



LOCAL SUSTAINABLE TRANSPORT FUND BID





Office of the Chief Executive

City of York Council
West Offices
Station Rise
York
YO1 6GA

LSTF bids
Department for Transport
3/27 Great Minster House
76 Marsham Street
London
SW1P 4DR

Wednesday 26th March 2014

To whom it may concern,

City Of York's Submission to the Local Sustainable Transport Fund 2015/16

We are delighted to submit our 2015/16 LSTF package proposal. York has been an exemplar of sustainable transport policy and delivery, from our pioneering foot streets, our award winning Park and Ride, our Cycling City Programme and more recently the achievements made possible through the LSTF 2011 – 15 programme. LSTF funding provides us with the opportunity to enhance the delivery of our long term sustainable transport policies.

Sustainable travel is central to York's long term economic vision which is based on knowledge-based industries, a major tourism city and regional economic driver with population and employment growth. To keep this economic growth going and to protect the historic and environmental asset of the city requires us to manage congestion and promote alternative, more sustainable travel.

We now want to take the LSTF, i-Travel York, programme to the next level and establish it as the long term brand and communication method for sustainable travel messages in York. The enhanced use of technology such as web and smartcards will provide a 'one stop shop' for people to help their 'door to door' journey. We want to roll out the successful low

emissions strategy, workplace and residential personalised travel planning projects which are delivering excellent results in terms of modal shift and traffic congestion reduction.

We want to continue to invest in cycling to help deliver the Cycling Revolution that is well underway in York, helping deliver the government's commitment to 'Get Britain Cycling'. York now has the second highest participation levels of any city in the UK. Our innovative park&pedal initiative and the Bike Belles project in partnership with Sustrans, encouraging more women into cycling, are proving very successful. We are capitalising on the Yorkshire Tour de France Grand Depart, stage 2 which starts in York, to act as a further spring board to encourage cycling at all levels.

We have, through the first phase of LSTF, established highly successful delivery mechanisms meaning that each additional pound spent in York will be focused on high value delivery.

The investment through the LSTF, cycling city, Access York & Better Bus Area Fund etc. is enabling us to ensure a sustained programme of continuous development for sustainable travel in York.

We have longer term vision and ambitions beyond LSTF to further develop the programme. York has a track record of successful delivery, setting and exceeding stretch targets. We have set ambitious targets for this bid. We want to be an exemplar for others. We will work with the DfT to effectively monitor and evaluate, but also to share best practise with other authorities.

York has a good track record of service delivery and aims to be a model for LSTF investment. We deliver the goods! We commend this bid to you.

Kind regards,



Kersten England
Chief Executive



Cllr. James Alexander
Leader of City of York Council

Local Sustainable Transport Fund 15/16 Revenue Application Form



Department
for Transport

Applicant Information

Local transport authority name(s): CITY OF YORK COUNCIL

Bid Manager Name and position: DAVID SHORT,
I-TRAVEL YORK PROGRAMME MANAGER

Contact telephone number: 01904 551571 / 07572 103644

Email address: david.short@york.gov.uk

Postal address: i-Travel York Programme Manager
City & Environmental Services
City of York Council
West Offices
Station Rise
York. YO1 6GA.

Website address for published bid: www.itravelyork.info/lstf2

SECTION A - Project description and funding profile

A1. Project name: I-TRAVEL YORK

A2. Headline description:

Please enter a brief description of the package of measure in no more than 150 words.

This is a revenue bid to extend the i-Travel York Programme, through which we have developed a range of successful delivery mechanisms for promoting sustainable travel options. These contribute to the LSTF objectives of economic growth and carbon reduction, whilst supporting the Council's longer-term vision for the City and linking to the LEP's vision and strategic priorities.

The programme will support the continued development of i-Travel York as the long-term sustainable travel promotion campaign in York. It will enable the roll out of our pioneering Low Emissions Strategy, intensify our engagement with businesses through our highly effective workplace travel plan programme and provide a comprehensive residential campaign to reduce congestion and improve health on one of our most congested corridors. It will also allow us to protect and continue our investment in cycling promotion, following our Cycle City programme, and in bus marketing, supporting our Better Bus Area status.

A3. Geographical area:

Please provide details of the area covered by the bid

York is a compact historic city with a population of over 200,000. There is high demand for population and employment growth, with the Local Plan seeking to provide 1,100 new homes and 1,000 new jobs per year over the next 15 years.

We have developed the i-Travel York initiative as the long-term sustainable travel promotion campaign for the city. As such, the programme relates to the whole of the City of York Council area. It also seeks to engage with commuters travelling into York from the broader travel to work area and some of the 7 million annual visitors to the City.

The first phase of the project focussed particularly on the Northern Quadrant of the City, which contains 50% of employment and 40% of the population of York, and where there is relatively high reliance on the car for short trips. We will continue, through this programme extension, to offer support to businesses, residents and schools engaged thus far in the Northern Quadrant in order to ensure that the benefits of the programme are sustained.

This bid will widen our successful initial business engagement to the rest of the City. We will also provide a targeted intervention on the Holgate, Acomb, Poppleton corridor where residents, schools and employers will be engaged. This corridor is an area of substantial population and employment growth where new transport infrastructure is coming on-stream. It is also a relatively deprived corridor with below average health outcomes: three of the four wards in this area are in the top 10 for obesity levels in the City.

We will continue to protect and enhance the investment in York Cycling City (and the legacy to Tour De France) by rolling out a series of cycling activities city-wide. In addition, we propose to develop a Cycling Hub at the University of York to further strengthen their excellent track record with promoting cycling to staff and students. We will also augment our Better Bus improvements, including expansion of community transport services and enhancements to waiting facilities in the target residential area.

An annotated map showing the project area and location of some of the scheme measures is appended.

A4. Total package cost (£m): £1.180m

A5. Total DfT revenue funding contribution sought (£m): £1.0m

A6. Local contribution (£m): £0.180m

Please provide details of the source of any local contribution to the overall cost of the proposed package. Where the contribution is from external sources, a letter confirming their commitment to contribute to the cost of a specific package element(s) will be required.

We have identified £595,000 supporting funding that we will be able to lever in, including non-guaranteed revenue funding, funding in kind and capital contributions (which we acknowledge do not contribute towards the 10% match).

However, we have secured **£180,000 guaranteed revenue funding** to support the bid, as follows. Letters of support showing these bodies' commitment to providing this contribution are appended:

- £100,000 contribution from the bus operators through the sacrifice of the BSOG as part of the Better Bus Area scheme, which will be used for revenue measures to improve network operations and information provision;
- £65,000 Public Health investment in active travel initiatives including British Cycling local rides and a major annual Sky Ride event;
- £3,000 from City Car Club: contribution towards piloting Car Club cars in business parks;
- £12,000 from bus operators providing weekly taster bus tickets for new bus users and bus tickets for i-Travel York Travel Advisers travelling to employer and residential events.

