





# Access Fund for Sustainable Travel Revenue Competition - Application Form

Bids should be no more than 30 pages long (excluding the cover page, S151 officer signature page, and any supporting documents listed as exempt in the <u>guidance</u> <u>document</u>).

## **Applicant Information**

#### Local transport authority name(s):

North Yorkshire County Council (NYCC)

#### **Bid Manager Name and position:**

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Website address for published bid: http://www.northyorks.gov.uk/transportplans

When authorities submit a bid for funding to the Department, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within two working days of submitting the final bid to the Department. The Department reserves the right to deem the business case as non-compliant if this is not adhered to.

### **SECTION A - Project description and funding profile**

A1. Project name: Open North Yorkshire	
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#### A2. Headline description:

Open North Yorkshire will achieve increased cycling and walking at key growth centres in the County: the coastal town of Scarborough, urban centre of Harrogate, and Skipton, a rural town. The objectives are:

- achieve substantial mode shift to help reduce congestion by increasing walking and doubling cycle trips made by the target audience
- facilitate access to bicycles and improve confidence of new cyclists through innovative training and route information (extending the successful Open Harrogate concept);
- reduce the number of cyclist casualties by implementing a safe systems approach;
- targeted travel and journey planning linked to economic growth (employment & housing).

A3. Type of bid
a) This bid is:
<b>Revenue only</b> , and I confirm we have made provisions for a minimum additional 10% matched contribution
Whilst this bid is revenue only there are strong links to various capital infrastructure schemes including Local Growth Fund projects as detailed in the bid.
☐ Revenue & Capital, and I confirm we have sourced the capital funding locally and have made provisions for a minimum additional 10% matched contribution.
b) If your bid is reliant on capital funding, please select one of the following options:  Reliant on new bid to Local Growth Fund. This bid is reliant on capital funding from the Local Growth Fund and work cannot progress if LGF funding is not secured. (If so, please indicate the page number(s) in the Strategic Economic Plan that corresponds with the relevant capital investment(s):
Contains Local Growth Fund contribution, but not reliant on it. This bid contains a local contribution from the Local Growth Fund, but the work can still progress as planned if LGF funding is not secured.
Does not contain any Local Growth Fund contribution. The local contributions in this bid have been secured from sources other than a new bid to the Local Growth Fund, and there are therefore no relevant links to the LGF.
A4. Total package cost (£m): 1.089
A5. Total DfT revenue funding contribution sought (£m): 0.974

#### A6. Local contribution (£m):

£61,000 - NYCC Highways & Transportation

£25,000 - Developer funding (monies secured for travel awareness measures in Cardale Park area of Harrogate – copy of s106 agreement available on request)

£5000 – NYCC Public Health - Pathways to Health project - this funding will contribute towards promoting walking routes in Scarborough to achieve health benefits

£9000 – Yorkshire Dales National Park Authority – leisure cycling promotion and staff resource for Cyclethedales.org.uk website refresh (Project Element 2)

£14,850 - North Yorkshire Wheels 2 Work contribution

This equates to a 10.5% contribution.

## Additional linked funding/projects and in-kind contributions (not included in match funding calculation)

£60,000 - NYCC cycle infrastructure scheme development (Project Element 4)

£55,000 – NYCC in-kind contribution - existing staff time on project management, evaluation and monitoring 2017-2020

£40,000 – Public Health - Pathways to Health project improving Public Rights of Way and promoting health benefits of walking in Scarborough

£uncosted – Northern and Transpennine support for train ticket discounts/ promotions linked to Open North Yorkshire and cycle facilities as indicated in the franchise agreements (Project Element 3)

£uncosted – various developer funded cycle/walking improvements (secured from planning applications and to be delivered 2017-2020) located in close proximity to employment & housing sites in Scarborough/Skipton/Harrogate.

Taking into account these additional in-kind contributions and linked funding would equate to at least a 25% local contribution.

## Linked York, North Yorkshire & East Riding Local Enterprise Partnership Local Growth Fund 3 Projects

http://www.businessinspiredgrowth.com/wp-content/uploads/2016/07/YNYER-Growth-Deal-3-Final-28th-July-Submission-min-size.pdf

£35m - Skipton Employment and housing growth

£96m – Scarborough – improving highway capacity and new infrastructure

£1m – Harrogate Station/centre redevelopment

Letters of support from partnership bodies including confirmation of any local contribution are included in Annex D.

A7. Equality Analysis	
Has any Equality Analysis been undertaken in line with the Equality Duty?	
∑ Yes ☐ No	

#### A8. Partnership bodies:

NYCC will work in close partnership with the district councils (the local planning authorities) for each of the three locations on project delivery, particularly when working with developers and linking to the local business community. We will work with the two charities providing North Yorkshire Wheels 2 Work schemes to support access to work and training where no suitable alternative transport exists. We will also liaise closely with rail operators to establish cycle-rail hubs where commuting and personal business trips by bicycle to railway stations will be encouraged. There are local Cycling Forums in Scarborough and Harrogate that we will engage with throughout project planning and delivery.

The governance organogram in Annex B indicates partnership input and a full list of stakeholders is below:

- Elected Members Cycle and Walking Champion advocate for sustainable travel
- Craven District Council
- Harrogate Borough Council
- Scarborough Borough Council
- · York, North Yorkshire and East Riding Local Enterprise Partnership
- Leeds City Region Enterprise Partnership
- Director of Public Health, NYCC provide support to walking and cycling initiatives, links to public health strategies
- Schools and colleges working with education facilities to provide cycle training and events, continue to develop their travel plans
- Businesses work with local businesses to develop travel plans and distribute travel planning information to employees and run events
- North Yorkshire Wheels 2 Work providers Hambleton Community Action & Ryedale Community Transport (local charities)
- Developers operating in Scarborough, Harrogate & Skipton
- Public transport providers rail operators Northern & Transpennine
- Yorkshire Dales National Park Authority- working together to promote cycling in Craven District
- North York Moors National Park Authority ensure synergies between National Park cycle strategy & Open North Yorkshire project
- Cycle hire companies Big Red Bike Hire, Harrogate
- Local cycle forums & volunteer groups provide advice and support for the project including Harrogate and District Cycle Forum, Scarborough Cycle Forum, Harrogate and District Cycle Action
- Sustrans supporting YNYER LEP through STDEP to provide evidence of economic benefits of cycling and training for local authority highway engineers
- North Yorkshire Sport partner to deliver Level 3 cycle training
- 95 Alive Road Safety Partnership support reduction in cycle collisions

#### **SECTION B – The Business Case**

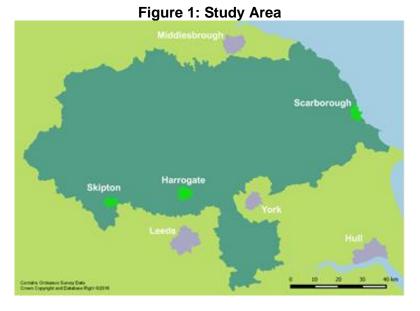
#### **B1. Project Summary**

Open North Yorkshire aims to achieve substantial mode shift towards sustainable travel including cycling and walking whilst supporting economic growth. The project builds on the recent increased interest in leisure cycling and aims to convert this enthusiasm into additional utility cycle trips.

The planned Open North Yorkshire schemes and forecast outcomes are summarised in Table 1. Each of the project elements supports North Yorkshire County Council's long term vision for increasing sustainable transport across the County, particularly linked to economic growth through new development. The planned approach is scalable and can be extended to additional areas in North Yorkshire beyond 2020. The costs listed in the table include for staff resource to manage and deliver the package (Sustainable Travel Officer and Sustainable Travel Project Assistant) as well as project evaluation (for example pre- and post-implementation surveys). Further explanation of each project element and projected impacts is provided in Section B2 – Strategic Case.

#### The Open North Yorkshire towns

North Yorkshire covers an area of 3,200 sq. miles and has a population of approximately 600,000 residents. The population largely resides in one of 28 main settlements but there is also a significant rural population. Given that North Yorkshire is a rural county with multiple identified growth centres in the York, North Yorkshire and East Riding Local Enterprise Partnership's Strategic Economic Plan it is considered more beneficial to focus on several locations of economic growth rather than one single town. The four project elements are therefore focused on three locations (see Figure 1) which reflect the diverse geography of North Yorkshire: the coastal town of Scarborough, in close proximity to the North York Moors National Park, the urban centre of Harrogate with a significant rural hinterland, and Skipton a rural market town on the Yorkshire Dales National Park border.



Scarborough has a population of around 60,000, increasing to over 70,000 in the summer; the urban area of Harrogate (and Knaresborough) has a population of around 90,000; and Skipton 15,000. Towns of this size tend to provide various everyday services that their populations require, consequently many trips are relatively short therefore walking and cycling is a viable mode of transport for people completing local trips.

**Table 1 – Project Schemes and Forecast Outcomes** 

Project Element	Description of schemes	Forecast outcomes - Harrogate	Forecast outcomes - Scarborough	Forecast outcomes - Skipton
1.Travel behaviour & training	Cycle safety Implementing safe systems approach to cycling – local engagement working groups, highways inspection regime	Reduce cyclist casualties (51 in 2015 – Harrogate borough)	Reduce cyclist casualties (28 in 2015 – Scarborough borough)	Reduce cyclist casualties (30 in 2015 – Craven district)
Costs £450K	<ul> <li>Cycle training</li> <li>Extend existing Bikeability training places and Level 3 training for primary and secondary school children</li> <li>Introduce cycle training for adults to improve confidence, safety and facilitate access to work – those with no access to car &amp; less likely to use bike</li> </ul>	Extend Bikeability to 300 more pupils (Levels1/2) and Level 3 to 100 secondary pupils in Harrogate borough -Training for 100 adults	Extend Bikeability to 300 more pupils (Levels1/2) and Level 3 to 100 secondary pupils in Scarborough borough -Training for 100 adults	Extend Bikeability to 200 more pupils (Levels1/2) and Level 3 to 100 secondary pupils (Craven district) -Training for 60 adults
	Travel planning – employment & education Engagement with businesses & schools/colleges through new posts of Sustainable Travel Officer & Sustainable Travel Project Assistant	Target secondary schools/colleges in the town & six key employment sites	Target secondary schools/colleges in the town & five key employment sites	Target secondary schools/colleges in the town & four key employment sites
2.Sustainable travel promotion/ marketing (coordinated branded	<ul> <li>Information &amp; journey planning via web/app</li> <li>Open Harrogate website/app refresh &amp; promotion</li> <li>New Open Scarborough website/app &amp; promotion including links to Pathways to Health project</li> <li>Promote rural cycle routes to service centres in Skipton (Craven District)</li> </ul>	Currently over 700 downloads of Open Harrogate app, 10,000 website hits – increase these figures by 50%	Aim for over 1000 downloads of app, 20,000 website hits	Cycle the Dales Yorkshire Dales NPA website refresh and addition of utility cycle information (In 2015 - 37,000 unique visitors)
approach) Costs £480K	Promotional literature & information campaign – general travel planning, community events and for specific modes (e.g. for cycle events and through Pathways to Health)	Target 20,000 people (20% population)	Target 10,000 people (20% population)	Target 3000 people (20% population)
	Promoting sustainable transport at new development sites from outset to ensure routes and infrastructure are in place from first use	Target 3500 households as part of new development	Target up to 6000 households as part of new development	Target 400 households as part of new development
3.Sustainable access to public transport	Promoting cycling to/from bus/rail stations & associated travel planning including ticketing discounts for cyclists & exploring potential for cycle/electric bike hire	5-10% of people using stations (Harrogate - 1,584,610 in 2014/15)	5-10% of people using stations (Scarborough - 927,022 in 2014/15)	5-10% of people using stations (Skipton - 1,106,036 in 2014/15)
& Wheels 2 Work	Public transport promotion – social media/radio/leaflets	Target 20,000 people (20% population)	Target 10,000 people (20% population)	Target 3000 people (20% population)
Costs £159K	Wheels 2 Work – 15 additional mopeds to allow more people to access training/employment/education	30 people over the 3 years	30 people over the 3 years	30 people over the 3 years
4.Cycle Infrastructure £60K in-kind contribution	Scheme development - Bid Ready cycle scheme development – feasibility design, assessment of impacts, cost estimating, Assess economic impact of schemes	Cycle infrastructure scheme designs completed by 2018	Cycle infrastructure scheme designs completed by 2019	Cycle infrastructure scheme designs completed by 2020

#### **B2. The Strategic Case**

The County of North Yorkshire is within the York, North Yorkshire and East Riding Local Enterprise Partnership (YNYER LEP). The districts of Craven, Harrogate and Selby are also within the Leeds City Region Enterprise Partnership (LCR LEP). North Yorkshire County Council (NYCC) recognises the importance of Harrogate, Scarborough and Skipton to the economy of North Yorkshire and is seeking Access Funding to support the implementation of targeted sustainable travel behaviour change strategies to help promote economic growth and reduce congestion in the towns taking into account the barriers to growth that result from their diverse geographies and also building on the successful Harrogate LSTF project.

#### **Open North Yorkshire Links to strategic priorities**

#### YNYER LEP Strategic Economic Plan and Local Growth Deal 3

http://www.businessinspiredgrowth.com/wp-content/uploads/2016/07/YNYER-Growth-Deal-3-Final-28th-July-Submission-min-size.pdf

North Yorkshire County Council (as detailed in the Local Transport Plan 2016-45 and Strategic Transport Prospectus, 2015) and the YNYER LEP (Strategic Economic Plan and Local Growth Deal 3) recognise the importance of strengthening East-West connectivity across North Yorkshire. A number of priority east-west routes for potential improvement have been identified including the A64 between York and Scarborough and the A59 between the A1 (M), Harrogate and Skipton onwards to East Lancashire. The three Open North Yorkshire towns are located along priority East-West routes and have been identified by the YNYER LEP as key growth towns.

The latest Local Growth Deal prioritises several projects to support high quality jobs in rural towns and the 'opportunity coast' including:

- Transformational plans for **Scarborough** improving highway capacity & new infrastructure (est.1000 jobs created, 3400 new homes, 46,000 sq m commercial floor space)
- **Skipton** employment and housing growth (estimated 1040 jobs created, 305 new homes, 40,000 sq m commercial floorspace)
- **Harrogate** Station/centre redevelopment (estimated 1500 jobs created, 215 new homes, 8,600 sq m commercial floorspace)

## North Yorkshire Local Transport Plan 2016-2045 (LTP4) http://www.northvorks.gov.uk/ltp4

Economic growth is a key LTP4 objective (Part 2a – Economic Growth) and there is an ambition to ease congestion in the growth towns and enhance the reliability of the transport network. It is recognised that the relatively poor connections to major economic centres has resulted in the districts of Scarborough and Craven not performing to their full economic potential and the on-going congestion experienced in Harrogate is one of the factors constraining further growth. The County Council is committed to continuing to provide for walking and cycling and to promote them as modes of travel for 'utility' trips to access local services. Road Safety (Part 2b – Road Safety) and managing the adverse impact of transport on the environment (Part 2d – Environment and Climate Change) are also key objectives of LTP4.

