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The purpose of this report is to inform the committee of promotion work in support of cycling in the city.

Cycle Promotion Budget

The cycle promotion budget for the 1998/99 financial year was structured as follows:

Schools Cycle Programme	\$15,000
Profile Raising Programme	\$75,000
Workplace Cycle Programme	\$20,000
Cycle Promotion Programme	\$50,000
City Bike Events	\$45,000

Prior to expending any of these large pools of cycle promotion money this financial year, an in-depth market research programme was conducted. This programme evaluated attitudes to cycling, identified some of the obstacles to cycling, and set a series of benchmarks against which the success of future promotions programmes can be evaluated.

Profile Raising Programme: With the completion of the research programme (\$26,000 total which was paid for from the above areas), a Promotions Strategy Group is forming a multi-year promotions programme. It is intended to run the first element of this programme during late summer/autumn. This promotional activity will use the profile raising moneys, and may be supplemented by road safety programme moneys, depending upon the messages to be conveyed.

City Bike Events: The City Bike Events money is being directed toward the following:

- Promoting and providing secure cycle parking at every SummerTimes event in Hagley Park this year. There has been tremendous positive feedback for the concept so far. Avanti are sponsoring a free give-away bike lucky draw for each event.
- Bike-to-work-day. 17 February will be a bike to work day with a free commuter breakfast in the square. The event is supported by cafes and hotels, will have a speech by the mayor, and will feature a jazz band for background music.
- Active Christchurch: Every Sunday, a led bike ride starts from Hagley Park. Numbers vary from about 17 to 30 each week. Those who go enjoy it.
- Mountain Bike Fun day: Additional support to pull together a number of organisations running a fun-day in the plantation
- Fun Ride: Funding to be spent during this financial year to establish a Park To Pier fun ride for October or November 1999.

Cycle Promotion Programme: The money from this programme goes to maintain the Press cycling page (run monthly), and will be used to generate a cycle map (after the network plan is confirmed), and an updated and reprinted Cycle Strategy.

Schools and Workplace Programmes: The specific terms of reference for the schools and workplace research programmes have yet to be determined.

Chairman's

Recommendation: That the information be received.