

# Destination Hereford



# Aim of Today

- To update you on our exciting new active travel projects - Destination Hereford



# Recent Funding Applications

## Transition Fund 2016/17

Prize – up to £500k (revenue only)



Destination Hereford Phase 2  
£419k

## Access Fund 2017/18 – 2019/20

Prize – up to £1.5m (revenue only)



Destination Hereford Phase 3  
£1.5m

## Primary Objectives:

- Access to new and existing employment, education and training
- Increased levels of physical activity through walking and cycling

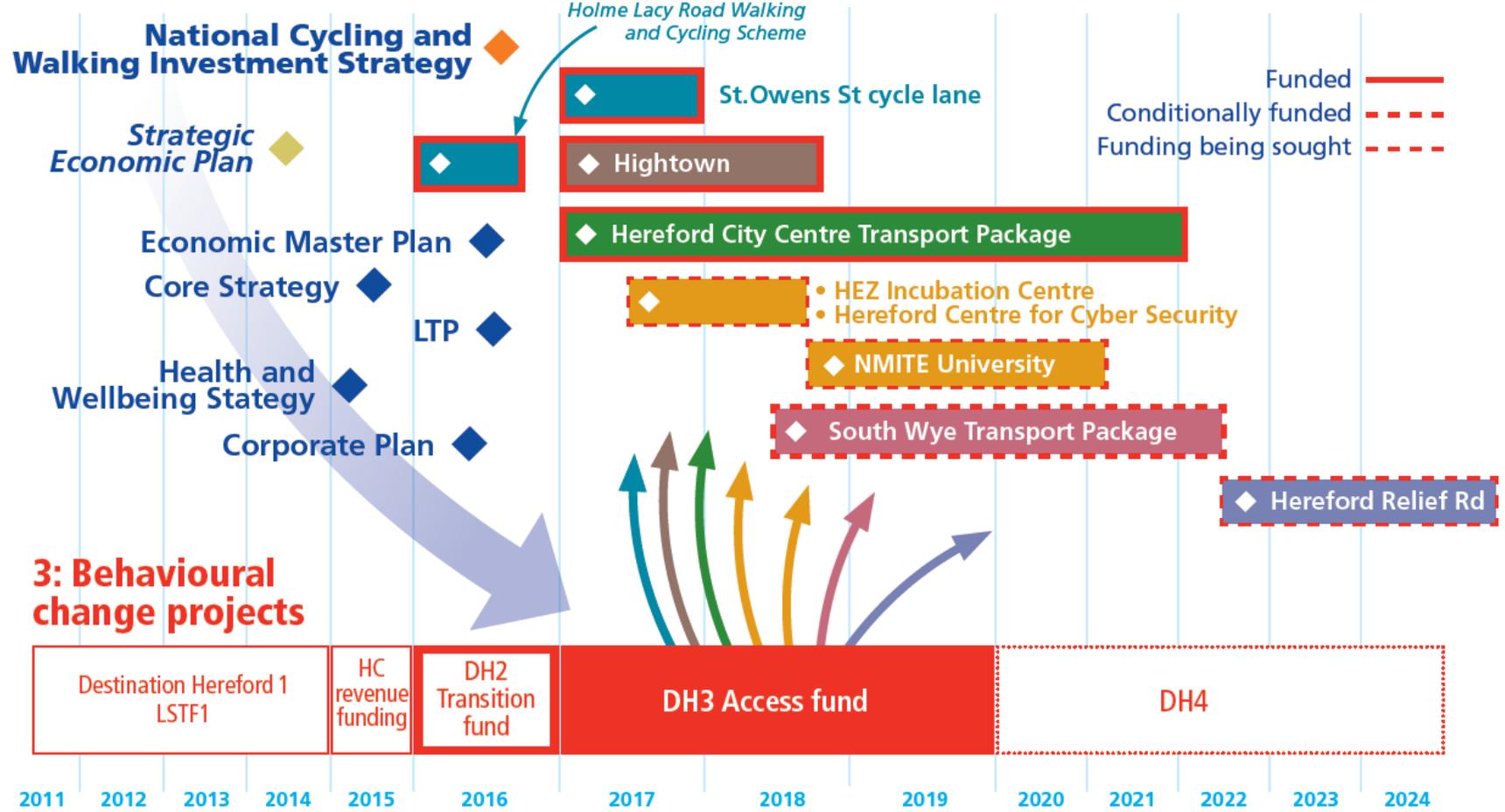
## Secondary Objectives

- CO<sub>2</sub> reduction and air quality
- Reduced traffic congestion through providing travel choices



# 1: Strategies (Published and adopted)

# 2: Infrastructure projects



# **Destination Hereford Phase 2**

**2016/17**



# Destination Hereford 2 Elements



## Park and Choose review

**90%** of registered users have been contacted

*"I am a regular user of the Belmont car park. It has made a big difference to me as I can now avoid the nightmare of the 30 minute crawl into the city at 8.30 a.m."*

*The bike goes into the back of my car and I cycle through the Country Park and onto the Great Western Way to get into town. Not only do I save time and frustration, I also have a life-enhancing and fitness maintaining ride several times a week.*

