436	2,640
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<p>Number of resources / incentives distributed</p>	<p>Resources issued: 11,342 (2013) and 18,524 (2014) = 29,866.</p> <p>Incentives issued (includes pedometers, slap-wraps, bus taster tickets, car air fresheners and kids bracelets): 1,842 (2013) and 4,480 (2014) = 6,322</p> <p>New members of MyTravelYork online club (2014): 1,828. Including the 682 existing members from 2013, the total membership is now 2,510. A series of monthly e-newsletters have been issued to MyTravelYork members during the engagement periods.</p>
<p>Numbers of challenges given</p>	<p>6,255 personal travel challenges were issued over the 2 year period – 2,021 in 2013 and 4,234 in 2014. Approximately 10% of the challenge postcards were returned; however, through the aftercare calls, the Travel Advisers found that many participants completed their challenge but did not return their card.</p>
<p><b>Process data</b> Advisers' / front line staff views on effectiveness of delivery</p>	<p>The Travel Advisers visited another PTP project to share experiences and tips, and felt that the level of engagement they provide York residents was very in-depth and of a high quality.</p> <p>In September 2014, the York Press published an article about the i-Travel York project. One of their journalists received PTP support from a Travel Adviser, and interviewed one of our participants for her experiences and feedback. This generated very positive feedback from both. <a href="http://www.yorkpress.co.uk/features/features/11444815.print/">http://www.yorkpress.co.uk/features/features/11444815.print/</a></p>
<p>Feedback from participants / number of complaints received</p>	<p>JMP has excellent feedback from participants, and has received very few complaints on the delivery of the project. 96% agreed that i-Travel York is good for its residents. A few quotes from participants include:</p> <p><i>“The call at the door was very well received because of the way the Travel Adviser spoke; he was full of life and was very informative, never once told me what I needed / wanted but offered his advice on each thing.”</i></p> <p><i>“Money well spent, the people who deliver the project clearly know what they’re talking about.”</i></p> <p><i>“Extremely useful – it did what it said on the tin, the guys were very helpful and I appreciated the follow up.”</i></p> <p><i>“If you make use of the project, it'll benefit your fitness and your community to have fewer cars on the road.”</i></p> <p>A number of profiles have been developed for prize winners from the challenge prize draws: <a href="http://www.itravelyork.info/about/your-stories/">http://www.itravelyork.info/about/your-stories/</a></p>
<p>Customer satisfaction with service offered</p>	<p>The ‘aftercare survey’, undertaken with 348 participants in September and October 2014 found that 97% of participants were ‘very’ or ‘fairly’ satisfied’ with the service they received; and 99% rated the quality of information received as ‘very’ or ‘fairly good’.</p>
<p><b>Outcome data</b> Numbers and proportion of pupils reporting change in behaviour</p>	<p>The ‘2014 aftercare survey’ also determined the following behaviour change as a result of the personalised engagements:</p>



