

**Economic Development and Transport Policy
and Scrutiny Committee**

15 September 2015

Report of the Director of City and Environment Services

The Local Sustainable Transport Fund – iTravel York

Summary

1. The 'iTravel York' programme was devised to reduce carbon emissions, stimulate economic growth through influencing travel behaviour and to encourage modal shift. Following a successful bid to the Government's Local Sustainable Transport Fund (LSTF) for a four year programme, delivery commenced in 2011. In recognition of the success of the programme over its first four years, the Department for Transport then awarded a further tranche of funding to extend the iTravel York programme for a further year to March 2016.
2. This report analyses the activity and success of York's LSTF programme to date and considers whether elements or all of the current programme could continue beyond the end of the LSTF 2 funding period.

Recommendations

3. The Scrutiny Committee is recommended to

Note the content of this report.

Reason: To update the Committee on the iTravel York programme.

Background

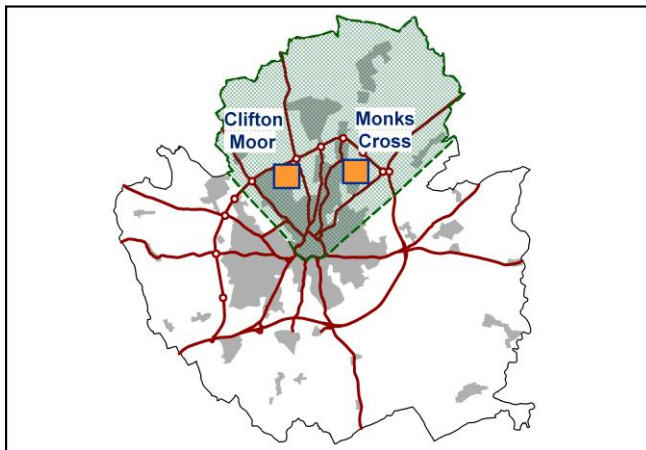
4. This section of the report is divided in to three parts. Firstly consideration is given to the scope and activity as well as to the outputs and outcomes of LSTF1 (2011-2015). Secondly, LSTF2 (2015-2016) is considered. Finally, the report identifies some elements of the current LSTF programme which should be

continued beyond March 2016 and some of the associated challenges in making this happen.

LSTF1 (2011-2015)

5. LSTF1 built on York's history of sustainable transport successes and the 'Cycling City' programme which immediately preceded it. Named 'iTravel York', the programme aimed to reduce congestion and its impact on the environment and sought to enhance the city's prosperity and growth potential. It did this through an integrated programme of personal, business and school travel planning combined with targeted infrastructure (capital) enhancements to increase people's travel choices.
6. The programme was focussed on a geographic area identified as the 'northern quadrant' of York, bounded by the River Ouse to the west and Monk Stray to the east (see figure 1 below). It incorporated the city centre, the Monks Cross and Clifton Moor business and retail developments as well as York St John University, York Hospital and a number of other major employers. Approximately 80,000 people (40% of the total city population) live in the area and 50% of the city's jobs are located there.