Another key objective of the LTP4 is Healthier Travel (Part 2e) which aims to use transport to contribute towards improving people's health. Walking and cycling are the cheapest, healthiest and least polluting forms of travel. Most journeys involve some element of walking, whether it is a walk from home to work, walking to the bus stop or even walking from the car park to the shops. Good walking and cycling links to public transport facilities can integrate different transport modes and further encourage sustainable travel and

ultimately reduce car use. Compared to walking, the extra speed of cycling saves time; makes longer trips feasible and offers a means of travel for those who cannot drive (e.g. children and those on low incomes). Providing for and encouraging more walking and cycling as an alternative to driving can make a significant contribution to boost social inclusion and to reduce congestion and its environmental and economic damage. NYCC is shortly due to appoint an Elected Member as Cycling and Walking Champion to advocate for increasing walking and cycling across the County.

#### Craven District Council 'Council Plan 2016 -2019'

http://www.cravendc.gov.uk/councilpriorities

The Open North Yorkshire project supports two key priorities:

Priority: Enterprising Craven

Enable the development of 8 hectares of employment land by 2020

Development of the South Skipton Employment Zone

Improve the quality and capacity of transport infrastructure serving the District

Development of Skipton Railway Station

Improve access to and enjoyment of Craven's great heritage and culture Delivery of the Access Development Plan for the Leeds & Liverpool Canal

Priority: Resilient Communities

Identifying and implementing a range of projects to reduce health inequalities

#### Harrogate Borough Council Corporate Plan 2014-2017

https://www.harrogate.gov.uk/download/downloads/id/548/2014-17\_corporate\_plan.pdf

The Open North Yorkshire project supports several priorities:

Priority 1: a strong local economy

A resilient, diverse and expanding economy

Excellent travel, transport and broadband connectivity

Priority 2: a sustainable environment

Works to reduce our impact on the natural environment by reducing carbon emissions and adapting to climate change

Priority 3: supporting our communities

People are as healthy and active as possible

#### Scarborough Borough Council Corporate Plan – 'Towards 2030'

https://www.scarborough.gov.uk/home/council/corporate-plan

The plan vision -'Towards a prosperous Borough, with a high quality of life for all' and several of the aims link to the Open North Yorkshire project:

• People – to have a safe, happy, healthy population with people who feel valued and included

People are healthy with high levels of participation in sports, leisure and cultural activities, contributing to both mental and physical wellbeing

• Prosperity – to develop a prosperous and innovative borough, with a highly skilled and aspirational workforce

Radically increase the skills & aspirations of the workforce and improve the educational attainment & aspirations of young people

#### Yorkshire Dales National Park Management Plan 2013-2018

http://www.yorkshiredalesmanagementplan.org.uk/see-the-national-park-management-plan/Yorkshire-Dales-National-Park-Management-Plan-2013-2018.pdf

Objective B9 sets out the NPA's plans to: Work with local people to deliver world class cycling events that showcase the National Park, and develop a range of new opportunities for people to explore the National Park by bicycle by creating three new routes for family-friendly cycling by 2018. This directly links to the project aims.

### **Links to Access Fund Objectives – rationale for investment**

The Open North Yorkshire project elements (see Table 1 and details below) build on the increased interest in leisure cycling and aim to convert this enthusiasm into additional utility cycle trips. Open North Yorkshire seeks to overcome some of the remaining barriers to walking/cycling and targets locations, employees and communities which have the greatest potential for behaviour change. For example, residents of a new housing development or employees starting work in a new location are at a key stage of transition in their lives and there is greater potential for influencing travel decisions, particularly if there is clear information on walking/cycling routes, including on journey time/cost savings, and health & environmental benefits.

The Economic Appraisal Report (Annex F) demonstrates the proposed package offers High Value for Money with a BCR of 8.1. The monetised impacts of the package have been calculated and the Net Present Value (NPV) is £5,817,405 (2010 prices). A summary of the Present Value Benefits (PVB) in 2010 values for various aspects (e.g. Congestion, Air Quality etc.) is included under the relevant sections below.

#### **Economic growth – housing and employment**

The three Open North Yorkshire towns are a focus for significant growth in terms of housing and employment by their respective Local Authorities. In Scarborough, the vision in the emerging Local Plan (2011-2032) is for significant new housing development as well as it being developed as a 'tourism powerhouse'. Approximately 8ha of land is identified in Scarborough town for housing development and 6,350 dwellings to be provided across the Borough. The emerging Local Plan refers to making provision for the delivery of 49.1ha of 'B-Use' employment land.

The Harrogate District Core Strategy 2009-2021 set out a housing requirement of 3,744 dwellings in the town and the Harrogate district emerging local plan (up to 2035) identifies a need for minimum of 11,600 dwellings across the district. There are over 3500 permissions already granted for development in the district. In addition, 45 hectares of land for employment use is to be provided across the borough with Harrogate town being the main focus for employment land.

The emerging Craven Local Plan 2012 – 2032 (outside the National Park) will require, on average, the construction of 256 homes per year. Of this 50% are recommended to be in the Skipton area, and others at locations which are cycle commuting distance to the town (e.g. Cononley). Between 2016 and 2019 approximately 400 homes will be constructed in Skipton. In addition 28 hectares of employment land will be allocated during the local plan period (approximately 4ha in the Skipton area between 2016 and 2019).

A key element of the Open North Yorkshire project is linking sustainable travel (walking and cycling and public transport usage) with new development (housing and employment sites) - as summarised in Table 1 (Section B1) and described in more detail below. Through homeowner and employee packs there is the potential to develop marketing material and incentives to encourage greater use of public and sustainable transport. As an example a local developer close to Skipton Railway Station included a free rail card for new homeowners. This could also include discounts on bike purchase, local cycle and walking routes. Given the planning permissions already granted across the three towns there are significant opportunities for targeted sustainable travel work for the duration of the project and beyond. Targeting people at a point of change in their lives – when they are moving to a new house or new job – is timely to change travel behaviour and encourage adoption of healthy travel habits.

#### Sustainable Travel Access to Employment, Training and Education

The estimated package benefit in terms of Absenteeism (reduced sick days) is £205,310 PVB

The emerging Scarborough Borough Local Plan notes that 26% of the residents in the Borough of Scarborough have no qualifications. Therefore access to training and learning opportunities (including secondary schools and colleges) is essential to address the gap between the skill needs of the area and the existing skills pool available. Economic deprivation can be an issue for travel as the cost of owning a car increases. Those living on lower incomes can find that travel to work, and to other essential services, reduces their overall household income, travelling further afield to a workplace can be less economically viable.

The Scarborough built up area has a higher proportion of residents without access to a car (almost 35%) compared with the UK average of 25%. Furthermore the number of households with 2 cars is just 16% compared with an England average of around 25% (2011 Census). In Skipton the south of the town has two Lower Super Output Areas (Horse Close and Greatwood) in the top 20% most deprived areas in England. 40% of households in these areas do not have access to a car, much higher than the national average. Promotion of viable sustainable travel alternatives and Wheels 2 Work will help address this issue and provide access to jobs, education and training for those without access to a car.

In Scarborough there are several wards with high rates of Job Seekers Allowance claimants (over 2%) including one ward with a rate of 3.3% compared to Yorkshire and The Humber (1.7%) and Great Britain (1.3%) as indicated by Office for National Statistics figures (July 2016).

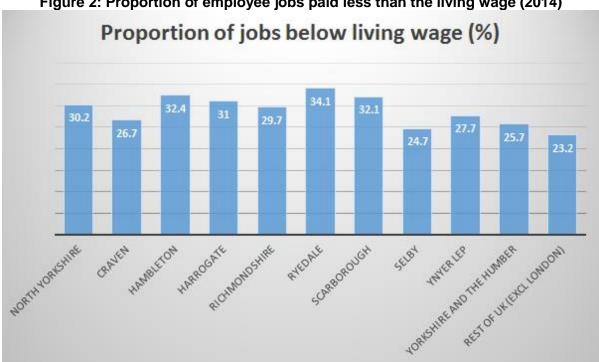


Figure 2: Proportion of employee jobs paid less than the living wage (2014)

Source: Annual Survey of Hours and Earnings, 2014 (www.ons.gov.uk)

Whilst Harrogate is generally considered an affluent area it is interesting to note that the proportion of employee jobs paid less than the living wage (31%) is higher than Yorkshire and The Humber (25.7%) and the Rest of the UK (23.2%). Similarly the proportion of jobs below the living wage for Craven and Scarborough are 26.7% and 32.1% respectively (see

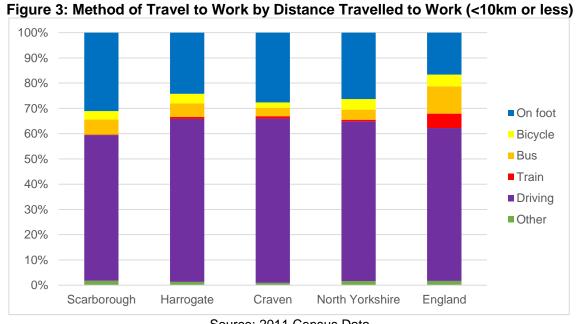
Figure 2). The Open North Yorkshire project aims to support lower wage earners within the three areas through minimising unnecessary travel expenses by encouraging more sustainable travel to work including through Wheels to Work.

#### **Addressing High Levels of Traffic Congestion**

The overall reduction in vehicle trips following project implementation is estimated at 258,060 trips across the three towns. This would have a significant congestion benefit calculated as £2,566,683 PVB (2010 prices).

Traffic congestion, as well as creating environmental problems, leads to long and unreliable journey times. This results in lost and unproductive time sitting in traffic queues as well as unpredictable arrival times for deliveries and workers. Congestion has been identified as a barrier to future growth and development and tackling congestion in Scarborough, Skipton and Harrogate is a priority as it is a growing problem. One of the aims of Open North Yorkshire is to achieve substantial mode shift to help reduce car usage and therefore congestion in the towns by doubling the cycle and walking trips for the adults and school children targeted in the schemes. The project elements will highlight healthier (and cheaper) alternative travel choices to using the car thereby achieving an increase in people walking and cycling.

In Scarborough regular monitoring of traffic levels demonstrates that there is an issue with regular congestion on the A64 and A165 (south) routes in to the town. In Harrogate, there is significant peak hour and growing inter-peak congestion on the main arterial routes into and through the town, including on the A59, A61 and A661. In 2015 journey time surveys indicated that, in the AM Peak, northbound journey times on sections of the A61 were approximately 30% longer on average than Inter Peak journey times and southbound journey times were shown to be up to 40% longer than Inter Peak journey times. In the PM Peak, significant increases in journey times were also evident. Northbound journeys were, on average 25% longer than those in the Inter Peak, whilst southbound journeys were shown to be over 130% longer on average, for the section of the A61 between Hookstone Road and Otley Road. Significant peak hour delays were also evident on the A661, where northbound journeys were 75-120% longer on average than Inter Peak journeys and 45-90% longer in the PM Peak. Southbound journey times during the PM peak were around 10-30% longer than those in the Inter Peak.



Source: 2011 Census Data

#### **High Car Mode Share & Public Transport Hubs**

A major contributing factor to the high traffic levels is the high number of car based commuter trips, particularly within Harrogate and Craven. Figure 3 illustrates the method of travel to work for journeys less than 10km in length only. Analysis of the 2011 Census Method of Travel to Work Data demonstrates that, of those people in work, 64%, 58% and 65% of residents in Harrogate, Scarborough and Craven respectively drive to work (average for England is 61%). Furthermore, the proportion of commuting journeys undertaken by bicycle in Harrogate (4%), Scarborough (3%) and Craven (2%) is lower than the England average of 5%.

We also recognise that there are significant travel to work flows between neighbouring authorities and North Yorkshire (see Figure 4) which includes flows between North Yorkshire and the Leeds City Region and consequently we are also focussing on commuter trips and targeting an increase in cycling to/from public transport hubs.

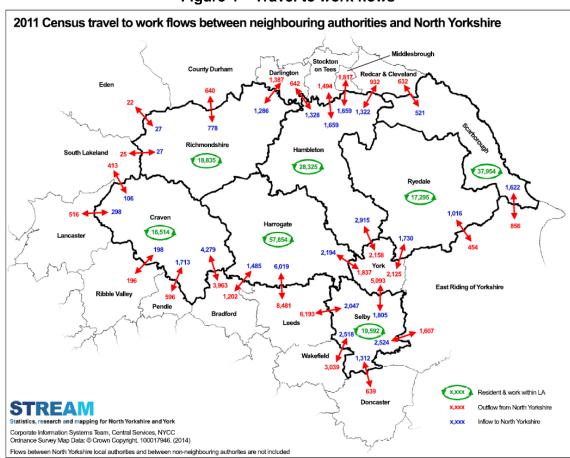


Figure 4 - Travel to work flows

Source: 2011 Census Data

#### Increasing Physical Activity and Addressing Poor Health

The estimated package benefit terms of Physical Activity is significant and calculated as £3,755,723 PVB (2010 prices)

Estimates of the direct costs to the NHS for treating obesity, and related morbidity in England, range from £479.3 million in 1998 to £4.2 billion in 2007 (National Audit Office, 2001). Estimates of indirect costs (costs arising from the impact of obesity on the wider

economy such as unemployment, early retirement and welfare benefits) over the same time period ranged between £2.6 billion and £15.8 billion.

NYCC has produced a new Public Health strategy Healthy Weight, Healthy Lives which is currently out for consultation <a href="http://www.northyorks.gov.uk/article/32619/Healthy-weight-healthy-lives-strategy-consultation">http://www.northyorks.gov.uk/article/32619/Healthy-weight-healthy-lives-strategy-consultation</a>. Many of the strategy's proposed actions directly link to the aims of Open North Yorkshire including: ensuring physical activity is built into our daily lives — ensure new work places are linked to walking and cycling network; and building healthier workplaces — supporting local employers to develop and implement travel plans that encourage employees to walk, cycle use another mode of transport involving physical activity to travel part or all of the way to and from work. This links to work of North Yorkshire Sport who engage with workplaces to promote sport and physical activity <a href="http://www.northyorkshiresport.co.uk/uploads/nys-impact-report-2015-16.pdf">http://www.northyorkshiresport.co.uk/uploads/nys-impact-report-2015-16.pdf</a>. The Healthy Weight, Health Lives strategy also recognises the links between mental and physical health through North Yorkshire's Mental Health Strategy: Hope, Control and Choice (2015 – 2020) which highlights the importance of working in new ways to take into account the physical health of those suffering from poor mental health.