Funding that is not yet guaranteed but we hope to lever in through our programme includes:

- £40,000 employer match funding for travel plan measures;
- £25,000 from employers' subscription fees for ionTravel, the software package that City of York Council is utilising to manage travel plan implementation and monitoring. The Council has agreed internal planning policies to require new travel plans to be developed using the software and for a developer contribution to be made towards it;
- Circa £10,000 from employers investing in private liftshare schemes, based on York Carshare, which is funded by the i-Travel York programme;
- Additional employer funding to support the Workplace PTP programme. One major employer has already indicated that if the initial workplace PTP that i-Travel York is providing is successful, they will commission further PTP engagement themselves.

Funding in kind will be provided by:

- £24,000 Sustrans volunteers and central contribution to associated programmes;
- £14,000 Active Leisure volunteers' time in providing social walks and guided bike rides.

Capital funding that our bid will be able to unlock includes:

- £272,000 investment by the taxi trade in new hybrid / electric vehicles as part of our Low Emissions Taxi Scheme;
- £30,000 to be invested by University of York in the Cycle Hub facility;

In addition there are a number of proposed capital items in the Leeds City Region SEP which are linked to the objectives of this LSTF bid. The SEP growth fund bid includes investment for cycle route improvements, bus priority measures and low emission buses which complement and support this LSTF proposal.

A7. Equality Analysis

Has any Equality Analysis been undertaken in line with the Equality Duty?

Yes **No**

Please see appended Equality Impact Assessment form.

A8. Partnership bodies:

Details of the partnership bodies (if any) you plan to work with in the design and delivery of the proposed package of measures. This should include a description of the role and responsibilities of the partnership bodies such as Civil Society Organisations, Private Sector bodies and Transport Operators, with confirmatory evidence of their willingness to participate in delivering the bid proposals.

The success of the LSTF funded i-Travel York programme has been, in no small part, due to the strength of the good working relationships that have been developed with a range of partners. To sustain the success of the i-Travel York programme, and to develop additional new elements of the programme, we need to retain the involvement of our partners. The additional benefits from new programmes will only be achieved if we sustain our existing programmes, and provide our private, public and third sector partners with assurance that their investment in i-Travel York will yield long term benefits for their businesses and organisations. We will continue to develop relationships with our stakeholders through the successful i-Travel York stakeholder group, which brings together a range of interests, such as the Chamber of Commerce, Civic Trust, York Environment Forum, York Cycling Campaign and CTC. Our key partners in taking forward i-Travel York and in boosting the benefits of existing programmes and in developing new programmes include:

Bus operators: the Quality Bus Partnership (QBP) brings together York's 11 bus operators. The bus operators continue to support i-Travel York by providing All York taster tickets to promote bus travel to employees and resident through the PTP programmes, and through offering free travel to i-Travel York travel advisers undertaking residential and employer engagement work.

Community Transport Operator: York Wheels operates our highly successful Dial-a-Ride service and through i-Travel York we will support the expanded community transport operation and help develop an enhanced brokerage service to improve the efficiency and scope of community transport services.

East Coast Trains: East Coast has introduced a cycle hub and over 200 new cycle spaces at the rail station during the first phase of LSTF. It is currently working in partnership with the Council to redevelop York station to improve interchange facilities.

Employers within the Travel Plan Network (TPN): during the first phase of LSTF, a TPN has been established with over 80 members and we will further develop its membership and scope.

Workplace Personal Travel Planning service: through the TPN i-Travel York provides personal travel advice to employees on their travel to work. The 2015/16 LSTF will allow this service to employers representing over 20,000 employees to be augmented, including Best Western (210 staff), Monks Cross (500), Aviva (2,000), Nestlé (2,500), Shepherd Group (1,500), Benenden Health Care (200), Joseph Rowntree Foundation (600), University of York (3,500 staff), University of York St John (700 staff), York College (600 staff) and York Hospital NHS Foundation Trust (8,500). The service will also be extended to other employers.

The three Higher and Further education institutions, namely University of York (3,500 staff, 16,000 students), York St John University (700 staff, 6,000 students) and York College (600 staff, 8,000 students) are fully engaged with the i-Travel York project through the TPN and we will extend our collaboration with them on travel plan implementation and the workplace PTP service. This includes the development of additional services, including an innovative cycling initiative aimed at students and staff, to which all institutions have offered support. The University of York has offered match funding to help deliver a Bike Hub on campus.

Schools: We will extend the Bike It officer service to a further 6 schools (circa 2,500 pupils) in the target corridor, as well as supporting schools that have been involved in the first two years (representing circa 10,000 pupils).

York Teaching Hospital NHS Foundation Trust (8,500 staff) is an active member of the Travel Plan Network and will undertake workplace PTP this summer. It is keen to extend travel planning services to their visitors during the next phase of the programme. **Priory Medical Group** runs three GP practices in our target residential corridor. There is agreement in principle to run a GP referral scheme to offer walking and cycling to patients.

We also plan to collaborate the **Institute of Advanced Motorists** to extend the one-day driver training course aimed at high risk young drivers, and to expand our work to include some elderly high risk groups as well; the **Safer York Partnership & North Yorkshire Police** in promoting bike security and providing a tagging service; **York's Cycle shops and other retailers** to promote their services in the residential PTP programme in return for free bike health checks, discounts and prizes for programme participants.

A9. Local Enterprise Partnership:

Details of the Local Enterprise Partnership bodies (if any) you plan to work with in the design and delivery of the proposed package of measures. Where the bid is for a capital and revenue scheme it is essential that the relevant LEP has considered the bid and, if necessary, prioritised it against other bids from the same area. All bids should include a letter from the LEP confirming their support.

Please identify where in the LEPs Strategic Economic Plan (section and/or page numbers) we can find evidence of ongoing support for sustainable transport projects.

The City of York is an integral economic driver for two Local Enterprise Partnership (LEP) areas, namely the Leeds City Region (LCR) and York, North Yorkshire and East Riding.

The LCR Strategic Economic Plan (SEP) emphasises the importance of increasing the quality of the city region's transport system and the promotion of sustainable modes as key priority aims. It commits to a range of capital schemes that will improve and extend existing sustainable transport networks over the next five years. The range of schemes is multi-modal and together aim to reduce congestion, improve access and connectivity, improve journey time reliability, and unlock key strategic economic development sites to help to connect people to places to jobs. The SEP also proposes to join up cross-boundary ticketing between York and West Yorkshire, with the further development and roll out of smartcards under the Yorcard scheme.

This LSTF bid supports and complements significant capital schemes within the LCR SEP, including a range of investments to support growth and address existing capacity problems for highways and public transport networks in the York area. These measures include bus priority; cycle network improvements; interchange improvements at the Railway Station; electric buses; traffic signal upgrades; Northern Outer Ring Road upgrade; the York Central access road and the James Street Link Road; and an additional new Park & Ride site at Clifton Moor.

These capital schemes will all benefit from the support and additionality that the proposals set out in this LSTF bid will provide. The revenue programme is acknowledged in Appendix 1 of the SEP (Transport Technical Annex) as being an important element in promoting economic growth and maximising the value of the capital investment in improving transport systems. This bid directly supports the SEP through the delivery of spatial priorities. The existing i-Travel York programme targets the "Northern Quadrant" of the city, while this bid will extend the programme to the west and south of the city, to support the identified growth areas at York Central, British Sugar and Northminster Business Park. The SEP identifies York Central and the former ABS site as having strategic importance in accelerating growth and that transport improvements form a key part of the necessary infrastructure to enable their development (see "Visions and Strategic Priorities" section). The Holgate/Acomb/Poppleton corridor currently suffers high levels of congestion. The extension of the i-Travel York project into this area will improve and promote sustainable modes of travel, including the new Park & Ride site on the A59 due to open in June 2014, whilst the residential and workplace PTP service will influence travel behaviour of residents and employees alike.

