



Be part of it!



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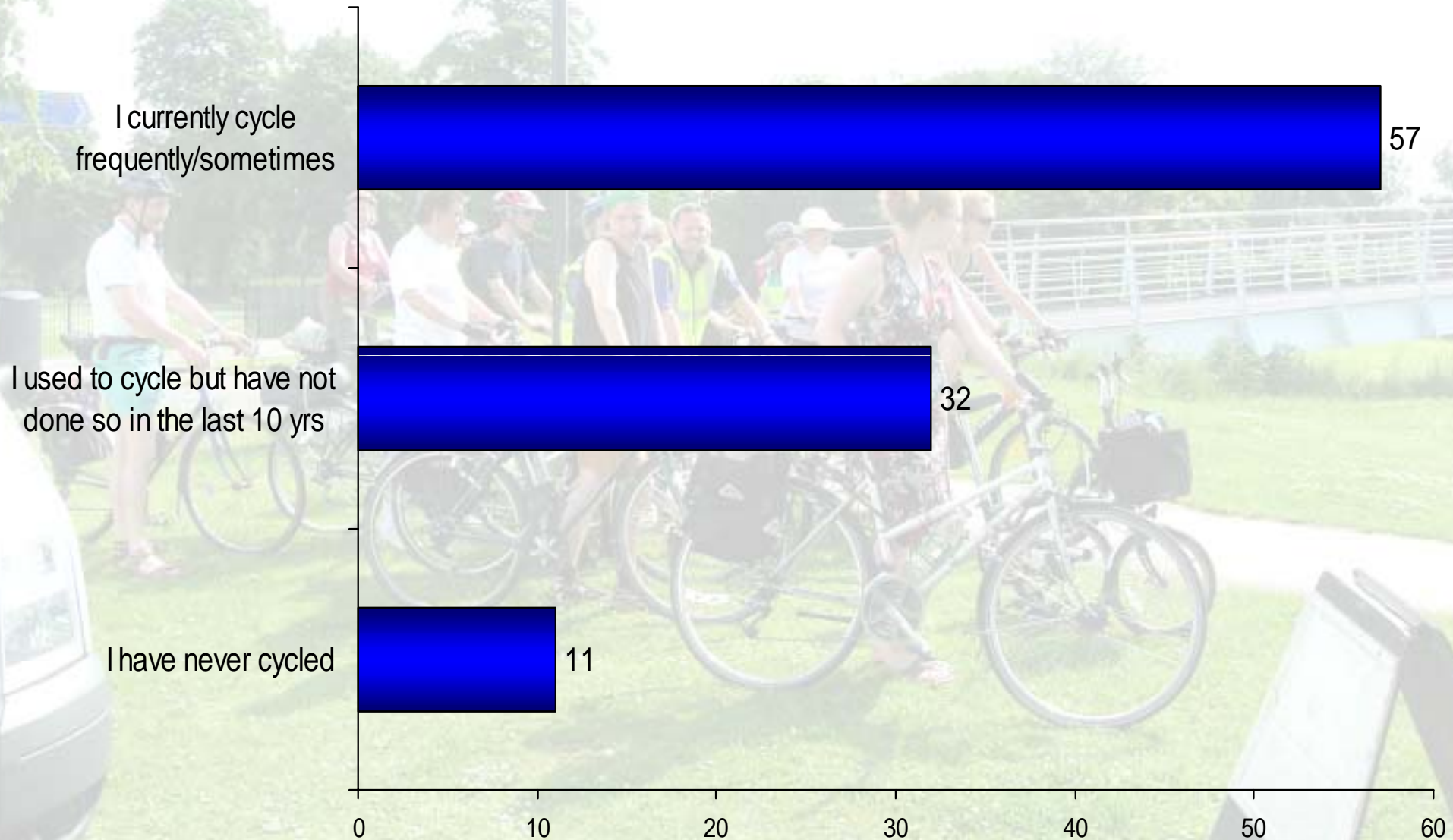
# York— *Some stats and history*

- Stats
  - Population of York is 193,300 made up of
  - 94500 males and 98800 females
  - York is approximately 105 square ‘flat’ miles
  - Approx 160km’s of cycle routes
- York was founded as a City by the Romans in AD71 and the city became known as Eboricum
- Vikings came in 866AD and became known as Jorvick
- Then finally the Normans gave in and we became York.