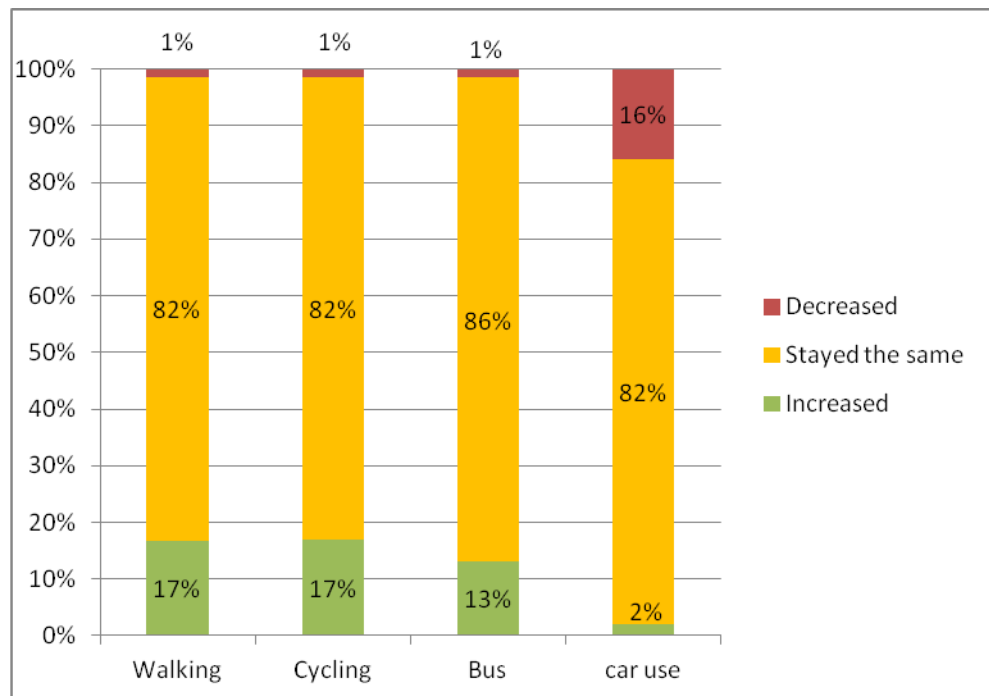
Figure 1



7. Central Government contributed a total of £4.645m over four years to 2015 of which 54% was revenue funding. The total value of the LSTF programme was £7.71m, with the remainder of the funding coming from a variety of local public and private sector sources.
8. The bid focused on addressing four key challenges

- a. The **economy** and specifically how it would continue to develop in light of new developments proposed over the coming years.
 - b. The negative impact that increased **congestion** would have on York's ability to grow and attract ongoing investment.
 - c. Growing **emissions** levels from transport. The bid considered how the programme would seek to tackle the threat posed by increasing numbers of diesel vehicles in the City on air quality.
 - d. The **Health and Wellbeing** of York's residents.
9. The LSTF1 bid, including specific information about the package of measures employed, can be found at Annex A to this report.
10. A full monitoring and evaluation study for LSTF1 was deferred as a result of the award of LSTF2. An interim progress report was, however, produced detailing outputs from LSTF1 in December 2014. A full copy of the report can be found at Annex B to this report. Highlights include:
- a. **Business:** 82 businesses engaged with through business breakfasts and workplace cycle challenges and personalised travel planning activities. Over 1,000 new or lapsed cyclists from workplaces took up the cycle challenge between 2012 and 2014.
 - b. **Personalised Travel Planning (PTP):** Over 20,000 households were contacted by a dedicated team over the three years of this work stream across the 'Northern Quadrant' of York. Of these, over 7,000 participated in a measure (e.g. signing up to a challenge to try a new mode of transport) demonstrating their commitment to at least consider altering their travel habits.

Figure 2 – 2014 PTP participants



- c. **Communications and journey planning:** The 'iTravel' website became a single point of reference for all travel information in York over the period of LSTF1 with over 20,000 unique visits to the site every month since July 2013. The website is complemented by a York specific journey planner which handled over 75,000 enquiries from January – October 2014.
- d. **Health and active leisure:** 10,000 people participated in the York Sky Ride and the Festival of Cycling while over 2,500 participated in walking events in each of the three years of the LSTF1 programme.
- e. **Infrastructure improvements:** Three major off-road cycle routes were implemented and 123 bike racks were installed in businesses and schools across York. In addition, approximately 100 bus stops were upgraded in the Northern Quadrant and enhanced at-stop timetable provision was introduced across the York area.
- f. **Low emission vehicles:** At the end of the LSTF1 programme, 26 hybrid-electric taxis and 8 fully electric buses were on the streets of York. Further, 16 electric vehicle charging points had been introduced in York's hotels and commercial developments.

LSTF2 (2015-16)

11. Built on a solid record of delivery during LSTF1, the Council successfully bid for a further tranche of local sustainable transport funding from Government in 2014. With a number of other local authorities, City of York Council was awarded £1m of revenue funding, largely to continue the key elements which had made LSTF1 such a success. In addition to the LSTF awarded by Government, a further £180k of revenue funding was identified from other bodies.
12. A copy of York's LSTF2 bid can be found at Annex C to this report. Highlights, however, include:
 - a. A focus on the '**A59 corridor**'. In addition to continuing the support given to businesses, residents and schools in the 'Northern Quadrant' commenced in LSTF1, targeted interventions are being made on the Acomb, Holgate and Poppleton corridor. The choice of corridor was, in part, in response to the increased transport opportunities presented by the opening of the Poppleton Bar Park & Ride site, but also the fact that three of the four wards in this area are in the top 10 for obesity levels across the City.
 - b. Continued roll out of the **low emissions** taxi incentive scheme, Plugged-In Green Fleets scheme and City Car Club as well as working with local bus operators to encourage the take up of ultra low emission vehicles.
 - c. An enhanced **employer travel planning** service, providing assistance in the delivery of travel plans, trials of electric vehicles and the introduction of 3 car club cars at businesses.
 - d. **Residential travel planning**, targeting 7,000 households in the Holgate, Acomb and Poppleton corridor.
 - e. **Active leisure local walks** and bike rides including the introduction of 48 walking and cycling events to be held in the target area and the delivery of rides and walks through a GP referral scheme.
 - f. Continuing the success of the **Cycling** schemes delivered through 'LSTF1' and 'Cycling City' before that, including the delivery of the annual 'Festival of Cycling' (now in its sixth year).