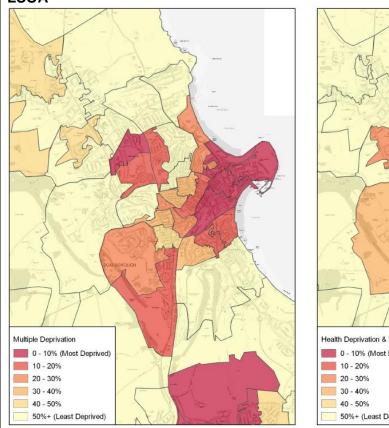
NYCC's Director of Public Health is funding the Pathways to Health project <a href="http://www.northyorks.gov.uk/article/32720/Pathways-to-health">http://www.northyorks.gov.uk/article/32720/Pathways-to-health</a> which works with volunteer groups to improve public rights of way and promotes routes with the aim of encouraging people to walk more to improve their health. Local walks are signposted and free guided health walks are provided. The Scarborough element of Open North Yorkshire links directly with the Pathways to Health project to encourage more walking in the town. The Open North Yorkshire project elements will actively promote walking and cycling in the three towns and the proposed interventions will have a significant impact on activity levels, particularly when considering current levels of physical activity and the health of the population.

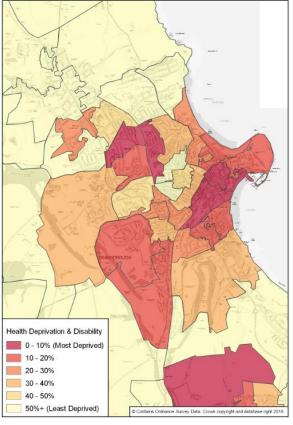
Scarborough has a number of issues associated with health and social deprivation, these include high levels of obesity (particularly in children) and high levels of adult heart disease. Census data from March 2011 shows that more people in Scarborough were categorised as being in 'very bad health' than in the North Yorkshire region and the nation as a whole. Over 1,500 people fell into the 'very bad health' bracket equating to 1.4% of the Scarborough district population in comparison to the respective figures of 1% and 1.2% for North Yorkshire and England. A further 5,700 people were categorised as being in 'bad health' equalling over 5% of the population, compared to 3.6% of North Yorkshire's population and 4.2% of England's population; a marginal yet significant difference.

Obesity in children is also noticeably high in Scarborough. Almost 9% of children in reception year and 16% of children in year 6 are classified as obese, which is above the representative regional figures. Childhood obesity rates increase significantly between 4-5 year olds and 10-11 year olds, with local obesity rates increasing year on year. The number of 4 to 5 year old children measured as overweight is also above the national average. The prevalence of obese children in Harrogate is significantly lower than in Scarborough, however, there are still more children classified as being overweight in Harrogate than regionally or nationally.

The Sport England Active People Survey taken between January 2014-2015 demonstrated that the population of Scarborough took part in significantly less intensive exercise per week. Approximately 51% of people took part in exercise activities that amounted to over 150 minutes per week compared to 59% for the region and 57% for the country. Results show that 35% of people were exercising for less than 30 minutes per week compared to 25% for North Yorkshire and 28% for England. The relative figures for Harrogate on the other hand are in line with the regional and national figures.

Figure 5: Multiple Deprivation and Health Deprivation Levels in Scarborough by LSOA





Source: Census 2011 Data

Figure 5 demonstrates that there are significant areas of Scarborough experiencing high levels of multiple deprivation and health deprivation. The former is a measure of the relative deprivation based on 37 separate indicators including income and employment in all LSOA's within England. Each LSOA is then ranked from 1 (most deprived area) to 32,844 (least deprived area). Health deprivation is one of the domains included within the index of multiple deprivation and has its own indicators and rank scoring, providing a representation on quality of life.

Scarborough has eight of its Lower Super Output Areas (LSOAs) that are in the 10% most deprived areas of the country measured against the Indices of Multiple Deprivation. This equates to 12% of the district population. Furthermore, three LSOAs (4,830 people) are actually within the 1% most deprived areas within the country. In terms of Health Deprivation specifically, six LSOAs fall within the 10% most deprived; over 8% of the district population. Three of these LSOAs (4,579 people) are within the 5% most health deprived areas. In Skipton the south of the town has two LSOAs in the top 20% most deprived areas in England (2,200 people). Harrogate, meanwhile, has one LSOA (population 1,556) within the most deprived 10% of LSOAs areas of the country for both Multiple Deprivation and the Health Deprivation domain.

#### Tackling Transport Related Carbon Emissions and Localised Air Quality Problems

The estimated package benefit in terms of Local Air Quality and Greenhouse Gases is calculated as £13,716 PVB and £177,760 PVB respectively (2010 prices).

Managing the adverse impact of transport on the environment is one of the five North Yorkshire LTP4 objectives. The transport sector contributes 21% of the UKs greenhouse gas emissions (Department of Energy and Climate Change). Carbon dioxide emissions make up the largest percentage of greenhouse gas released into the atmosphere. In general, the highest concentrations of carbon emissions are found along the county's main roads, emanating from both vehicles and industry. Scarborough Borough Council has an aim to reduce carbon emissions by 2% year-on-year and has a range of policies and objectives to achieve this. Harrogate Borough Council has developed an action plan to reduce carbon emissions by 40% by 2020 and 80% by 2050.

In relation to pollutants air quality issues have been identified at the following locations due to the likely exceedance of  $40 \mu g/m3$  of Nitrogen Dioxide:

- Scalby Road, Scarborough
- Seamer Road, Scarborough
- A661 Woodland Junction, Harrogate (potential new Air Quality Management Area)
- Bond End, Knaresborough (declared Air Quality Management Area)
- York Place, Knaresborough (potential new Air Quality Management Area)

One of the main negative health impacts of transport is from poor air quality and so transport interventions, including reducing traffic congestion and increasing the uptake of sustainable travel modes by promoting walking and cycling, have the potential to contribute significantly to reducing carbon and pollutant emissions and therefore improved health.

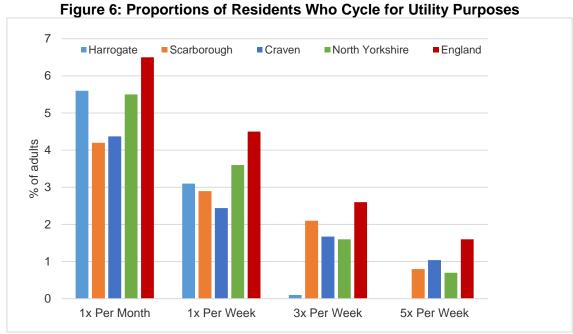
#### Transform the recent upsurge in leisure cycling into increased utility cycling

Studies conducted by Sport England show that since 2006, the rates of leisure cycling have grown in North Yorkshire at a much higher rate than the averages for England and Yorkshire. This is in part due to the many recent cycle events held in the County. Harrogate was the venue for the finish of the first stage of the Grand Depart for the 2014 Tour de France with the event also passing through the Skipton and the Yorkshire Dales. The event attracted 2.5m visitors into Yorkshire, mostly in North Yorkshire, and it has left a legacy of raised interest in, and higher profile of leisure cycling in North Yorkshire. 2m of those who saw the race said that it had inspired them to ride more frequently, and a follow-up study found that half of those had got on their bikes more often. The legacy continues with the British Cycling & Welcome to Yorkshire bid for hosting the 2019 UCI Road World Championships and the popular Tour de Yorkshire event, which began in 2015 and attracted 1.5m roadside spectators. The 2016 edition of the race passed through Knaresborough and finished in Scarborough, with Harrogate proposed to be a venue for the 2017 event.

Cycle tourism, including the recently improved Harrogate to Ripley Nidderdale Greenway cycle route (which had an average daily flow of 300 cycles in 2014) as well as longer distance National Byway (on quiet roads) and National Cycle Network routes (such as the Way of the Roses), now makes a significant contribution to the tourist economy of North Yorkshire, as well as improved public health, and encouraging people to cycle as an alternative to driving.

Figure 6 highlights the proportion of residents who cycle for utility purposes at various frequencies (once per month, once per week, 3 times per week and 5 times per week). The figure demonstrates that at all frequencies, the proportion of Harrogate, Scarborough and

Craven residents cycling is lower than the national average. In particular, the proportion of Harrogate residents cycling 3 or 5 times per week is particularly low. This is supported by anecdotal evidence which indicates that, whilst leisure cycling levels have increased in Harrogate, partially as a result of events such as the Tour de France and Tour of Yorkshire being held in the region, levels of commuter cycling have not increased by the same degree. Overall, it is clear that there is substantial potential for modal shift to more sustainable modes of transport such as cycling, particularly for short distance trips.



Source: DfT Walking & Cycling Statistics 2013/14

#### Open North Yorkshire Project Elements – Delivery & Outcomes

The project builds on recent sustainable transport successes and takes advantage of the momentum for cycling in North Yorkshire that has built over recent years. NYCC has invested in cycling infrastructure during the last 10 years and particularly following the Harrogate and Knaresborough LSTF funding. The LSTF package included improvements to cycling infrastructure especially links to the visitor and tourism economy (Harrogate's International Conference centre and the Great Yorkshire Showground). Open North Yorkshire project will address the various issues outlined above and achieve the Access Fund objectives through a package approach comprising 4 project elements (detailed below). Our approach will involve the local community and charities through Wheels 2 Work and sustainable transport community groups (including Harrogate and District Cycle Action).

#### Project Element 1 - Travel behaviour and training

#### Cycle safety

NYCC is a key partner in the 95 Alive Road Safety Partnership which involves a range of organisations across York and North Yorkshire including Public Health, the Police and York City Council. Reducing the number of cyclist casualties is a partnership objective and whilst the recent increase in cycling levels is welcomed we need to take further measures to reverse the increase in casualties. Reducing road casualties produces a benefit both in terms of public health and cost savings to the economy when factoring in average values of prevention.

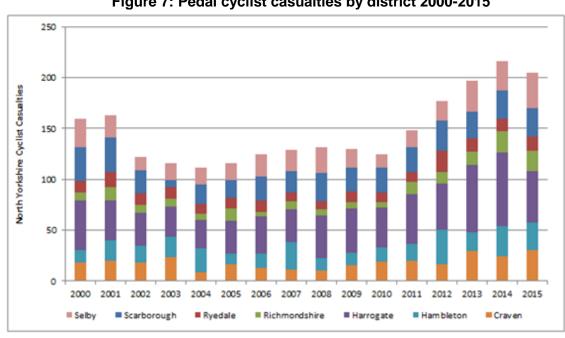


Figure 7: Pedal cyclist casualties by district 2000-2015

Source: Road Safety & Travel Awareness, NYCC

As shown in Figure 7 the general trend since 2004 in cyclist casualties in North Yorkshire has been upwards despite a slight reduction in 2010 and 2015; this is fairly consistent with the country's results a whole. The increasing popularity in cycling has coincided with an increasing number of cyclist casualties with a peak of 67 killed or seriously injured in 2014. The most recent (2015) statistics show that child cyclist casualties are up by 12 to 27 in 2015 (from 15 in 2014). In 2015 4 pedal cyclists were killed in 2015 compared to 3 in 2014 and 53 pedal cyclists were reported to the police as seriously injured in road traffic collisions (64 in 2014). This is one more fatality but fewer serious and slight injuries. We think this is due in large part to the significant effort and investment we have made through the internationally recognised Safe Systems approach (Figure 8) in raising awareness of cyclists with other road users and in providing route information and safer cycling messages to cyclists using many media from roadside information posters to social media and working with local communities and cycling clubs. A recent example in relation to cyclist fatalities is our engagement with local people and partners, including cycling groups and Sustrans at Greenhow Hill near Harrogate (on the Way of the Roses Coast to Coast Route) where strong local support has ensured steps have been taken to reduce the risk of further incidents.

Figure 8: Safe Systems Approach to Road Safety adopted by NYCC

## Education

 We will help road users to understand how to use the road network safely and to realise how their actions affect others

## Engagement

 We will work with local people and partners to promote and deliver a safer road network

## Enforcement

 We will work with the police who seek to deal with anyone who is responsible for breaking the law

## Engineering

 We will make roads safer through appropriate design for all road users, for example the provision of improved crossings or road maintenance

#### Cycle training

NYCC currently works with schools across the county on sustainable travel initiatives such as Walk to School Week and provides various curriculum resources throughout the year. The County Council promotes cycling for children in schools through the government funded Bikeability training which continues to have a high and growing demand and is currently delivered to over 4000 children in North Yorkshire every year, representing over 75% of the target age group. We are keen to extend training to every child to further reduce child cyclist casualties and to offer Level 3 training more widely in the larger towns where it can have most impact on young people's travel choices. We are also targeting at least 260 adults from the key employment sites across the 3 towns for one to one cycle training. This comprises confidence building session and an accompanied planned route session (e.g. from home to workplace). It is anticipated the cycle training will result in a significant increase in cycle trips amongst the target audience (a doubling of existing trips), and in the case of the adults' training lead to a higher propensity to cycle to work.

#### Travel planning – employment & education sites

The County Council already promote active travel to schools and the general population, for example through Walk to Work Weeks, and supporting the government's Change 4 Life campaign with linked activities. The appointment of a Sustainable Travel Officer and Sustainable Travel Project Assistant will enable schools/colleges and key larger employers and employment sites to be targeted in Harrogate, Scarborough and Skipton. Travel

awareness and travel planning guidance will be provided to secondary schools, colleges and businesses to increase awareness of sustainable travel and its impact in terms of reducing carbon emissions, reducing congestion and promoting a healthier lifestyle.

Working in partnership with the district councils' employment sites will be mapped including cycle/pedestrian links into the sites. We will target employment sites and larger employers such as Scarborough Hospital (over 8700 employees), McCains (around 1000 employees), Skipton Building Society (1600 employees) and Betty's & Taylors, Harrogate (over 1400 employees).

Harrogate provides significant levels of employment and education. Figure 9 puts into context the location of the key employment areas and schools in the urban area of Harrogate (and Knaresborough) and links to cycle routes and rail stations. The project will target employment sites including in the town centre, Hornbeam Park, Starbeck and Cardale Park, a business park to the west of Harrogate with significant employment space and home to several major employers in the science and pharmaceutical sector. Whilst the main focus of Open North Yorkshire is promoting cycling/walking and access to public transport given the rural nature of the county with long journey distances car sharing may be a more attractive option for some people and Harrogate Borough Council has recently re-launched the Harrogate car share website <a href="https://www.harrogatecarshare.com">www.harrogatecarshare.com</a>.

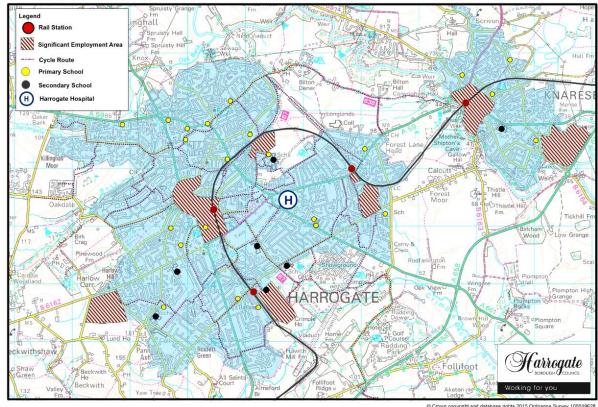


Figure 9: Harrogate - Sustainable Travel Context Map

Source: Harrogate Borough Council

The Craven District Council led Business Collaboration Network comprises businesses from the largest employment sites in the District – the Airedale Business Centre and Snaygill Industrial Estate. These employment sites include approximately 100 businesses in total and are located directly adjacent to the Skipton to Bradley Towpath which has recently been improved (through a DfT grant for 4km towpath linking Skipton town centre with the village of Bradley). Located 900m to the North West of Skipton Railway Station and 1.5km from

Skipton town centre is also cluster of educational, employment and leisure sites which provide an opportunity to encourage greater take up of cycling and walking and for concentrated promotional activity of cycle routes and public transport promotion.

