

Leicester
City Council

CABINET

21 April 2008

Report of the Regeneration and Transport Scrutiny Task Group Review of the:

- **closure of High Street to through traffic**
 - **moving of bus stops to alternative locations**
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1. Summary

- 1.1 This report sets out the findings, conclusions and recommendations of the Regeneration and Transport Scrutiny Task Group review of the closure of High Street to buses and the subsequent impact of the moving of bus stops to alternative locations. This was the Task Group's first Review.
- 1.2 The report was accepted by the Overview and Scrutiny Management Board on 14 February 2008 which asked that it be reported to Cabinet. It was subject to comments from the Regeneration and Culture Department and on financial and legal implications. These are incorporated below.
- 1.3 The Review was carried out through a series of meetings with interested and affected groups but also included wide-ranging consultation with members of the public, both directly and through public and other meetings, and also with businesses operating in the City Centre.
- 1.4 Transport Development and other staff within the City Council provided a wide range of information, for which the Task Group is grateful, and it also appreciate the interest and co-operation of a range of disability access groups and individuals involved in those groups, and the input and ideas from members of the Campaign for Better Transport (CBT). The Task Group would like to put on record its thanks to the bus companies, and in particular Arriva, who were very co-operative.
- 1.5 The Task Group would also like to thank those Members of the Council who took part in the Review and made so many helpful contributions.

- 1.6 The Review was set up in response to public and councillors' concerns about the perception of confusion which followed the closure of High Street to buses and other through traffic and the shifting of bus stops which had previously been in High Street to other locations.
- 1.7 The work in High Street was part of a major investment taking place within the City Centre, including a three-year Streets and Spaces programme (<http://www.leicester.gov.uk/your-council--services/ep/regeneration/regenerationnews/regenerationprojects/street-s-and-spaces>) to improve the environment within the area, and a major expansion of shopping facilities in the form of the Highcross Quarter.
- 1.8 The Task Group investigated how information about the High Street pedestrianisation was handled by the Council and by other interested parties, including the Bus Companies.
- 1.9 The Review looked at how the closure of High Street to buses affected bus users in terms of their ability to access services within the City Centre and also getting across the City Centre.
- 1.10 It also looked at whether the changes had discouraged people from using the City centre in favour of other shopping points, and stopped using buses at all, or reduced use of buses on affected routes.
- 1.11 The Task Group took the opportunity of looking at a range of options for access within and to the City Centre. These were intended to offset the effects of the works in High Street and also to improve access in the longer term by providing a wider range of facilities for pedestrians and those who have mobility issues within the City Centre.
- 1.12 The Highcross Quarter is due to open in autumn 2008 (www.highcrossleicester.com) and changes to the lay-out of bus services within the City Centre due to take place to accommodate the new £350m shopping complex. The Task Group believes the review of what happened in High Street is timely in that many lessons learnt can be applied to the further changes that are likely to take place.
- 1.13 This report contains the following sections:
 1. Summary and contents
 2. Recommendations
 3. Background
 4. What was reviewed and terms of reference
 5. How the Review was conducted
 6. Commentary
 7. Lessons learned
 8. Legal and financial implications
 9. Departmental response
 10. Appendices.

2 Recommendations

- 2.1 The recommendations set out below were drawn up following extensive discussions with officers, interest groups and commercial interests, members of the public and information and debate at three meetings of the Review Group.
- 2.2 The Regeneration and Transport Task Group recommends that the Overview and Scrutiny Management Board forwards this report to Cabinet and that they endorse the recommendations outlined below.
- 2.3 Recommendations have been framed to take into account short-term, medium- and long-term frameworks for dealing with the issues arising from the works in High Street as well as wider issues of access and mobility.
- 2.4 They are not intended to be taken only as a complete package. They should be considered as a range of options which can be considered either individually or with other recommendations.
- 2.5 A major finding of the Review was that many people were confused before, during and after the changes to the High Street and the shifting of the bus stops to other locations. This was despite extensive publicity by both the Council and bus operators.
- 2.6 It was concluded that the information provided could have been targeted more effectively and been less complicated. A series of recommendations on communications forms one part of the short-term conclusions as a result.