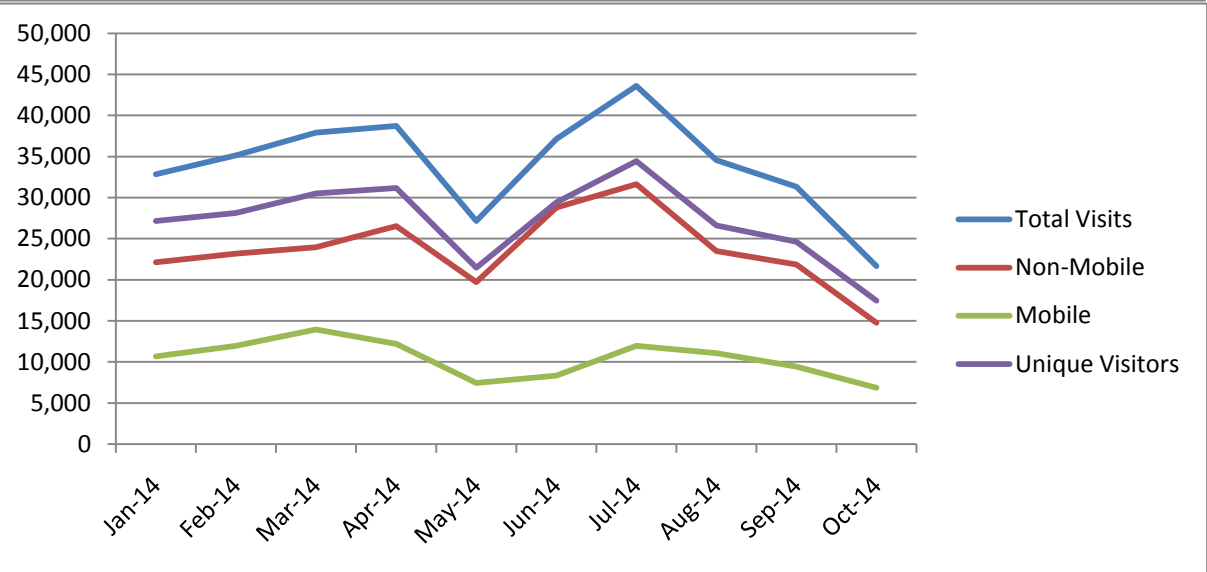
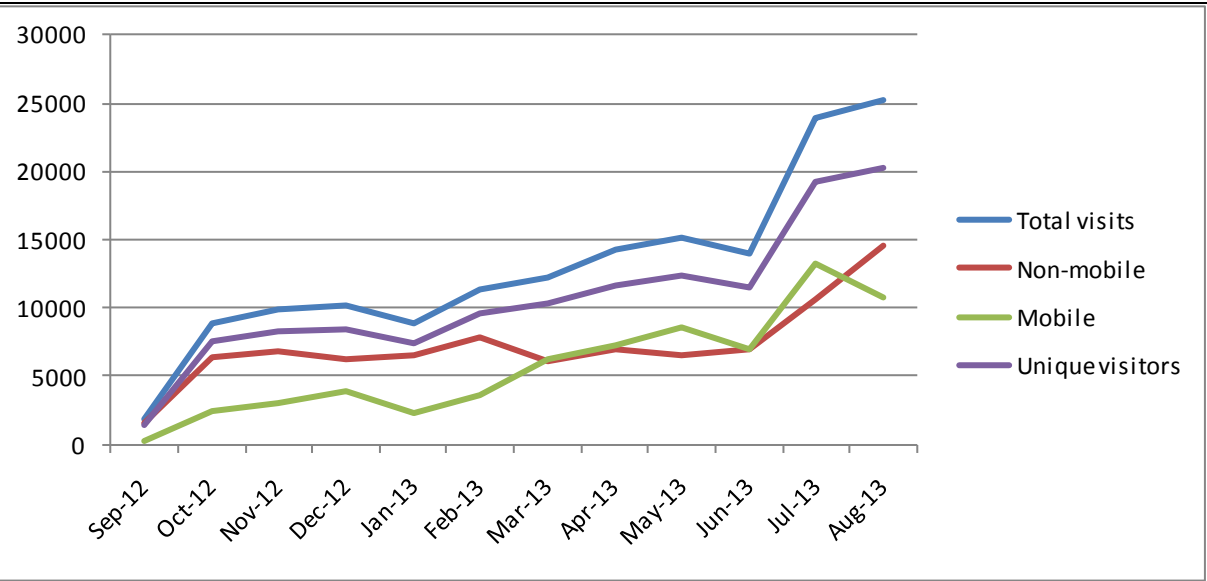
- 20% of respondents completed their challenge
- 17% increased their levels of walking
- 17% increased their levels of cycling
- 13% increased their levels of bus use
- 16% are using their car less
- On average, participants are walking an extra 22 minutes per week

## Marketing and communications

Marketing and communications is key to promoting the project and developing brand awareness.

Data type and indicator	Evidence
<p>Input data</p> <p>iTY expenditure</p>	<p>1 x FTE member of staff, marketing &amp; Comms officer.</p> <p>Total expenditure year to date - £247,660 (includes PTP costs)</p>
<p>Amount of staff time spent in various tasks</p>	<p>Staff time not provided but activities include:</p> <ul style="list-style-type: none"> <li>• Advertising and promotion of i-Travel York initiatives and events including the PTP team. Generating 'click through' traffic on third party websites.</li> <li>• Planning, compiling, printing, selling advertising space, and distributing the latest edition of the well in-demand York Cycle Route map.</li> <li>• Organising, promoting, and staging the fifth highly popular Festival of Cycling with live outside broadcast on local radio station.</li> <li>• Tactically advertising and promoting cross-modal and seasonal sustainable transport initiatives and activities using online and ATL media including sponsorship opportunities on local commercial radio station Minster FM.</li> <li>• Creating and distributing printed and promotional matter of various types to continue the promotion of the i-Travel York sustainable transport message.</li> </ul>
<p><b>Output data</b></p> <p>Number of hits on the website</p>	<p>Statistics on website 'hits' outlined in the first graph below demonstrate that after 12 months since the launch, the website was still reaching a steadily increasing audience in 2013. The second graph shows data for 2014, highlighting a consistently high level of engagement with the site compared with the previous 12 months.</p>





Information accessed from website by users

Other key statistics on website use include (2014):

- 3.39 - average number of pages viewed by browser
- 2.53 - average number of minutes spent on the website