Tailored information and events will be targeted at the identified sites including practical cycling training, guidance from travel planning advisors, workplace challenges, and support through the provision of online travel planning material. We will identify employers to become sustainable travel champions in their areas. Based on previous behaviour change and work place travel planning projects we would expect to achieve significant modal shift. The Cycling Demonstration Towns programme demonstrated that a combination of improved cycle training, promotion and infrastructure improvements could deliver a significant increase in cycling levels. Across the 6 cycling demonstration towns an increase in cycling levels of 27% was recorded between 2005 and 2009. Whilst cycling is an integral part of Open North Yorkshire project, the level of capital investment is lower than that of the cycling demonstration towns and as such we predict an increase in cycling of between 10-20%.

#### Open North Yorkshire Project Element 1 will deliver (total costs £450K):

- Extension of education and engagement elements of the Safe Systems
   Approach to more sites and popular cycle routes identified as a high safety risk for cyclists
- Reduction in cyclist casualties across the three towns and wider district areas - impact benchmarked against recent years road safety statistics (2015 figures – 30 in Craven district, 51 in Harrogate borough, 28 in Scarborough Borough)
- Extension of Levels 1 and 2 training to 800 more pupils
- · Level 3 training to additional 300 pupils
- Linked cycle training for family members of pupils to encourage whole families to embrace sustainable travel & cycle safely
- Cycle training for 260 employees at key employment sites sessions on safety, confidence building and accompanied planned route to increase take up of cycling
- Additional staff resource Sustainable Travel Officer & Sustainable Travel Project Assistant to engage with businesses and schools on travel planning
- School travel planning at secondary schools in the three towns
- Workplace travel planning at:
  - o 3 key employment sites in Harrogate
  - o 5 key employers/sites (over 10,000 employees) in Scarborough
  - 4 key employment sites in Skipton (over 100 businesses)
- Projected increase in cycling between 10-20%

#### Project Element 2 – Sustainable Travel Promotion/Marketing

#### Provision of sustainable travel information including journey planning

Open North Yorkshire will build on the positive work that has already started in Harrogate through the Open Harrogate website and phone application developed as part of the earlier LSTF project. Both the website and App provide a journey planner (see Figure 10), travel advice and hints and tips on how best to access the main venues and attractions in the town and encourage cycling in the town.

The Open Harrogate website has attracted almost 9,000 users since going live, with some making multiple visits. At its peak, the website was attracting over 260 users a day. Furthermore, over 600 users have downloaded and used the App. Since the App's inception, almost 40% of App usage has been shown to be from returning visitors. The site usage however has reduced, to roughly 17 visits a day, so content updates, and further marketing and promotion is planned for the website and app to raise brand awareness and encourage more use for commuters, residents and visitors to the town e.g. for events including Tour de Yorkshire.

Figure 10: Journey Planner on the Open Harrogate Website



Source: www.openharrogate.co.uk

It is planned to extend the 'Open' concept and brand to Scarborough to facilitate journey planning for utility trips and access to events. The 'Open Scarborough website and App' will be in the same format as Open Harrogate, providing a user-friendly and consistent brand that can become familiar and more easily marketed across the county. The Open Scarborough website will include route information for the NYCC Pathways to Health project which emphasises the health benefits of increased physical activity through walking. The on-going sustainability of the 'Open' websites and apps will be ensured as the established Sustainable Travel Officer post will manage site content and there will be a small budget allocated for necessary technical support.

#### **Rural Cycle Routes to Service Centres**

Improving the quality of roads for all users remains a high priority for the County Council and we recognise the importance of a good highway network to sustain economic growth. The majority of cycling in North Yorkshire is on road so highway maintenance is a significant benefit to cyclists. Poorly maintained roads are a much greater issue for cyclists than motorists and often the main maintenance problems on our roads occur where cyclists want to ride. In 2016 the NYCC was successful in obtaining £24m of Government funding through the YNYER LEP and Local Growth Fund towards a £44m package (from 2014/15 to

2020/21) to support maintenance on rural roads feeding into growth centres including Harrogate, Scarborough and Skipton. This funding recognises the importance to the economy of good connections between towns and surrounding villages.

The Open North Yorkshire project will map and assess which of these improved routes are most suitable for cycle access to the towns and seek to promote these routes to increase the number of people cycling to essential services including employment, training and education and public transport hubs for commuting e.g. on to Leeds/York.

Cycle Agrand day out: the movie

Day rides

Welcome to
Cycle touring

Family rides

Welcome to
Cycle touring

Family rides

Agrand day out: the movie

Day rides

Cycle touring

The dramatic landscape of the Dales has been designated as a National Park and an Area of Outstanding Natural Beauty. It is no suprise that this area formed the certain part of stage one of the Tour de France in 2014. Many top riders already train in the area with its quiet roads and fantastic variety of scenery.

Figure 11: Yorkshire Dales National Park Authority Cycle the Dales website

Source: http://www.cyclethedales.org.uk/

Online provision of information on utility walking and cycle routes in Skipton and the surrounding rural areas will be improved. To achieve this we will work closely with the Yorkshire Dales National Park Authority (which already promotes leisure cycling) to ensure that there are links to the well-established Cycle the Dales website (see Figure 11) as we recognise that leisure cycling on quieter and off road routes can improve confidence before moving onto more challenging and busier routes. The Cycle the Dales website will be refreshed to improve usability via mobile phone and additional information on utility cycle routes to service centres added. The website has increased in popularity particularly since the Grand Depart of the Tour de France in 2014 with figures reaching a peak in 2014 of 52,000 unique visitors. The interest in the website has been sustained with37,000 unique visitors in 2015 and already 26,000 for 2016.

In terms of complementary capital infrastructure schemes the Yorkshire Dales National Park Authority together with the National Trust completed the 7km family friendly cycle route around Malham Tarn in 2015. The Airedale Corridor is also a focus and partners including Craven District Council and the Canal & River Trust are working to improve the canal towpath from Skipton to Gargrave. The upgraded towpath would give an off-road route from Leeds/Bradford to the Yorkshire Dales.

#### Promoting sustainable transport at new development sites

NYCC works closely with the local planning authorities to ensure that developer proposals support housing and business growth and that sustainable travel modes are an integral part of new schemes. The appointment of the Sustainable Travel Officer will facilitate the expansion from major developments into medium scale sites and provide expertise and information about how developers, employers and communities can plan and coordinate

healthier and sustainable travel (cycling & walking) within new developments including through travel plans. It is the County Council's intention to continue to fund the Sustainable Travel Officer post beyond 2020 to extend the work to other parts of the County. We will provide sustainable travel information to residents of new developments as they move in, highlighting local routes, cost savings, and health & environmental benefits of walking/cycling (and potentially also information on electric vehicle home charging to link to aims to the project aims to improve air quality).

We are currently working with the YNYER LEP and Sustrans through Sustainable Travel Delivery Excellence Programme to deliver training for highway engineers involved in assessing new developments to ensure sustainable travel is incorporated at the design/planning approval stage. We will continue to work with the LEP to ensure the proposed new LGF3 projects, particularly in Scarborough, Harrogate & Skipton fully incorporate the needs of cyclists and pedestrians.

#### Open North Yorkshire Project Element 2 will deliver (total costs £480K):

- Full check and refresh of the Open Harrogate website/app content and upgrade
  of the underlying system, connectivity and mobile functionality
  - o Increase website hits and app downloads by 50%
- New Open Scarborough website/app with links to Pathways to Health project
  - o Target over 1000 app downloads & 20000 website hits
- M ap and promote suitable cycle routes on recently improved quieter rural roads to service centres
- Refresh Cycle the Dales website content and functionality 40-45000 unique visitors
- Sustainable travel promotion using 'Open' brand target 20% of the town population
- Support provision of cycling/pedestrian infrastructure at new development sites
- Sustainable travel information provision to new housing sites
  - o 3500 households in Harrogate
  - o 6000 households in Scarborough
  - o 400 households in Skipton

#### Project Element 3 – Sustainable access to public transport & Wheels 2 Work

#### Access to Public Transport Hubs

Local Transport Plan (LTP4) sets out high level aspirations for access to transport hubs, specifically it articulates our ambition for 85% of the North Yorkshire population to have access to an HS2 hub station within 40 minutes and 75% of the population to be able to access conventional rail station hub in 25 minutes. To help to achieve this we will be commissioning a study to understand the access issues relating to this target, and looking at opportunities at the busiest of the railway stations in North Yorkshire.

The three Open North Yorkshire towns have the highest rail use in the county: Harrogate town's 5 stations cater for over 2m passengers per annum, with Harrogate central station alone accounting for over 1.58m passengers; Skipton caters for over 1.1m and Scarborough's two stations 1.04m. Given these levels of usage and the strong network of urban stations (particularly within Harrogate – see figure 9) there is significant scope to encourage more cycle stages in the three towns by targeting commuters.

The rail franchises outline a number of cycling related commitments. Northern which operates in Harrogate and Skipton has a commitment to increase the use of cycles to, from and in conjunction with Passenger Services and will from 31 July 2017 provide high quality and accessible information for cyclists. TransPennine which operates at Scarborough station will deliver new secure cycle parking spaces at the station and improved pedestrian wayfinding, cycle signage and cycle information. We will work closely with Northern (Arriva Rail North) and First Transpennine to complement existing cycling commitments and maximise the benefits of the Open North Yorkshire project by increasing the number of people cycling to and from the stations.

We will explore with the rail operators the potential for providing pump prime funding for cycle hire facilities at Scarborough and Skipton stations and further promote the facilities currently at Harrogate station to ensure maximum usage - this could involve hire of electric bicycles. We will encourage employees at the targeted employment sites, who are using the rail stations, to use the cycle hire facilities and ensure they have access to bicycles for the onward journey to their workplace. The purpose is to encourage door-to-door sustainable travel for all stages of their commute.

#### Wheels to Work



#### **Photo credit: Hambleton Community Action**

The rural nature of the county with long journey distances and sparse populations makes sustainable public transport difficult, and can present problems for people to get around. Wheels 2 Work (W2W) is a moped loan scheme aimed at helping people aged 16+ who live in North Yorkshire get over the problem of getting to work/training where no suitable alternative transport exists. The aim is for riders to leave the W2W scheme with a job or training place and a means of getting there. Successful W2W applicants receive a 50cc moped for up to six months after completing Compulsory Basic Training (CBT). Safety equipment is provided and insurance, tax and servicing is covered by the scheme.

The rider makes a weekly contribution which helps improve the sustainability of the scheme. The W2W scheme is currently moving towards using more 110 and 124cc bikes which can be used for longer journeys and attract a greater weekly charge.

The inclusion of W2W in the Open North Yorkshire bid ensures that a wider catchment area around the transport hubs in the three towns can be targeted to further increase the number of individuals from disadvantaged communities, including due to lack of public transport services, to access new and existing employment, education and training. There is significant demand for the W2W scheme, for example in the Scarborough District 25 applications and referrals have been received in 2016 so far. The majority of applicants are out of work or have just received a job offer when applying for the W2W scheme and begin work within a few weeks of being allocated a moped. In 2014/15 a total of 78 applicants were supported in the districts of Hambleton, Richmondshire, Harrogate and Craven of which 25% were female and the average age 20 years, with the average length of participation 6 months. On leaving the scheme 90% had a job or training place with their own means of getting there.

Wheels 2 Work was established in 2001 and is provided in North Yorkshire on a not for profit basis by two local charities - Hambleton Community Action and Ryedale Community Transport. The two schemes currently have a fleet of 60 mopeds and scooters. Access Funding will facilitate additional mopeds and support the move to a more sustainable scheme in the longer term by providing stimulus to further increase the size of the W2W

scheme in North Yorkshire with a target of increasing the scooter fleet from 60 to 100 over the 3 year period.

#### Open North Yorkshire Project Element 3 will deliver (total costs £159K):

- Target 5-10% of people using the rail stations to promote cycling
- Promote public transport to the local population including for events such as the annual Tour
  de Yorkshire to try to reduce congestion. This will be achieved by distributing travel
  information via the 'Open' websites and apps and using social media, including local cycle
  forums. Target 20% of the population (c.35,000 people)
- Investigate potential for new cycle hire facilities at Scarborough and Skipton stations and further promote the facilities currently at Harrogate station - potential for new electric bikes
- Work with bus and train operating companies to offer discounts and/or ticket promotions for employees where we are targeting work place travel planning.
- Wheels 2 Work will deliver 15 additional mopeds to support up to 90 more people to access training/employment/education between 2017 and 2020

#### **Project Element 4 – Cycle Infrastructure**

#### Cycle scheme development

This element will be funded locally (not through Access Funding) but it forms an important part of the overall Open North Yorkshire project. One of the main barriers to increased cycle use, particularly in Scarborough, is the relatively under developed network of safe and convenient cycle routes. Although progress has been made in recent years, there is a need to invest in the development of a comprehensive network of fully developed and appraised 'bid ready' routes with a robust economic evidence base to enable access to capital and development funding opportunities including future rounds of Local Growth Funding through the LEPs. This element will enable the design of routes to provide access from existing residential/employment areas and also provide ready made plans to be incorporated into the identified new development sites at construction.

Craven District Council has worked closely with Sustrans to produce an Access Development Plan for canal towpath improvements from Skipton to Gargrave, and there are a number of other potential cycle infrastructure schemes which would benefit from further feasibility works. The LEP Growth Deal 3 submission phase 1 has received planning permission and, subject to approval, the Growth Deal bid will also include works to improve connectivity between the Skipton development sites and the town centre including the Canal towpath. The towpath improvement scheme for the section from the Bradford border to Bradley would benefit from further feasibility works. This route would directly link to the West Yorkshire Combined Authority (Cycle City Ambition Programme) capital funded towpath improvements and provide an improved 5.5km high quality traffic free route section within the Craven District and facilitate sustainable access via a 47km greenway between Leeds City Region, Skipton and the Yorkshire Dales.

NYCC and the YNYER LEP are also working with Sustrans through the Sustainable Travel Delivery Excellence Programme to demonstrate the economic benefits of sustainable travel for specific projects including the Skipton LGF3 project and in support of East Coast tourism (Scarborough and other areas).

Harrogate Borough Council has an active cycle forum including representatives from volunteer local cycle groups which has begun the process of identifying potential routes and has a Harrogate Cycling Implementation Plan, associated with the Local Plan. Several routes will be taken forward for further feasibility assessment in terms of engineering, costs,

and economic benefits including the Harrogate to Knaresborough Cycle Super Highway which has key links to employment sites in Harrogate.

