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Corporate Plan Output: 9.5.57	

The purpose of this report is to inform the Committee of the cycle promotion programme that has recently started.

HIGH PROFILE PROMOTIONS PROGRAMME

In October and November 1998, a market research programme, exploring attitudes to cycling in Christchurch, was completed. A Promotions Strategy Team was formed to study the report. The team comprised Council officers from City Streets, City Design, Communications and Activities Units, and the original market researcher, marketing consultant, a member of the Cycle Steering Group, and the Christchurch Road Safety Co-ordinator.

The Strategy Team developed a list of priorities of messages (about cycling), that they wanted communicated to the general public.

Following standard council competitive tendering procedures, the company UMC Advertising was selected to produce a detailed communications strategy and promotional programme.

The result of the programme work to this point is a cartoon character called "Annabel". In the first stage of this programme, through a series of newspaper, and TV strips, Annabel is developing the themes of:

- Improving the image of cycling – in particular associating the positive benefits of cycling with Christchurch
- Increasing awareness of cyclists vulnerability – the messages to drivers are attempting to familiarise them with difficult situations from a cyclist's perspective.
- Developing mutual respect – in particular conveying the theme that cyclists and vehicle drivers can get on perfectly well on the road.

Some examples are attached to this report.

PROGRAMME DETAILS

The current TV and newspaper season has cartoons appearing twice a week in the Star (editorial page) and Press (TV page), until the middle of November. The TV commercials will be shown 4 times a day, two weeks in June, two weeks in July and one week in August. The programme is costing \$85,000. This is split \$50,000 from cycle promotion budget and \$35,000 from road safety co-ordinators budget.

Depending on the success of the programme (to be measured through the Council's cycle survey in October/November, and the standard media response surveys) it is possible to extend the programme, concentrating on child safety issues in February/March next year.

Chairman's

Recommendation: That the information be received.