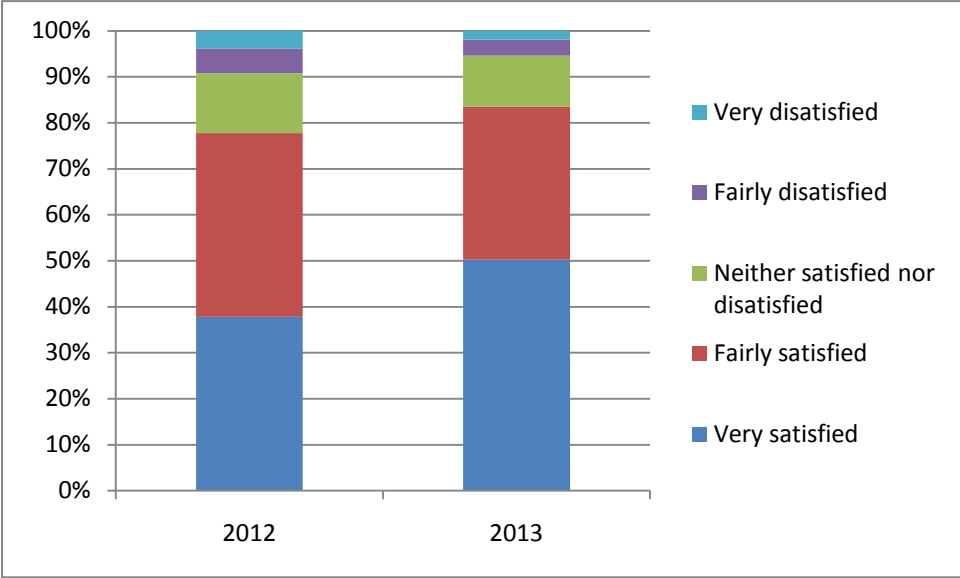
	The pages dedicated to Park & Ride were the most 'hit' on the website.															
Number of Twitter followers and Facebook likes	<table border="1"> <thead> <tr> <th></th> <th>2012</th> <th>2013</th> <th>2014</th> <th></th> </tr> </thead> <tbody> <tr> <td>Twitter followers</td> <td>109</td> <td>375</td> <td>1,562</td> <td>Considerable growth <a href="http://twitter.com/itravelyork">http://twitter.com/itravelyork</a></td> </tr> <tr> <td>Facebook 'likes'</td> <td>29</td> <td>113</td> <td>192</td> <td>Moderate growth <a href="http://www.facebook.com/itravelyork">www.facebook.com/itravelyork</a></td> </tr> </tbody> </table>		2012	2013	2014		Twitter followers	109	375	1,562	Considerable growth <a href="http://twitter.com/itravelyork">http://twitter.com/itravelyork</a>	Facebook 'likes'	29	113	192	Moderate growth <a href="http://www.facebook.com/itravelyork">www.facebook.com/itravelyork</a>
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Use of on-line journey planner	77.6K sessions on journey planner for period January 1st– October 21st, 2014.															
Cycling specific marketing campaigns	<p>Bike Belles: In 2014, CYC commissioned Sustrans to deliver a bespoke cycling project to engage women in cycling. Between 14th February and 26th June, a total of 27 events were held, engaging a large number of women.</p> <ul style="list-style-type: none"> <li>• 400 women were actively engaged in the Bike Belles project</li> <li>• 2,000 women were indirectly engaged through social media interactions</li> </ul> <p>Festival of Cycling &amp; Sky Ride 2014</p> <ul style="list-style-type: none"> <li>• Total number of participants on Sky ride = 10,000</li> <li>• Estimated number of visitors to the Festival of Cycling over the week end = 7,000</li> </ul>															
<b>Process data</b> Customer satisfaction with services	PTP 'champion' Beverley Cole thought the i-Travel York website "was a great tool to help people find suitable travel alternatives". (2013)															
Number of complaints received	None recorded by CYC Comms / Marketing staff.															
Staff views on effectiveness of delivery	<i>"Website traffic looks very encouraging and I'm particularly impressed with the high levels of mobile access - around a third of visits to iTY at the moment are being made via mobile devices".</i> Linda Capel, October 2012.															
<b>Outcome data</b> Brand awareness and understanding	JMP led a focus group (through the PTP project) with staff at York Hospital in May 2014 – four out of eight staff (50%) recognised the i-Travel York logo. In PTP aftercare surveys, 21% were aware of i-Travel York before the conversation with the Travel Adviser.															
Feedback from supporting community groups, schools, workplaces	<p>Excellent feedback from workplaces who received PTP surgeries. E.g. Brian Golding, Director of Estates and Facilities from York Hospital said "I was delighted to invite the i-Travel York team to the hospital; during the event many of our staff and visitors reviewed their travel arrangements. The personal attention meant that individuals were able to get advice directly related to their own circumstances." <a href="http://www.itravelyork.info/about/prize-draws/september-prize-draw-winner">http://www.itravelyork.info/about/prize-draws/september-prize-draw-winner</a></p> <p>Not provided for community groups or schools.</p>															

Evidence of improved willingness to consider sustainable travel options	The PTP aftercare survey asks participants who changed their travel behaviour whether they intend to sustain it – 90% said they were intending to continue with their change across all modes, with even larger reported intention for those who were cycling or using public transport more following the engagement.
Proportion of businesses, schools, community groups approached that are willing to participate in campaigns	Not provided
Numbers of 'sign-ups' to MyTravelYork	682 from PTP engagements (as of September 2013) 1,828 from PTP engagements (as of September 2014) = 2,510 in total from PTP. Total number of MyTravelYork members (from non-PTP pathways) has not been provided.
Numbers and proportion of people reporting change in behaviour	No evidence available yet
Participants' perceived benefits of new options	No evidence available yet

## Public transport initiatives

This work-stream delivers improvements to bus journey reliability and passenger information, as well as smart ticketing and modest service improvements.

