

York is a pioneer at promoting sustainable travel, from the creation of the Footstreets pedestrian priority zone in the 1980s, to the roll-out of Park & Ride in the 1990's to our participation in Cycling England's Cycle Town project in the 2000's and, latterly, our LSTF-funded i-Travel York project in the 2010's. We are now leading the way on low emissions.

We are the third largest cycling city in the UK¹. Cycling has always been a high priority for York. This was restated in the 2006-2011 LTP, with a renewed Cycling Strategy developed in 2008 alongside our designation as a Cycling City. The programme of delivery has been continued through our i-Travel York LSTF programme and bolstered by the Tour de France Grand Depart in 2014. We led on the development of a regional legacy for the Tour de France and will welcome Tour de Yorkshire in 2015 where York will also host the women's race.

The outcome of all the above has been a 35% growth in cycling recorded by our network of monitoring sites from 2008 to 2014.

Similarly, York has been proactively promoting walking and enhancing the walking network. York is a great city for walking, with its pedestrianised historic centre and network of green off-road routes. We have been progressively improving this network, with a number of public realm schemes in the city centre to enhance the environment and remove barriers to pedestrians, as well as enhancing crossing points of major roads across the network.

As a result, York has also seen an increase in levels of walking. For instance, census data for journey to work showed that walking increased from 15.0% in 2001 to 17.7% 2011, a relative increase of 18%.

However, we still could do a lot more to encourage cycling and walking and we believe there is an opportunity to significantly grow cycling and walking levels further still to fulfil their potential. Indeed, it is essential for York to increase cycling and walking levels in order to help our city, as a regional economic driver, to accommodate the anticipated population and employment growth whilst keeping the city moving. We have the supportive policy context and the years of experience of successfully delivering a range of infrastructure, planning and promotional measures to significantly increase levels of cycling and walking.

The national target of the Cycling and Walking Delivery Plan is to double cycling levels by 2025 and increase the percentage of children aged 5-10 walking to school by 15%.

We commit, subject to appropriate support, to delivering a doubling in cycle levels. However, we have broader ambitions to increase walking and so will target at least a 15% increase in walking across the population, alongside the cycling target.

Our vision is to make cycling and walking the primary travel choices for residents, visitors and workers in York by making them easy, safe and desirable ways of getting around.

To achieve this, we will specifically target key groups which show the greatest potential for increase or the greatest level of benefit for growing levels of cycling and walking:

¹http://www.york.gov.uk/news/article/455/york_remains_a_top_uk_cycling_city

- Women – whilst York is the 3rd largest cycling city in the UK, women remain under-represented and represent a key market to grow. Within this segment, we will particularly look to work with young professional women, mothers with small children and teenagers (whose interest in cycling currently drops off);
- Children – intensifying existing successful programmes promoting cycling and walking to school;
- Students – on arrival to university / college, helping them be part of York’s cycle culture and training and support to improve their cycle safety;
- Employees – promoting cycling to work;
- Employers – inspiring and encouraging them to promote sustainable travel to work and to become cycle friendly employers;
- Older people – encouraging them to keep active by participating in social cycling and walking activities;
- Families – promoting walking, cycling and physical activity for leisure and shared family time;
- People with poor health and lower levels of activity– providing information, support, activities and motivation to engage in cycling and walking as a means to improve their physical and mental health;
- People with disabilities – continuing to be a leader in promoting disability cycling;
- Unemployed people – promoting cycling as an affordable mode of travel and a way of accessing employment and training opportunities;
- Car drivers – encouraging safer driver behaviour around cyclists and pedestrians.

We will do this by delivering improvements under three themes:

1. **Networks** – providing infrastructure and facilities that make cycling and walking safe, convenient and attractive for all types of people, for all types of purposes (utility and leisure);
2. **Planning and policy** – pedestrian and cycle-proofing our future built environment, by mainstreaming cycling and walking into transport and land use policy, and updating our cycling and walking strategies;
3. **Promotion and marketing** – changing hearts and minds and making cycling and walking an attractive lifestyle choice for all, by engaging with and delivering bespoke messages, training and encouragement to a range of target markets and groups.

