

Vision

- Reduce car use
- Change the way people think about travelling around the city
- Positively change attitudes towards cycling
- Make cycling safer
- Cycling as a natural, realistic and attractive choice, creating a cycling culture
- Improved air quality
- Improved community health
- Internationally recognised cycling city

Roles and Responsibilities

| |
|---|
| Project Champion/Sponsor |
| Cllr Mark Bradshaw (BCC) Cllr Terry Cook (BCC) Cllr Brian Allinson (SGC) David Bishop (BCC) Peter Jackson (SGC) |

| Project Board | | | | |
|--|---|--|---|--|
| Customer Representative (Senior User) - Cyclist Peter Lipman SUSTRANS | Customer Representative (Senior User) – Health Hugh Annett PCT | Project Executive Colin Knight BCC | Senior Representative (Senior Supplier) Bob Hewett BCC | Supplier Representative (Senior Supplier) Peter Allen South Glos. |

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| Administration Support |
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| Project Team |
| Interim Project Manager John Roy (BCC) Deputy Interim Project Manager Mark Parry (S.Glos) |

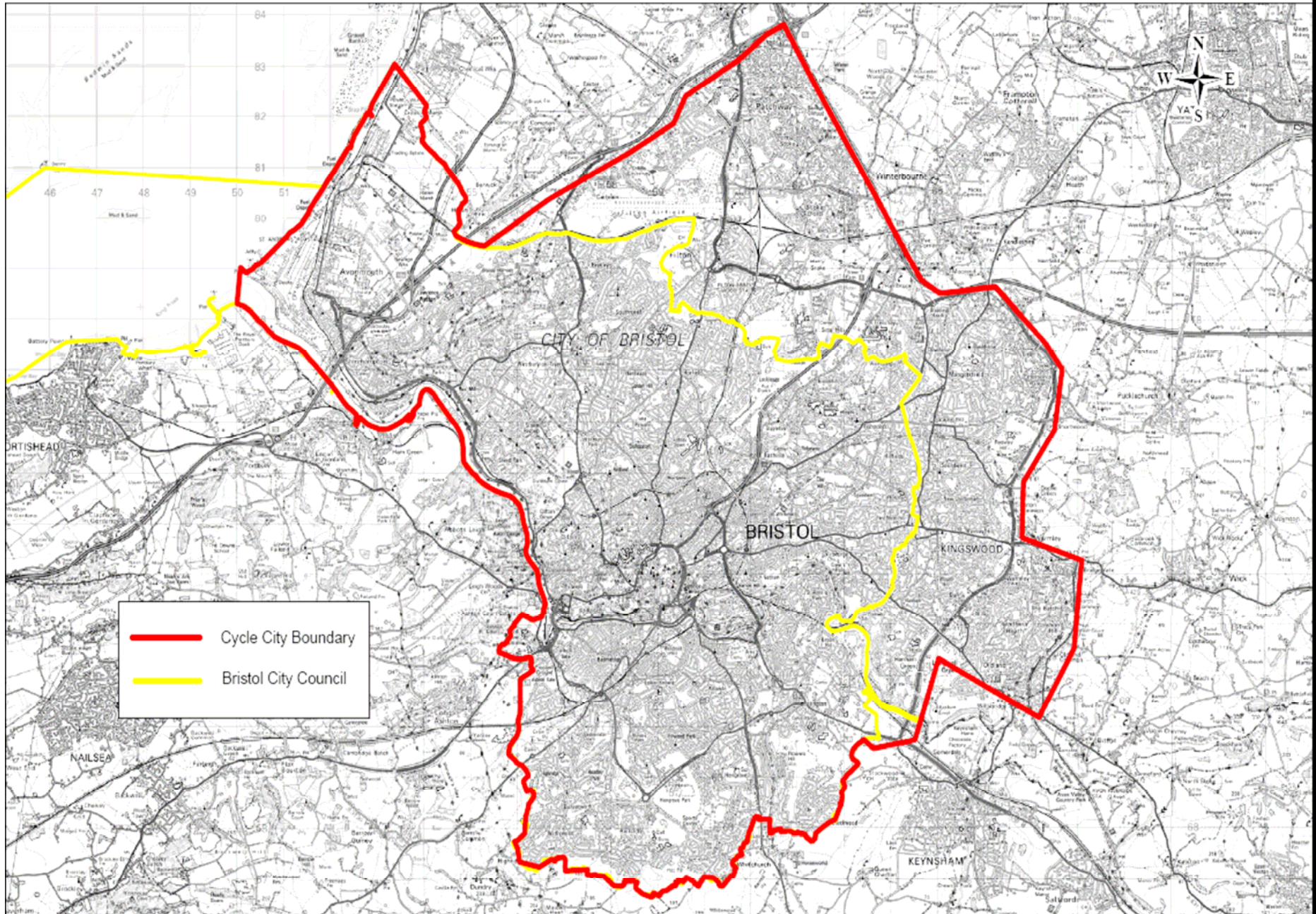
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|---------------------------|
| Finance Representative |
|---------------------------|

| Project Team | | | | |
|---|---|--|---|--|
| Infrastructure Andy Whitehead (Interim) Jon Usher | Smarter Choices Matt Barrett (Interim) | Bikeability Gill Calloway (Interim) | Events, Promotion, Identity and Branding Jan Harvey (Interim) | Strategic Partnership Working Polly Bennett (Interim) |

