

CYCLING ENGLAND - WORK PLAN BUDGET 2005/06

Programme theme	Task/Project	Year 1: Estimated costs, (£000s)	
		REVENUE	CAPITAL
PT1. YOUTH - TRAINING & SCHOOLS CYCLING		700	1,150
	A. Training Standard - promotion/ helpline/ reference group	150	
	B. Instructor training	175	
	C. Accreditation/assessment	175	
	D. School Travel Advisers support	50	
	E. Schools and Skills - Bike It development	150	150
	F. Cycling to school provision		1,000
PT2. NATIONAL SUPPORT FOR LOCAL PROVIDERS		400	
	A. Support through engagement with local authority professional staff	250	
	B. Skills package - professional training/ benchmarking/ promoting CF12	120	
	C. Leadership - senior officials in Govt Offices and LAs	30	
PT3. PLACE		530	1,950
	A. Five Demonstration Towns, to include: school training; local employers' scheme; PCT involvement; work place travel planning; engagement with public transport operators.	530	1,950
PT4. HEALTH		40	
	A. Specialist health advice	40	
PT5. MARKETING/COMMUNICATIONS		420	
	A. Advertising agency - creative/ production	165	
	B. Promotions - bikeforall/ public relations/ websites/electronic journey planning	135	
	C. Bike Week/ exhibitions/ sponsorship/LACPG	120	
Central support		160	
	A. Monitoring/ evaluation	100	
	B. Staffing	60	
Total		2,250	3,100