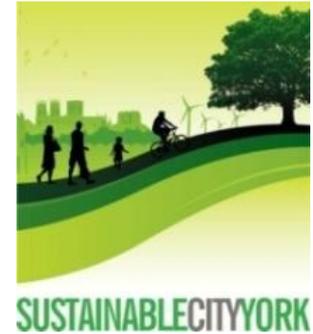


Challenge 4

How can footfall and transport be used innovatively to generate income and improve environmental sustainability in the city?

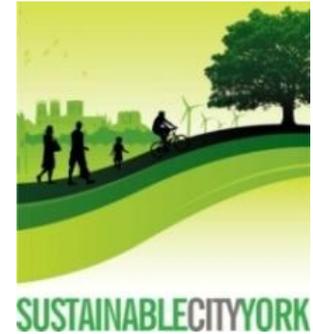
Challenge 4



Current transport issues

- It is expected that there will be a significant growth in jobs and housing over the next 15 - 20 years. This may lead to:
- Increase pressure on road network
- Increase carbon emissions that contribute to global warming and climate change
- Increase air pollutants

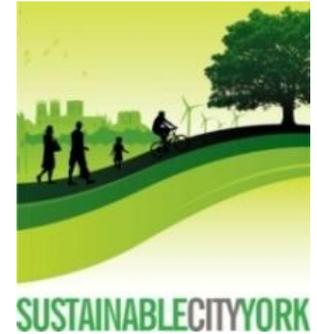
Challenge 4



Current transport issues

- Significant problems include:
- Increase congestion delays on the network result in unreliable journey times and longer journeys, particularly at busy periods and particularly on the Outer Ring Road.
- Numerous roads experience traffic speeds of less than 10 mph at peak times of day, particularly in and around the city centre.
- Inner Ring Road and sections of the roads approaching it are part of the city's first designated Air Quality Management Area and air quality is deteriorating across the city.

Challenge 4



Current transport issues

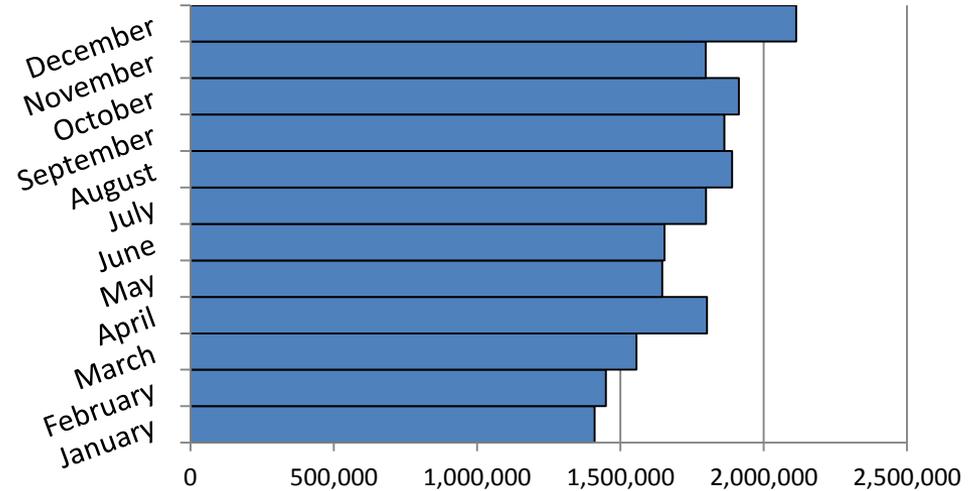
- To address these issues there are plans and strategies including
- Local Transport Plan 3
- Local Development Framework
- Intelligent Travel York
- New park and ride schemes
- For more details on the above visit www.york.gov.uk/transport/

City Centre Footfall

City Centre footfall is only available from certain streets but allows us to demonstrate footfall within the Wifi zone.