In the appendices, we have provided a letter of support from Leeds City Region LEP, showing their formal approval of and support for the i-Travel York bid.

The York North Yorkshire East Riding (YNYER) LEP identifies congestion in York as a significant impediment to economic activity and growth potential in the area. It specifically supports the York schemes going forward through the LCR SEP in its "Collaboration" section, as well as endorsing sustainable travel modes under Priority 5 "A Well Connected Economy". As such, the YNYER LEP has been happy to show its support for the programme by providing a letter, also appended.

SECTION B – The Business Case

B1. The Scheme - Summary

Please give a detailed description of the scheme being proposed, including the objectives.

Scheme summary

The proposed scheme is to deliver a continuation of a number of highly successful elements of the i-Travel York scheme and to take some of these elements 'to the next level'. The scheme objectives are discussed in more detail in section B2. The scheme comprises the following:

- Continuing to promote the i-Travel York brand and campaign messages across York and further enhancing the website and on-line services and apps to provide a one-stop shop for travel information and ongoing communications with project participants;
- Low emissions roll out: following the successful initial delivery of a number of low emissions initiatives, we will continue to roll out the low emissions taxi incentive scheme, Plugged In Green Fleets scheme and City Car Club. In addition, we will specifically market charging points, electric vehicles and car club solutions to employers through our employer travel planning service. We will also work with local bus operators to encourage them to introduce ultra-low emission vehicles in line with City of York Council's electric bus roadmap;
- Employer travel planning service: having set up a thriving travel plan network in the first phase of LSTF, we will offer workplace PTP consultations with employers and their staff across the city. We will then offer a full suite of further travel plan services to deepen employers' engagement in travel planning, including assistance with developing travel plans, travel plan grants, trials of electric vehicles and car club cars and advice and support on implementing car park management strategies. This initiative enables inbound commuters, who have a much higher car based modal split, to be targeted;
- Residential programme: we will offer an integrated residential programme of PTP, active travel promotion and Bike It focused on the Holgate, Acomb, Poppleton corridor. This major corridor suffers congestion and is a location of major employment and housing growth and has a new Park & Ride service coming on-stream. Furthermore, the neighbouring residential areas are below average in terms of health indices and levels of physical activity. Our road safety initiative will particularly target this area;
- We will further develop our package of cycling support and promotion, including our successful annual Cycling Festival and Workplace Cycle Challenge. We will work with the Higher Education institutions to deliver a "Bike Hub" service to promote cycling amongst the student population. We will expand our Bike Belles programme, specifically encouraging women to cycle more;
- We will also develop a programme of bus enhancements, in association with the Better Bus Area status. Bus wardens and network monitoring officers will be retained to assist with maintaining and enhancing network reliability. The staffed travel information enquiry point at the rail station will be maintained. The capacity of the community transport operation will be expanded alongside the development of a new brokerage service. Enhancements to waiting facilities will be implemented in the target residential corridor.

Scheme detail

Below, we outline in detail the different scheme elements.

1. Promotional campaign, communications and web services development

Having developed the i-Travel York brand, City of York Council wants to utilise it as the long-term brand of sustainable travel promotion in York. Over the 2015/16 period, we will undertake the following activities to further strengthen the brand and service offer.

Further development of website and on-line services:

A comprehensive website has been developed during the first phase of LSTF (www.itravelyork.info), which has become well known, with readership growing to 35,000 visits per month by February 2014. Our ambition is for this to become the 'go to' place and one stop shop for people travelling to and within York. We would like to further enhance the website and on-line comms as follows:

- Enhancements to the three mobile apps we have developed (live traffic information, bus times and Park & Ride times and services), including seeking customer feedback and updating the apps and promoting them more intensively, including via employers and visitor arrival points in the city;
- Content refresh, looking at current usage and updating the website according to customer demands and ensuring that up-to-date content is added. We will seek to integrate the website with 3rd party websites, such as visitor attractions and employers, so that they are using i-Travel York to power their travel information and thereby spread project awareness;
- Further development of the personalised, interactive section of the website: we have developed the 'MyTravelYork' section of the website where individuals can sign up to the project, create their own profiles and receive news updates, events notifications and promotions from i-Travel York. We believe that this is vitally important for creating an ongoing dialogue with customers and building their loyalty towards the project. By March 2016, we will have grown membership to over 4,000 individuals. As membership grows, the value of ongoing communications grows as does the ability to attract promotional offers.

Continuing communications with a growing membership is a major element of developing a legacy for the i-Travel York programme. Our longer term ambition is to link membership of i-Travel York with personal mobility accounts, with customers managing their payment for travel alongside receiving loyalty rewards and ongoing information updates. The development of smartcard products and mobility accounts is currently underway through West Yorkshire's Better Bus Area Fund programme, which York is participating in.

Ongoing communications and promotional campaign:

i-Travel York has been highly successful to date at communicating the benefits of sustainable travel at the individual level. We will build brand awareness and broadcast these messages. In order to further build support and awareness, we need to start communicating the benefits at the City level: i.e. that encouraging people to make sustainable travel choices helps to reduce congestion, improves reliability of trips, improves air quality and helps protect the unique asset of the City Centre, so vital for our tourism and visitor industry. This linkage between the promotion of sustainable travel and the broader ambitions of the City needs to be communicated - particularly to stakeholders - to build support as we move forward with more ambitious parts of our transport strategy and economic growth strategy. This element will include development of a PR strategy, identification of appropriate 'city-level' messages to communicate and brokering discussions with stakeholders to build their support. The brand will continue to be promoted through various media channels to continue to maintain and build awareness.

2. Low emissions roll out

York was one of the first authorities in the UK to develop a Low Emissions Strategy and, during the first phase of LSTF, we have delivered a range of low emissions initiatives through this, including the introduction of electric buses, low emissions taxis, electric vehicle charging points and a roadshow to promote low emissions vehicles. We have the long-term ambition and a road map to electrify the majority of the bus fleet within the next 5 years (anticipated to be part funded by the LCR LEP growth fund bid), as well as to develop a freight consolidation centre and provide a low emissions City Centre delivery system. Specifically, we seek assistance from the LSTF to roll out the following schemes to address York's air quality problems and carbon reduction agenda:

Low emission taxi incentive scheme: offering a small grant to taxi drivers to purchase a hybrid or electric vehicle. Following successful development of this scheme during the initial LSTF period, we have a waiting list of taxi drivers who want to utilise the scheme. The longer-term ambition is that as the proportion of low emissions taxis gets towards 20% of the fleet, word of mouth and personal commendations will encourage further taxi drivers to select a low emissions vehicle when replacing their current vehicle. This scheme will generate 5600kg CO2 savings per year per vehicle and 95% PM10 savings.