Scarborough's cycle network is less well developed; however, there is a 21 mile section of the Sustrans off-road cycle route connecting Scarborough and Whitby (Cinder Track). It forms part of NCN Route 1 and future proposals will look to connect to this long distance route providing links to well-established tourist areas. Improved access points will develop its potential to become a viable utility cycle route from the dormitory villages of Burniston and Cloughton into Scarborough. Given the clear links to tourism there is potential for the rural elements of this scheme to form a bid for the forthcoming European Agricultural Fund for Rural Development with calls expected in September/October 2016. Scarborough Borough Council has recently set up a cycle forum, which is in its early stages but has significant potential for development to support these initiatives.

Open North Yorkshire Project Element 4 will deliver (total costs £60K – locally funded, not Access Fund):

- Cycle infrastructure feasibility designs completed by 2020
- Initial assessment of economic impact of schemes

#### **B3.** The Economic Case – Value for Money

The analysis undertaken to assess the economic benefits for the package demonstrates that the proposed package elements offers High Value for Money. The elements of the proposed package are set out in the attached pro-forma (see Annex E).

A spread sheet based economic assessment has been conducted, drawing on a range of available data sources in order to develop estimates of both the anticipated reduction in car trips and the associated increase in walking and cycling. WebTAG values for the marginal external costs (MEC) of congestion, accident savings, greenhouse gas reduction amongst others (see table below) are then applied to the forecast reduction in car kilometres whilst the estimated increase in walking and cycling is used to generate estimates benefits associated with physical activity/mortality and absenteeism.

An appraisal period of 20 years has been assumed. This is in line with the DfT's Investing in Cycling and Walking - The Economic Case for Action', which outlines that unless a good case can be made to show that the lifetime of the intervention is long, the 60yr appraisal period over which most large-scale infrastructure schemes for other modes are assessed is not generally recommended for schemes targeting active modes. The appraisal period reflects the fact that the benefits are derived from revenue measures rather than infrastructure measures and that their impacts will be realised in the short term. A decay rate of 10% per annum has also been adopted.

The Economic Appraisal Report (Annex F) outlines the assumptions and methodology for the calculation of the economic impacts of the package in more detail. It should be noted that no account has been taken of the future benefits of 'Project Element 4 – Cycle infrastructure scheme development' as this is not funded through the Access Fund and this element is for designing and assessing cycle network improvements, however the implementation of schemes in the future (once suitable capital funding sources have been identified) can be expected to deliver substantial economic benefits. Table 2 summarises

the benefits of Open North Yorkshire demonstrating that the package offers **High Value for money**, with a BCR of 8.1.

Table 2 – Economic Benefits of Open North Yorkshire

Item	Present Value Benefit (PVB)
Congestion	£2,566,683
Infrastructure	£20,574
Accident	£681,687
Local Air Quality	£13,716
Noise	£41,148
Greenhouse Gases	£177,760
Indirect Taxation	-£831,192
Absenteeism	£205,310
Physical Activity (mortality)	£3,755,723
Total Benefits	£6,631,410
Total Costs (present value)	£814,005
Net Present Value (NPV)	£5,817,405
Benefit Cost Ratio (BCR)	8.1
2010 prices and values	

#### **B4.** The Financial Case – Project Costs

Please complete the following tables. Figures should be entered in £000s (i.e. £10,000 = 10).

**Table A: Funding profile (Nominal terms)** 

£000s	2017/18	2018/19	2019/20
DfT funding sought	325	323	326
Local Authority contribution	22	22	22
Third Party contribution including LGF	16	18	15
TOTAL	363	363	363

#### Notes:

- 1) Department for Transport funding must not go beyond 2019-20 financial year.
- 2) Bids must identify a local contribution (local authority and/or third party) towards the project costs. The local contribution should be at least 10% of the DfT revenue. The breakdown of this local contribution should be provided in section A6.

#### **B4. Management Case - Delivery**

- a) Please refer to the project plan in Annex A which includes key milestones and covers the period from submission of the bid to scheme completion.
- b) The delivery of the project is not dependent on land acquisition
- c) This bid does not include any construction projects within the package.

#### **B5. Management Case – Statutory Powers and Consents**

- a) Please list separately each power / consents etc. <u>obtained</u>, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan. *Not applicable*.
- b) Please list separately any <u>outstanding</u> statutory powers / consents etc. including the timetable for obtaining them. *Not applicable*.

#### **B6. Management Case - Governance**

Annex B shows the management and reporting structure. The Senior Responsible Officer for the project is David Bowe, Corporate Director of Business and Environmental Services (BES). Responsibility for the delivery of the project lies with the Highways and Transportation Service Unit of BES, managed by Barrie Mason, Assistant Director of Highways and Transportation. The delivery of the programme will be overseen by the Highways and Transportation Heads of Services consisting of the Assistant Director of Highways and Transportation (Barrie Mason), Head of Highway Operations (Mike Roberts), Head of Commercial Services (Andrew Binner) and the Network Strategy Manager (Allan McVeigh). This structure manages the delivery of c.£40m per year of capital highway maintenance schemes and £23m revenue based programmes.

Delivery of the Open North Yorkshire schemes is the overall responsibility of the Network Strategy Manager, who will be Project Sponsor, with Team Leader Road Safety and Travel Awareness as Project Manager. There will be two dedicated project staff namely the Sustainable Transport Officer (a new post reporting to the Project Manager) and the Sustainable Transport Project Assistant (resource employed for project delivery and reporting to the Sustainable Transport Officer). The project board will comprise the Project Sponsor, Project Manager, and Sustainable Transport Officer with input from NYCC Transport and Development and Transport Planning teams. The board will report to the Highways and Transportation Heads of Service and BES Executive Members at appropriate intervals during the project. There will be opportunity for project partners to engage with the project board through the proposed Open North Yorkshire Steering Group & Wider Consultation Group.

NYCC's Road Safety and Travel Awareness Team are very experienced and well placed to deliver the project. They currently undertake and manage a range of road safety and sustainable travel programmes for the council and on behalf of Public Health North Yorkshire and the York & North Yorkshire Road Safety Partnership. This includes working with schools, delivering Bikeability and promoting sustainable and active travel. The project team regularly engages with a range of different stakeholder groups including local representatives, district councils, cycling forums and groups, public health and the emergency services.

#### **B7. Management Case - Risk Management**

A structured method for identifying, assessing and mitigating risk for project elements has been developed to ensure that a robust assessment of risk is undertaken. A risk log has been created to identify and record risks that have the potential to impact on the programme and/or cost. The risk register (Annex C) is a live document that will be updated at key stages via a risk workshop attended by all appropriate parties. Overall no significant risks to delivery have been identified.

B8. Management Case - Stakeholder Management
a) Can the scheme be considered as controversial in any way?  ☐ Yes ☐ No
b) Have there been any external campaigns either supporting or opposing the scheme? ☑ Yes ☐ No
Members of the Scarborough and Harrogate Cycle Forums are actively campaigning for cycling improvements in their areas. Volunteer groups with cycle expertise in the Harrogate and Scarborough area have been supportive of the local authorities in delivering cycle improvements. Harrogate and District Cycle Action's Cycling Delivery Plan has been adopted by HBC and NYCC's Harrogate Area Committee and by Harrogate and District Cycle Forum.

#### **B9. The Commercial Case**

NYCC have established a project board (see B6 Management Case – Governance). which will meet regularly during project planning (December 2016 – March 2017) and project implementation. The business case and preparation for the recruitment process for the established post of Sustainable Transport Officer has begun (funded by local contribution – developer and NYCC) with a view to an appointee being in-post by March 2017. The Sustainable Transport Officer post is a vital appointment to drive forward our commitment to sustainable transport opportunities within the County and it is proposed to continue this post beyond 2020. This post together with the Sustainable Transport Project Assistant will enable engagement with developers, businesses, transport operators and local planning authorities to ensure the successful management and implementation of the project. NYCC's framework consultants Mouchel have been involved in the bid development and would be utilised for commissioning of the infrastructure development work.

#### **SECTION C – Monitoring, Evaluation and Benefits Realisation**

#### C1. Monitoring and Evaluation

An 'Open North Yorkshire Monitoring and Evaluation Plan' (in line with the DfT's LSTF Monitoring and Evaluation Framework) will be developed during the project planning stages (December 2016 to March 2017). The development of this plan prior to scheme implementation will ensure that monitoring and evaluation is embedded into the project to enable on-going monitoring and feedback of the outcomes over the lifetime of the project and beyond. The project will be evaluated using a number of existing and new data sources, including, but not limited to:

- Surveying before and after travel habits of employees and new residents targeted through travel planning & sustainable travel information (project aims to double the cycle and walking trips made following the interventions)
- Collate numbers and feedback from cycle training participants
- On-going liaison with the York, North Yorkshire and East Riding Local Enterprise
  Partnership to monitor implementation of the Local Growth Deal 3 capital
  infrastructure projects located in Scarborough, Harrogate & Skipton to ensure
  associated sustainable transport revenue elements are effectively integrated
- Monitor Open Harrogate and Scarborough website hits, app downloads and collate feedback from users.
- Use existing and new cycle counters to demonstrate increase in cyclists on key routes to employment sites and educational facilities
- Analyse congestion data and monitor changes in journey times using Bluetooth vehicle monitoring equipment and TrafficMaster data
- Monitor take up of public transport ticketing offers
- Numbers of new residents and employees at new employment sites targeted
- Monitoring of pedestrian numbers on key routes
- Monitor cyclist casualty figures over several years' data to establish trends following Open North Yorkshire interventions

We will work with North Yorkshire County Council Public Health to monitor public health outcomes in the key growth centres. This will link to the Health Weight, Healthy Lives Strategy which will monitor various indicators including the percentage of working days lost due to sickness absence, and the percentage of physically active and inactive adults. The successes and lessons learned from the Open North Yorkshire project (as identified through the Monitoring and Evaluation Plan and formal reporting to the DfT) will enable elements of the project to be applied to other towns and areas of North Yorkshire, and potentially other rural locations across the country.

rural locations across the country.
By submitting this bid, I agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and, where appropriate, evaluation of outcomes.
⊠Yes □ No

#### **SECTION D - Declarations**

#### **D1. Senior Responsible Owner Declaration**

As Senior Responsible Owner for Open North Yorkshire I hereby submit this request for approval to DfT on behalf of North Yorkshire County Council and confirm that I have the necessary authority to do so.

I confirm that North Yorkshire County Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: David Bowe

Signed:

Position: Corporate Director, Business and Environmental Services



#### D2. Section 151 Officer Declaration

As Section 151 Officer I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that North Yorkshire County Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2019/20;
- Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name:

Michael Leah, Assistant Director Strategic Resources On behalf of S151 Officer Signed:

### **Submission of Bids**

The deadline for bids is:

## 9<sup>th</sup> September 2016

An electronic copy should be submitted to <a href="mailto:sat.programmes@dft.gsi.gov.uk">sat.programmes@dft.gsi.gov.uk</a>

We prefer electronic copies. However, if you must send hard copies of papers, please provide 3 copies to:

Access Fund Bids Rabina Nawaz Zone 2/14 Department for Transport Great Minster House 33 Horseferry Road London SW1P 4DR

# Open North Yorkshire Access Fund Bid Annexes

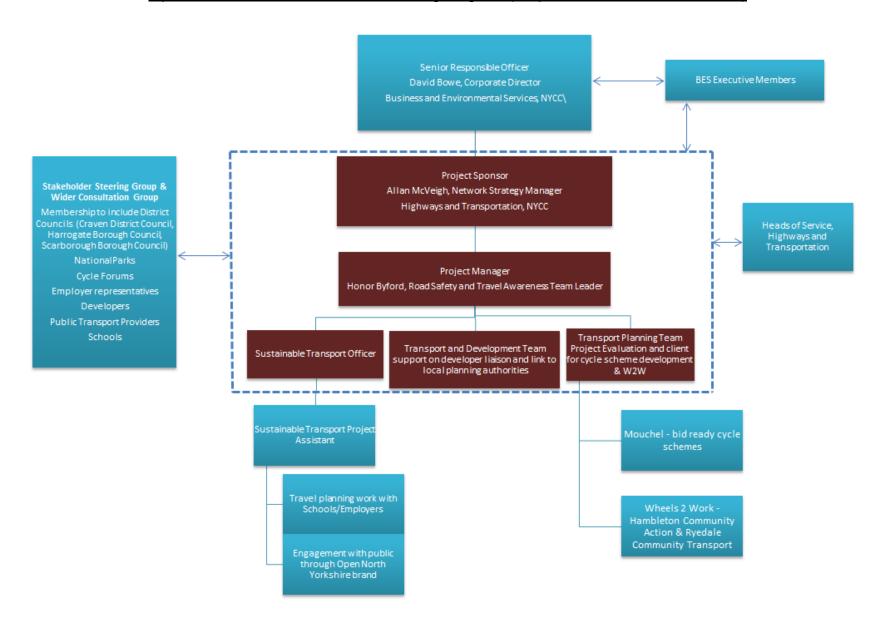
# Annex A – Delivery Timetable (Gantt Chart)

## Open North Yorkshire - Access Fund for Sustainable Travel bid - Gantt Chart: Indicative Delivey Timescales

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End of DfT Access Funding			End of DfT Access Funding																								Ш		•		Ш	$oldsymbol{ol}}}}}}}}}}}}}}}}}}$	丄	'ــلــــــــــــــــــــــــــــــــــ