Data type and indicator	Evidence
<b>Input data</b> iTY expenditure	Approximately £100,000 for public transport schemes, specifically £50k bus stop upgrades, £20k for real time screens, £30k for developing new timetables and £20k for developing/ promoting the All York bus ticket.
Staff time	1.5 FTE, plus additional staff time from parallel Better Bus Area Fund programme.
<b>Output data</b> Number of bus stop improvements	Approximately 100 bus stops upgraded in Northern Quadrant. New timetables provided at all bus stops across the city (approx 1,500 bus stops).
Number of RTPI boards installed	Two real time screens provided at York Hospital
Number / proportion of smart tickets	Not provided
Service improvements delivered	Not provided
<b>Process data</b> Delivery according to programme	Work completed by Autumn 2014.
Staff views on effectiveness of delivery	None at this stage
Quality of improvements (compared to industry best practice)	<p>A new system has been implemented for collecting data on customer satisfaction. This has comprised both surveys undertaken by CYC and surveys by Passenger Focus. This has allowed CYC to compare customer satisfaction with attributes of York's bus service with other towns and cities across the UK and define the extent to which York meets best practice.</p> <p>The first set of surveys took place in 2013 and has allowed us to benchmark fares and passenger facilities, but did not capture the new timetables as these had not been installed by this point. However, they will be captured in the Autumn 2014 surveys which will report in Spring 2015.</p>
<b>Outcome data</b> Changes in bus patronage	Bus use increased by 2% in York between 2012/13 and 2013/14, compared to a decline in the surrounding counties of 4% for North Yorkshire and 7% for East Riding of Yorkshire over the same period.

<p>Reliability improvements</p>	<p>Bus service reliability has improved significantly in York during the i-Travel programme, with excess wait time for frequent services falling from 1.4 minutes in 2010/11 to 0.6 minutes in 2013/14 and punctuality of non-frequent services increasing from 74% on time in 2010/11 to 84% on time in 2013/14. It is difficult, however, to disaggregate the effect of the LSTF measures from those of the Better Bus Area Fund programme.</p>
<p>Passenger satisfaction</p>	<p>Significant and measurable increases in customer satisfaction with bus services has been recorded as a result of both this project and the parallel “Get on Board York” programme funded by the DfT’s Better Bus Area Fund in 2012. Operators have also made a number of improvements to services in York on a commercial basis over the same time period, most notably FirstGroup reducing bus fares in York by 25% to 30% in September 2013. The charts below show changing passenger satisfaction with services:</p>  <p>Although not covered by the surveys in Autumn 2013 (because they had not been installed) the new timetables developed through LSTF have received high levels of praise from bus users in York who have found them to be significantly clearer and easier to understand than the timetables they replaced. They are also easier for people with impaired vision to read. Consequently we are expecting the Passenger Focus surveys for Autumn 2014 to show a step change improvement in satisfaction with on street bus timetables in York.</p> <p>Sales of the AllYork bus ticket (York’s multi-operator ticket developed through LSTF) now total around £50,000 per year (approximately 1,000 tickets per month), with ongoing volume and revenue growth. CYC is now working with the bus operators to develop additional ticketing products, such as an annual ticket and a ticket which can be purchased through employers.</p>

Schools engagement

This work-stream involves promoting sustainable travel to pupils and their families through their schools.

Data type and indicator	Evidence
<b>Input</b> iTY expenditure	1.5 x FTE staff member (0.5 schools engagement officer; 1 Bike It officer)
Amount of staff time spent engaging with schools and pupils	Bike It: 462 hours (2013); not provided for 2014. Big Pedal: Not recorded (part of 1.5 FTE time) Walk to School Week: Not recorded (part of 1.5 FTE time)
<b>Output</b> Number of schools engaged	Bike It: 23 schools (2012-13) Big Pedal: 18 primary schools and 3 secondary schools took part in 2012. Only 12 primary schools and 1 secondary school took part in 2013. From bike shed counts, it has been determined that 7 primary schools and 1 secondary school took part in the Big Pedal in 2014. Walk to School Week: 30 schools took part in October 2014, totalling 9,047 students. 29 schools took part in May 2014, totalling 7,512 students. 13 schools took part in 2012. Not provided for other school travel planning activities
Number of schools implementing a travel plan	Number of schools implementing a travel plan - not provided
<b>Process</b> Staff views on effectiveness of delivery	Not provided
Feedback from supporting schools	Not provided
<b>Outcome</b> Numbers and proportion of pupils reporting change in behaviour	Big Pedal: 29,966 bike journeys were made in 2012; 1,202 hours were spent cycling in 2013. Comparable data for the two years has not been provided. 2014 information not provided. Walk to School Week: 13 schools took part in 2012 to record a total of 15,090 miles. Comparable data was not provided for 2013. Bike It: See the following graph for the impact of the 2012-13 programme (for work in Osbaldwick and Wigginton Primary Schools). The 2013-14 results have not yet been published / provided.