Plugged in Green Fleets scheme: in order to encourage employers to take up low emissions vehicles, we will provide a grant to employers to install a charging point at their workplace and the loan of an electric vehicle in order to trial it for a 2-3 month period. The rationale for this is that many employers are reluctant to make the initial investment in electric vehicles, but once they have seen them in operation, will see the benefits and cost savings they provide. We therefore want funding to deliver a total of 12 charging points at employer locations in business parks around York as well as to lease one new electric vehicle so we have two vehicles we can loan. We will promote this offer to workplaces through our employer travel planning package.

City Car Club extension: City Car Club has enjoyed significant expansion in York over the LSTF period, partly assisted by the Council's Travel Plan and adoption of the car club vehicles for Council business travel. We will expand this by encouraging businesses to consider car club vehicles for occasional business travel so that they can save business mileage costs. This will help overcome the common barrier we face when promoting sustainable travel modes for commuting that "I occasionally need my car for business". Similar to the Plugged in Fleets roll out, we will offer employers and business parks the opportunity to host a City Car Club car for a trial period. City Car Club will co-fund provision of a vehicle at these new locations, together with discounted membership and some free drive time to encourage initial use. We will promote membership through the workplace engagement. We plan to deliver 3 car club cars at business parks / employers across York through this approach in a way that becomes self-sustaining.

Switched On Roadshow: we will market the uptake of low emissions vehicles via our Switch On Roadshow, which will attract over 1,000 people. We will provide test drives of electric vehicles and electric bikes and demonstrate a low emission City Car Club car. We will provide people with the opportunity to sign up to the car club and offer any York employers the chance to sign up to the electric vehicle or car club trial.

3. Employer travel planning service

Engaging employers in workplace travel planning is a significant component of the i-Travel York programme. Having set up a hugely successful Travel Plan Network and established positive working relationships with a large number of major employers, we would like to utilise the 2015/16 LSTF bid to take employer engagement 'to the next level', by offering the workplace PTP service and, alongside this, bringing in a suite of travel plan services to deepen employer engagement in travel planning and embed it into their business practices to ensure a legacy.

Workplace travel plan network: We will continue to operate the workplace travel plan network in its current, successful format. As we move forwards, we hope to grow membership to more than 100 employers and be able to source more contributions from York employers showcasing successful schemes and measures they have implemented in association with i-Travel York. We shall also continue to support the Sustainable Travel Initiative award as part of the York Press annual Business Awards.

Workplace PTP service: sessions are arranged with the employer where staff can have a one to one consultation with an i-Travel York adviser who will provide information on their journey options to work. These sessions will be carefully designed in consultation with the workplace contact to ensure they are offered at the right time in the right place to engage the maximum number of staff. Budget is sought to provide capacity to offer one to one consultations with 3,500 staff.

Active Travel workplace support service: in association with the PTP sessions, we will bring a range of services to staff, including cycle training, Dr Bike, cycle try out sessions and loan schemes, assisted cycle purchase and mobile cycle shops, public transport season ticket loans, registering for York carshare scheme and City Car Club. We will offer employers an ongoing 'active travel support service' through a membership scheme whereby employer make a small contribution to provide ongoing access to the above services.

Workplace Travel Plan support: when we meet with employers to plan the workplace PTP session, we will introduce our broader travel plan services and discuss which elements they would like to engage with us on, including:

- Assistance with developing their travel plan and advice and support on how to deliver certain travel plan measures;
- Access to Travel Plan grant (below);
- Signing up to using ionTravel – City of York's travel plan monitoring tool - and initial support in starting to use the tool;
- Accreditation of their travel plan on our Bronze, Silver and Gold award scheme (linked to Sustainable Travel Initiatives business awards);
- Low emissions pilot: we will introduce the Plugged In Fleet and City Car Club offers to employers to establish their interest and potential to take part in a trial;
- Car park management advice to support the travel plan (including potential to manage demand more effectively by introducing car share preferential parking, car park permit schemes or charging regimes).

Travel plan grants: to support the above, we would like to offer small, matched funding grants to support the implementation of travel plan measures, such as installing secure cycle parking, providing car sharing parking spaces or developing their car park management system. These grants would be to a maximum of £5,000 and would require a 50% match from the employer.

Through the above package, we will provide intense engagement in travel planning with a range of employers in York, representing a large volume of the work force. We will particularly target employers with whom we have already established relationships through the Workplace Travel Plan network, as well as employers in the three business parks (York, Northminster and Holgate Business Parks) on our target congestion corridor of Holgate Road.

4. Residential travel planning programme

We will continue to offer our highly successful residential PTP service, Bike It officer service and Active Leisure engagements. To maximise impact, these activities will focus on a particular corridor and be delivered in parallel. The selected corridor is the Holgate/Acomb/ Poppleton area. The reasons for targeting this corridor are manifold. New transport infrastructure, in the form of Poppleton Park & Ride is coming on-stream in mid-2014 (served by a fleet of electric buses) to complement recently installed bus priorities along the A59 corridor. There is significant employment growth occurring along this corridor, notably at York, Northminster and Holgate business parks and mixed use development is beginning at the British Sugar site and York Central. These developments could significantly increase congestion on this corridor without positive intervention. Additionally, this residential area has poor health outcomes and will particularly benefit from an increased uptake in active travel modes. Therefore our programme is as follows:

Personal Travel Planning programme: We will target 7,000 households in the Holgate, Acomb, Poppleton corridor for personal travel planning, utilising the same proven methodology that has been employed to date, whereby our team of i-Travel York advisers approach households to engage them in a conversation about their travel issues and offer ideas, resources and incentives for trying out alternative sustainable travel options. This service will be delivered from mid-April to the end of August 2015, coinciding with the best weather for people to contemplate alternatives. A number of community events will be run in the area to broaden visibility and reach of the project. A range of supporting services will be offered to households including cycle training, sign up to the York carshare database, discounted public transport tickets and signposting to other services, including the Active Leisure walks and bike rides.

Active Leisure local walks and bike rides: During this phase of LSTF, we have set up a programme of health walks and social bike rides across the City, led by volunteers and supported and managed by the Council's Sport and Active Leisure service. Currently, there are 291 walk and bike ride events being run each year, which have been attended by a total of 3,563 people. LSTF funding will enable a series of 48 walking and cycling events to be developed in the target area, as well as supporting the current programme of walks and rides across the City. In addition, we will also deliver led walks and rides through a GP referral scheme. The Priory Medical Group which has 2 practices in the target area, has expressed a willingness to offer led walks and rides to patients as a 'green prescription'.

Bike It Schools: We will deliver our successful Bike It schools programme, recruiting a further 6 schools within the target corridor (circa 2,500 pupils), as well as continuing to work with the 20 schools already engaged during the first phase of the LSTF programme (circa 10,000 pupils).