# Annex B – Governance Organogram

# Open North Yorkshire - Governance Organogram (Project Board shown in dark red)



# Annex C – Risk Register

# <u>Open North Yorkshire</u> - Access Fund for Sustainable Travel bid – Risk Register

				Likelihood			Likelihood		Overall
Risk	Risk Type	Description	Consequence	(1highest- 5lowest)	(1highest- 5lowest)	Mitigation	(1highest- 5lowest)	(1highest- 5lowest)	Category (L/M/H)
Telefelice		Change in political endorsement of the	Consequence	Jiowesi)	Jiowesi)	Ongoing engagement with Members to	JIOWESI)	Jiowesij	(2/14//11)
1 1		Open North Yorkshire schemes	Project delayed or abandoned	4	1	promote and publicise benefits of the scheme	5	2	L
	• nate gie	epen menur remenue concinco	Negative publicity for NYCC and			promote and pasience sensine or the contents		_	_
	Third parties /	Lack of/withdrawal of support from partner	partners, failure to deliver mode			Early/ongoing consultation with			
2	consultation	local authorities/stakeholders	shift to sustainable modes	3	2	partners/stakeholders	4	3	M
						Early discussions and commencement of			
3	Resourcing	Difficulty recruiting staff to new posts	Project delayed	2	2	recruitment process	3	3	M
			Unable to deliver all project			Project board keep close management of			
4	Funding	Projects cost more than forecast	elements	3	3	costs and contingency built into budget	4	3	L
				_	_				
5	Funding	Reduced amount of funding from DfT	Limited delivery of project schemes	3	2	Flexibility to remove project elements	4	4	L
	· ·	Difficulty securing time to work with							
6	consultation	students/employees	Project delay	3	3	Early engagement with partners	4	4	M
7		Partners reduce/withdraw funding contribution	NYCC decides to increase	3	4	Identification of other funding	4	4	1
	Funding	Issues arise relating to the cost,	contribution to deliver project	3	4	sources/opportunities  Ensure that all issues are identified, recorded	4	4	L
		buildability and deliverability during	Revise costs of this project element			and discussed with the Project Board at the			
8		website/app design	to ensure delivery	4	3	earliest opportunity	4	3	1
		Failure to secure capital funding to deliver	to oriotino donvery	•		Early identification of capital funding			
9		the cycle infrastructure schemes	Unable to deliver schemes	2	2	opportunities/contributions	3	4	L
10		Delay in announcement of funding award	Delay to project commencement	2	2	Project commencement delayed	2	2	Н
	· •···•				_	Scheme programme developed and key staff		_	
		Loss of key members of staff impacting	Staff absence may delay delivery of			identified, delivery partners may be able to			
11	Resourcing	on continuity of the project	project elements	3	2	supplement staffing	4	3	M
		Economic assessment of cycle schemes	Schemes not endorsed by NYCC						
		concludes that the schemes offer low	politically / NYCC unable to secure			Economic assessment to be undertaken early			
12	delivery/design	Value for Money	capital funding to deliver	3	3	in scheme identification process	4	4	L
						Project manager to ensure renewed and			
		Project fails to sustain future				ongoing promotion of events throughout the			
10		sustainability as novelty of measures	Programme does not deliver			project to enage with stakeholders and the			
13	Strategic	wears off Failure to reach agreement between	objectives	3	3	public	4	4	L
		NYCC and district councils on identified	Delay/non delivery of cycle						
14	consultation	cycle schemes	schemes	3	2	Early engagement with partners	4	4	
17	SSISGRATION	oyolo dollollico	NYCC unable to continue to fund			NYCC to undertake early		-	_
		Website/app elements are not financially	website/app element of Open			discussions/planning for post 2020 project			
15		sustainable post 2020	Harrogate	2	2	funding - identify opportunities	3	3	M
	· J	- 1				NYCC to enter into agreement with W2W		-	
		Wheels2Work scheme extension not				providers prior to Access Funding being			
		financially viable - lack of interest &	Wheels 2 Work element cannot be			distributed & regular feedback/reporting			
16	Funding	sustainability post 2020	delivered	3	3	required	4	4	L

# Annex D – Letters of Support

# Letter of Support: York, North Yorkshire and East Riding Local Enterprise Partnership



Your ref: NYCC Access Fund James Farrar, COO

York, North Yorkshire & East Riding Local Enterprise Partnership County Hall, Northallerton

North Yorkshire DL7 8AH

Contact: James Gilroy Tel: 01609 535660 Fax: 01609 779722

E-mail:

james.farrar@businessinspiredgrowth.com

25 August 2016

Dear Andrew Bainbridge

### Open North Yorkshire - Access Fund for Sustainable Travel Bid

On behalf of the York, North Yorkshire and East Riding Local Enterprise Partnership (YNYER LEP) I would like to take this opportunity to express my support for the Council's bid to the Department for Transport's Access Fund for Sustainable Travel Revenue Competition.

The YNYER LEP fully support North Yorkshire County Council's bid as we recognise that sustainable transport, especially cycling, has a significant role to play in addressing congestion issues that are a major constraint on the continued and future economic vitality of towns in the LEP area.

The YNYER LEP recognises Scarborough, Skipton and Harrogate as key growth towns in North Yorkshire and in support of the LEP's ambition to grow the economy the latest Local Growth Deal 3 prioritises several projects to these towns to support the opportunity coast and high quality jobs in rural towns and communities:

- Transformational plans for Scarborough improving highway capacity and new infrastructure (estimated 1000 jobs created, 3400 new homes, 46,000 sq. m commercial floorspace)
- Skipton employment and housing growth (estimated 1040 jobs created, 305 new homes, 40,000 sq m commercial floorspace)
- Harrogate Station/centre redevelopment (estimated 1500 jobs created, 215 new homes, 8,600 sq m commercial floorspace)

We therefore welcome the Access Fund bid which will provide additional support to these key projects in terms of facilitating sustainable access to employment and new housing.

It is hoped that this bid receives the necessary DfT approval and funding to support our ambition to grow the economy of the YNYER LEP area.

Yours sincerely

James Farrar

Chief Operating Officer

Le Dans

York, North Yorkshire & East Riding Local Enterprise Partnership

# Letter of Support: Leeds Cty Region Local Enterprise Partnership



Andrew Bainbridge
Team Leader Transport Planning
Highways & Transportation
North Yorkshire County Council
County Hall
Northallerton
DL7 8AH

05 September 2016

Dear Andrew.

### RE: DFT ACCESS FUND FOR SUSTAINABLE TRAVEL BID - OPEN NORTH YORKSHIRE

On behalf of the Leeds City Region Enterprise Partnership (LCR LEP) I would like to take this opportunity to express the LEP's full support for North Yorkshire County Council's Access Fund Sustainable Travel Bid.

The LCR LEP is supportive of continued economic growth, but also recognises that localised congestion issues in both Skipton and Harrogate can act as a barrier to further economic growth in the region.

The measures identified in the bid to help promote more sustainable modes of transport including cycle training, travel planning will help to reduce congestion in both Harrogate and Skipton and help to facilitate sustainable transport links to new housing and employment developments.

There are significant travel to work flows between both Harrogate and Skipton and other areas of the Leeds City Region. The focus on commuter trips and targeting an increase in cycling trips to / from public transport hubs is strongly welcomed by the LEP as it will help to further increase public transport patronage. This will not only benefit Harrogate and Skipton, but will also help to reduce private car trips to towns and cities elsewhere in the Leeds City Region.

We hope that this bid is successful to help support our objective of supporting continued economic growth within the Leeds City Region.

Yours sincerely

Rob Norreys

Director, Policy, Strategy & Communications

Leeds City Region Enterprise Partnership 2nd Floor, City Exchange, 11 Albion Street, Leeds LS1 5ES Tel: 0113 348 1853

# Letter of Support: North Yorkshire Director of Public Health



Your Ref: Our Ref:

LS/CLP Lincoln Sargeant Contact:

# Health and Adult Services

Director of Public Health for North Yorkshire Health and Adult Services, Public Health Team, County Hall, Racecourse Lane, Northallerton, North Yorkshire, DL7 8DD

Tel: (01609) 532476

E-Mail: lincoln.sargeant@northyorks.gov.uk

www.northyorks.gov.uk

### 6 September 2016

FAO Victoria Hutchinson North Yorkshire County Council Senior Transport Planning Officer Network Strategy - Highways and Transportation (BES) Racecourse Lane, Northallerton DL7 8AH

Dear Victoria

### Open North Yorkshire - Access Fund for Sustainable Travel Bid

On behalf of the North Yorkshire Public Health team I would like to support the Council's bid to the Department for Transport's Access Fund for Sustainable Travel Revenue Competition.

We have a number of key public health priorities which this bid complements, including improving health in the workplace, improving mental health and wellbeing and reducing obesity (the "Healthy Weight Active Lives" strategy). The projects included in this bid would support these priorities e.g. by encouraging employees to cycle or walk to work. It would also support North Yorkshire as a healthy place to live and work which are priorities in the Health and Wellbeing Strategy (2015-2020).

In addition, North Yorkshires Local Transport Plan (LTP4) supports Active Travel and Road Safety which are also public health priorities we have encouraged by using public health resources in these areas. As such, we have produced the refreshed Road Safety Strategy "Safer Roads, Healthier Places" through our partnership with the North Yorkshire and York Road Safety Partnership (95 Alive). This calls for implementation of evidence based interventions to improve outcomes across our population. This includes promoting work on safe active travel in education and improving roads through appropriate design and engineering.

The Open North Yorkshire project would build on the existing excellent work in North Yorkshire. For example by developing cycle training in schools; by promoting workplace travel planning with employers and by using technology with the new Open Scarborough website and app which would provide information to the public on walking and cycling routes including information on calories used while walking/cycling.



Richard Webb, Corporate Director, Health and Adult Services. Tel: 01609 532139 - Fax: 01609 532025 Email: richard.webb@northyorks.gov.uk

We fully support North Yorkshire County Council's bid from the sustainable transport perspective too, increasing walking and cycling, because of their significant role in reducing obesity and related health problems. The sustainable travel solutions in the bld would help to reduce the congestion that can cause serious air quality issues in some of our key towns, induding the key growth towns-

We welcome the Access Fund bid which focuses on the locations where there will be the greatest population impact and will provide additional support to the key public health priorities In terms of facilitating healthy and active lives in a vibrant North Yorkshire economy.

Yours sincerely

Or Linge In Sargeant, MBBS (Hons), DM, PhD, FFPH Director of Public Health for North Yorkshire

# Letter of Support: Yorkshire Dales National Park Authority



Victoria Hutchinson Senior Transport Planning Officer Highways and Transportation North Yorkshire County Council County Hall Northallerton DL7 8AH

Dear Victoria

### RE: Access Fund application - Open North Yorkshire

I am writing on behalf of the Yorkshire Dales National Park Authority to support the 'Open North Yorkshire' project and bid submitted by North Yorkshire County Council to the Department of Transport's Access Fund.

The National Park Authority actively looks to promote walking and cycling as ways to enjoy the countryside and as a means for residents to access education, work and leisure. The National Park Authority is committed to building on the success of the Tour de France Grand Depart in 2014, and its current focus is on creating opportunities for family friendly cycling as well as continuing to promote wider cycling opportunities throughout the area. We supported the Canals & Rivers Trust in its successful application for funding to upgrade the towpath between Bradley and Skipton, worked with the National Trust to develop a cycle route around Malham Tarn and are currently looking for funding for a route along the length of Swaledale between Reeth and Keld.

Infrastructure developments need to be complemented by other measures to encourage its use, which is why we are keen to support the Open North Yorkshire project with its focus on training, promotion and safety.

As part of the application we will further develop our promotion of cycling activities for residents and visitors through print publications and the redevelopment of our cycling website – www.cyclethedales.org.uk. This website has been very successful but is in desperate need of a rebuild as it is not mobile friendly and does not take advantage of more recent technological developments. In line with the aims of Open North Yorkshire we will also increase the content centred on the Skipton area and ensure that both leisure and utility cycling are encouraged.

The National Park Authority will commit at least  $\mathfrak{L}9,000$  (cash and in-kind) to the Open North Yorkshire project across its lifetime and looks forward to working with NYCC on this project.

Yours sincerely

RICHARD BURNETT DIRECTOR OF CORPORATE SERVICES

> Colvend, Hebden Road, Grassington, Skipton, North Yorkshire, BD23 5LB Tel: 0300 456 0030 or 01756 751600 Env: 01756 751699

Website:www.yorkshiredales.org.uk E-mail:info@yorkshiredales.org.uk

Chief Executive : David Butterworth



# Letter of Support: Craven District Council

1 Belle Vue Square Broughton Road SKIPTON North Yorkshire BD23 1F.J



Ms. Victoria Hutchinson Highways and Transportation North Yorkshire County Council County Hall NORTHALLERTON North Yorkshire DI 7 8AH Telephone: 01756 706 220 E-mail: alaycock@cravendc.gov.uk

Please address correspondence on this matter to: Andrew Laycock, Project Delivery Officer Economic Development Service

1 September 2016

Dear Victoria,

RE: DEPARTMENT FOR TRANSPORT - ACCESS FUND FOR SUSTAINABLE TRANSPORT 'OPEN NORTH YORKSHIRE'

I am writing with regard to the bid by North Yorkshire County Council to the Department for Transport for the 'Open North Yorkshire' project.

Promoting the use of sustainable travel, including walking and cycling is embedded within a number of priorities of the Craven District Council 'Council Plan 2016 – 2019'; a Plan with a strong focus on economic growth whilst reducing health inequalities and enabling communities to achieve their ambitions.

In addition, the District Council's Tour de France Legacy Plan supports the regional ambition to 'get more people cycling more often'. The Open North Yorkshire project supports all three Plan priorities but specifically the Council's aim to 'Improve Training and Promotion' through support for businesses and increased take up of both utility and recreational cycling.

As a growth town identified by the York, North Yorkshire and East Riding Local Enterprise Partnership raising levels of sustainable travel within housing and employment developments provides the opportunity to minimise vehicular congestion whilst promoting economic growth and the health benefits of cycling and walking.

Skipton, the principal centre of the Craven District, benefits from public transport connectivity including Skipton Railway Station servicing over 1.1m passenger entries and exits per year and Skipton Bus Station with 50,470 vehicle departures during 2015/16. Combined with increased promotion of sustainable travel will help contribute to a modal shift with greater levels of walking and cycling in the area.

I look forward to hearing from you on the outcome of your bid and working through the Open North Yorkshire project to see greater levels of cycling and walking in Skipton and the surrounding area.

Yours sincerely

Paul Shevlin Chief Executive



Paul Sheviin, Chief Executive
Calls may be recorded for training and monitoring purposes
For general enquiries telephone 01756 700600
www.cravendc.gov.uk



# Letter of Support: Scarborough Borough Council

Town Hall St Nicholas Street Scarborough YO11 2HG 01723 232323





### SCARBOROUGH BOROUGH COUNCIL

Our Ref: 12 August 2016

To whom it may concern

### Department of Transport Access Fund 2016 for Sustainable Travel

Scarborough Borough Council wishes to express its support for the funding application being submitted by North Yorkshire County Council to the Department of Transport to improve sustainable transport in Scarborough.

The Borough Council obviously wish to achieve the full economic potential of the town and have major development proposals for employment opportunities, business opportunities and housing. Congestion is already a major issue and the projects outlined in the bid against the four elements:-

- · Travel behaviour & training
- · Promotion/marketing
- · Sustainable access to public transport
- Infrastructure Planning

will assist in providing new highway capacity and infrastructure to provide the sustainable travel to reduce congestion and support the economic growth.

The Borough Council also wishes to confirm that it will work with North Yorkshire County Council to secure future funding to deliver the goals set out in this funding application.

The application outlines the transport issues and how the proposals in the bid will assist in addressing these issues.







do it online www.scarborough.gov.uk

Yours faithfully

Andrew Williams

Leisure Services Manager, Scarborough Borough Council and Secretary, Scarborough Borough Cycling Forum

andrew.williams@scarborough.gov.uk

www.scarborough.gov.uk

@scarborocouncil

f /scarboroughcouncil

**383610** 01723 383610

# Letter of Support: Harrogate Borough Council



### Working for you

Victoria Hutchinson North Yorkshire County Council Business and Environmental Services County Hall Northallerton DL7 8AD

6 September 2016

Dear Victoria.

#### Dft Access Fund Bid

Harrogate Borough Council (HBC) is pleased to support the North Yorkshire County Council (NYCC) bid to the Dft Access Fund for sustainable travel measures for Harrogate and an extension of the Open Harrogate project.