	<p style="text-align: center;"><b>How do you usually travel to school?</b></p> <table border="1"> <caption>How do you usually travel to school?</caption> <thead> <tr> <th>Mode</th> <th>Pre 2012-2013 (%)</th> <th>Post 2012-2013 (%)</th> </tr> </thead> <tbody> <tr> <td>Cycle</td> <td>20.0</td> <td>21.0</td> </tr> <tr> <td>Walk</td> <td>38.0</td> <td>37.0</td> </tr> <tr> <td>Scoot/Skate</td> <td>14.0</td> <td>14.0</td> </tr> <tr> <td>Park &amp; Stride/Park &amp; Cycle</td> <td>10.0</td> <td>19.0</td> </tr> <tr> <td>Bus</td> <td>1.0</td> <td>1.0</td> </tr> <tr> <td>Train/Other</td> <td>0.0</td> <td>0.0</td> </tr> <tr> <td>Car</td> <td>17.0</td> <td>8.0</td> </tr> </tbody> </table>	Mode	Pre 2012-2013 (%)	Post 2012-2013 (%)	Cycle	20.0	21.0	Walk	38.0	37.0	Scoot/Skate	14.0	14.0	Park & Stride/Park & Cycle	10.0	19.0	Bus	1.0	1.0	Train/Other	0.0	0.0	Car	17.0	8.0																
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<p>Numbers of pupils using cycles / scooters to school</p>	<table border="1"> <caption>Average bike and scooter count in Primary Schools 2012-14</caption> <thead> <tr> <th>Month</th> <th>2011-12</th> <th>2012-13</th> <th>2013-14</th> </tr> </thead> <tbody> <tr> <td>November</td> <td>55</td> <td>80</td> <td>35</td> </tr> <tr> <td>December</td> <td>45</td> <td>35</td> <td>40</td> </tr> <tr> <td>January</td> <td>80</td> <td>45</td> <td>40</td> </tr> <tr> <td>February</td> <td>15</td> <td>55</td> <td>45</td> </tr> <tr> <td>March</td> <td>115</td> <td>55</td> <td>55</td> </tr> <tr> <td>April</td> <td>75</td> <td>65</td> <td>70</td> </tr> <tr> <td>May</td> <td>90</td> <td>70</td> <td>50</td> </tr> <tr> <td>June</td> <td>80</td> <td>100</td> <td>48</td> </tr> <tr> <td>July</td> <td>85</td> <td>100</td> <td>65</td> </tr> </tbody> </table> <p>Average bike and scooter shed counts across all Primary Schools in York have generally fluctuated across the three years.</p> <p>On the other hand, average bike and scooter counts have generally increased in Secondary Schools across York.</p> <p>However, not all schools provide this data every month so firm conclusions should not be drawn from this dataset.</p> <p style="text-align: right;"><i>Average bike and scooter count in Primary Schools 2012-14</i></p>	Month	2011-12	2012-13	2013-14	November	55	80	35	December	45	35	40	January	80	45	40	February	15	55	45	March	115	55	55	April	75	65	70	May	90	70	50	June	80	100	48	July	85	100	65
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<p>Numbers of pupils sustaining a change in behaviour over time</p>	<p>Not provided</p>																																								
<p>Proportion of non-school journeys made by bike by pupils</p>	<p>Not provided</p>																																								

## Health and active leisure

A key component of i-Travel York is the delivery of health and leisure projects, tasked to promote active travel options in lieu of sedentary pastimes.