Road safety promotion: We will continue our road safety promotion campaigns that were developed during the first phase of LSTF. The Institute of Advanced Motorists' Momentum course teaches advanced driving skills and we subsidise attendance on this course, targeting younger drivers and elderly drivers who are more at risk at being involved in a road traffic accident. The target residential area is relatively low income and contains a higher proportion of young drivers in the high risk socio-demographic groups (according to MAST statistics). We would like to continue this initiative by providing funding for 80 places on the course during the 2015/16 financial year. Through the residential PTP and schools engagement, we will also encourage people to sign up to our "Journey Safe York" campaign where people express their personal commitment to being considerate road users.

5. Cycling City

York is the third cycling city in the UK after Cambridge and Oxford. Our previous Cycling City project and subsequent LSTF programme have continued the investment and growth in cycling which we will build on in the 2015/16 programme as follows:

Cycling Festival: We will continue to run our hugely successful annual Cycling Festival in September 2015. This celebratory weekend event attracted over 10,000 people in 2013 and offered cycle try outs, bike maintenance, as well as being an important affirmation of the positive role cycling plays in York.

Workplace and Community Cycle Challenge: We will continue to run the annual Cycle Challenge which has grown over the last years to record participation in 2013, with 1,671 participants who cumulatively cycled over 126,000 miles during the 3-week Challenge period. This included 345 new cyclists and there was a 6% modal shift away from the car to the bike for work trips. The Challenge is programmed for July 2014, taking place at the same time as Tour De France, so we anticipate huge interest and participation this year. But, with our proposed intense engagement with employers during 2015/16, we anticipate the Challenge being taken up by even more people next year.

Bike Belles programme: We have launched our Bike Belles programme in the last year as part of our strategy for addressing the relatively low uptake of cycling amongst women. The programme has already generated huge interest and exceeded its initial targets, with over 500 women engaged by the project, 40 champions recruited (target 20) and 30 organisations engaged (target 20). As well as championing women's cycling, the project seeks to identify barriers to cycling so that City of York can address these and identify positive messages to enhance cycling take up and provide appropriate cycling activities for women to begin to participate. We are linking the Bike Belles programme to our workplace engagement, with Bike Belles events being run in association with PTP stalls and seeking to recruit internal champions to promote women's cycling in the workplaces. Given the huge interest and enthusiasm that has been generated for the programme to date, we would like to build on it in 2015/16.

York Universities and College Cycling Initiative: We propose a bold new initiative with the major HEFE organisations in the City - namely University of York, York St John University and York College - to increase cycling to campus amongst students and staff. We propose to do this by having a dedicated staff member, programme of engagement activities, training and support of staff and student volunteers and development of a Cycle Hub, initially at the University of York. A key element in this initiative will be the development of a Cycle Hub at the University of York, which may lead to the development of similar Hubs at the other two organisations. The University of York has offered to match fund the provision of the bike hub building and equipping it. The intention is for the hub to be partly self-financing from year 2 onwards through revenue received for its services and partly subsidised by the University as part of its travel plan promotion commitments. This model has been successfully implemented at University of Leeds and Leeds Metropolitan University, where their hubs have continued to operate for 5 years, with a mix of university funding and revenue generation through their services.

Led rides: A programme of guided cycle rides, supported by our Sports and Active Leisure team and volunteer ride leaders, will be available throughout the City as well as specifically in the target residential corridor. A seasonal timetable is released each quarter with around four guided rides scheduled, for a range of abilities. The team is also running 10 rides designed for novices, older adults and people living with a disability or medical condition this summer. The Sports and Active Leisure team is offering cycle taster sessions at four major community events in 2014. To support these activities, the Sky Ride Local programme will deliver some 35 guided bike rides in 2014, where British Cycling ride leaders guide participants of all abilities along scenic planned routes. British Cycling's Breeze programme will also run a number of free guided rides for women. In addition, a major annual traffic-free Sky Ride will take place in York in September as part of the City's Cycling Festival. Last year, the Sky Ride York event attracted 8,000 people.

Cycle training: We will continue to offer cycle training to adults and families who request it, through the residential and employment programmes. Based on levels of demand to date, we are seeking funding to provide 425 hours of training sessions.

6. Bus promotion

Through the LSTF, Better Bus Area fund and Green Bus Fund, we have been able to take forward a number of bus initiatives including provision of enhanced information, including mobile apps and near field communications in bus stops; upgrades to city centre bus stops, including RTI installation; wi-fi on Park & Ride and the Leeds to York bus routes; better management of the highway network using UTMC and on street bus wardens; and assisting operators with purchase of electric vehicles.

In response to our measures, the bus operators have reported patronage growth and First Bus has responded by cutting its bus fares.

These and other initiatives continue to be pursued via York's recent designation as one of five Better Bus Areas, where operators invest a proportion of their commercial BSOG into highway measures and operational improvements to improve service reliability.

We would specifically like to support these measures with the following:

Better Bus network management and information services: supporting two Bus Wardens, with a crucial role in assisting passengers and keeping buses moving in York city centre, two Network Monitoring Officers, who manage traffic flows to maintain headways and punctuality on the bus network, and staffing a “Bus Passenger Enquiry Point” at York Rail Station;

Community transport extension and information service. Match funding has been secured from the new Vangarde retail park which will enable the purchase of a fifth Dial-a-Ride vehicle and pump priming of additional services in 2014/15 to increase connectivity for the least mobile parts of the community, particularly focusing on enhanced transport links between York's rural villages, the northern quadrant and York city centre. We will further expand services into 2015/16, including addressing unmet needs in the target Holgate, Acomb, Poppleton corridor. We will also develop a brokerage service, so that i-Travel York can provide advice on journey options for unmet needs.

Bus stop enhancement programme in the target residential Holgate, Acomb, Poppleton corridor which will be looking to improve awareness and perception and increase use of the bus. 20 well-used bus stops will receive upgrades to improve the waiting environment for passengers.

B2. The Strategic Case

This section should set out the rationale for making the investment and evidence on the strategic fit of the proposal including a clear explanation of economic impacts on the area in question in terms of a) its contribution to the local economy and b) impact on transport. Please explain how your proposal meets the objectives of the fund:

The strategic case for York

York's economic future and environmental future are intertwined. As a Science City and regional centre of learning, York's knowledge-based and tourist economies are dependent on protecting the City's special environment. York's economic growth potential is unique in the North of England and there is high demand for population growth and employment growth. The Local Plan has aspirations of providing 1,100 homes per year and 1,000 jobs per year over the next 15 years to accommodate this demand.

However, the historic nature of York means its transport network is highly constrained and any rise in traffic congestion risks dampening economic growth, as well as detracting from the City's environmental asset. Modelling shows that the desired growth in York over the next 15 years will make congestion 2 to 3 times worse unless a major mode shift is realized. For over 25 years, York has pursued a policy of maximising the facilities for and uptake of sustainable travel modes, in order to try to manage traffic levels so that growth can be accommodated without causing unacceptable congestion and negative environmental impacts.

York has been a pioneering City – implementing its network of City Centre footstreets in the 1980s, developing a comprehensive Park & Ride network (recognised as one of the best in the country and carrying over 4m passengers per year) and continuing to invest in the cycle network

such that York is the third cycling city in the country, in terms of mode share, with levels of cycling to work reaching 15%. We are also the first authority to develop an holistic Low Emissions Strategy.