*Please, please do not think of doing away with the scheme. I think that with our ever-expanding network of cycle routes, and schemes such as Park and Choose, Hereford is doing a lot better than many other comparable towns and cities."*



*"Pete and I still use the space it is a fantastic scheme for us, we use it 2 or 3 times each week and Pete reckons it is saving us over 8000 miles so this is great, please don't stop the scheme."*

## Into work

Working with Job Centre + and Social Care

**50** free bus travel packs delivered to enable free travel to interviews

**32** bikes purchased to support 16+ travel to work



## Future

Joint working at South Wye Events

Support consultation for South Wye package



Choose how you move

# Transition Fund Impact Report

Choose how you move press and poster Active Travel campaign



## Engaging People

Out and about in Hereford

**615** people attended Choose how you move events and received travel advice

**100** students at Freshers Fair received guidance on active routes to college

**114** bikes security marked

**24** bikes checked by Dr Bike

Explore the city...  
traffic-free!

Every Sunday in this city

Join us for a series of lovely, leisurely walks around the city, using the network of traffic-free paths.



# Getting Hereford Active

## Motivating and supporting the City's residents and commuters

**380+** people signed up to Get Walking

**34,000 km** logged on get walking via website and apps

**70** in 8 led walks showcasing the traffic free network



## Supporting local businesses and commuters

**48** businesses in Travel to Work Network

**16,601** employees reached

**31** grants for workplace facilities

*"Just a quick thank you for your assistance in installing our new bike rack. Really impressed with the speed and efficiency with which it was arranged."*



## Changing habits, attitudes and building confidence



*"Our daughter Izzy arrived as a complete non-cyclist and left two hours later able to cycle and with a much-boosted confidence."*

*She has been announcing "I can cycle" on a regular basis since the session"*

### Learn to ride session

*"We thought the course was absolutely brilliant, thank you so much for all of your hard work with Freddie he got there in the end and was so chuffed. I would totally recommend the course to everyone I know."*

**40** adults have received cycle training since April

**1169** Year 6 Pupils achieved Bikeability Level 2

**1743** pupils have participated in active travel activities in school and holidays



*"I would like to thank all those involved in arranging such a great event."*

*The staff really appreciated the information and services provided and hopefully we may be able to set up a Cycle to Work scheme here in the future to promote cycling to work."*

## Building capability promoting Healthy Lifestyles

**90** people have achieved a Royal Society for the Protection of Health Level 2 Health Improvement course

**13** people are undertaking a Level 3 Health Trainer City and Guilds qualification

## Targeting returning and reluctant riders - Shirley and the Bicycle Ambassadors

**200** Tupsley residents interviewed by Bicycle Ambassadors

**107** people have signed up to become Bicycle Ambassadors

**60** people attended a successful 'Playing out' session.

**48+** women have faced their fears and joined in with a Shirley's Wheels ride since June

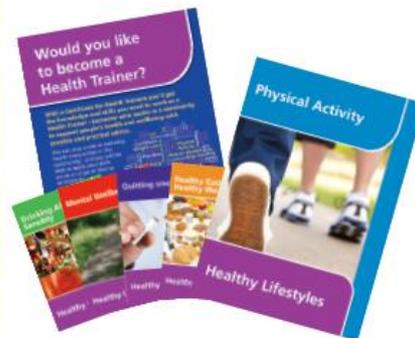
**120** people attended the Women and Cycling Conference



*"I hadn't ridden a bike for about 19 years, until today. The Ambassadors are so supportive and I feel that after I have been on a couple more Shirley's Wheels rides on the roads where I live, and done a session with a trainer, I will be competent and confident and ready to ride the scenic route to work before the road is complete. I can't wait to get started."*



Herefordshire hosted the 2nd National Women and Cycling Conference



# FREE

## half-term cycling activities in Hereford



### Learn to Ride sessions

Mon 13 Feb, 10-12pm or 12.30-2.30pm

### Learn to Ride sessions

Tues 14 Feb, 10-12pm

### Cycle Skills

Tues 14 Feb, 12.30-2.30pm

### Learn to Ride sessions

Wed 15 Feb 10-12pm

### Cycle Skills

Wed 15 Feb, 12.30-2.30pm

### Fix your bike

Thurs 16 Feb, 10-1pm

### Bike Club

Thurs 16 Feb, 2-4pm

### Bikeability

Fri 17 Feb, 9.30-3pm

### Learn to Ride sessions

Two-hour sessions for 5-11 year olds, to help young riders move from balance bikes or stabilisers onto pedals. *Parents are required to stay for these sessions*

### Cycle skills

Two-hour sessions for 6-11 year olds to learn skills for cycling on the road. *Parents are not required to stay during these sessions*

### Fix your bike

Three-hour session for 10-14 year olds, to learn repair skills to keep bikes roadworthy. *Parents are not required to stay during these sessions*

### Level 2 Bikeability training

For Year 6 pupils who may have missed it at school. *Parents are not required to stay during these sessions*