Over the last ten years, York has developed and implemented a strategic cycle network. We strive to continue to improve this, by auditing, prioritising and allocating resource to implement schemes wherever possible. The philosophy will be to deliver 21st Century design standards that reflect the planned doubling in cycling levels with the ambition of becoming one of the main European cycling cities. To help achieve these aims and outcomes, the following infrastructural elements are planned:

- **Completing key elements of the strategic network:** Having successfully delivered our signed Inner Orbital cycle route during Cycling City and the LSTF programme, we now want to deliver our Outer Orbital Route which will provide connections from residential areas to major out of town destinations such as Clifton Moor Business Park (major employment area), Monks Cross (out of town shopping centre), University of York and Science Park and connections to national and regional leisure routes. We would like to deliver targeted improvements to unblock pinch-points leading into the city centre – for example around the main bridges and parts of inner Huntington Road. We have already succeeded in acquiring £2m funding from the Local Growth Fund (with match funding from CYC) towards a new iconic fully accessible pedestrian and cycle bridge connecting the city centre and rail station.

- **Upgrading major routes on the strategic network:** when some of our original cycling infrastructure was installed on radial routes, levels of cycling were lower – our vision means we will outgrow our network without further development. We now want to upgrade these routes to 21st century design guidelines. This includes ensuring cycle lanes are sufficiently wide, continuity of cycling routes over junctions, and consistency of provision along routes. We will look at opportunities for newer, more innovative designs, such as Dutch style cycle priority over junctions, bus stop by-passes and hybrid lanes. We will specifically look at some existing weak links on the approaches to the city centre;
- **Connectivity to villages and across strategic road network (SRN):** We also want to extend the strategic network into surrounding villages, enabling those residents to cycle into York.
- **Leisure routes:** the CYC has an excellent network of cycle green-ways and traffic-free routes which are promoted for leisure cycling. A number of attractive routes are used to promote cycling for beginners and families, available in paper leaflets and to download via the i-Travel York website;
- **Local networks:** links from residential areas and key destinations onto the strategic network, safe routes to schools and workplaces and increased permeability of the network, such as cycle-only turns, cycle contra-flow, advanced green traffic signals for cyclists or cycle only access at road closures;
- **Signage and way-finding:** further enhancements to signage and way-finding, supported by production of a better York Cycling Map and mapping apps for navigation. This mapping app will also include function of allowing cyclists to report faults or make suggestions;
- **Cycle safety:** improving pedestrian and cycle crossings and priority at key junctions and particularly improving inner ring road and radial route crossings. Continuing to roll out 20mph zones in residential areas;
- **Cycle parking:** encouraging destinations (employers, public services, community facilities, and retailers) to provide convenient, prominent cycle parking through continuing match funding to employers and Park that Bike scheme for retail uses. Ensuring good quality, secure cycle parking is designed into new developments, including residential.
- **Pedestrian priority:** delivering pedestrian priority at junctions, way finding of leisure network, maintenance, high quality public realm in city centre and district centres. In recent years, York has delivered a number of quality public realm improvements on Exhibition Square and Kings Square.

The promotion of safe, sustainable and active lifestyles is at the heart of the Council's third and current Local Transport Plan (LTP3), which is based around five key 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 motorized traffic and encourage economic activity.

We want to ensure cycling and walking promotion is integral to planning. Work is currently underway on preparing a new National Planning Policy Framework (NPPF) compliant Local Plan for the City of York. The Local Plan is a citywide plan which will help shape future development in York up to 2030 and beyond. Major housing and employment sites are expected to come forward – around 1000 homes and jobs per year over the plan period. Therefore, it is essential that cycling and walking (and public transport) are promoted to manage traffic levels. This also provides a major opportunity to invest in the cycling and walking network to ensure that quality provision is embedded in new developments and that cycling and walking are future-proofed.

Specifically:

- **New developments:** ensuring cycling and walking links to surrounding networks and provision from new developments and cycling and walking prioritised within new developments. Development contributions should be sought to support promotional activities to market the facilities provided and encourage uptake amongst new occupiers;
- **Cycle design standards:** ensuring all new cycling infrastructure is built in respect to 21st century design standards and design standards that anticipate a more than doubling in cycling levels. New techniques such as ‘Dutch-style’ junction facilities, bus stop by-passes and hybrid cycle lanes should be incorporated into design guidance;
- **Cycle parking standards:** we have recently developed a cycle parking guidance document for developers to support this.

A core part of any vision to increase cycling and walking must include promotion and marketing. This is fundamental in ensuring cycling and walking is perceived and accepted as an inclusive, easy, fun, healthy lifestyle choice.