We continue to develop our ambitious transport vision and long-term strategy. We are currently adding to the ring of Park & Rides around the city through our ongoing Access York strategy which will expand the capacity of the Park & Ride network by 1,150 spaces (30%). York's successful bid for Better Bus Area status is allowing significant improvements to the bus network to be made in terms of real time information provision, bus priority measures and waiting/interchange facilities. The consequent improvement in bus reliability has seen bus patronage increase by up to 10% on some routes and the major bus operator, First, has cut fares by 25-30% in response to this. Through our Low Emissions Strategy, we have an ambition to move to a predominantly electric / low emissions bus and taxi fleet over the next 5 years, as well as to develop a freight consolidation centre to serve the City Centre via electric vehicles. Our continued roll out of 20mph zones is improving road safety for vulnerable road users and the quality of the environment in our residential areas

We also aspire to be a Smart City. Our on-line and mobile travel information systems – that the first LSTF phase has helped to deliver – are transforming the quality and availability of transport information. We are working with local bus operators and regional partners to deliver a range of smart ticketing solutions. In the future, we want to link smart cards and mobility accounts to the ongoing customer relationship management provided by i-Travel York. .

The original LSTF bid was developed in close alignment with the Council's Local Transport Plan and strongly supports three of York's five LTP3 key themes, namely:

- Providing Quality Alternatives to the car to enable more trips to be undertaken by sustainable means;
- Encouraging Behavioural Change to maximise the use of walking, cycling and public transport options;
- Tackling Transport Emissions to reduce the release of pollutants harmful to health and the environment.

Specifically, our 2015/16 LSTF programme will support economic growth by:

- Working intensively with employers, tackling peak-hour commuting which will help combat congestion and improve productivity of the workforce by reducing disruption to the working day caused by parking problems;
- Reducing congestion on a key corridor (Holgate Road) where high levels of employment and housing growth are occurring;
- Reducing the costs of business travel to employers who participate in the pilot of electric vehicles and car club vehicles;
- The promotion of sustainable and active travel modes will improve the health of the population with impacts on productivity as well as increasing access to employment opportunities;
- York's knowledge-based and tourist economies are dependent upon the City's environmental asset, so reducing congestion and promoting sustainable travel modes protects and enhances this 'selling point'. Conversely, unchecked traffic growth is identified as a major threat to York achieving its economic and development ambitions.

The scheme will support carbon reduction by:

- The promotion of sustainable travel alternatives to the car, reducing individuals' carbon footprint;
- As shown during the first phase of LSTF, growth in bus use has led to service improvements and fares reductions, which further increase the attractiveness of the bus vs. car. The new electric Park & Ride service will be heavily promoted in our work on the Holgate Road corridor;
- Continuing with the roll out of low emission taxis, electric vehicles and the expansion of the car club dramatically reduces carbon emissions so that uptake of these vehicles gets to a

critical mass where word of mouth spreads their uptake to the broader population. As the network of electric vehicle charging points become more widespread, it builds more confidence amongst potential buyers.

The scheme will support health and quality of life by:

- promoting the uptake of sustainable and active travel modes amongst the general population;
- specifically targeting those with below average health and physical activity levels through the residential programme, which focuses on an area with poorer health outcomes. A part of the active travel promotion here will include working with 3 GP practices on their health referral schemes;
- the Momentum course specifically targets high risk drivers to improve their road safety, both for themselves and for the communities they live in;
- anecdotal evidence from our behaviour change work to date shows that those who change to sustainable travel modes regularly cite quality of life benefits, such as reduced stress during the journey, as well as mental wellbeing benefits.

The proposed programme also directly supports other key elements of the fund, namely:

- Door to Door Strategy: our positioning of i-Travel York as the 'one-stop' shop of travel information, together with web, mobile and on-street journey planning and real time information services contributes to the ethos of the seamless door to door journey. We will market the new All York multi-operator ticket through the programme and we are working with regional colleagues on the development and roll out of the Yorcard smartcard project;
- The Cycling Revolution: we are the UK's third cycling city and experience in the first phase of LSTF has shown that cycling is the mode of most potential for replacing car trips. We will continue the upward trajectory by maintaining this investment in our existing successful cycling initiatives, as well as to increasingly target women and students through new, specially designed schemes.

B3. The Economic Case – Value for Money

This section should set out the full range of impacts – both beneficial and adverse – in relation to the economic, environmental, social and distributional impacts of a proposal.

This section describes the value for money case for the LSTF bid. Many revenue measures are challenging to perform standard economic appraisal on. We have therefore focused on areas where we have better quantifiable evidence and so the appraisal concentrates on four areas, namely the Residential programme, Workplace programme, Low Emissions Roll Out and Better Bus initiatives, before combining the results in an overall assessment.

Residential travel planning programme:

Monitoring of residential PTP in York to date has shown impressive results in terms of the proportion of people increasing their levels of walking, cycling and bus use, and reducing their use of the car.

A net of 31% of participants in the 2013 PTP programme said they were driving less, estimating that reduction at 24 miles per week on average.

The proposed project extension will secure 2,800 additional participants. If it generates the same impact, we can assume that 868 participants will reduce their level of driving by 24 miles per week average. If this figure is then annualised, it suggests a reduction in car miles driven of 1,110,720 miles per year. If a decongestion benefit of 13.1p / km is assumed (WebTag Unit A5-4), this implies a benefit of £231k.

In addition to the decongestion benefit, the reduction in car use and increase in use of sustainable travel modes may be expected to have generated health benefits. 37% of participants said they were walking more, by an average 118 minutes more per week. 38% of

participants said they were cycling more, by an average of 93 minutes per week. Using a method for assessing health benefits as laid out in WebTag Unit A5-1 Active Mode Appraisal, the increase in cycling and walking implies a health benefit of £206k per annum. In addition, there are expected to be benefits relating to carbon reduction, noise reduction, air quality improvement and road safety improvement.

The Bike It initiative, which aims to increase cycling (and other active modes of travel) to school led to a 6.6 percentage point increase in pupils cycling regularly to school and a 9.2% reduction in car use during the first year intense programme. If a similar impact is delivered with the 6 target schools (2,500 pupils), this will deliver £14k of decongestion benefits and £53k of health benefits.

Other elements of the residential travel planning package have not been appraised. The benefit of these two major elements against the total scheme costs are 2.92, based on an assumption that the benefits of the scheme only last for three years.

Employer travel planning package:

The workplace PTP programme will secure at least 3,500 participants, as well as exposing a much wider workforce to i-Travel York and sustainable travel options. Our workplace PTP consultant previously conducted a scheme at Longbenton, Newcastle which achieved a 10 percentage point reduction in car use to work. If the impact of this scheme is similar, we can assume that 350 people will reduce their level of driving. Based on an average car commute distance of 6.2 miles in York (from LSTF baseline monitoring survey), if we annualise this figure for work purposes (253 days per year), this would generate a reduction in car distance of 902,720 km per year. If a decongestion benefit of 24p / km is assumed (higher than for residential PTP as most work journeys will be peak hour trips when decongestion benefits are more significant, based on a conservative interpretation of WebTag Unit A5-4), this would imply an overall decongestion benefit of £216k, giving a benefit cost ratio of 2.79:1. This excludes any calculation of health benefits, carbon reduction, air quality improvements, road safety enhancements or reduction in noise. With the addition of quantified health benefits from increased levels of cycling, the benefit cost ratio rises to 3.87:1 for this scheme element.