Footfall (total 2011)	
Coney Street	12,451,367
Parliament Street	8,436,902
TOTAL	20,888,269
Monthly Footfall	
Month	Total
January	1,409,882
February	1,448,816
March	1,556,203
April	1,801,731
May	1,645,269
June	1,653,114
July	1,798,192
August	1,889,045
September	1,862,651
October	1,912,853
November	1,797,793
December	2,112,720
Tourism	
2008	7 million visitors

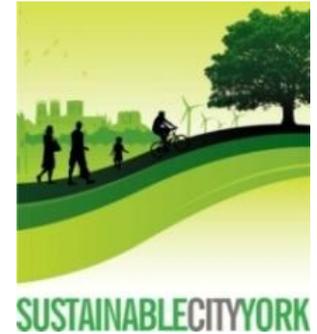
Monthly Footfall



Footfall and Tourism



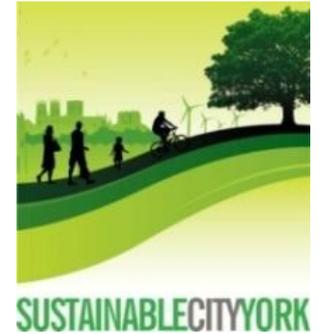
Challenge 4



Current climate change issues

- Human activity such as burning fossil fuels to power our homes and motorised vehicles is producing harmful greenhouse gas emissions like carbon dioxide (CO₂) and is contributing to climate change

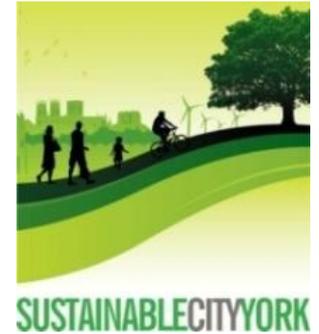
Challenge 4



Current climate change issues

- In York our carbon emissions come from 3 main sources:
 1. Industry and commerce
 2. Domestic
 3. Transport