Funding

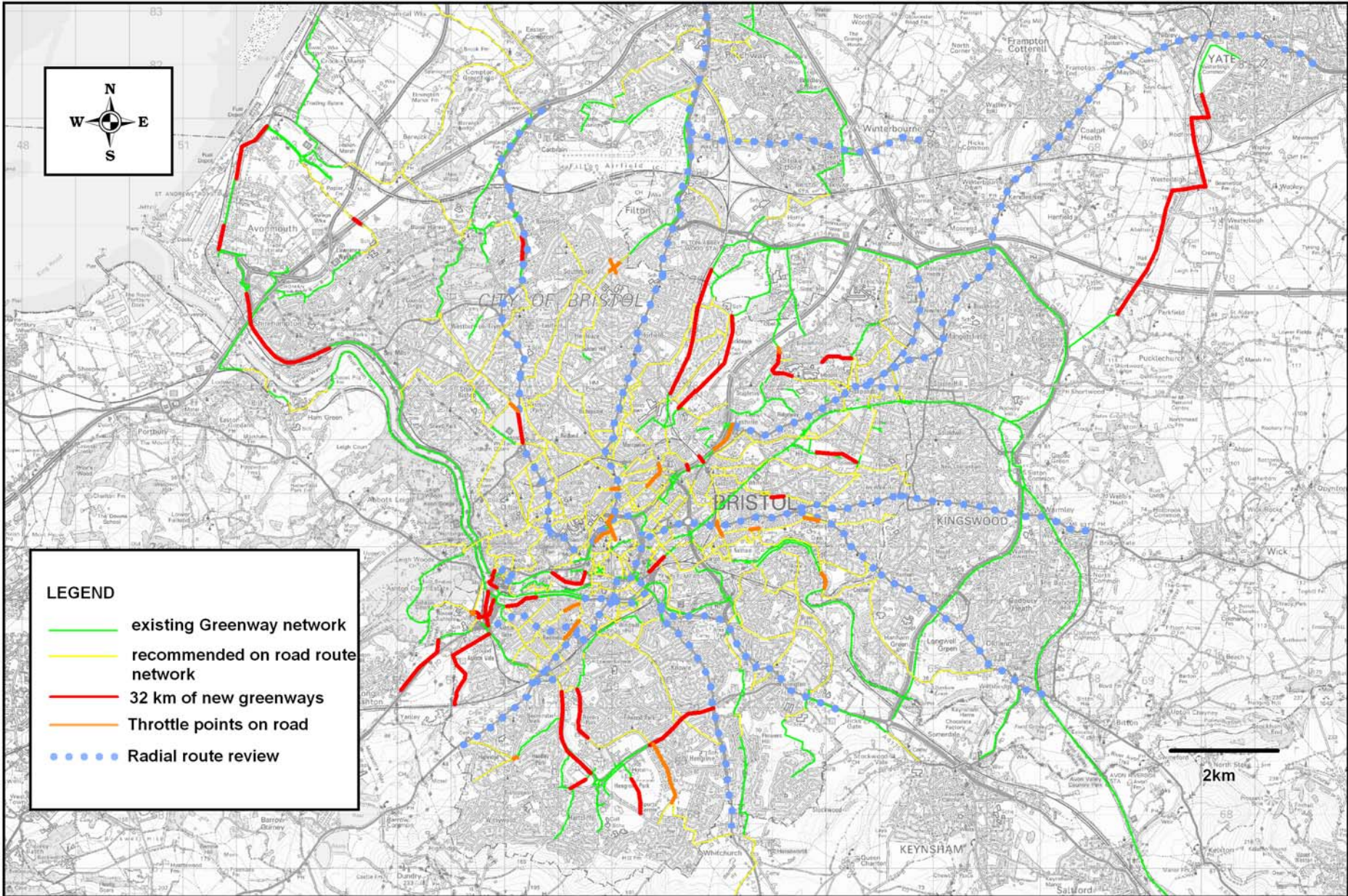
- March 2011
- Revenue & Capital

| | Cycle City Funding | Match Funding | |
|-----------------------|--------------------|---------------|-----------|
| | | BCC | SGC |
| Sept 08 – April 09 | 1.4 million | 1,008,000 | 392,000 |
| April 09 – April 2010 | 5 million | 3,600,000 | 1,400,000 |
| April 10 – April 2011 | 5 million | 3,600,000 | 1,400,000 |



Infrastructure





LEGEND

- existing Greenway network
- recommended on road route network
- 32 km of new greenways
- Throttle points on road
- Radial route review

2km

Smarter Choices

- School travel plans
- Work travel plans
- Personal web-based travel planner
- Free maps and guides



Bikeability

- Every Year 5 + 6 pupil given the opportunity for cycle training
- Refresher training
- Educate inconsiderate cyclists

Branding & Identity



We Need You

- Opportunities
- Barriers/risks
- Realistic
- Corporate buy-in