Data type and indicator	Evidence																																										
<b>Input data</b> iTY expenditure	0.5 FTE staff member																																										
Amount of staff time spent engaging with people	<p>In 2014, the York Health Walks scheme has been actively supported by a core group of 20 Volunteer Walk Leaders who are supported by a further 5 Volunteer Walk Leaders who offer ad-hoc support as back markers for walks with participant number in excess of 20. Between them these 25 Walk Leaders contribute 25 hours per week to the delivery of this initiative.</p> <p>32 Sky Ride Local sessions or 64hours (32 x 2hours) have been delivered by British Cycling trained Ride Leaders.</p> <p>38 inclusive cycling sessions or 76 hours (38 x 2 hours) were delivered between April - Sept 2014 by a total of 16 staff comprising 13 coaches and 3 volunteers to a total of 103 participants.</p> <p>5 bike maintenance classes were run by 2 staff providing 20 hours of tuition in total.</p> <p>8 adult cycle training sessions were using 5 different venues across the city. These were staffed by 8 National Standards Instructors who provided a total of 64.25 hours of support to the sessions.</p>																																										
<b>Output data</b> Number of participants in events / organised activities such as led-walks and bike rides	<table border="1" data-bbox="636 740 2141 962"> <thead> <tr> <th></th> <th colspan="3">Walking</th> <th colspan="3">Cycling</th> </tr> <tr> <th>Until end Sept</th> <th>2012</th> <th>2013</th> <th>2014</th> <th>2012</th> <th>2013</th> <th>2014</th> </tr> </thead> <tbody> <tr> <td>Number of events held</td> <td>192</td> <td>260</td> <td>316</td> <td>18</td> <td>16</td> <td>24</td> </tr> <tr> <td>Number of participants (in total)</td> <td>2123</td> <td>2791</td> <td>?</td> <td>72</td> <td>66</td> <td>156</td> </tr> <tr> <td>Number of 'new' participants</td> <td>125</td> <td>172</td> <td>258</td> <td>38</td> <td>43</td> <td>35</td> </tr> <tr> <td>Number of events held</td> <td>192</td> <td>260</td> <td>316</td> <td>18</td> <td>16</td> <td>24</td> </tr> </tbody> </table> <p>Cycle Loans: 20 people borrowed bikes to complete cycle training</p> <p>Adult cycle training: 8 group sessions delivered at 5 different venues, 45 participants received this initial 1 hour session. Participants in group sessions booked a further 36 x 1.5 hour (total 54 hours tuition) individual cycle training sessions. Total hours tuition provided across all provision = 99.</p> <p>Bike maintenance classes: 112 adults participated at 3 ability levels.</p> <p>Other events: York Sky Ride with 10,000 (2014) participants, 50+ games with associated walks and rides, Eng-Age 50+ event raising awareness of cycling and walking opportunities and HEAL health walks provided by CYC . Bike Belles: Aimed to encourage female cycling through social rides, maintenance classes and other methods. Between 14th February and 26th June, a total of 27 events were held, engaging 1546 women.</p>		Walking			Cycling			Until end Sept	2012	2013	2014	2012	2013	2014	Number of events held	192	260	316	18	16	24	Number of participants (in total)	2123	2791	?	72	66	156	Number of 'new' participants	125	172	258	38	43	35	Number of events held	192	260	316	18	16	24
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Number of on-going participants	<p>In 2014, a total of 156 adults participated in led cycle rides, including 121 existing participants.</p> <p>In 2014, the York Health Walks scheme had 132 regular adult walkers (regular walker = someone who walks at least</p>																																										



	once per month or 12 x per annum).																
<p><b>Process data</b></p> <p>Staff views on effectiveness of delivery</p>	<p>Staff found use of pool bikes to support adult training useful but some clients require smaller bike frames than those currently available in the pool bike scheme. The use of an adapted trike for those with balance issues was also helpful but it needed to be transported from the Sports Village. The booking of follow on cycling training sessions with payment at the initial session was very effective. It supported continuity of service and was well received by customers who did not want to lose the momentum and enthusiasm they developed in their initial sessions.</p>																
<p>Feedback from supporting community groups / individuals</p>	<p>Nordic walking (November 2012): "I just wanted to say how great all this is. New friends, good conversation and a great work out into the bargain. I will certainly be spreading the word for Nordic Walking. Thank you again."</p> <p>Adult cycle training (July 2012): "I found it really useful for getting my confidence back by having a go riding a bike again, without having to commit to buying one. The instructor was great and answered lots of questions. I think the scheme is a very good idea!"</p> <p>Adult cycle training (July 2013): "I couldn't ride at all before, so I didn't expect to get riding after my first session. I was pleasantly surprised that I was able to ride alone after only half an hour! It spurred me on and I booked onto the next session."</p> <p>Adult Cycle Training (July 2014): "I'm just writing to say thank you for the course on Saturday. I found it useful and not at all intimidating (cycling is very competitive these days - I just want the confidence to get back on my bike)."</p> <p>Adult Cycle Training (August 2014): "I just wanted to let you know how much I appreciate your efforts.... I have learned an incredible amount, and surprised myself with what I have achieved."</p> <p>Adult Cycle Training (December 2014): "I would just like to thank you all for the cycling training. It has made such a difference to my confidence on the roads and with my bike in general. Thank you for the supportive training sessions and the details that I needed to understand re road safety and positioning etc. I would recommend this to anyone and feel fortunate to have been able to take this training up. Many thanks"</p>																
<p><b>Outcome data</b></p> <p>Numbers and proportion of participants reporting change in behaviour</p>	<p>The following table shows data from the Living Streets York Walking Challenge (3 week period, Sept-Oct 2012), namely number of participants, miles walked and mode shift (this accounts for journeys that would otherwise have been made by car).</p> <table border="1" data-bbox="636 1139 1800 1276"> <thead> <tr> <th></th> <th>Workplace</th> <th>Residential</th> <th>Schools (primary)</th> </tr> </thead> <tbody> <tr> <td>Participants</td> <td>63</td> <td>24</td> <td>21 schools with 2,889 pupils</td> </tr> <tr> <td>Miles walked</td> <td>1,533</td> <td>343</td> <td>13,260</td> </tr> <tr> <td>Mode shift</td> <td>13%</td> <td>15%</td> <td>Not available</td> </tr> </tbody> </table> <p>Also, 60% of workplace and residential participants said that they walked <i>more than usual</i> during the challenge; 37.5% of workplace and residential participants said that they <i>intend to walk more after the challenge</i>.</p> <p>Data to show behaviour change for other projects (walks, rides, training) is not yet available.</p> <p>None provide for 2013 or 2014.</p>		Workplace	Residential	Schools (primary)	Participants	63	24	21 schools with 2,889 pupils	Miles walked	1,533	343	13,260	Mode shift	13%	15%	Not available
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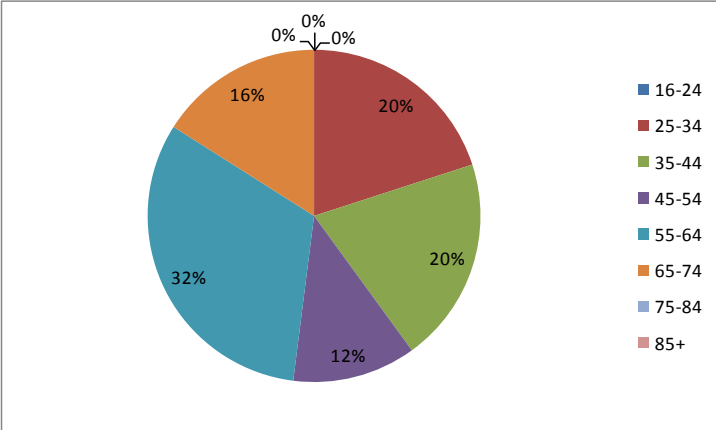
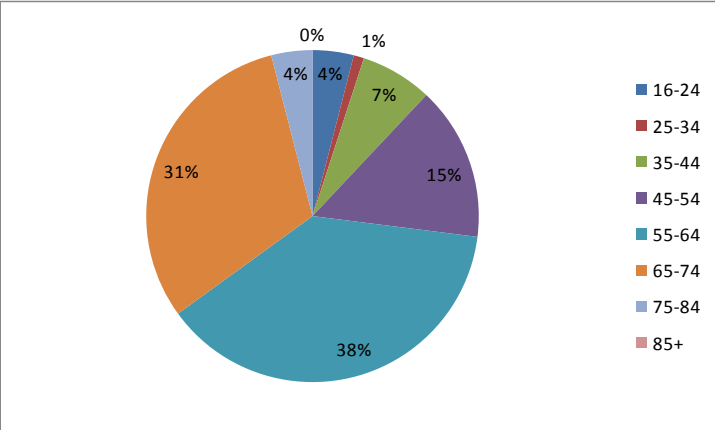
Socio-demographic characteristics of participants and behaviour changers