# Overview of the Programme - *what we are trying to achieve*

- To encourage more people to cycle
- Priority of works
  1. Soft measures
  2. Improvements to infrastructure
  3. New infrastructure
- Main target area is lapsed cyclists, which makes up 32% of respondents from the questionnaire

Taken from nearly 10,000 household responses

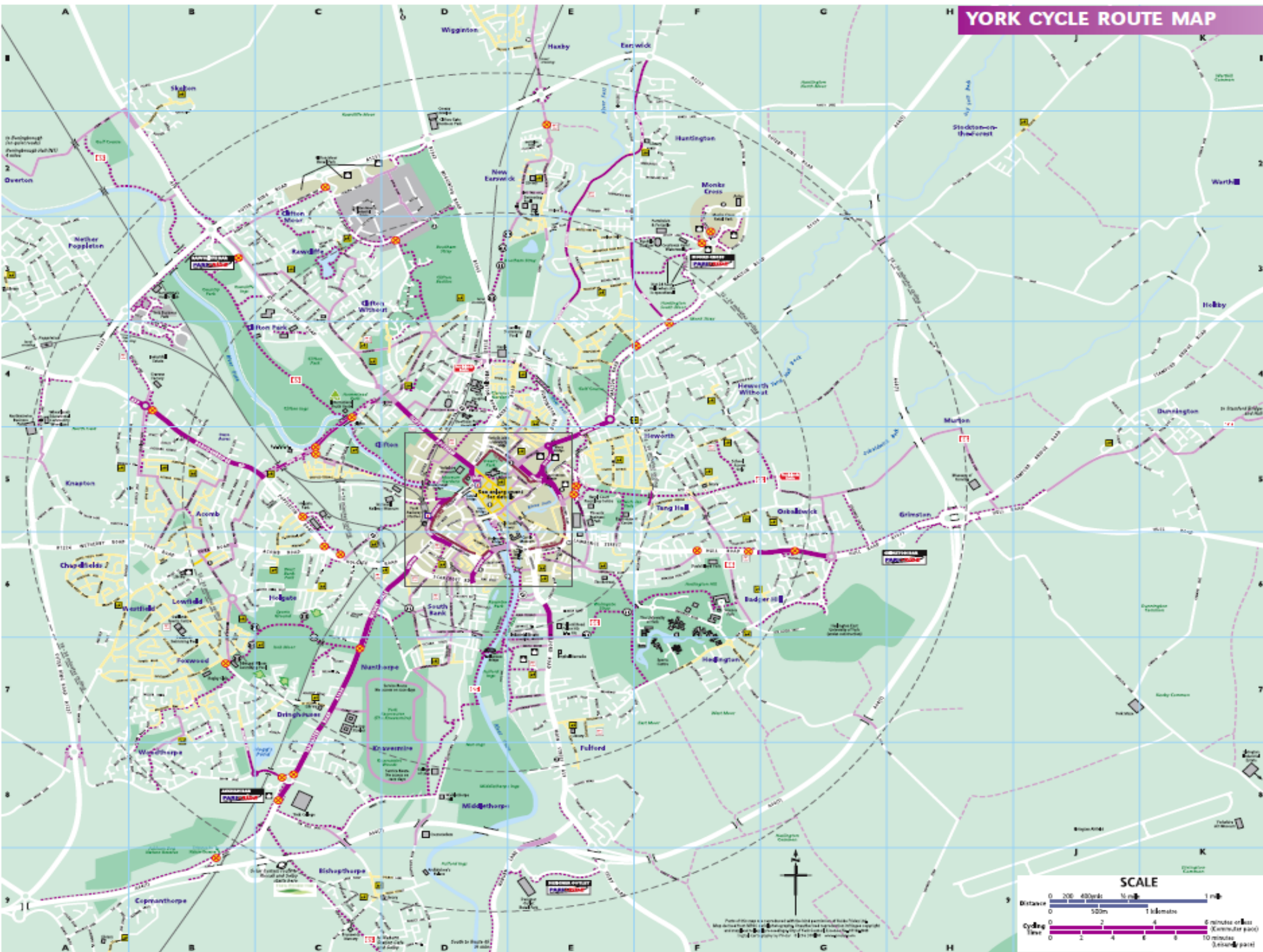




# Barriers to Cycling

- Weather
- Poor health
- Road safety
- Cycling in the dark
- Lack of Confidence - leads to perception that cycling is dangerous
- Lack of Awareness *for example:-*
  - knowledge of where the routes are to them & where they go
  - Quicker to get from A to B *during rush hours*
  - Other benefits of cycling (*personal economics, environmental & health*)

# YORK CYCLE ROUTE MAP



In this map, the routes are color-coded as follows:  
 2 Overton