The opportunities associated with sustainable travel, particularly walking and cycling, are extremely important for our area. The levels of congestion in Harrogate are considered to be detrimental to the local economy and census journey to work data shows that a significant proportion of short journeys to work are undertaken by car. To address this Harrogate and Knaresborough requires a range of measures, some of which form part of the bid to the Access Fund. 21.2% of adults in our district cycle at least once a month but only 2.1% cycle at least five times a week. Therefore it can be shown that there is a propensity to cycle in the area but it is not being realised into regular utility trips. Revenue based measures should, therefore, create further regular cycling in the area. HBC has allocated a substantial six figure sum for the progression of cycling infrastructure and a successful Access Fund project could help unlock this money if suitable opportunities can be identified.

The work the Harrogate Cycle Forum has been undertaking to identify key priorities for cycling infrastructure will help to underpin the proposals within the bid and it is helpful to see that NYCC shares our aspirations for sustainable travel. The bid has the support of the cycle forum in addition to the support from the council and we particularly look forward to working with a sustainable travel officer from the county council should the Dft approve the proposals.

The inclusion of an upgrade to the Open Harrogate website and resources is also welcomed.

Yours sincerely,

Cllr. Rebecca Burnett

Cabinet Member for Planning and Sustainable Transport

<sup>&</sup>lt;sup>1</sup> Local Area Walking and Cycling Levels 2014-15.

# <u>Letter of Support: Wheels 2 Work – Hambleton Community Action</u>



Hambleton Community Action Community House 10 South Parade Northallerton North Yorkshire DL7 8SE

01609 780458 hazel.kirby@hambletoncommunityaction.org www.hambletoncommunityaction.org @HCAHazel Registered Charity No. 1164895

Victoria Hutchinson Senior Transport Planning Officer Highways and Transportation North Yorkshire County Council County Hall Northallerton North Yorkshire DL7 8AH

6th September 2016

Dear Victoria

#### Access Fund Application - Open North Yorkshire

I am writing on behalf of Hambleton Community Action in support of the Open North Yorkshire project bid to the Department for Transport's Access Fund submitted by North Yorkshire County Council. As one of two charities in North Yorkshire operating a Wheels 2 Work moped loanscheme we are well placed to help people access new and existing employment, training and education in and around Harrogate and Skipton.

Hambleton Community Action will provide a local contribution of £9,900 to the Wheels 2 Work element of the Open North Yorkshire project over the three year period.

Yours sincerely

Hazel Kirby Chief Officer

# <u>Letter of Support: Wheels 2 Work – Ryedale Community Transport</u>



Ryedale Community **Transport** 

Victoria Hutchinson Senior Transport Planning Officer NYCC Highways and Transportation County Hall Northallerton North Yorkshire DL7 8AH

6th September 2016

Dear Victoria

### Access Fund Application - Open North Yorkshire

I am writing to you on behalf of Ryedale Community Transport (RCT) Wheels 2 Work scheme in support of NYCC's Open North Yorkshire project bid to the DfT's Access Fund. RCT is well placed to help people access new and existing employment, training and education in and around the Scarborough district, as one of the two charities in North Yorkshire operating a Wheels 2 Work moped loan scheme,

I confirm that Ryedale W2W scheme will provide a local contribution of £4950 to the Wheels 2 Work element of the Open North Yorkshire project over the three year period.

Yours sincerely

Steve Mellalieu Ryecat Manager

Here hellatic

Tel: 01653 699059 Email: info@ryedalect.org www.ryedalect.org

Ryedale Community Transport, 2 Minster Court, Hugden Way,

Norton, Malton, North Yorkshire YO17 9NJ

Ryecat Registered Cherity Number 1109232 Ryecat Bud Company Number 5331326. VAT Number 140346 Trading as Ryeckle Community Transport. Ryecat Enterprises 6091002. VAT 902725444

# Letter of Support (by email): TransPennine Express

#### Victoria Hutchinson

Graham.K.Meiklejohn@firstgroup.com From:

Sent: 31 August 2016 14:04 To: Victoria Hutchinson

Graham North: Charlie.French@FirstGroup.com Cc: Subject: Letter of support - FAO Andrew Bainbridge

Dear Mr Bainbridge.

#### Open North Yorkshire - Access Fund for Sustainable Travel Bid

On behalf of TransPennine Express I would like to take this opportunity to express our support for North Yorkshire County Council's bid to the Department for Transport's Access Fund for Sustainable Travel Revenue Competition.

We support the Open North Yorkshire bid as we recognise that promoting alternatives to the car, including travelling by train, walking and cycling helps to contribute to address the congestion issues that are a constraint on the continued and future economic vitality of towns in North Yorkshire.

TransPennine Express has management responsibility for Scarborough and Seamer rail stations so we are particularly keen to work with the County Council at these locations to improve sustainable access. Under our new franchise (commenced 01 April 2016) we have a commitment to introduce new secure cycle parking at various stations in North Yorkshire, including at Scarborough station, and have been working to improve pedestrian wayfinding signage and install dedicated cycle information signage and develop public cycling information on our website. We are also working with Sustrans to develop a cycle charter.

We therefore welcome the Open North Yorkshire Access Fund bid which will provide additional support to our commitment to increase cycling to and from the stations. We look forward to working with you in the event of a successful bid.

Yours sincerely,

Graham Meiklejohn Regional Development Manager TransPennine Express

Regional Development Manager TransPennine Express
7th Floor, Bridgewater House, 60 Whitworth Street, Manchester, M1 6LT
Mobile: 07595 236 910 | graham.k.meiklejohn@firstgroup.com

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Our vision is

to provide solutions for an increasingly congested world... keeping people moving and communities prospering.

Committed to Dedicated Supportive Accountable Setting of each other for performance highest st

# Letter of Support: Harrogate and District Cycle Action



# Harrogate and District Cycle Action

North Yorkshire/DFT Access Fund Bid

#### Dear Sir/Madam

I am writing as Chair of the Harrogate and District Cycle Action(HDCA) to support North Yorkshire County Councils bid for funding from the DfT Access Fund.

HDCA represents the cycling community in the Harrogate District. This includes cycling clubs, retailers, businesses and all parties interested in increasing cycling in the District. Our aim is the encouragement of cycling as a healthy, safe and enjoyable activity for all ages and as an alternative mode of transport.

We have worked closely with the County Council over a number of years on improvement to the local cycle infrastructure and also around education and training for cyclists and motorists.

We have been consulted as part of the development of this bid and feel that if successful it will enable the Local Authorities and the cycling community to work together to improve safety and increase cycle usage, particularly as a means to reducing traffic congestion during the 'travel to work' period.

The bid will provide the resources to co-ordinate and take forward a number of the schemes that have been developed to reduce accidents and also to prepare a number of the cycle infrastructure schemes that are key to completing the cycle network within the District and particularly between Harrogate and Knaresborough where there is a huge potential to increase cycle use if appropriate cycle facilities are provided.

This bid builds on the work that HDCA, Harrogate Borough Council and the Council have completed in the District, notably the Nidderdale Greenway which has been hugely successful and has created a safe route out of the town both for leisure cyclists and commuters.

This Partnership has a proven track record at delivering schemes and funding from the DfT Access Fund will be invaluable in taking forward the cycling agenda in the Harrogate District.

I would urge you to support this bid and help us achieve our aim and make Harrogate and District a safe place to cycle whether a utility or leisure cyclists. We feel that the partnership that is developing as part of the ongoing work shows that this is a bid supported by the whole community and as such will achieve the targets set out in the bid.

Yours sincerely,

Kevin Douglas

Chair, Harrogate and District Cycle Action

# <u>Letter of Support: York Teaching Hospital NHS Foundation Trust – Scarborough</u> Hospital

6 9 16 1 079044 1

# York Teaching Hospital NHS

NHS Foundation Trust
Chairman & Chief Executive's Office
The York Hospital
Wigginton Road
York
YO31 8HE
01904 631313

2 September 2016

Brian Golding, Director of Estates and Facilities Direct Line: (01904) 725075 Email: <u>brian.golding@york.nhs.uk</u> <u>cheryl.gaynor@york.nhs.uk</u>

Honor Byford Team leader Road Safety & Travel Awareness North Yorkshire County Council Northallerton DL7 8AD

Dear Honor

#### Access Fund for Sustainable Travel

York Teaching Hospital NHS Foundation Trust provides acute services out of York, Scarborough and Bridlington hospitals, and community services across a large part of North Yorkshire.

We are pleased to support NYCCs access fund bid for 2 reasons:

Firstly any initiatives that increase active travel will have a positive benefit on public health, and so reduce the burden of the healthcare services in the region.

Secondly, we are committed to reducing our carbon emissions wherever possible and although we have great cycle route provision in York, which allows many of our staff to leave their cars at home, this isn't the case in Scarborough, and any improvements to the cycle network in the town would be welcomed by our staff, who make up one of the largest employment groups in the area.

We have been working collaboratively with our local authority council partners through our Travel group, and were pleased to hear about this bid.

Yours sincerely

Brian Golding
Director of Estates and Facilities

# Annex E – Scheme impact proforma

### Access Fund Revenue Competition - Schemes Impact Pro-Forma

For cycling/walking elements of your bid, please provide the following evidence - if available						
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).			
The project aims to increase the number of people using sustainable travel options within Harrogate, Scarborough and Skipton. It includes:  - Travel behaviour and training initiatives including cycle training, cycle safety measures and travel planning  - Sustainable travel promotion, including expansion/refresh of the existing Open Harrogate website/App which aims to make journeys to and around Harrogate easy and enjoyable Development of an Open Scarborough website/App, building on the success of the Open Harrogate concept and promotion of non-car mode use in all three towns and new developments  - Wheels to Work - moped hire for access to employment/education  - Sustainable access to public transport through promotion of public transport and cycling to bus/rail stations  - Cycle infrastructure - development of 'bid ready' cycle scheme development in the three towns	available to residents and visitors in the three towns regarding sustainable travel modes, as well as a loss of opportunity to improve	towns will have additional and up-to-date information available to them via various sources including the 'Open' website and application about sustainable travel modes, including cycling and walking, in Harrogate,	An Economic Appraisal Report has been prepared to outline the key assumptions made and evidence used in the calculation of the benefits achieved by provision of the scheme. These are focused on the Marginal External Costs (MEC), Physical Activity and Absenteeism impacts of the proposal. The calculations have, where appropriate, been made in accordance with the relevant WebTAG guidance, primarily WebTAG Unit A5-1 Active Mode Appraisal.  The scheme proposal does not include for physical infrastructure to be delivered as such the economic appraisal only focuses on the impact of the engagement and delivery of the website/App element of the scheme.  It was considered the proposal is an integrated package of measures as such it would be inappropriate to attempt to quantify the impacts each individual element would have in the reduction in car trips/distances travelled. Therefore a single aggregated approach has been undertaken in calculations of benefits and one composite proforma has been provided.			
Route length (km)	N.A.	N.A.	N.A.			
Average trip length (km)	N.A.	N.A.	N.A.			
Average cycling speed (kph)	N.A.	N.A.	N.A.			
Number of users (per day)	N.A.	N.A.	N.A.			
Percentage of additional users that would have driven a car otherwise.	N.A.	N.A.	N.A.			

f you are expecting your project to reduce car travel, please provide the following information						
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).			
Traffic levels (Vehicle km) in the affected area	Unknown	Unknown	The calculation of the change in vehicle trips, by mode, is detailed in the Economic Appraisal Report submitted as part of the bid application. The change in trip numbers is based on an estimated			
Traffic levels (Vehicle hours) in the affected area	N.A.	N.A.	reduction in car trips and proportion changes in other modes, using census data on populations, local mode share and research into potential reductions in car kilometres resulting from			
Average Speed in the Morning Peak	N.A.	N.A.	implementation of similar sustainable transport measures (including WebTAG M5.2)			
Mode share (in person trips)						
Car Driver	Unknown	-258,060				
Car Passenger	Unknown	+25,806				
Bus passenger	Unknown	+38,709				
Rail Passenger	Unknown	-				
Cyclist	Unknown	+141,933				
Walking	Unknown	+51,612				

For Bus elements of your bid please fill in the following table - NOT APPLICABLE						
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).			
Annual number of passenger trips			Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions			
Average trip distance (km)						
Total bus kilometres travelled (km), only change if 'with'						
scheme includes new bus services						
Average wait time (mins)						
Average fare per trip (£)						
Average in-vehicle time (mins)						
	E.g. provision of Real time in		gh a website, announcements of next stop on board/ CCTV at stops/on boars, improved bus shelters. ency - impact on wait time / Bus priority - impact on travel time			
Description of your intervention						

Annex F – Supporting economic appraisal summary note



# **Open North Yorkshire**

Economic Appraisal Report

September 2016

North Yorkshire County Council

# **Document Control Sheet**

Project Title Open North Yorkshire

Report Title Economic Appraisal Report

Report ref no.

Version 1.0

Status Issue

Report Date 08/09/16

### **Record of Issue**

Version	Status	Author	Date	Checked by	Date	Approved by	Date
1.0	Issue	DS	07/09/2016	CD	08/09/2016	CD	08/09/2016

### Distribution

Date	Organisation	Contact	Format	Copies
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# Contents

1	Introduction	3
2	Methodology and Assumptions	4
3	Results	11

# 1 Introduction

### 1.1 Overview of Access Fund for Sustainable Travel Funding

In accordance with the Government's commitment to supporting sustainable travel the £60m Access Fund revenue funding is being made available from 2017/18 to 2019/20. This funding is to benefit Local Authorities who wish to deliver sustainable transport projects that seek to grow the economy by boosting levels of cycling and walking, and by improving access to jobs, skills, training and education.

The Access Fund will operate as a competition between Local Authorities where they will bid for a share of the £60m fund to promote sustainable travel projects. North Yorkshire County Council is bidding for funding support to deliver a £1.089m package of schemes to promote sustainable travel initiatives in three of its key growth centres; Harrogate, Scarborough and Skipton.

### 1.2 Overview of Scheme Package

The project aims to increase the number of people using sustainable travel options within Harrogate, Scarborough and Skipton. The objectives are to achieve substantial mode shift to help reduce congestion by doubling cycle and walking trips for adults and school children; facilitating access to bicycles and improving confidence of new cyclists through innovative training and route information (extending the successful Open Harrogate concept); reduce the number of cyclist casualties by implementing a safe systems approach; targeted travel and journey planning linked to economic growth (employment and housing). It includes:

- Cycle training in schools and for employees at key business sites
- Cycle Safety increase education and engagement through safe systems approach
- Travel Planning at schools and workplaces
- Information and journey planning via web/app
- Wheels to Work moped hire for access to employment/education
- Preparation of cycle schemes

### 1.3 Purpose of Economic Appraisal Report

The purpose of the Economic Appraisal Report is to outline the evidence used and the key assumptions made in preparing the Economic Case and assessing the Value for Money of the package. The economic appraisal is only based on the impact of the engagement and delivery of the proposed package outlined above, excluding the preparation of cycle schemes.

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# 2 Methodology and Assumptions

### 2.1 Overview

The monetisation of the impacts of the Open North Yorkshire package of interventions is focused around the following two key approaches:

- Marginal External Costs (MEC) application of WebTAG MEC values to estimates of the reduction in car trip/kilometres as a result of the package implementation
- Active Modes WebTAG based estimate of the mortality (physical activity) and absenteeism impact resulting from the estimated increase in numbers of cycling and walking trips.