Again, we have not assessed the benefits of other elements of the work package and have assumed that the above benefits only last for three years, but when these benefits are put against the total cost for the Workplace Package, it still generates a benefit of 3.72.

Low Emissions Scheme:

This scheme sets out to reduce the impact of car use by reducing the emissions generated from vehicles. The quantified impacts of two central elements of the scheme have been assessed. First, the low emissions taxi initiative has been assessed, based on the assumption that 20 conventional taxis will be replaced by 20 hybrid vehicles. This brings quantified benefits in terms of reduced emissions and lower vehicle operating costs as a result of lowered fuel consumption. Over a 6 year appraisal period, this generates a BCR of 2.38, largely due to the comparatively small contribution made to the cost of new vehicles. The Plugged in Fleets scheme delivers similar benefits by converting conventional petrol cars to electric vehicles, delivering a BCR of 2.24.

Better Bus Promotion:

This aspect of the bid aims to promote bus use through improvements in reliability to the bus network through the use of warden, and also through the operation of a bus enquiry point. This provides decongestion benefits of £91k per annum. The Community Bus element providing new services in the Acomb area brings benefits to those without access to other transport, generating value of time benefits of around £6k per year, although this brings much greater social and distributional impacts.

Overall Scheme Benefits

The table below summarises the Value for Money of the overall bid. It shows an overall Benefit Cost Ratio for the whole package of 2.94.

Element	Overall Scheme	
Present value of cost (PVC)	£836,139	<i>Note the Present Value of Costs (PVC) is lower than the total value of the scheme bid. This is a result of discounting both benefits and costs from existing values to 2010 values in line with DfT guidance, thus allowing a consistent treatment when comparing different schemes. As both the costs and benefits have been discounted the results are consistent when estimating the Net Present Value and Benefit:Cost Ratio.</i>
Present value of benefit (PVB)	£2,456,917	
Net present value (NPV)	£1,620,778	
Benefit Cost Ratio (BCR)	2.94	

As mentioned above, this appraisal is partial as several elements are difficult to assess. Specifically the following items have not been directly appraised and we show the anticipated impact of these programme elements below:

- Promotions, comms and web development work: we feel this provides a vital underpinning to the rest of the campaign items. We anticipate growing website hits from 35k currently to 50k per month as well as securing 4k registered MyTravelYork users;
- Switched on Roadshow, which has previously attracted over 1,000 visitors and we feel is an important element in broadening awareness of low emission vehicles in order to cascade their uptake;
- The continued operation of the Workplace Travel Plan network, which will seek to grow membership to above 100 organisations. This is a vital gateway into engaging employers in further activities;
- Workplace travel plan assistance and travel plan grant which will help employers to develop their travel plans and deliver sustainable transport measures to further enhance uptake;
- Staff active travel support service which will help to sustain sustainable travel use in the workplace after conducting the initial workplace PTP programme;
- Driver safety courses for 80 at risk road users;
- Bike Belles programme which will engage at least 30 employers and recruit at least 40 champions to promote cycle uptake amongst women;
- 425 hours of cycle confidence training for adults and families;
- Led walks and cycle rides which will engage at least 4,500 people in walking, specifically targeting people with below average physical activity levels;
- 35 British Cycling local Sky Ride events, plus the large annual York Sky Ride event which aims to attract 8,000 participants.

The nature of an ambitious sustainable travel programme such as i-Travel York is that offering a comprehensive programme of ways to engage different target audiences spreads awareness and builds participation. We are therefore confident that the true benefit cost ratio will be greater than that shown.

B4. The Financial Case – Project Costs

Before preparing a scheme proposal for submission, bid promoters should ensure they understand the financial implications of developing the scheme (including any implications for future spend and ongoing maintenance and operating costs), and the need to secure and underwrite any necessary funding outside the Department's maximum contribution.

Table A: Funding profile (Nominal terms)

£000s	2015-16	2016-17	2017-18	2018-19	2019 - 20	2020 - 21	Total
DfT funding sought	1000						1000
Local Authority contribution	0	200	200	200	200	200	1000
Third Party contribution including LGF	180	115	105	25	25	25	475
TOTAL	1180	315	305	225	225	225	2475

Our bid is for £1m DfT revenue funding, which will be supported by £180k of local third party revenue funding in 2015/16 (as shown in A6). For future years, we have committed at least £200k per annum local authority contribution to maintain the i-Travel York project. This is because as the brand and programme develops, more of it is becoming embedded within Council transport programmes and it is becoming an efficient means for delivering sustainable travel initiatives.

For third party contributions, we include future year agreed revenue spending from the bus operators through the Better Bus Area. We also cite £25k third party annual contribution towards ionTravel software for managing travel plans. The Council now requires large planning permissions to develop a Travel Plan and to utilise the Council's software system to manage it and planning policies have been established where developer contributions are sought towards ionTravel. The £25k figure represents what we believe we will secure in 2014/15 and into the future. We are very confident that further match funding sources will materialise in time, just as we have identified significant potential sources for this year (A6).

B5. Management Case - Delivery

Deliverability is one of the essential criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

- a) *A detailed project plan (typically in Gantt chart form) with milestones should be included, covering the period from submission of the bid to scheme completion. The definition of the key milestones should be clear and explained. The critical path should be identifiable and any key dependencies (internal or external) should also be explained. Resource requirements, task durations and contingency should be detailed and easily identifiable. Dependencies and interfaces should be clearly outlined and plans for management detailed.*

A project plan gantt chart is appended.

The project plan is relatively straightforward, as most of these elements are established workstreams that will carry on into 2015/16. As this is a revenue scheme, there are few dependencies upon other elements being delivered. In order to be able to begin delivery immediately from April 2015, we will internally support preparatory works to get the workstreams ready between any announcement of funding and March 2015. We are already beginning to

work with employers, so we will be able to programme interventions for next year during this financial year, so that delays in establishing relationships do not occur.

- b) *Where relevant, if delivery of the project is dependent on land acquisition, please include a letter from the respective land owner(s) to demonstrate that arrangements are in place in order to secure the land to enable the authority to meet its construction milestones.*

N/A

- c) *Where relevant, please provide summary details of your construction milestones (at least one but no more than 5 or 6) between start and completion of works:*

The bid is not dependent upon construction of any capital schemes. A number of schemes to be delivered using funding from the Local Growth Fund, West Yorkshire Plus Transport Fund, Better Bus Area and Council resources will complement and be complemented by the revenue elements progressed through this bid.

Table C: Construction milestones: N/A

B6. Management Case – Statutory Powers and Consents

- a) *Please list separately each power / consents etc obtained, 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.*

No statutory powers required to deliver the scheme.

- b) *Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them.*

N/A

B7. Management Case – Governance

Please name who is responsible for delivering the scheme, the roles (Project Manager, SRO etc.) and responsibilities of those involved, and how key decisions are/will be made. An organogram may be useful here. Details around the organisation of the project including Board accountabilities, contract management arrangements, tolerances, and decision making authorities should be clearly documented and fully agreed.