2.1.1 Short-term recommendations

- a) Bus users identified a number of key problems that the changes had brought about and the following recommendations form the basis for offsetting the negative impacts on users:

2.1.2 A communications strategy (see details in 10.3).

2.1.3 Further short-term recommendations

- a) Install a pedestrian crossing on Highcross Street for people using the St Nicholas Circle bus stops and to make it safer for those walking into town
- b) Bus companies be asked to introduce alternative route for some services that would go along Western Boulevard and via the Infirmary before ending up on Pocklington's Walk – improving access to the Infirmary and the Market (see sections 6.13-6.15)
- c) Doubling the catch-all bus stops (used by several bus companies) on St Nicholas Circle
- d) Review the routing to be used by Buses to Causeway Lane taking into account the CBT's recommendations

- e) Discourage the use of bikes and rickshaws in the narrower pedestrian streets (Loseby Lane and Cank Street) through the voluntary agreements being organised
- f) To hold a one off Task Group meeting to review the plans for Causeway Lane, looking particularly at security and atmosphere, which took place on 26 February 2008.
- g) There is scope and evident demand to significantly expand the provision of machines, training and support service already provided by Shopmobility (see appendix 2)
- h) Bicycle-mounted home delivery services (see appendix 2).

2.2.1 Medium-term recommendations

- a) Create a proper lay-by on St Nicholas Circle to stop the traffic being congested by stopping buses. (Departmental note: it is intended to install a lay by at St Nicholas Circle as part of the development of the Park and Ride scheme).
- b) Ensure the best possible atmosphere and environment – introduce planters/trees (carefully placed so as to not obstruct the path) – for bus working areas
- c) Create a pedestrian route through the City so bus users could get off the bus at one end of town and on again at the other to reduce the distance people had to double back and therefore increasing the shopping area they will use
- d) Reduce the distance between seating areas to allow for the longer distances now being walked
- e) a cycle rickshaw scheme to help establish a practical working example with the social enterprise and commercial operators (see appendix 2).

2.2.2 Long-term recommendations

- a) Review the use of rickshaws
- b) Investigate feasibility of a mini transport system (possible loop between bus stations and key stops, train station and Town Hall Square (to offer easy access to Market/Market St)
- c) To review all transport arrangements in the City Centre following the opening and 'bedding in' of the Highcross Quarter.

3 Background

- 3.1 At its meeting on 1st August 2007 the Overview and Scrutiny Management Board agreed that the first Review of the Task and Finish group be on the impact and effects of the moving of bus stops with the closure of High Street to through traffic. The scoping document for the application to the OSMB is in *appendix 1*.
- 3.2 Those expressing an interest in the issue and who formed the Task Group were Councillors Porter and Scuplak, who were nominated by the Conservative Group, Roger Blackmore, Naylor and Newcombe, with Cllr Russell as Task Group Leader.

4 What was reviewed?

4.1 Terms of reference

- 4.1.1. To establish the impact on bus users and consequent impact on other businesses, individuals and groups of moving of bus stops following the closure to traffic of High Street, including the effects of splitting former cross-city routes.
- 4.1.2 To investigate the effectiveness of the process by which bus users were told of the alterations to services.
- 4.1.3 To make recommendations on improving access to pedestrian areas for users, both under the current arrangements and when future arrangements have been made to city centre bus stops
- 4.1.4 To make recommendations on improving communications to users of services by the bus companies and the city council.

4.2 Main objectives

- 4.2.1 The Review aimed to identify and analyse the impact of the closure of High Street to buses and the shifting of bus stops to other locations in terms of:
 - 4.2.2 Impact on bus service users
 - 4.2.3 Impact on bus operators
 - 4.2.4 Effectiveness of communications
 - 4.2.5 Impact on the City Centre of the changes
 - 4.2.6 Analysis of what can be done in the future, with a range of options as proposals to the OSMB.

5 How the Review was conducted

- 5.1 The group met three times - 23rd August 2007, 15th October 2007 and 28th November 2007. The Chair of the Task Group also met with:
 - 5.1.1 Senior representatives of the bus operators at the Strategic Bus Companies' meeting
 - 5.1.2 Andy Salkeld, the Council's officer with specific responsibilities for cycling issues
 - 5.1.3 Paul Leonard-Williams, who has responsibility for disabled access issues; and
 - 5.1.4 Disabled access groups, including the Access Advisory Group and Access Advisory Panel.
- 5.2 At the first meeting, members who attended were Cllrs Aqbany, Blackmore, Hall, Naylor and Newcombe. Officers from the Transport Development department were present. Julian Heubeck, from the Transport Development department, presented a paper outlining the background to the changes to High Street and the issues arising from those changes.

- 5.3 Members of the Campaign for Better Transport (formerly known as Transport 2000) attended. Cllr Russell invited them to join councillors and officers at the table and thereafter they were regarded as an integrated, and welcome, part of the group conducting the Review.
- 5.4 The August meeting:
- a) Defined the terms of reference for the review
 - b) Agreed the system of reporting back to the Overview and Scrutiny Management Board
 - c) Agreed the outline for consultation with bus users and other interested parties, including the Bus Companies themselves and businesses within the city centre.
- 5.5 Two questionnaires were devised. One was aimed at bus users and those who had stopped using the buses. This was intended to capture information about:
- 5.5.1 How well the changes were publicised
 - 5.5.2 How the changes had affected patterns of bus use
 - 5.5.3 How the changes had affected the users within the City centre.
 - 5.5.4 Any other information the respondents thought useful.
- 5.6 The questionnaire went to individuals and also to community groups and meetings in the west and north west of the city, as well as into Leicestershire where passengers were not immune to the impact of the changes.
- 5.7 Responses were returned both by email and on the form provided, collated and the main results presented at the second meeting of the Task Group.
- 5.8 A second questionnaire was aimed at business and trade users within the City Centre, using a contact database held by the City Council. This looked at:
- 5.8.1 How well the changes were publicised
 - 5.8.2 How the changes had affected the respondents
 - 5.8.3 Any other information the respondents thought useful.
- 5.9 The results for the major part of the consultation were reported back to the second meeting of the Task Group, held on 15 October at the Town Hall and attended by Cllrs Russell (in the chair) R Blackmore, Porter and Newcombe.
- 5.10 The main part of the business of the meeting involved a review of the evidence from the questionnaires, in particular the responses from bus users. The main conclusions from the questionnaires and reported to the meeting were that:

- 5.10.1 Around 20% of those who responded were aware that bus services would be moved and where they would be moved to.
- 5.10.2 Around 30% knew the stops would be moved, but not where they would be moved to.
- 5.10.3 A slightly larger proportion – 35% - was unaware that the bus stops were going to be moved. By deduction they also had no idea where the stops were going to be moved to.
- 5.10.4 Around 80% of those responding therefore said they did not know where the bus stops were being moved to – an image reflected by the confusion caused when the changes were actually introduced.
- 5.11 The meeting noted that:
 - 5.11.1 Almost half of the bus users who responded said they had either stopped using the bus or were using it to get into town less. In addition, some said they were also using Fosse Park as a shopping alternative.
 - 5.11.2 Most common observations were that shopping became much problematical because of the extra distance involved. Access to the market posed a particular difficulty for users, according to the survey.
- 5.12 Other issues raised by respondents included concerns about personal safety and security at the new location. These included very busy pavements, traffic, and concerns about crime and poor lighting.
- 5.13 The second meeting considered the above findings and agreed to note them and asked for an analysis of responses from businesses. This, along with an update of the responses from bus users, was reported to the meeting held on 28 November 2007.
- 5.14 The second meeting also drew a number of conclusions about the need for a co-ordinated and clearer communications strategy involving bus companies and the City Council. Those conclusions form part of the report in Section 2 above.
- 5.15 In addition, Cllr Blackmore suggested two distinct bus routes within the city centre designed to get people closer to shopping and leisure facilities as well as improving access to Leicester Royal Infirmary and bus stations.
- 5.16 The routes are referred to in the recommendations: in detail they are: clockwise – from Hinckley Road, along Braunstone Gate, West Bridge, St Margaret's Bus Station, Charles Street, Belvoir Street, Oxford Street West Bridge and Hinckley Road.

- 5.17 Anticlockwise the route would be: Hinckley Road, Braunstone Gate, Western Boulevard, Mill Lane, Newarke Street, Horsefair Street, Charles Street, St Margaret's Bus Station, Vaughan Way, West Bridge and Hinckley Road.
- 5.18 The final meeting on 28 November, attended by Cllrs Russell, in the chair, and Naylor and Newcombe, drew together a series of recommendations as outlined above.
- 5.19 The meeting also considered a report from Andy Salkeld, the city's cycling officer, who prepared a series of short, medium and long-term proposals aimed at addressing the issues of improving city centre access.
- 5.20 Apart from the timescales relating to these proposals, the report was accepted by the Task Group. Members agreed to remove a number of cycling-specific elements which would be looked at by a specific cycling-related task and finish group. The recommendations in that report form part of the recommendations from the Task Group and are contained within the report in *appendix 2*.

6 Commentary

- 6.1 The Review was prompted by both councillors' experience and the experiences of many other people who felt they were adversely affected by the changes to the High Street bus stops.
- 6.2 The strong public response to the setting up of the Task Group looking at this issue confirmed that it was a matter of significant interest in significant parts of the city.
- 6.3 Members were pleased that the Bus Companies felt able to meet to discuss this issue. There was a recognition that the changes had adversely affected some services, where there was a reduction in use against a general increase in passenger travel throughout the city at the same time.
- 6.4 There was a sense of frustration that the Council was not able to directly influence the operators' policy and business practice in many aspects of bus service provision.
- 6.5 But it was recognised that there needed to be closer co-operation and a clearer message delivered to the bus-using public by the Council and by operators working together. That is the basis of the communications proposals (10.3 below).

7 Lessons learned for future projects

- 7.1 Members found it extremely useful to have well-informed and creative comments from outside interest groups, whether it be from the Campaign for Better Transport, which formed an integral part of the group looking at proposals.
- 7.2 Councillors were grateful for the input from the Access group and Access panel, whose members showed enormous knowledge of the issues involved and the legal and other frameworks which are involved.

8 Financial, Legal and other implications

8.1 Financial implications

- 8.1.1 A budget growth item of £35k to cover the initial costs of a bike delivery service (see para 4.3.1 Appendix 2) has been included in the Regeneration and Culture revenue budget for 2008/09.
- 8.1.2 The current budget for Shopmobility is £42k which covers a part time coordinator and other running costs. Any new equipment is sourced from donations, sponsorships and goods in kind and local companies. There is no new funding included in the revenue budget for the bikemobility pilot scheme (see para 4.2.1 Appendix 2).
- 8.1.3 Additional funding will need to be identified for any of the other scheme recommendations.

Martin Judson, Head of Resources extension 7390

8.2 Legal implications

- 8.2.1 Having considered the recommendations that the Task Group are proposing, the installation of a pedestrian crossing and creation of lay-bys is a matter for the Highways and Transportation Department to progress in accordance with the procedures under the Road Traffic Regulation Act 1984 and discussions will need to take place with this Department as to the consultation and possible implementation of these schemes.
- 8.2.2 I note that the recommendation is to discourage the use of bikes and rickshaws in a narrow pedestrian street (Loseby Lane and Cank Street) through the voluntary agreements being organised. If a bicycle is legally entitled to pass over the highway then whether or not a voluntary agreement with certain people /groups is in place, a bicycle can pass over those highways. Again, if a problem is envisaged then it is a matter for discussion with the Highways and Transportation Department to consult and consider prohibiting cycles following the relevant procedures.

8.2.3 I note that there is a recommendation to investigate the use of cycle rickshaws within the city. Case law has established that a trishaw, a type of rickshaw, was deemed to be a hackney carriage under the Town Police Clauses Act 1847.

8.2.4 As such, this involves the licensing of such vehicles, therefore, before any introduction of rickshaws within the city is considered discussions will need to take place with the Licensing Section as to conditions and possibilities of rickshaws being licensed to transport members of the public within the city.

8.2.5 In relation to the moving of bus stops to alternative locations, this is an area dealt with by Sustainable Transport and discussions will need to take place with members of that Department with regard to the procedures and consultations that need to be undertaken to possibly move the location of bus stops as detailed in the recommendation.

Jamie Guazzaroni: Legal Services Environment and Employment team: Contact 29 6350

9. Comments from the Regeneration and Culture Department

9.1 The Department welcomes the report, which will inform future policy and initiatives in the High Street area and the City Centre as a whole.

9.2 Where appropriate we will work with other parties (e.g. bus companies and developers) to seek implementation of the recommendations.

9.3 We will give detailed consideration to implementing the “Communications Strategy” when bus services are subject to future changes.

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10 APPENDICES

APPENDIX 1

10.1 Reason for inquiry

- 10.1.1 There was a degree of confusion and disruption among bus users followed the closure of High Street to buses and other traffic
- 10.1.2 Public concern included a lack of awareness among some bus users before and after bus stops were moved to allow the pedestrianisation of High Street
- 10.1.3 Access to the market became much more difficult for those who relied on bus transport.

10.2 Terms of reference

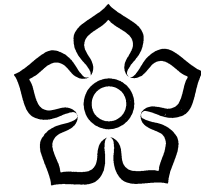
- 10.2.1 To establish the impact on bus users and consequent impact on other businesses, individuals and groups of moving of bus stops following the closure to traffic of High Street, including the effects of splitting former cross-city routes
- 10.2.2 To investigate the effectiveness of the process by which bus users were told of the alterations to services
- 10.2.3 To make recommendations on improving access to pedestrian areas for users, both under the current arrangements and when future arrangements have been made to city centre bus stops
- 10.2.4 To make recommendations on improving communications to users of services by the bus companies and the city council.

10.3 A communications strategy (see 2.1.2 above)

- 10.3.1 Detailed recommendations in relation to an effective communications are set out below. As with other recommendations within this report, they are not intended to be a complete package but form a range of options
- 10.3.2 Double page spread in The Link to advertise City Centre bus stop changes
- 10.3.3 Send information to as many relevant local charities and voluntary groups as possible
- 10.3.4 To have single fliers to be given out on buses/displayed at Bus Shelters saying e.g the 104 bus stop is being moved. (eg: "You can now get off at x, y & z and can catch the bus from either a or b in town..")
- 10.3.5 To have leaflets for specific sections, eg all the H stands, or all the H stands
- 10.3.6 To make people more aware of the "catch any" bus stops
- 10.3.7 That information be put at every relevant bus stop
- 10.3.8 That information be displayed in 14 font type
- 10.3.9 That information be displayed at least a month before moves occur to take account of people who use the service infrequently
- 10.3.10 Use large poster sites/bus stops for positive advertising about changes
- 10.3.11 Have everything in clear and plain language

- 10.3.12 Use shops as well as bus stop numbers for advertising changes
- 10.3.13 Bus information desk should be staffed near the clock tower to provide face to face information
- 10.3.14 Work with bus companies to rationalise and standardise the information which is given out
- 10.3.15 Use non-traditional advertising – not just leaflets on buses.

City Centre Access - Cycling Proposals (abstract)



Leicester
City Council

1 Aims & Objectives

- 1.1 The aim of this briefing is to inform Councillors of options for access improvement facilitated by social enterprise bicycle schemes in Leicester. Objectives are to
- 1.2 help meet City Council policy objectives for accessibility, social inclusion, regeneration, health & well-being and climate change
- 1.3 enhance and support the integrity of new traffic-free and people-friendly streets in City Centre
- 1.4 adopt, develop and exemplify best practice for cycling as part of wider Active Travel and Local Transport Plan objectives .