Through our initiatives to date, we have established a range of successful promotional measures to target different markets which we will look to continue and, where appropriate, expand:

- Bike Belles, our incredibly successful initiative to create a community of women cyclists and to encourage more women to cycle for everyday purposes;
- Bikeability to be offered to all school-age children and for all children to have the option of completing all 3 levels;
- Bike It, our successful initiative to work intensively with selected schools to promote walking and cycling;
- Social rides, including Sky Rides and Breeze Rides to encourage participation in social events for riders of all levels;
- Health walks: continuing our programme of social walks targeting older people and people with lower levels of activity seeking to get fit;
- Sustainable Travel Challenge: building on our successful previous cycle challenges which have attracted well over 1,000 participants each year, including several hundred new cyclists, we will expand this to cover all modes to encourage walking as well;
- Annual Cycle Festival: this celebratory weekend event in September has become an established York tradition which attracts in excess of 10,000 people;
- Cycle training for adults and families: continuing to offer cycle confidence training to adults and families.

We also have identified a number of new initiatives to help further target the key markets identified:

- Beauty and the Bike scheme to engage teenage girls about cycling, utilising some of the lessons learned from previous initiatives in York and Darlington;
- Modeshift STARS: CYC has signed up to the national Modeshift STARS scheme which provides schools with bronze, silver and gold accreditation for sustainable travel measures to promote walking and cycling to school. We will be encouraging all schools to work towards gold level accreditation;
- University Bike Hub: schemes at the two Universities and Further Education College to promote cycling amongst students, including bike loans and support with bike training, bike maintenance and social rides. This is being initially launched through the LSTF in 2015;
- Cycle friendly employers: to further deepen engagement with employers, we propose to introduce an accreditation scheme where businesses can become recognised as cycle friendly employers. They will do so by meeting a number of criteria, including offering secure cycle parking, showering facilities, cycle salary sacrifice scheme, cycle business mileage rates, supporting a Bicycle User Group or similar and promoting a culture of encouragement and support to cycling. In return, CYC and partners will provide periodic training, Dr Bike, Cycle Challenges and bike try-out roadshows,
- Community loans: emulating successful examples from elsewhere, we will provide a community loan scheme where a bike and equipment is loaned to members of the community for a month and they are challenged to cycle regularly, with the option of buying the bike at discounted purchase following the trial. This will be targeted at people who have been encouraged to get more active and amongst job-seekers;
- Health referral scheme: we are trialling a scheme in this year's LSTF to offer patients 'green prescriptions' to get more active. This is being piloted in a number of GP surgeries in an area of the city with below average levels of activity and health outcomes;
- Providing better information and ideas on walking opportunities. York has a wealth of cycling maps and guides, but a relative dearth of walking resources which we will address by providing local maps, leisure guides and signed routes of different durations in the different residential areas.

In addition to the above, we will continue to provide the range of ancillary, support services that have been offered in recent years:

- Information provision: providing comprehensive walking and cycling information through our i-Travel York website and via printed materials as appropriate;
- Use of social media and on-line marketing to promote our events and initiatives above;
- Continuation of the Cycle Forum;
- Working in partnership with York's bike shops to promote their services as well as to use them as channels to promote the initiatives and events taking place;
- Promotion of local cycle clubs and walking groups;
- Offer of Dr Bike at outreach events, and promotion of subsidised maintenance classes;
- Safer York Partnership to provide bike security marking;



The promotion of safe, sustainable and active lifestyles is at the heart of the Council's third Local Transport Plan (LTP3), whose five key themes were listed in section 1 above.

Work is currently underway on preparing a new National Planning Policy Framework (NPPF) compliant Local Plan for the City of York. The Local Plan will help shape future development in York up to 2030 and beyond. It will include strategic sites and areas of opportunity for mixed use, commercial and residential development². As part of the preparation of the plan, Council officers undertook a review of the Strategic Cycle Route Network for the city. The outcome of this exercise was a proposed network which replaces the one originally adopted in the late 1980's then expanded in the mid-1990's following Local Government reorganisation. The network will act as a blueprint for future cycling route development and will help cycle-proof future developments across the city. We will also, through the development control process, influence the design of developments to accommodate cycle parking. Updated local cycling design guidance will be provided (utilising the best practice examples identified by DfT) alongside our recently developed cycle parking guidance document for developers.

CYC is also working hard to embed the use of technology as a means of making local transport easier and more accessible in the modern world. We also believe that technology has a role in 'mainstreaming' and locking in the benefits of the behaviour change work undertaken in the city to date. The i-Travel York website already provides a 'one-stop-shop' for travel information, and hosts a number of apps for public transport and cycling information. However, we have aspirations to take this further into the concept of a "Smart City", by introducing the use of smartcard technology as a payment platform for transport services in York (and across the West Yorkshire boundary in partnership with the Combined Authority), as well using the smartcards as an engagement tool to develop the existing MyTravelYork online club into a sustainable travel rewards and loyalty programme for York residents.