Walking participants: 18% male; 82% female

Cycling participants: 36% male; 64% female

Age profile of walking participants April -July 2012

Age profile of cycling participants April -July 2012



None provided for 2013 activities.

Led walk activities (2014): None of the participants were under 25; 20% were 25-54 and the remaining 80% were 55+. Of all participants, 70% were women. No data provided for 2014 cycling activities.

Scale of change (number of journeys per week, number of minutes extra exercise / active travel etc) and why

Not yet available (to be collected from participants in 2014) – not provided

Numbers of people sustaining a change in behaviour over time

Not yet available (to be collected from participants in 2014) – not provided

Evidence of improved willingness to consider sustainable travel options

Not yet available (to be collected from participants in 2014) – not provided

Participants' perceived benefits of new options

Not yet available (to be collected from participants in 2014) – not provided

Case studies of sample of participants

Case studies have been developed for Nordic walking and adult cycle training (January 2013) – none provided for 2014.

## Infrastructure improvements

The i-Travel York programme incorporates a wide range of improvements to bus, pedestrian and cyclist infrastructure.

Data type and indicator	Evidence
<b>Input data</b> iTY expenditure	Infrastructure ~ £1,585,000
<b>Output data</b> Number of bus stop improvements	Approximately 100 bus stops upgraded – see public transport improvements section.
Number of cycle schemes implemented	Infrastructure schemes ~£1,585,000 <ul style="list-style-type: none"> <li>• Haxby-Clifton Moor Cycle Route - £1,360k</li> <li>• Jockey Lane Cycle Route - £150k</li> <li>• Clifton Moor pedestrian and cycle routes - £75k (£55k LSTF)</li> </ul> Cycle parking match funding 2014/15 <ul style="list-style-type: none"> <li>• Schools: 20 more places as Headlands Primary, Clifton Green Primary and Park Grove Primary. Potential for over 100 new spaces at St Oswald’s Primary.</li> <li>• Business: Aviva have increased from 239 spaces to over 300.</li> <li>• A further 72 racks across 18 businesses and 51 racks at another 14 businesses</li> </ul>
Number of pedestrian improvement schemes implemented	Clifton Moor pedestrian and cycle routes - £75k (£55k LSTF)
<b>Process data</b> Delivery according to programme	123 bike racks installed. More businesses are expressing an interest in scheme.
Amendments to (and reasons for) originally planned programmes	Route 65 Link no longer feasible due to entire site being designated SSSI.
Customer satisfaction with services	Not yet available
Number of complaints received	Not yet available