Part of this map is a combined and modified version of the map of York, UK, showing the city center and surrounding areas. The map is based on the Ordnance Survey data and is subject to copyright. The map is published by the City of York Council and is available for use on a non-commercial basis. The map is subject to the terms and conditions of the Ordnance Survey license.

**SCALE**

0 200 400m 1/2 mile 1 mile

0 500m 1 kilometre

**Cycling Time**

0 2 4 6 8 10 minutes or less (15 minutes paid) (20 minutes paid)



# Overview of the Programme -

## *Current estimates*

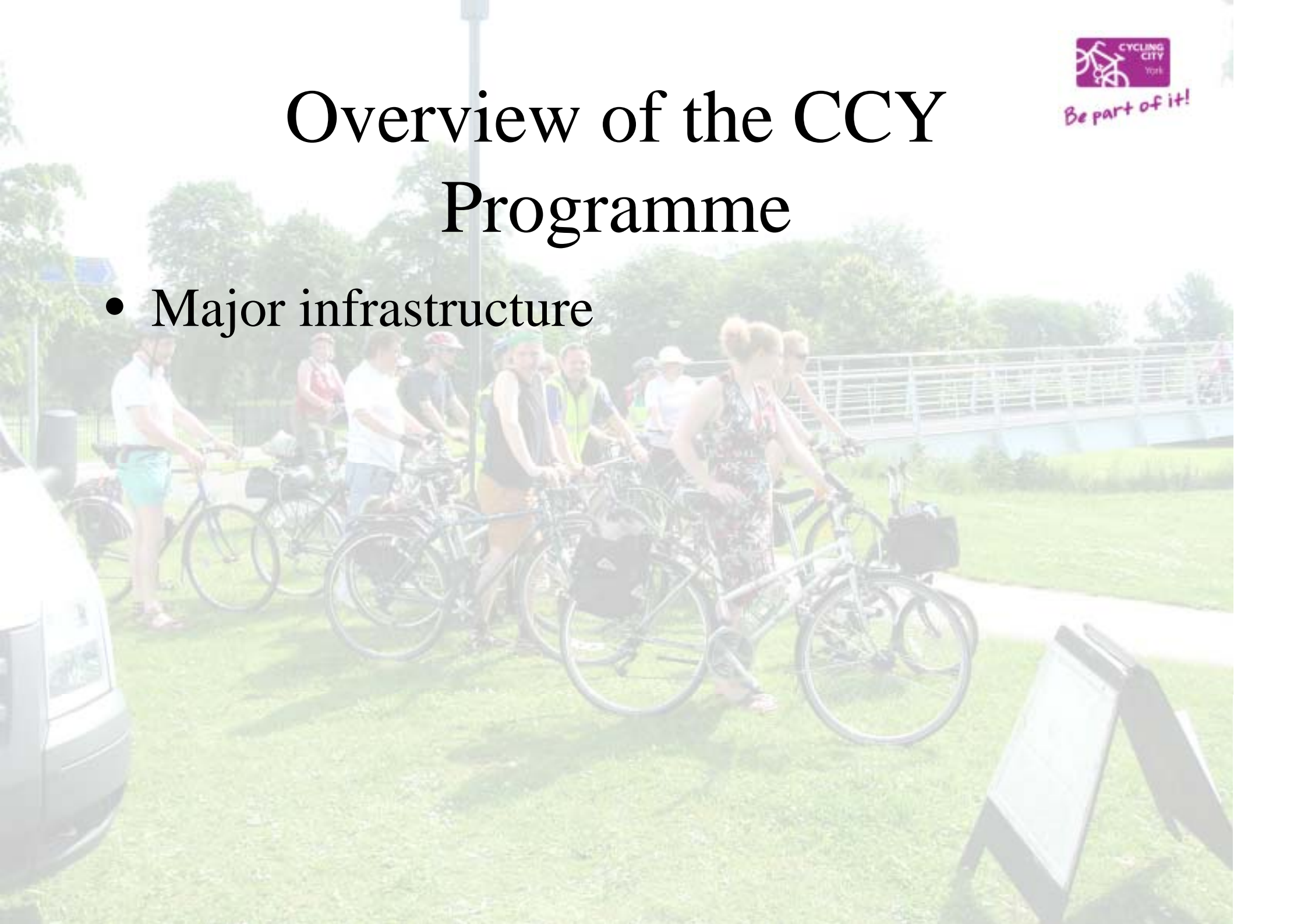
- Currently:-
  - Travel to work 13%
  - Travel to school 7%
  - Overall cycling 13-15%
- What we are aiming to achieve by 2011:-
  - 25% increase in cycling levels
  - 100% increase in children cycling to school
  - 10% increase in cycling to work
  - *Caveat:- however we may not see a steady increase until sometime later*