2 Background

- 2.1 Pedestrian Zone – As part of City Centre Improvement Strategy a new Pedestrian Zone has been created to link key regeneration sites across the City Centre. Streets have been designed to reduce or exclude motor traffic. Street space has been re-designed for shared-use and access for increased numbers of pedestrians, cyclists and other vulnerable street users, particularly disabled people, the elderly and very young,
- 2.2 Challenges – Concerns have been raised by disability access advocates that existing problems for some vulnerable people will not be addressed and may even be exacerbated by the extension of traffic-free streets. Concerns include:
 - 2.2.1 Fewer on-street parking spaces in central locations for blue-badge holders
 - 2.2.2 Longer travel distances between bus stops, blue-badge spaces and popular destinations especially the market place
 - 2.2.3 Conflict over use of shared space between vulnerable pedestrians, cyclists and other street-users
 - 2.2.4 Worries that excluded or vulnerable individuals, groups and communities will remain isolated from the City Centre.

3 Monitoring

- 3.1 To help assess and address developing concerns a programme of monitoring is being undertaken on behalf of the City Centre Team.
- 3.2 A programme of interview-based travel surveys was agreed in consultation with Access Forum, Cycle-city Workshop and City Centre Development Project in spring 2007. Initial surveys were held in June and October 2007 and will be repeated in June 2008.
- 3.3 Survey design and verification was developed with advice from Sustainable Transport Charity – Sustrans - and in line with DfT guidance, UK Best Practice for walking and cycle monitoring and the citywide monitoring strategy for traffic-free spaces.
- 3.4 It was also agreed with user groups that independent monitoring and reporting of incidents should be encouraged by user-groups and that other incident recording and casualty statistics will be included when they become available.
- 3.5 The Access Forum advocates recently requested that the City Council extends monitoring to non-street users to help assess the needs of people who are currently excluded or feel excluded from using the City Centre.
- 3.6 To address this request a second survey is now being formulated. It will be distributed to existing Shopmobility Users via the Access Forum, Cycle-city Workshop and other agencies and outlets during December 2007 and repeated again in May/June 2008.

4 Proposals

- 4.1 Any proposals to address access concerns should be in keeping with the integrity of creating traffic-free and people-friendly streets. They should also address the expressed need of disabled, infirm or otherwise excluded people who should benefit most from general City Centre improvements.
- 4.2 The following schemes can all make a contribution to address the challenges already raised as potential issues.
- 4.3 Timescales are subject to the identification of resources and based on evidence of similar schemes elsewhere in the East Midlands and/or following initial consideration with potential partner organisations. Including;

4.2 Short-Term proposals

4.2.1 Bikemobility:

There is scope and evident demand to significantly expand the provision of machines, training and support service already provided by Shopmobility. A wider range of human-powered and electric-assist machines for potential use in the City Centre will be made available.

- 4.2.2 There are over 400 existing Shopmobility users who utilise a fleet of up to 70 chairs and scooters within the City Inner Ring Road. At current

peak times up to 40 machines can be in use at any one time. Shopmobility in the Shires Shopping Centre will soon expand to new, larger and more accessible premises with room to accommodate a broader range of human-powered or electric-assist machines.

- 4.2.3 Cyclemagic have the widest range of specialist bicycles in the UK and already operate a bespoke bike-building and adult and special needs cycle training schemes for individuals and organisations. They currently work with Mencap, the Choices for Life Project and Ellesmere College. The Cycle Champions Project starts in January 2008 to expand and initiate similar work with non-cycling and under-represented individuals and groups, specifically women, disabled people, BME and those on a low income.
- 4.2.4 Shopmobility is currently carrying out a needs assessment and induction training that can be readily expanded in partnership with Cyclemagic. Hand-cranked or otherwise three or four-wheeled machines may be more suitable and useable for some people. Carrying shopping can be easier using a bicycle or other wheeled trolleys and machines. An accessible rickshaw service will be provided and made available on request.
- 4.2.5 A voucher system providing a free service for those in most need can be provided within the Inner Ring Road. The option of dropping off and picking up people and machines at points other than the existing Shopmobility premises such as the Bus and Train Station can be made available.
- 4.2.6 The successful expansion of this service will be reliant on the improved promotion of current and new Shopmobility services, expanded capacity for training assessment, induction, machine maintenance and periodic outreach work across the City Centre.
- 4.2.7 As a Pilot Project and partnership between Cyclemagic and Shopmobility this will require the equivalent of one part-time person, an initial marketing budget and a specialist machine purchase and adaptation budget.
- 4.2.8 Total delivery cost will be approximately £35,000. (£20,000 in year one and £15,000 in year two)
- 4.2.9 A sustainable exit strategy is likely to require the identification of match-funding and a greater emphasis and opportunity for commercial sponsorship, some charging, wider bike hire opportunities and contributions from associated projects or services making referrals.