- g. Further development of the '**Bike Belles**' programme, designed to address the relatively low uptake of cycling amongst women.
 - h. **Bus stop** enhancements at a number of well used stops in the Holgate / Acomb / Poppleton area.
13. It is premature to draw conclusions on the relative success of LSTF2. As part of the bid, however, monitoring and evaluation of the project were included and this work will be undertaken over the coming months. The resulting documentation is likely to be available for scrutiny in late Spring 2016.

Future programming

14. The Government has not made any announcements concerning further Local Sustainable Transport funding rounds. While not impossible that the Government will bring forward a further round, the assumption must be that, in the absence of any information to the contrary, there will be no Central Government grant funding for this work beyond March 2016. Given the funding pressures currently faced by both local and central government, a proportion of the work currently being undertaken is therefore likely to cease at this point.
15. The Council is working with its partners to identify specific elements of the LSTF programme which might be continued beyond April 2016 as well as possible funding sources. Some examples of successful interventions which could be prioritised for continued delivery are:
- a. '**Bike Belles**' – York now has a national reputation for its work encouraging and enabling women to cycle. Our work is being replicated across the country.
 - b. **Workplace and residential personal travel planning** – York is constantly changing and developing. Ongoing encouragement is required to ensure that employers/employees and residents are fully informed of the travel choices available to them.
 - c. **Low Emissions vehicles** – Again, York has established a reputation nationally for its work in this area and the LSTF has helped to pump prime the take up of ultra low emission vehicles. Work is currently underway to prepare a bid for the Government's Ultra Low Emission City (Go Ultra Low) fund.

- d. **Communications** – The LSTF has enabled the development of a wealth of travel choice information, both via the website and through the proactive and reactive conversation with residents, businesses and visitors via social media. The online journey planner also enables visitors to the city to plan their journey and then, as it is embedded in to the iTravel website, to find any other travel information they may need (e.g. bus timetables).
- e. **At bus-stop timetables** – The LSTF has enabled the successful production of composite bus timetables (displaying all eleven local bus operators' routes in a combined information panel) and route diagrams.
- f. **Festival of Cycling** – Now in its sixth year, the festival of cycling is an opportunity for cycling for all ages and abilities. Moving forward, the event's high profile offers opportunity for possible sponsorship.

Consultation

- 16. Informal consultation on the future of LSTF has been held with a number of internal and external parties involved in current delivery. These include the council's Public Health team, sustainable travel charity, 'Sustrans' and the local community interest company 'Get Cycling'. Engagement with the city's bus operators will be undertaken through the next Quality Bus Partnership meeting in late September. Dialogue will continue to identify any possible funding sources to assist with the delivery of LSTF work streams beyond March 2016.

Options

- a. This report is provided for information only.

Analysis

- 17. This report has been produced in response to a request for an update on the iTravel programme tabled at the June meeting of this Committee. Analysis of the success of the iTravel programme to date can be found at Annex B. Consideration of the future delivery of sustainable transport promotion can be found at paragraphs 14 - 15 of this report.

Council Plan

18. The iTravel York programme contributes to the following aspects of the Council Plan:
 - a. Create jobs and grow the economy – Encouraging more people to use sustainable modes of transport should reduce congestion in the city which then makes the movement of other vehicles more efficient thus saving businesses money in lost time. Workplace travel planning also potentially assists with creating a more healthy workforce through the adoption of active travel choices.
 - b. Get York moving – making sustainable travel a more attractive and efficient choice should reduce residents' reliance on private motorised transport, thus reducing congestion and helping to get the remaining traffic moving better
 - c. Build strong communities – provision of better cycle links between parts of York and building awareness of travel choice options should help communities by reducing severance caused by major roads, rivers, railways and a lack of knowledge as to the travel options available.
 - d. Protect vulnerable people – Pedestrians and cyclists are the most vulnerable types of road user. Provision of cycle route infrastructure as well as cycle training and advanced training for young drivers should improve road safety
 - e. Protect the environment – Increasing the take up of low emission vehicles across York and encouraging the use of other sustainable modes of transport will serve to enhance air quality standards.

Implications

- **Financial**

There are no financial implications with regard to the outcomes of this report as it is provided for information only.

- **Legal**

There are no known Legal implications resulting from this report.

- **Human Resources (HR)**

There are no known HR implications resulting from this report.

- **Equalities**

There are no known equalities implications resulting directly from this report.

- **Crime and Disorder, Information Technology (IT), Property & Other**

There are no known implications resulting directly from this report in any of the areas outlined above.

Risk Management

19. In compliance with the Council's risk management policy there are no risks associated with the recommendations in this report.

Contact Details

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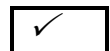
**Report
Approved**



Date 3/9/15

Wards Affected:

All



For further information please contact the author of the report

Annexes

Annex A – LSTF1 bid

Annex B – LSTF1 monitoring and evaluation

Annex C – LSTF2 bid