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# Overview of the CCY Programme














- Major infrastructure



### Key to Proposed Cycle Schemes

- A - Acomb Improvements
- B - Kingsway North
- C - Wigginton Road / Hospital
- D - Gillygate
- E - Museum Street / Lendal
- F - Railway Station Access
- G - Blossom Street / Railway Station Access
- H - Hub Station
- I - Fishergate Gyratory
- J - Routes Through Pedestrianised Zone
- K - James Street / Hull Road

### Legend

-  Completed Cycle City Route
-  Cycle City Scheme for 2010/2011
-  Orbital Cycle Route
-  Alternative Orbital Route
-  Cycle Route
-  Retail Site
-  School (primary and secondary)
-  Further Education Site
-  University of York Campus
-  Employment Site
-  City Centre Area (employment and retail)
-  Existing Bike and Ride Site
-  Potential Bike and Ride Site

### Cycle Network Plan



Not to Scale



Produced by Tom Horner

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# Overview of the CCY Programme

- Major infrastructure
- Minor infrastructure
- Work place initiatives
- Schools
- Participation initiatives
- Events
- Marketing and communications

# Other CCY Projects

- *Revenue schemes/projects will always be the most effective*
- *Disabled cycle riding (including free hire)– Bikes not Barriers*
- *Over 50's cycle rides (including free hire) – Fit as a Fiddle*
- *Cycle training/refresher*
- *Parent/Carer cycle training/route planning*
- *Guided Rides*
- *Cycle maintenance including female only*
- *Cycle try out sessions*
- *Development of other opportunities through competition and events*
- *Police and other partner initiatives*



# Looking ahead

- Linking in with and influencing the LTP3
- LTP3 – higher regard for revenue funding by local authorities and Government although no clear guidance on the capital/revenue split so need to produce a clear evidence based case for a revenue/capital split.
- LDF vision and supporting works, e.g. CCAAP & Foot streets review
- Focus on changing attitudes and pushing the point that revenue is very effective and joined with capital schemes they can make a real difference.

# Looking ahead

- Business advisory service
- Realising that gone are the days of “If you build it they will come” i.e. revenue focused to influence travel behaviour!



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*Thank you!!*





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