4.3 Bike-delivery Scheme

- 4.3.1 There is scope and speculative demand that the introduction of a market to car, bus or home-delivery service will help overcome some concerns that extended walking distances across the Pedestrian Zone may exacerbate access problems for some vulnerable people. There is no delivery service provision at the current time.
- 4.3.2 Bicycle-mounted home delivery services operate in other East Midland Cities. A good example is the Veggie-Peddallers scheme operated by Sound-bites Organic Food Workers Co-operative close to Derby Market Place. Set up with a grant from the Esmee Fairburn Foundation, they deliver vegetables for payment and on referral for people in need across Derby.
- 4.3.3 Bikes 4 All are a Groundwork-based social enterprise bike project now based in premises on Queen Street adjacent to Leicester Mercury. They will organise and manage a service based on one full-time equivalent post(s) as part of their E2E (Entry to Employment) programme. A central pick up point will be established in the Market Place and a voucher and payment per load schemes will be introduced.
- 4.3.4 Referral via Shopmobility and delivery to all points within the City boundary will be promoted in the first instance. An evaluation process will be needed initially to assess the business case viability over longest distances. A pre-booking and escorted shopping trip service may be possible via Shopmobility. Market traders will be encouraged to highlight or advertise the service at point of purchase.
- 4.3.5 A paid distribution service will add to the longer-term commercial viability of the scheme and provide a practical pilot project for a zero-emission distribution system. Negotiations with a number of large businesses that require non-motorised distribution across the Pedestrian Zone are underway.
- 4.3.6 The schemes will run two Mike Burrows Eight Freight Courier Cycles in the first instance. These cost £1050 and are the preferred machine of choice for commercial courier operators in London and elsewhere.
- 4.3.7 Total delivery cost will be approximately £35,000 (£20,000 in year one and £15,000 in year two).

5 Medium-Term proposals

5.1 Cycle Rickshaw Proposals

- 5.1.1 It is proposed that a formal cycle rickshaw scheme and voluntary code of practice is established as soon as the short-term schemes are established and no later than the end of 2008 to help establish a practical working example with the social enterprise and commercial operators.

6 Longer-Term proposals

6.1 All of the above need to be enhanced and established on a longer-term basis. Some of the following proposals will need to be given serious consideration in terms of enhancing City Centre access for people in most need in due course;

6.2 A City-Bike or Velib-style Project

6.2.1 Large-scale bike hire projects like the new one in Paris and Barcelona are currently being developed for several UK cities. A 1,500 station (15,000 bikes) scheme is currently planned for the London Congestion Charge Zone for launch next financial year.

6.2.2 It will be useful for Leicester to keep a watching brief on the development of such schemes that operate in a very similar fashion to the current Bus Stop advertisement-revenue system we have with Decaux Shelters. Several of the longest-established schemes are operated by JC Decaux. However, their impact in a UK context and relevance to a city like Leicester is not yet tested.

7. Background – General

7.1 Cycling - The Council has had a policy to encourage cycling since 1985. It appointed one of the UK's first Cycling Officers and was able to maintain levels of cycling in the 1980's & 90's despite cycling declining significantly across the UK.

7.2 2001 Census results showed four per cent of Leicester residents cycling to work. Outlying wards in South & West Leicester with highest levels in the Midlands (more than six per cent). Evidence suggests cycling numbers are now increasing, significantly in some parts of the city.

7.3 Social Enterprises

7.3.1 The Cycle-city Workshop was established in 2003 to engage stakeholders, support marketing & promotions and develop community bike projects. An annual Bike Re:Cycling Seminar is hosted each year to support Social Enterprise development and promote partnerships projects between stakeholders, advocate groups, campaign organisations and agencies.

7.3.2 Leicester-based partnerships are now recognized amongst the leading examples in the UK and have attracted almost £2million to cycling primarily by addressing social inclusion needs outside of traditional transport budgets.