Challenge 4

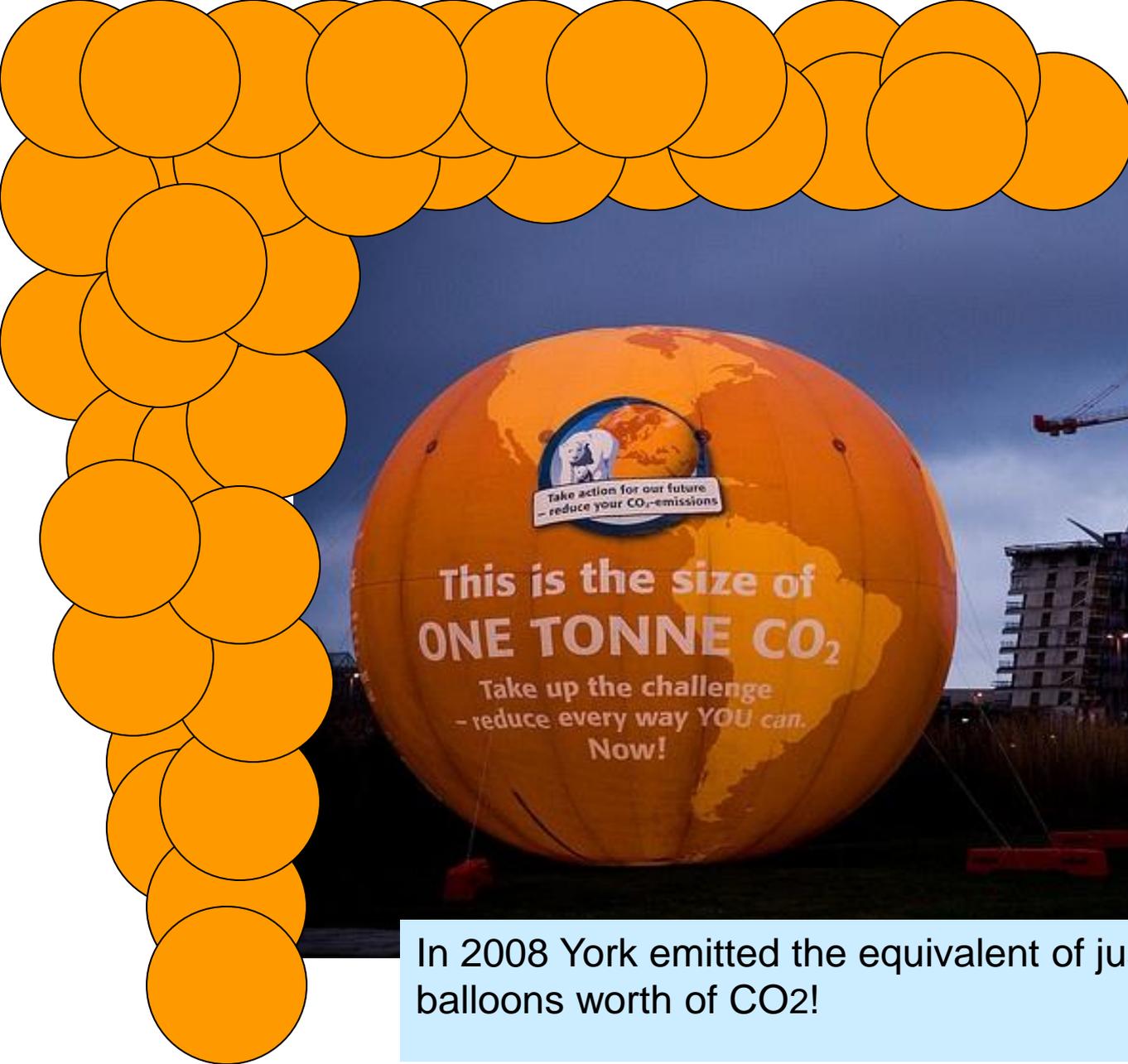


Current climate change issues

- This is what one tonne of carbon dioxide looks like



(Image: CO2 Sense)



In 2008 York emitted the equivalent of just under 1.2 million balloons worth of CO2!

(Image: CO2 Sense)



THE CHALLENGE

(Image: CO2 Sense)



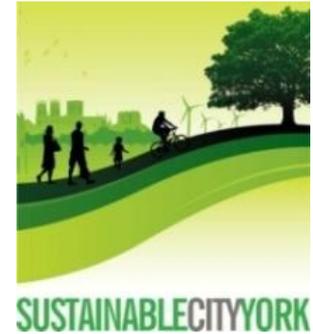
40 %

reduction

In York we are committed to reducing CO₂ emissions by 40% by 2020 (based on a 2005 baseline). We therefore need to save the equivalent of just over 650,000 balloons worth of CO₂ by 2020

(Image: CO₂ Sense)

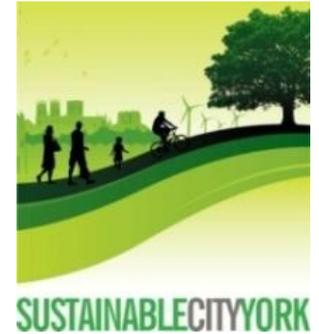
Challenge 4



Current Climate Change issues

- In York we spend £312 million a year on energy bill.
- We can reduce this through energy efficient measures – for example cavity walls can save you up to £135 a year on your fuel bills.
- Generating clean, renewable energy can also save on our fuel bills
- In York we generate just under 9 Mega Watts of energy from renewable energy sources

Challenge 4

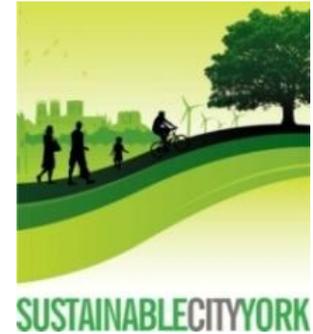


Current Climate Change issues

- The city is committed to generating just under 40MW of installed renewable energy electricity capacity and 15.1 MW of renewable heat capacity by 2020.



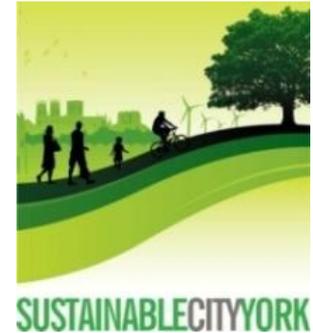
Challenge 4



Current Climate Change issues

- To meet city targets a range of actions and plans are in place:
- Climate Change Framework and Action Plan
- Local Transport Plan 3
- Local Development Framework
- Intelligent Travel York
- New park and ride schemes
- For more details on the above visit www.york.gov.uk/environment/sustainability/