### 2.2 Demands Calculations

Table 2-1 summarises the assumptions which have been made in order to generate an estimate of the reduction in vehicle trips/kilometres.

Table 2-1: Key Assumptions

Input	Value	Source	
Urban population of Harrogate	90,000	2011 Census statistics - Built Up Area (rounded)	
Urban population of Scarborough	60,000	2011 Census statistics - Built Up Area (rounded)	
Urban population of Skipton	15,000	2011 Census statistics - Built Up Area (rounded)	
Proportion engaged through the Package	10%	Drawing on evidence from the implementation of the Open Harrogate website/App	
Car Mode Share Proportion	68%	2011 Census Travel to Work data for North Yorkshire	
Annualisation Factor	230	Package aims to target both commuter and leisure markets.	
Average journey length of car based trip (2-way)	27.6km	National Travel Survey	
Estimated reduction in trips	10%	Based on research into similar schemes* and WebTAG Unit M5.2.	

<sup>\*</sup>http://www.steerdaviesgleave.com/sites/default/files/elfinder/Newsinsights/LSFT%20Projects%200509 2014\_FINALsml.pdf

In order to calculate the overall reduction in vehicle trips, the following calculations are undertaken:

 Population Engaged – Urban Population of Harrogate, Scarborough and Skipton \* Proportion Engaged through Package

- Annual Vehicle Trips by Residents Engaged Population Engaged \* Car Mode Share Proportion \* Annualisation Factor
- Annual Vehicle Kilometres by Residents Engaged Annual Vehicle Trips by Residents Engaged \* Average length of car based trip
- Reduction in Vehicle Kilometres for Population Engaged Annual Vehicle Kilometres by Residents Engaged \* Estimated Reduction in Trips

Using the assumptions above the values in Table 2-2 were calculated.

Table 2-2: Overall Reduction in Vehicle Trips/Kilometres

Variable	Value
Vehicle Trip Reduction	258,060
Vehicle Kilometre Reduction	2,516,375

Table 2-3 summarises the estimated additional number of pedestrians and cycle users as a result of the implementation of the package. This is based on the assumption that, of the reduction in vehicle trips, 55% will switch to cycling, 20% will switch to walking, 15% to bus and 10% to car sharing. These proportions were considered appropriate given the majority of the package measures are targeting increased cycling, such as Bikeability training, cycle safety measures and promotion of cycling to bus/rail stations. Travel planning and marketing measures are also targeting increases in other non-car mode shares in particular walking and public transport.

Table 2-3: Increase in Numbers of Pedestrians / Cycle Users

Variable	Value
Increase in Cycle Users	617
Increase in Pedestrians	224

# 2.3 Marginal External Costs (MEC)

Road decongestion benefits will arise where significant traffic reductions occur in areas that suffer from congested conditions. The main method for measuring decongestion benefits is to estimate Marginal External Costs (MEC). The MEC method will be undertaken in accordance with *WebTAG Unit A5.4: Marginal External Costs* and involves assessing the change in costs borne by the traveller (i.e. fuel costs and personal travel time) and the external costs including congestion, infrastructure, accidents, air quality, noise, greenhouse gas emissions and indirect taxation.

The MEC values used in the calculations were taken from TAG databook *Table A5.4.2 "Marginal External Costs by road type and congestion band".* Values were taken for "Cars – Other Urban A-Roads" and "Cars – Other Urban Roads" and a weighted average applied based on the proportion of A Road and other classified

roads in Scarborough and Harrogate. Approximately 10% of the roads in the study area are A Roads, therefore 90% were classed as other roads. This gave the bespoke values provided in Table 2-4 which are the benefit values in pence per kilometre for the reduction in travel in 2010 prices for each element over the 5 year periods, the values for the years in between were calculated proportionately.

Table 2-4: Marginal External Costs and Indirect Tax – Cars – bespoke values for Harrogate, Scarborough and Skipton (pence per km, 2010 prices))

Element	2010	2015	2020	2025
Congestion	11.0	11.6	14.1	16.8
Infrastructure	0.1	0.1	0.1	0.1
Accident	3.0	3.2	3.5	3.8
Local Air Quality	0.1	0.1	0.0	0.0
Noise	0.2	0.2	0.2	0.3
Greenhouse Gases	0.9	0.9	0.8	0.8
Indirect Taxation	-5.0	-4.3	-3.8	-3.3

# 2.4 Physical Activity

The method for calculating physical activity impacts is taken from 'Quantifying the health effects of cycling and walking' (World Health Organisation (WHO), 2007) and seeks to forecast the physical activity impacts that may result from the package for cycle users.

The assessment follows the guidance set out in TAG Unit A5.1 and the recent DfT publication, 'Investing in Cycling and Walking: The Economic Case for Action' (2015). The method requires estimates of the number of new pedestrians and cycle users as a result of the package; the time per day they will spend active; and mortality rates applicable to the group affected by the package. The assessment uses the latest mortality and relative risk parameters from the WHO Health Economic Assessment Tool (HEAT) updated guidance<sup>1</sup>.

The physical activity impacts have been calculated using the assumptions set out in Table 2-5 for cyclists and Table 2-6 for pedestrians.

Table 2-5: Values used for Calculation of Physical Activity Benefits for Cyclists

Input	Value	Source
Do Minimum Number of Cyclists	1	Study Area Wide Demand (Individuals)
CORE Do Something Number of Cyclists	618	Study Area Wide Demand (Individuals)

<sup>&</sup>lt;sup>1</sup> Walking and for Cycling. Methodology and User Guide. Economic Assessment of Transport Infrastructure and Policies. 2014 Update (WHO, 2014)

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Input	Value	Source	
Do Something Average Time Spent Cycling per Person per Day (mins)	23.2	National Travel Survey - Average trip time by mode	
Mortality Rate for Cyclists (Deaths per 100,000 Persons per Year)	248.97	WHO Mortality Database	
Reference Case Mins Active	14.3	HEAT	
Reference Case Relative Risk	0.10	HEAT	
Value of a Statistical life	£ 1,556,245	DfT TAG Databook	
Proportion of increase in cycling attributable to intervention	90%	It is assumed the majority of the increase is due to the interventions proposed.	
New Users	617	DS-DM demand	
New Users Attributable to Intervention	555	New users * proportion of increase in cycling attributable to scheme	
Expected Deaths Amongst New Users	1.3828	New users attributable to intervention * mortality rate	
Do Something Relative Risk	0.162	(DS Avg. time spent cycling / HEAT mins active) * HEAT RR	
Lives Saved in Do Something	0.225	Expected deaths amongst new users * DS RR	
Value per Year	£349,410	Lives Saved in DS * Value of a Life	

Table 2-6: Values used for Calculation of Physical Activity Benefits for Pedestrians

Input	Value	Source	
Do Minimum Number of Pedestrians	1	Study Area Wide Demand (Individuals)	
CORE Do Something Number of Pedestrians	225	Study Area Wide Demand (Individuals)	
Do Something Average Time Spent Walking per Person per Day (mins)	17.6	Key Assumptions (NTS Dist/Spd)	
Mortality Rate for Pedestrians (Deaths per 100,000 Persons per Year)	434.10	WHO Mortality Database	
Reference Case Mins Active	24.0	HEAT	
Reference Case Relative Risk	0.11	HEAT	
Value of a Statistical life	£1,556,245 DfT TAG Databook		
Proportion of increase in walking attributable to intervention	90%	As we are unsure, two thirds is appropriate assumption	
New Users	224	DS-DM demand	
New cyclists attributable to intervention	New users * proportion of increase in walking attributa to scheme		
Expected Deaths Amongst New Users	0.8767 New users attributable to intervention * mortality rate		

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Input	Value	Source
Do Something Relative Risk	0.081	(DS Avg. time spent walking / HEAT mins active) * HEAT RR
Lives Saved in Do Something	0.071	Expected deaths amongst new users * DS RR
Value per Year	£109,946	Lives Saved in DS * Value of a Life

In order to calculate the physical activity impact for the package, the following calculations are undertaken:

- Number of new users attributable to the intervention Number of new users \* Proportion of walking/cycling attributable to intervention;
- Expected deaths amongst new users New users attributable to intervention \* (mortality rate / 100,000);
- Do Something scenario relative risk<sup>2</sup> (Average time spent cycling / Reference case minutes active) \* Reference case relative risk;
- Lives saved in the Do Something scenario Expected deaths amongst new users \* Do Something scenario relative risk;
- Value per Year Lives saved in the Do Something scenario \* Value of a statistical life

### 2.5 Absenteeism

TAG Unit A5.1 outlines that improved health from increased physical activity (including cycling) can also lead to reductions in short term absence from work. It is anticipated that the package will encourage an uplift in physical activity.

The calculation of impacts follows the guidance set out in TAG Units A4.1 and A5.1. The method requires estimates of the increase in the number of people cycling/walking; the time per day they will spend active; and average absenteeism rates and labour costs. The absenteeism impacts for the package of measures has been calculated using the assumptions set out in Table 2-7.

Table 2-7: Values used for Absenteeism Impacts Calculation

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<sup>&</sup>lt;sup>2</sup> To avoid inflated values at the upper end of the range, the risk reduction is capped: A maximum 45% risk reduction in the risk of mortality for cycling (corresponding to 450 minutes per week) and a maximum 30% risk reduction (corresponding to 458 minutes per week) for walking

Input	Value	Source
Minutes Spent Cycling	23.2	National Travel Survey 2014 - Average Trip Time by Main Mode (Table NTS0311)
Minutes Spent Walking	17.6	National Travel Survey 2014 - Average Trip Time by Main Mode (Table NTS0311)
Average Annual Absenteeism Rate per Person (days per year)	6.9	Chartered Institute of Personnel and Development (CIPD) - Absence Management Annual Report, 2015
Expected reduction in absenteeism from increase physical activity	6%	World Health Organisation (WHO) - Health and Development through Physical Activity and Sport, 2003
Minutes activity per day to achieve 6% reduction in absenteeism	30	World Health Organisation (WHO) - Health and Development through Physical Activity and Sport, 2004
Median Gross Annual Earnings for Full-time Employees	£25,105	Office for National Statistics (ONS) - Annual Survey of Hours and Earnings, 2015 (Yorkshire and Humber)
Salary on-cost multiplier	2.0	Based on UK sickness cost and days lost to sickness in 2013
Number of working days	230	Standard value for working days per year

In order to calculate the absenteeism impact for the scheme, the following calculations are undertaken:

- Reduction in sick days per affected individual Expected reduction in absenteeism from increase physical activity \* Expected reduction in absenteeism from increase physical activity;
- Estimated employment cost per day (Median Gross Annual Earnings for Full-time Employees (£) \* Salary on-cost multiplier) / Number of working days;
- Absenteeism benefit per affected individual Reduction in sick days per affected individual \* Estimated employment cost per day;
- Value of Reduction in Absenteeism per New Pedestrian/Cycle user per Annum – (Absenteeism benefit per affected individual \* Proportion of new pedestrians/cycle users that are commuters \* Average time spent walking/cycling (mins) / Activity per day to achieve 6% reduction in absenteeism (minutes); and

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 Overall Absenteeism impact on Pedestrians / Cycle users — Value of Reduction in Absenteeism per New Pedestrian/Cycle user per Annum \* Number of new pedestrians/cycle users) \* Proportion of increase in walking/cycling attributable to intervention.

### 2.6 Scheme Costs

The overall cost of the package is £1,089,000 (2016 prices). In line with WebTAG, the package costs have been adjusted to 2010 market prices and discounted to 2010.

# 3 Results

### 3.1 Package Cost

Table 3-1 summarises the Present Value Cost (PVC) for the package.

Table 3-1: Present Value Cost (PVC) in 2010 prices and values

Package Cost	Value
Present Value Cost (PVC)	£814,005

### 3.2 Package Monetised Impacts

Table 3-2 summarises the Present Value Benefits (PVB) of the package over a 20 year appraisal period. A decay factor has been applied as it is typically assumed impacts will decay over time after funding has stopped. A decay rate of 10% per annum has been applied to benefits occurring after funding has stopped in the appraisal period. Therefore, over the first three years a decay factor has not been applied, as this is when funding will be provided and awareness and promotion of the package of schemes will be greatest.

Table 3-2: Present Value Benefits (PVB) in 2010 prices and values

Element	PVB
Congestion (£)	£2,566,683
Infrastructure (£)	£20,574
Accident (£)	£681,687
Local Air Quality (£)	£13,716
Noise (£)	£41,148
Greenhouse Gases (£)	£177,760
Indirect Taxation (£)	-£831,192
Absenteeism Benefits	£205,310
Physical Activity Benefits	£3,755,723
Total Benefits (PVB)	£6,631,410
Total Costs (PVC)	£814,005
Net Present Value (NPV)	£5,817,405
Benefit Cost Ratio (BCR)	8.1

### 3.3 Overall Results

Based on the PVC and PVB summarised in Table 3-1 and Table 3-2, the implementation of the Package results in a Net Present Value (NPV) of £5,817,405 and a Benefit Cost Ratio (BCR) of 8.1; demonstrating the package offers 'very high' Value for Money.

As outlined previously, no account has been taken of the future benefits of the 'Bid Ready' cycle elements of the package as, at this stage, the revenue funding would

only be used for designing and assessing priority cycle network improvements. Clearly, the implementation of such schemes in the future (once suitable capital funding sources have been identified) can be expected to deliver substantial economic benefits.

In addition, Harrogate, Scarborough and Skipton are popular tourist destinations. Approximately 16m day visitors visit the three local authority areas each year, with substantial numbers visiting the three principal towns. It was difficult to quantify the number of visitors that could be engaged by the package of measures, however, the marketing and travel planning, including the 'Open' app, will target visitors as well as residents. These measures can encourage a greater number of trips by sustainable modes. As such the overall level of benefits stated above is considered a conservative estimate of the benefits that could be realised by this proposal.

### 3.4 Sensitivity Tests

As recommended in TAG Unit A5.1, the potential differences in uplift for pedestrians and cycle users as a result of the package of measures has been considered.

High and Low scenarios were considered to test the assumed uplifts following implementation of the scheme. The number of new users walking and cycling in the study area as a result of the implementation of the scheme was based on a 'Core' scenario, where the reduction in car vehicle trips was assumed to be 10%; based on previous studies and WebTAG guidance.

'Low' and 'High' scenarios were created in order to provide a sensitivity test of the assumed uplifts provided for the Core scenario. Table 3-3 sets out the results of a lower and higher uplift in sustainable transport modes resulting from reductions in vehicle trips.

Table 3-3: Low and High Uplift Sensitivity Test Results

Scenario and Assumptions	Additional Cyclist and Pedestrians	PVB	BCR
Core Scenario 10% reduction in vehicle trips	Cyclists: 617 Pedestrians: 224	£6,631,410	8.1
Low Scenario 5% reduction in vehicle trips	Cyclists: 309 Pedestrians: 112	£3,315,705	4.1
High Scenario 15% reduction in vehicle trips	Cyclists: 926 Pedestrians: 337	£9,947,115	12.2