### Bike Club

A fun-filled day of cycling activities. Learn basic techniques and improve your cycling skills. Have a go at our games and competitions, with prizes to be won! For children from 6-11 years. *Parents are not required to stay during these sessions*

Booking is essential for all activities



All activities take place at The Hereford Academy, Marlbrook Road, HR2 7NG

To find out more and to book, please contact Kierson Wise:  
m: 07788 336216 e: [Kierson.Wise@sustrans.org.uk](mailto:Kierson.Wise@sustrans.org.uk)



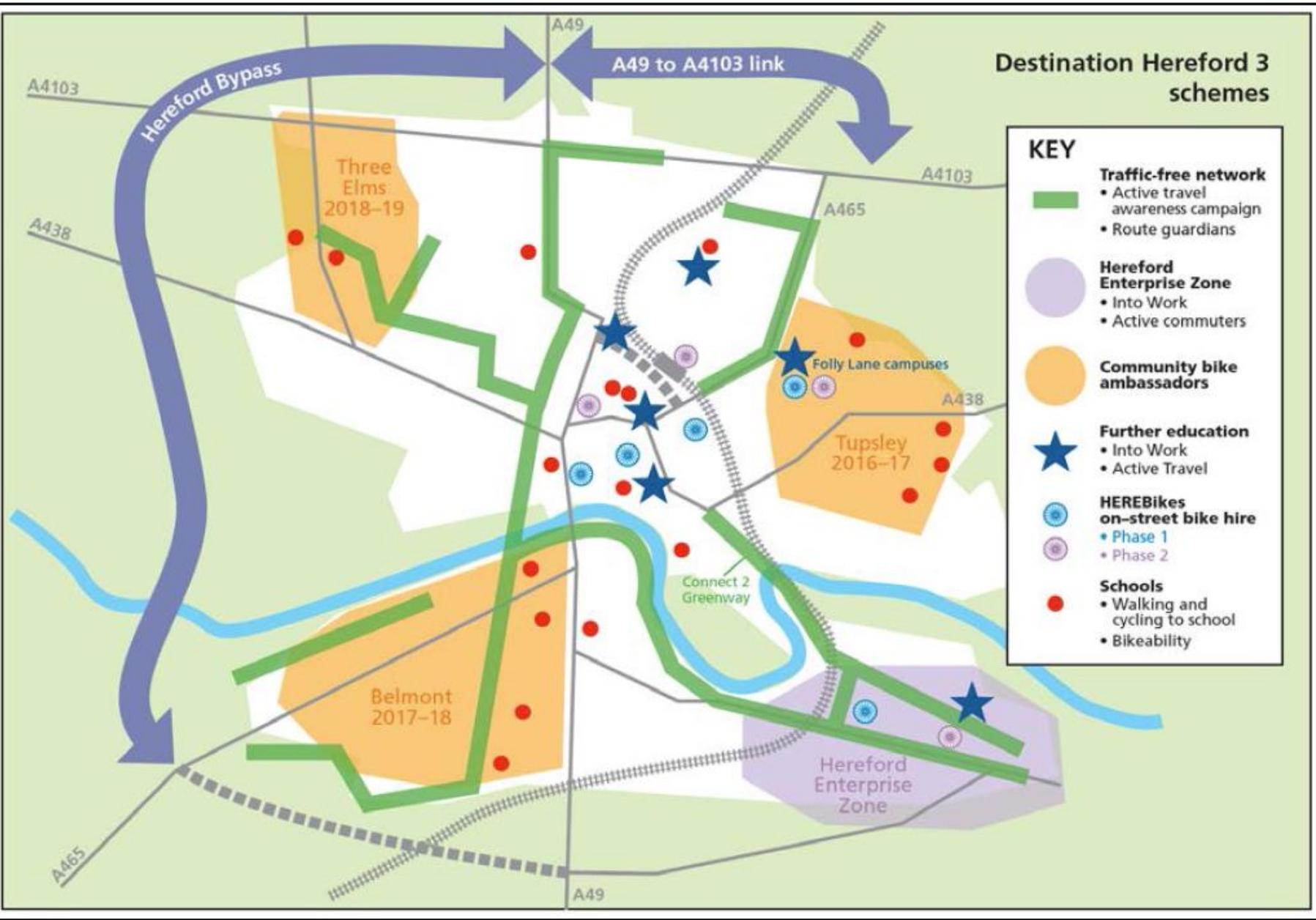
# **Destination Hereford Phase 3**

**2017/18 – 2019/20**





## Destination Hereford 3 schemes



KEY	
	<b>Traffic-free network</b>
	• Active travel awareness campaign
	• Route guardians
	<b>Hereford Enterprise Zone</b>
	• Into Work
	• Active commuters
	<b>Community bike ambassadors</b>
	<b>Further education</b>
	• Into Work
	• Active Travel
	<b>HEREBikes on-street bike hire</b>
	• Phase 1
	• Phase 2
	<b>Schools</b>
	• Walking and cycling to school
	• Bikeability

# Who are we currently working with?

Destination

Hereford 3

Relationships



# Any Questions?

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