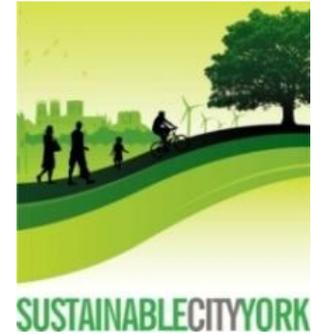
Challenge 4



Current Air Quality issues

- The City has 2 Air Quality Management Areas where Nitrogen Oxide levels are elevated:
 - 1 – five locations around the inner ring road
 - 2 – Fulford (Main street area)
- Nitrogen dioxide is a brown gas arising mainly from vehicle emissions
- Air pollutants can be harmful to human health
- For more details on the above visit www.york.gov.uk/environment/Pollution/air_pollution/Air_pollution_levels_in_York/aqma/

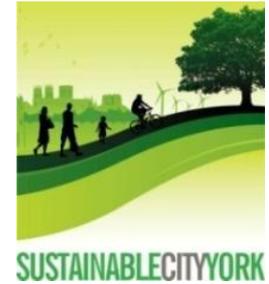
Challenge 4



Current Air Quality issues

- There are actions and strategies to address these issues including
- Air Quality Action Plans
- Local Transport Plan
- Local Development Framework
- For more information visit:
- www.york.gov.uk/environment/Pollution/air_pollution/Air_pollution_levels_in_York/aqma/

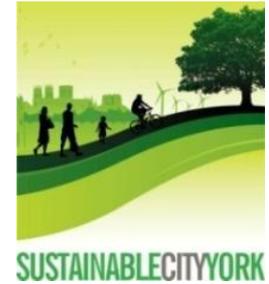
Challenge 4



What may be the benefits to tackling this challenge?

- Did you know that the average drive to school and back releases more than 800g of carbon dioxide into the air – that's enough to inflate over 60 party balloons! (Source: www.cyclingcityyork.org.uk/go-cycle/why-cycle/) .
- Walking and cycling are environmentally friendly forms of transport because they reduce carbon emissions, pollution.
- They also reduce the number of cars on the road and therefore congestion.

Challenge 4

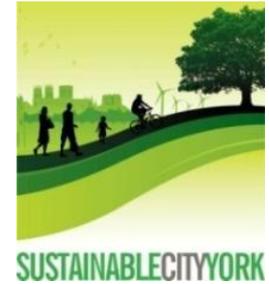


What may be the benefits to tackling this challenge?

Regular walking and/or cycling

- Improves your fitness, and can help you maintain a healthy weight, lower your risk of a heart attack and help to reduce stress.
- Walking and cycling also require no road tax, no MOT, no compulsory insurance, no licensing, no breakdown recovery services and, above all, no fuel. They save you money!

Challenge 4

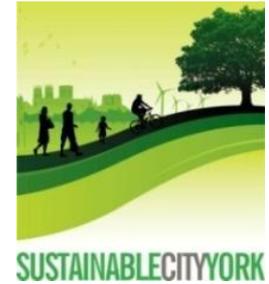


What may be the benefits to tackling this challenge?

More people on the buses

- Buses reduce the number of cars on the roads and can help to alleviate congestion and pollution. New buses also emit less carbon emissions and pollutants than older buses. You can even get electric buses and hybrid buses now.
- Like bicycles, going on the bus saves you money as you will not require road tax, a MOT, compulsory insurance, no breakdown recovery services and, above all, fuel.

Challenge 4

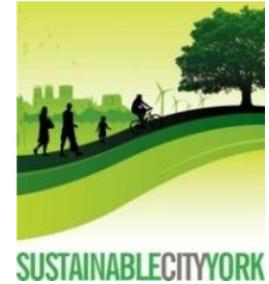


What may be the benefits to tackling this challenge?

If we can generate more footfall and income?

- If we can increase footfall into the city centre this will also support our local economy, local traders and local attractions. The more money people and / or businesses have (or save) in the city, the better the quality of life for everyone and the more money we have to spend locally and further support our local economy.

