
CYCLING DEMONSTRATION TOWN – ADDITIONAL FUNDING

Responsible Cabinet Member - Councillor David Lyonette, Transport Portfolio

Responsible Director - Richard Alty, Assistant Chief Executive (Regeneration)

SUMMARY REPORT

Purpose of the Report

1. To gain approval to release additional funding allocated by Cycling England to enhance the Darlington Cycling Demonstration Town programme.

Summary

2. Cabinet approved the proposed Second Local Transport Plan (2LTP) and Cycle Demonstration Town (CDT) capital programme in March 2009 and revisions to the programme were agreed on 6 October 2009. The decision granted delegated powers to the Assistant Chief Executive (Regeneration) to make variations in delivery of schemes but did not permit the introduction of new schemes or the release of any additional funding.
3. In September 2009 Cycling England requested each Cycling Town to submit a list of schemes or projects that could be completed by March 2010 if additional funding was made available by the Department for Transport. On 9th November the Minister for Transport agreed to allocate additional funding to two projects in Darlington to be delivered by end of March 2010.

Recommendation

4. It is recommended that :-
 - (a) Funding of £70,000 from the Department of Transport be released.
 - (b) Funding is divided between a Workplace Cycle Challenge (£40,000) and a SMART card activated cycle store (£30,000).

Reasons

5. The recommendations are supported by the following reason :-

The additional funding has been allocated by the Department for Transport to ensure the delivery of the two schemes detailed within the report.

Richard Alty
Assistant Chief Executive (Regeneration)

Background Papers

No Background papers were used in the preparation of this report.

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S17 Crime and Disorder	Schemes are designed to take crime and disorder and anti social behaviour issues into account where appropriate.
Health and Well Being	Sustainable transport schemes have health and well being outcomes.
Sustainability	The LTP provides a framework for sustainable travel which the schemes detailed are in line with.
Diversity	Disability groups are consulted on schemes
Wards Affected	All wards
Groups Affected	All groups
Budget and Policy Framework	In line with Cabinet approved Second Local Transport Plan 2006-2011 and in accordance with Council Policy.
Key Decision	This is not a key decision
Urgent Decision	No
One Darlington: Perfectly Placed	Measures to widen travel choice to provide One Darlington benefits, including tackling traffic congestion. Measures to improve the transport network have Perfectly Placed benefits.
Efficiency	The report recommends schemes that maximise external grant funding from Cycling England. There are no match funding requirements and no ongoing costs to the Council.

MAIN REPORT

Information and Analysis

6. The original list of Local Transport Plan (LTP) and Cycling Demonstration Town schemes was approved by members at the meeting of Cabinet on 3 March 2009 and revisions to the programme were agreed on 6th October 2009. In the 3 March Cabinet report, the detail of the rationale for expenditure was set out to meet the 2LTP objectives within the Darlington Transport Strategy. Expenditure on cycling schemes forms part of the Council's work to tackle traffic congestion by the promotion and provision of credible alternatives to the private car, especially for shorter trips.
7. Following suggestions put forward by the majority of the Cycling Towns in September, the Minister has awarded a further £70,000 of funding for Darlington to be spent by March 2010. If approved, the additional funding will be spent on two projects detailed below. These projects will be in addition to the previously agreed Cycling Demonstration Town programme. There are no match funding requirements and no ongoing costs to the Council for this additional funding or the schemes it will fund.
8. The two additional schemes are listed below:
 - (a) **SMART card operated cycle parking at Queen Elizabeth Sixth Form College, Budget - £30,000**; The proposed cycle compound will be covered, protecting bikes from the elements and secure, with smartcard entry/exit system which only allows access to registered users. In addition it is anticipated the smartcard system will provide data on who is accessing the compound and when, providing additional security for users. When installed the proposed compound would accommodate up to 80 bikes.

The need for this scheme has been identified through work carried out by the Workplace Travel Plan Officer with the Sixth Form College. The college identified that the existing cycle parking for staff and students is inadequate, i.e. uncovered, relatively inaccessible and not secure. If the additional funding had not been allocated by DfT the cycle parking would have been funded from the 2LTP workplace travel plan budget. This money will now be spent on a similar scheme at Bank Top Station (subject to agreement with the rail operator). Other schemes are also being identified for future similar schemes such as at the Town Hall.

The proposed cycle parking will contribute to achieving Second Local Transport Plan objectives by improving access, tackling congestion on key corridors, improving travel safety, promoting travel choices to reduce car driver trips and improve health through sustainable travel.

- (b) **Work place Cycle Challenge, Budget - £40,000**; CTC Challenge for Change was commissioned by Darlington Borough Council to run a Workplace Cycle Challenge in Darlington from 22 June to 12 July 2009. The project was managed and implemented by CTC Challenge for Change with assistance provided by Darlington Borough Council and other local stakeholders.

The Darlington Cycle Challenge was a behavioural change programme designed to get more people cycling, more often. It pitted organisations, and the individual departments within them, against each other to see who could get the most staff to cycle for at least 10 minutes over the two week Challenge period. The organisations and departments that motivated the highest percentage of staff to cycle, in their size category, won a Participation Award. Spot prizes and other incentives were also used to encourage non-cyclists to cycle.

The Darlington Cycle Challenge involved:

- 33 organisations
- 135 departments within these organisations registered to take part
- 382 people participated – 15 of which registered as individuals and not as part of an organisation
- 127 people were classed as 'non-cyclists' before the Challenge
- 24,143 miles were cycled
- 2255 cycle trips were made
- Approximately 2.9 million kilojoules of energy was burnt by participants
- Approximately 2,418kg of CO2 was saved by people who cycled for transport.

There are a number of options that could be pursued as an extension of the Workplace Cycle Challenge. At this stage further work is required to identify which follow up activities will be carried forward. Options for extending the challenge include:

- Targeted cycle skills training, 'Dr Bike' and route planning to participants that have identified barriers to cycling that can be overcome with these types of interventions.
- Continued engagement and relationship building with participating organisations to help them to become more cycle friendly.
- Run a 'Bike to Work' Challenge to encourage and incentivise participants of the Workplace Cycle Challenge to either start cycling for transport purposes, or to cycle more regularly for transport purposes.
- Run a 'Family and Friends' Challenge to build on the relationship developed with participants of the Workplace Cycle Challenge and extend the Challenge to their family and friends. This would allow us to use the people we've already engaged with and incentivise them to encourage their family and friends, who currently do not cycle, to get back on a bike and experience how easy and fun cycling can be.
- Run a Workplace Cycle Challenge in 2010 to build on the relationships developed and success of the Challenge in 2009. There was a very high level of satisfaction amongst Challenge participants and all are interested in participating in another Challenge. One hundred percent (100%) of survey respondents reported they would take part in the Challenge in future if it was run again.

A programme of initiatives will be agreed by the Workplace Travel Plan Officer and other relevant officers with partners.

Outcome of Consultation

9. Consultation on individual schemes will continue to be undertaken in accordance with the Council's Community Engagement Strategy.