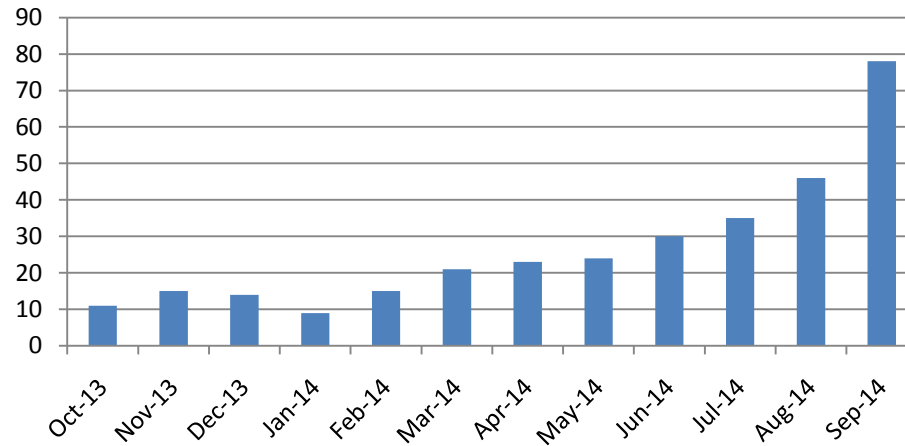
Staff views on effectiveness of delivery	Not yet available
<b>Outcome data</b> Counts of use	Not yet available
Users' satisfaction	Not yet available

## Alternative fuelled vehicles

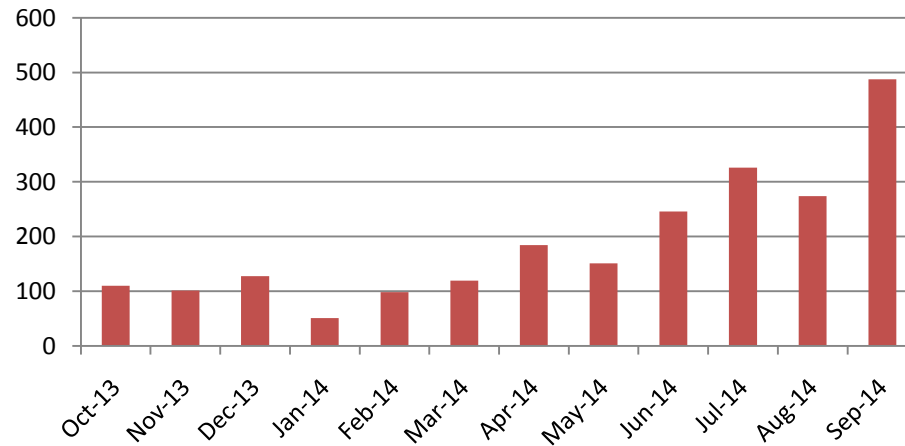
This work-stream promotes an uptake of lower-emission vehicles in the city

Data type and indicator	Evidence
<b>Input data</b> iTY expenditure	£5k electric vehicle event in 2013 £35k low emission taxi incentive scheme
<b>Output data</b> Activities undertaken	<p>Engagement with taxi trade on benefits of low emission taxis and creation of the UK's first 'Low Emission Taxi incentive scheme'. There are currently 26 hybrid/electric taxis on the streets of York.</p> <p>Engagement with local bus operators to persuade them of the benefits of low emission buses. There are now 8 full electric buses in operation in York including a full electric Park &amp; Ride site. A second Park &amp; Ride site will also convert to electric shortly.</p> <p>Delivery of a 'low emission vehicle' event to showcase over a dozen low emission vehicles to the general public attracting 5000 visitors to York Designer Outlet.</p> <p>Delivery of the UK's first 'Pay as You Go' publicly accessible electric vehicle recharging network accessible by mobile app, swipe card or voice recognition software. There are 17 dual headed standard chargers and 5 rapid chargers at city centre car parks and Park&amp;Ride sites.</p> <p>Introduction of UK's first 'per kWh' electric vehicle charging tariff on 31 July 2014.</p> <p>Delivery of 10 EV charging points at York hotels and 6 at commercial developments.</p> <p>Conversion of the world's first full electric double decker City Sight Seeing bus.</p> <p>Successful integration of hybrid and electric cars into the CYC pool vehicle fleet partnering with City Car Club resulting in a reduction in CYC 'grey' fleet mileage by 34%</p> <p>Engagement with Freight operators resulting in the uptake of hybrid goods delivery vehicles in York.</p> <p>Development of CNG/biomethane refuelling centre with Urban Freight Consolidation Centre.</p>
<b>Process data</b> Delivery according to programme	Not provided
<b>Outcome data</b> Evidence of change in attitudes towards lower-emission vehicles amongst target group	The following graphs show the increasing usage of electric vehicle charge points in York. This excludes electric bus usage.

### York EV charging point usage



### Total kWh used



There has been no research to date to collect data on changing attitudes to lower- emission vehicles in York.