Challenge 4

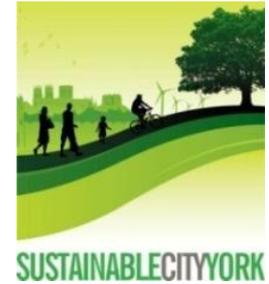


What may be the benefits to tackling this challenge?

If we can improve environmental sustainability?

- Less motorised cars and other forms of motorised transport will mean that we have cleaner air which is better for our health and our natural environment.
- It will also mean less carbon emissions that contribute to a global warming and climate change. For example an electric car has zero carbon emissions!
- We can also capture and generate energy from renewable sources like people and their kinetic energy to power our lights and instead of burning fossil fuels which produce harmful pollutants.

Challenge 4



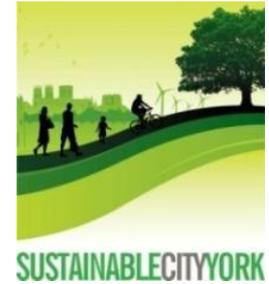
What may be the benefits to tackling this challenge?

If we can improve environmental sustainability?

In a regional study that assessed the likely impacts and future changes in climate for our region up to 2050, the following findings were predicted:

- Annual average daily temperatures rising, by almost 2 degrees centigrade
- Increasing average temperatures, with summer temperatures more regularly reaching 34 degrees centigrade
- A reduction in annual rainfall of up to 6%
- Greater seasonality of rainfall, with increases in winter combined with significant reductions in summer

Challenge 4



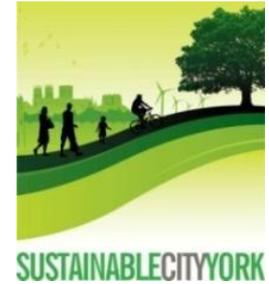
What may be the benefits to tackling this challenge?

If we can improve environmental sustainability?

This changes in climate may not sound serious but the likely impacts predicted included:

- Increased flooding from rivers, the sea and drainage
- Damage to business premises and other business assets
- Water shortage affecting agricultural practices
- Changing pests and disease affecting agriculture and biodiversity
- increased pressure on the emergency services
- Disruptions to transport infrastructure
- (Source: <http://www.adaptyh.co.uk/>)

Challenge 4



What may be the benefits to tackling this challenge?

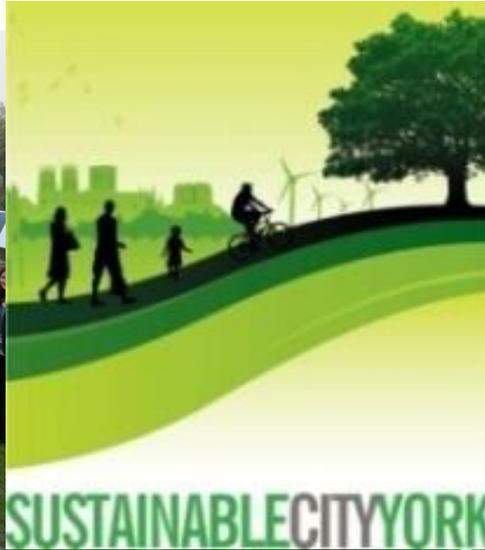
If we can improve environmental sustainability?

- Work is already underway to help the city prepare for a changing climate
- if we can reduce our carbon emissions locally, as well as globally, we can mitigate and reduce the impact of a changing climate in the future.
- If we don't begin to reduce carbon emissions, future generations in York may experience some or all of the impacts mentioned above, and our natural environment which makes York special, will be altered.
- If we don't prepare for such changes it will also cost us money to deal with such events in the future.

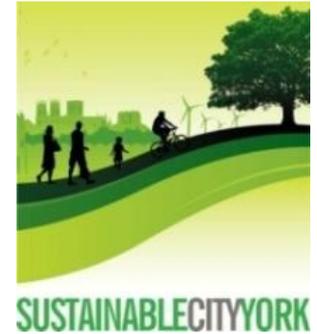
Tackling this challenge will mean Less of this?



and more healthy people to enjoy
a healthy environment



Challenge 4



We need your GeniUS:

How can footfall and transport be used innovatively to generate income and improve environmental sustainability in the city?

So, if you've got an idea on how to tackle this challenge tell us at www.geniusyork.com