7.3.3 Cyclemagic are an established project that delivers, cycle training, bike recycling, bike building for people with special needs, a cycle heritage scheme based in Leicester alongside consultancy and promotional events for organisations across the UK.

- 7.3.4 Groundwork Leicester and Leicestershire's Bikes 4 All is now the largest Bike Recycling Project in the UK and rescues and recycles over 1,000 bikes per year. It also provides bike maintenance training for school, youth and community organisations and supports formal intermediate labour market schemes for hard-to-reach people.
- 7.3.5 The Sustrans Bike It Project started as a Pilot Demonstration Project in Leicester and is now nationally established.
- 7.3.6 In March 2007 we hosted the National Launch of Bikeability – the School-friendly version of the New National Standard for Cycle Training – in Queensmead School. We are now ahead of target to deliver training to 80% of primary pupils by 2011.
- 7.3.7 The Cycling Champions project with CTC (Cyclist Touring Club) will support cycling for non-cycling, under-represented, special needs or otherwise hard-to-reach groups across the city from January 2008 to 2011.
- 7.3.8 There are currently 18 commercial cycle shops in Central Leicestershire (twice more than Derby and Nottingham combined) and retail sales are reportedly strong and growing.

7.4 Connecting Leicester

- 7.4.1 A bid to Cycling England is currently being prepared to demonstrate an active decision-making role and to advocate for cycling with the general public, other partners and agencies in a bid to Cycling England that shows;
- a) *Political commitment* to support agreed strategies through the life of the project.
 - b) *Match-funding commitment* to invest LTP II and spend additional capital and revenue budgets as appropriate.
 - c) *Best Practice* for design, implementation and marketing of work.
- 7.4.2 If successful the bid will bring capital match funding for key projects, especially around the City Centre and revenue support to implement capital projects, co-ordinate training, promotion and development projects.
- 7.4.3 In particular, there are several 'missing links' in the cycle network that deter cycling particularly for new and more vulnerable cyclists. Those in and around the City Centre include;
1. *Granby Street from Grand Hotel to the Ring Road*
 2. *London Road around the train station*
 3. *Aylestone Road from Freeman's Common to Mandela Park High Street to Magazine linking DMU to the Shires*
 4. *Chuchgate & St. Johns*
 5. *St. Georges roundabout*
 6. *Wharf Street.*

7.4.4 Priority needs to be given to the integration of Office Quarter, Waterside Area & Frog Island, Riverside Corridor, & St. Georges Regeneration Areas into the network of accessible streets.

7.5 General Infrastructure

7.5.1 NCN 6 (National Cycle Network) links Watermead Park, Space Centre, The City Centre, West End and Aylestone. NCN 63 now links Evington, Leicester University, Royal Infirmary, De Montfort and Glenfield. NCN 81 Outer Orbital Route is under construction and includes a planned £1million bridge for cyclists and pedestrians across Hamilton Way.

7.5.2 NCN 77 Inner Orbital is under construction and will link Highfields, Spinney Hills, Belgrave, Waterside Area, West End and Victoria Park. When complete both new routes will provide physical safer routes to almost 80 schools in the city.

7.5.3 Work to create area-wide Safer Routes Projects in the outer suburbs has added significantly to the network of traffic free and cycle-friendly streets with reduced road danger. In line with new DfT guidelines and best practice elsewhere in the UK and EU, the new Local Transport Plan is addressing provision for cycling on the primary road network as part of major improvement projects such as London Road Corridor, Porkpie Roundabout and Upperton Road Bridge Projects.

Reference :

Full details of the following are available on request;
Member Briefing: Connecting Leicester - Cycling Development
(12/09/07)
Cycle Projects Report 2006.
Bike Re : Cycling Seminar Report (DVD) 2006
Cycle Theft Prevention Strategy 2008 (Draft)
Sound Bites Application to Esmee Fairburn Foundation
Hackney Home Bike Park Project
Employees' Cycle Scheme
CCDP - Disability Access Statement – April 2007

Decision Status

Key Decision	No
Reason	N/A
Appeared in Forward Plan	N/A
Executive or Council Decision	Executive (Cabinet)