This extension to the existing LSTF programme will be implemented using the same governance arrangements which were established to deliver the first phase of the scheme. The programme of works will be directed by the Assistant Director (Highways, Waste and Transport) acting as SRO. Project Management will be provided by David Short who is the existing dedicated LSTF Project Manager. He will use resources from an internal LSTF team, existing teams across the Council including transport planning, sports and active leisure, highways and environmental protection, and third party suppliers. Project leads will be responsible for delivering the packages of measures.

A stakeholder steering group provides input, scrutiny and dissemination of the programme. Delivery of the programme and escalation of key issues will be reported on a regular basis to the Cabinet Member for Planning, Sustainability and Transport in the Council. An organogram is appended.

B8. Management Case - Risk Management

All schemes will be expected to undertake a thorough risk assessment and a detailed risk register should be included in the bid. The risk assessment should be proportionate to the nature and complexity of the scheme. A Risk Management Strategy should be developed and should outline on how risks will be managed.

A risk management strategy for the bid is appended.

B9. Management Case - Stakeholder Management

The bid should demonstrate that the key stakeholders, Local Enterprise Partnerships, and their interests have been identified and considered as appropriate. These could include other local authorities, the Highways Agency, statutory consultees, landowners, transport operators, voluntary sector, local residents, utilities companies etc. This is particularly important in respect of any bids related to structures that may require support of Network Rail and, possibly, train operating companies.

a) *Please provide a summary of your strategy for managing stakeholders, with details of the key stakeholders together with a brief analysis of their influences and interests.*

Since i-Travel York is an existing programme, governance structures are already in place (ref. B7) and stakeholder relationships are established (ref. A8). In terms of stakeholder management:

- Stakeholder group: a stakeholder group, comprising Councillors, Quality Bus Partnership rep., business, community and environmental interests meets quarterly to review project progress and offer scrutiny and assistance with the programme;
- LEP: this bid is aligned with the Leeds City Region LEP (ref. A9). A number of the schemes in the LEP support and complement proposed i-Travel York initiatives. City of York Council officers are collaborating with West Yorkshire partners in the development of the transport strategy and priority schemes in the SEP;
- Quality Bus Partnership: the QBP brings together bus operator interests and identifies priority measures to enhance the bus network. Our proposed i-Travel York measures in this bid complement the broader work programme being undertaken through the QBP, via Better Bus Area fund and LTP investments;
- Travel Plan Network: the TPN brings together employer travel planning interests, with over 80 members and regular monthly forums;

An element of this bid is to enhance 'city-level' communications in order to successfully communicate the benefits of i-Travel York, particularly to broader stakeholder groups, in order to harness and grow support and help develop further partnerships.

b) *Can the scheme be considered as controversial in any way?*

Yes **No**

c) *Have there been any external campaigns either supporting or opposing the scheme?*

Yes **No**

B10. The Commercial Case

Please provide evidence of the viability of a proposal and, where relevant, the procurement strategy that will be used to engage the market. This should include evidence that you are able to mobilise and begin to deliver at the start of the funding period if successful.

It is the promoting authority's responsibility to decide whether or not their scheme proposal is lawful; and the extent of any new legal powers that need to be sought. Scheme promoters should ensure that any project complies with the Public Contracts Regulations as well as European Union State Aid rules, and should be prepared to provide the Department with confirmation of this, if required.

Most of the scheme elements we are proposing are extensions to existing successful delivery streams and we have internal staff and third party suppliers in place to continue these.

The PR and comms workstream, Low Emissions scheme and Better Bus promotion work is currently being delivered internally by City of York Council staff. The Active Travel led walks and rides are co-ordinated by our Active Leisure colleagues, in association with a network of volunteers.

A number of delivery partners are procured to deliver other aspects of the programme, including:

- Castlegate IT, a York-based IT firm, developed the website and are retained by the Council for ongoing maintenance and further development;
- Sustrans is delivering the existing Bike It and Bike Belles programmes;
- JMP, a consultancy specialising in sustainable transport, is delivering the residential PTP and workplace PTP elements;
- Challenge for Change are providing our annual workplace and community cycle challenge;
- Get Cycling, a York-based community interest company, assists with running the annual Cycling Festival.

These firms have contributed their expertise and assessment of costs for delivering the next phase of the programme and are potentially available to deliver the scheme elements. Where it is necessary or desirable to open up delivery elements to competitive tenders, we have the experience of procuring this work from the first phase of LSTF. Should our bid be successful, our procurement would be able to take place after July 2014 so that partners are in place before April 2015.

We will also make preparations for the next phase between July 2014 and March 2015, so that implementation can begin immediately in April 2015.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

Evaluation is an essential part of scheme development and should be considered and built into the planning of a scheme from the earliest stages. Evaluating the outcomes and impacts of schemes is important to show if a scheme has been successful.

Please set out how you plan to measure and report on the benefits alongside any other outcomes and impacts of the scheme:

Since the commencement of i-Travel York in 2011, City of York Council has been committed to monitoring the progress of the delivery and outcomes of the programme.

In 2012, a Monitoring and Evaluation Framework was prepared to assist all i-Travel York project managers and partners to ensure that monitoring and evaluation was an integral part of the programme's delivery. The objectives for the monitoring and evaluation process are:

- To enable continuous improvement in project delivery processes;
- To demonstrate the value for money (or lack thereof) of each intervention to learn lessons for future delivery of sustainable transport projects in York;
- To demonstrate the value of i-Travel York to funders and key local decision makers;
- To demonstrate the value that i-Travel York provides to York residents and visitors.

For each programme component of i-Travel York, we have identified a range of indicators (input, output, process and outcome) to measure progress against the set objectives.

Existing datasets (owned by City of York Council and its partners) are being utilised to provide context and help us understand what other changes to travel occur over the i-Travel York intervention period. In 2012, a household travel diary and attitudinal survey was conducted to determine a baseline, utilising the Council's Talkabout Panel which has 1,490 members and is reasonably representative of the City's population. At the end of the i-Travel York programme, the survey will be repeated in order to track performance across the implementation period.

Aftercare telephone surveys are completed as an integral part of the residential and workplace PTP project delivery so information is collected without additional cost to the evaluation programme. A collective total of 900 participants will be contacted after the 2013 and 2014 summer engagement periods to obtain data on the perceived quality and benefit of the service and self-reported behaviour change as a result of the intervention.

Annual progress reports inform the team of the key findings from these monitoring exercises.

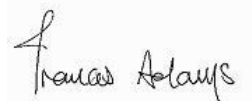
SECTION D - Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for **I-Travel York**, I hereby submit this request for approval to DfT on behalf of **City of York Council** and confirm that I have the necessary authority to do so. I confirm that **City of York Council** will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: Frances Adams
Position: Assistant Director for Transport, Highways,
Waste and Fleet, City of York Council

Signed:



D2. Section 151 Officer Declaration

As Section 151 Officer for **City of York Council**, I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that **City of York 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 2015/16;
- 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:
Ian Floyd, Section 151 Officer, City of York Council

Signed:

