



GO:GREEN FOR GROWTH IN WEST YORKSHIRE

LOCAL SUSTAINABLE TRANSPORT FUND
REVENUE APPLICATION FOR 2015/16



Local Sustainable Transport Fund 15/16 Revenue Application Form Checklist



Department for Transport

Lead authority: Metro, (West Yorkshire ITA) on behalf of the West Yorkshire Local Transport Plan Partnership (Metro, and the District Councils of Bradford, Calderdale, Kirklees, Leeds and Wakefield)

Project Name: *go:green for growth in West Yorkshire*

SECTION A

Under section/page please identify where in your bid we can locate the following information (if supplied)

Item	Section / page
A3. Have you appended a map?	Section A3 / page 2 and Appendix A
A6. Have you enclosed a letter confirming the commitment of external sources to contribute to the cost of a specific package element(s)?	Appendix C
A8. Have you included supporting evidence of partnership bodies' willingness to participate in delivering the bid proposals?	Appendix C
A9. Have you appended a letter from the relevant LEP(s) supporting the proposed scheme?	Appendix C

SECTION B

B3: Economic Case Assessment

Item	Section / Page
Assessment of Economic impacts	Appendix G
Assessment of Environmental impacts	Appendix G
Assessment of the Social and Distributional Impacts	Appendix D and G
Have you provided a completed Scheme Impacts Pro Forma?	Appendix G

B5 - B9: Management Case Assessment

Item	Section / Page
Has a Project Plan been provided?	Appendix H
Has a letter relating to land acquisition been appended to your bid (if required)?	n/a
Assessment of Statutory Powers and Consents (if required)	n/a
Has an organogram been appended to your bid?	Section B7 / page 16
Has a Risk Management Strategy been provided?	Section B8 / page 17 / Appendix I

B10: Commercial Case Assessment

Item	Section / Page
Have you attached a joint letter from the local authority's Section 151 Officer and Head of Procurement confirming that a procurement strategy is in place that is legally compliant and is likely to achieve the best value for money outcome?	Appendix J
Have you provided evidence that you are able to begin delivery at the start of the funding period?	Section B10 / page 19

SECTION D

Item	Section / page
D1. Has the SRO declaration been signed?	Section D1 / page 20
D2. Has the Section 151 Officer declaration been signed?	Section D2 / page 20

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B	Funding Tables
C	Letters of Support
D	Equality Analysis
E	Logic Map
F	Scheme Prioritisation
G	Scheme Impacts and Appraisal
H	Project Plan
I	Risk Register
J	Section 151 Letter

Figure	Title
1	West Yorkshire and Strategic Economic Plan Priority Areas
2	The Rationale for <i>go:green for growth in West Yorkshire</i>
3	The Three E's for Increasing Physical Activity
4	Our Behaviour Change Model
5	2010 Indices for Multiple Deprivation, Employment
6	2010 Indices for Multiple Deprivation, Mortality Rates
7	2010 Indices for Multiple Deprivation, Sport and Active Recreation Participation
8	Urban Dynamic Model Forecast Locations of Jobs in 2026
9	Organogram
10	Mapping the Stakeholder Position

Table	Title
1	Summary of Partners by their Role and Responsibility
2	Summary of Anticipated Outcomes
3	Funding Profile
4	Governance Roles and Responsibilities
5	Stakeholder Influence and Interest in the Scheme
6	Monitoring and Evaluation



Local Sustainable Transport Fund 15/16 Revenue Application Form

Guidance on the Application Process is available [here](#).

Applicant Information

Local transport authority name(s):

Metro, (West Yorkshire ITA) on behalf of the West Yorkshire Local Transport Plan Partnership (Metro, and the District Councils of Bradford, Calderdale, Kirklees, Leeds and Wakefield).

It is intended that the new West Yorkshire Combined Authority (WYCA) will be established on the 1st April 2014. Subject to the Legal Order, the Combined Authority will become the Local Transport Body.

If the bid is a joint proposal, please enter the names of all participating local transport authorities and specify the lead authority

Bid Manager Name and position:

Steve Heckley, Planning Manager, Metro

Name and position of the official with day to day responsibility for delivering the proposed package of measures

Contact telephone number: 0113 251 7335

Email address: steve.heckley@wypte.gov.uk

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40-50 Wellington Street
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West Yorkshire
LS1 2DE

Website address for published bid: www.wyltp.com

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: go:green for growth in West Yorkshire

A2. Headline description:

Complementing the Leeds City Region Strategic Economic Plan and building on current activities, our four travel packages support economic growth by promoting sustainable travel options to increase access to employment and training opportunities, with emphasis on locations of high unemployment and health inequality across West Yorkshire.

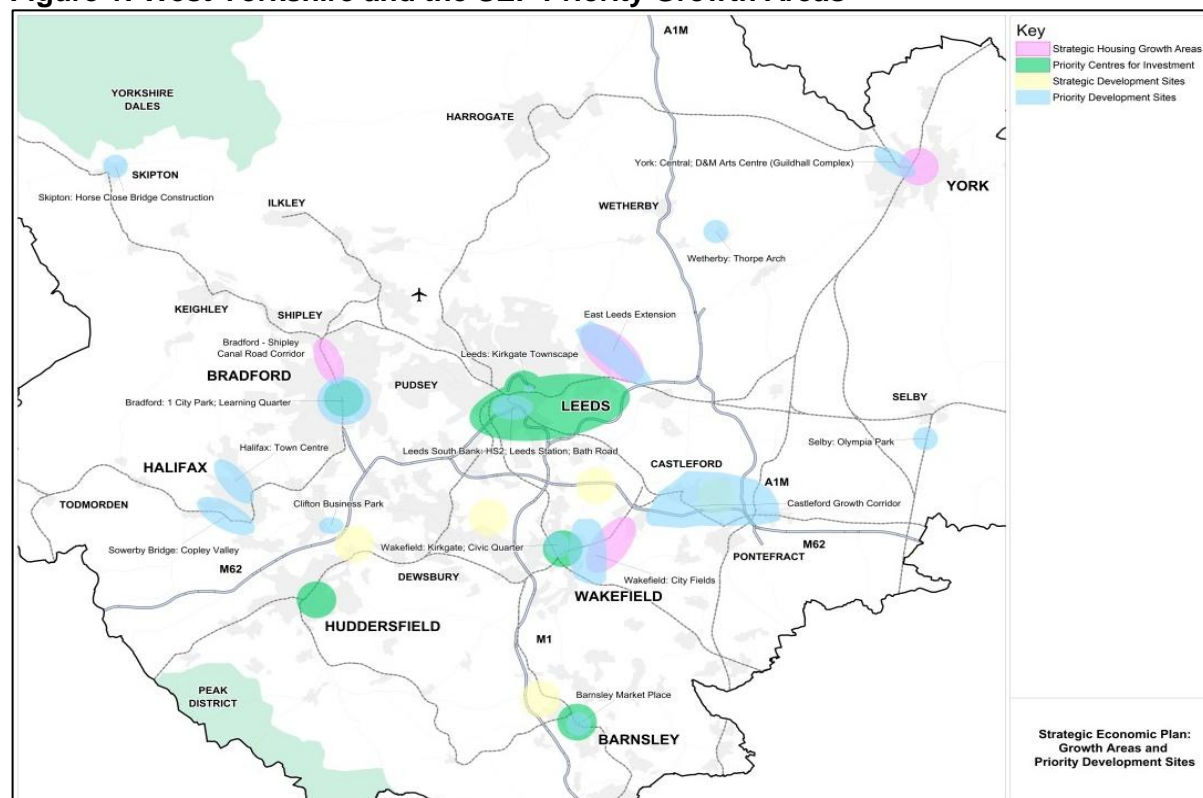
Building on the successful **West Yorkshire Travel Plan Network and JobCentre Plus Partnership**, we will assist jobseekers, NEETs and young people into employment and training by offering discounted tickets we will encourage car commuters to change to sustainable modes. Seamless door-to-door journeys by sustainable modes will be facilitated through further '**Smart Ticketing**' developments to increase payment options.

To increase physical activity, our programme will continue **go:cycling** and expand CityConnect's Best Foot Forward project to **go:walking**. Promotion of cycling through engagement activities to get more people cycling more often, as well as increasing physical activity through active travel, will work to reduce health inequality across West Yorkshire.

A3. Geographical area:

The proposal covers West Yorkshire with a particular focus on the urban centres of Bradford, Castleford, Dewsbury, Halifax, Huddersfield, Leeds and Wakefield. This is building on the delivery of the current Local Sustainable Transport Fund programme. **Figure 1** shows the main urban areas of West Yorkshire and how these relate to the key growth areas that are the focus of the Leeds City Region Strategic Economic Plan. **Appendix A** provides enlarged version of all maps.

Figure 1: West Yorkshire and the SEP Priority Growth Areas



A4. Total package cost (£m): £3.367m

Appendix B (Table B1) provides a breakdown of total cost by package.

Please note, this only reflects the 2015/16 funding.

A5. Total DfT revenue funding contribution sought (£m): £2.844m

Appendix B (Table B2) provides a breakdown of DfT funding sought by package.

A6. Local contribution (£m): £0.523m

Appendix B (Table B3) provides a breakdown of match funding. Letters confirming commitment to contribute are attached in **Appendix C**.

A7. Equality Analysis:

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

Yes No. See **Appendix D** for the equality analysis.

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.

Letters of support from partnership bodies are included in **Appendix C**.

go:green for growth is supported by a number of partners who are continuing to work together to deliver on-going initiatives. **Table 1** summarises the partners and their role and responsibilities in delivering this programme.

Table 1: Summary of Partners by their Role and Responsibility

Partner	Role	Responsibility
Leeds City Region LEP	Liaison with Metro (WYCA)	To ensure a coordinated approach with the Strategic Economic Plan
Metro (WYCA)	Programme management and liaison with the Leeds City Region to ensure communication of initiatives	To ensure a coordinated approach to the activities, manage resources and risks, develop benefits realisation strategies and monitoring and evaluation activities. To deliver the loyalty incentives initiative.
District Councils of Bradford, Calderdale, Kirklees, Leeds and Wakefield	To coordinate Highways and Public Health activity at district level e.g. highway works.	To ensure the activities are delivered across the districts and that both Highways and Public Health teams are fully engaged.
Public health / Health & wellbeing Boards	Key stakeholder / user representation on go:cycling and go:walking project boards	To ensure that the health benefits are realised in the priority areas for our investment.
West Yorkshire Travel Plan Network	Delivery of the Travel Plan Network initiatives	To continue to support employers in West Yorkshire to promote public transport, walking, cycling, responsible car use, and smarter working to their employees through a range of initiatives, campaigns, events and discounted ticket schemes. To coordinate with go:cycling to ensure engagement with cycling activities.

West Yorkshire Ticketing Company Limited	Key stakeholder	To provide match funding to enable a 33% discount on county-wide multi-operator pre-paid tickets
JobCentre Plus	Delivery of the discounted travel tickets for job seekers	To ensure ticketing and journey planning support is provided across the 23 offices in West Yorkshire to help NEETs, young people and job seekers find employment and training opportunities.
YorCard	Development of the back office functionality	To ensure enhanced methods of paying for public transport tickets are developed for implementing across West Yorkshire
Living Streets (currently involved in Best Foot Forward)	Delivery of go:walking community engagement (subject to procurement processes)	To engage people in their community by encouraging the take up of walking
CTC (currently involved in go:cycling)	Delivery of some of the go:cycling activities (subject to procurement)	To coordinate cycle training
As part of Cycle Yorkshire, the Tour de France Legacy Partnership, Sustrans, CTC and British Cycling are key delivery partners who will ensure engagement activities are delivered across the region.		

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. We recognise that the Strategic Economic Plans will still be at draft stage when completing this bid and that the exact location of the supporting text may change.

The Leeds City Region Local Enterprise Partnership (LEP)'s vision for the Leeds City Region is to: *to unlock the potential of the City Region, developing an economic powerhouse that will create jobs and prosperity.*

To achieve this vision, delivery of the Leeds City Region Strategic Economic Plan (SEP) will be based around the four strategic investment priorities:

- Priority 1: Supporting growing businesses
- Priority 2: Developing a skilled and flexible workforce
- Priority 3: Building a Resource Smart City Region
- Priority 4: Developing the Infrastructure for Growth

A key aim of the Leeds City Region SEP is to *Create the Environment for Growth* through sustainable approach. The Leeds City Region LEP has a commitment to Sustainable Transport Projects and this is referenced in the Strategic Economic Plan in the following four locations:

1. Part A: Our Vision and Strategic Investment Priorities
2. Part A: The Strategic Investment Framework section:
 - a) Priority 2: Developing a Skilled and Flexible Workforce
 - c) Priority 4: Developing the Infrastructure for Growth
3. Part B: The Delivery Plan; and
4. Appendix I: the Transport Technical Annex.

Appendix I, the Transport Technical Annex of the Strategic Economic Plan, provides details of a number of capital investments, which will be supported by *go:green for growth*, such as (but not limited to):

1. G3 Morley-Moortown Cycle Superhighway;
2. G12 Bradford West Cycle Routes;
3. C3 West Yorkshire Active Travel Package;
4. C4 West Yorkshire Integrated Transport Hubs Programme; and
5. C6 Rail Smart Ticketing in Leeds City Region.

Our *go:green for growth* proposals centre on supporting the delivery of Priority 2 and Priority 4, as well as the LEP's vision for the City Region. By continuing and expanding four important programmes, we will work to increase access to employment and training opportunities by increasing sustainable travel options across West Yorkshire.

A letter of support from the Leeds City Region Local Enterprise Partnership is included in **Appendix C**.

SECTION B – The Business Case

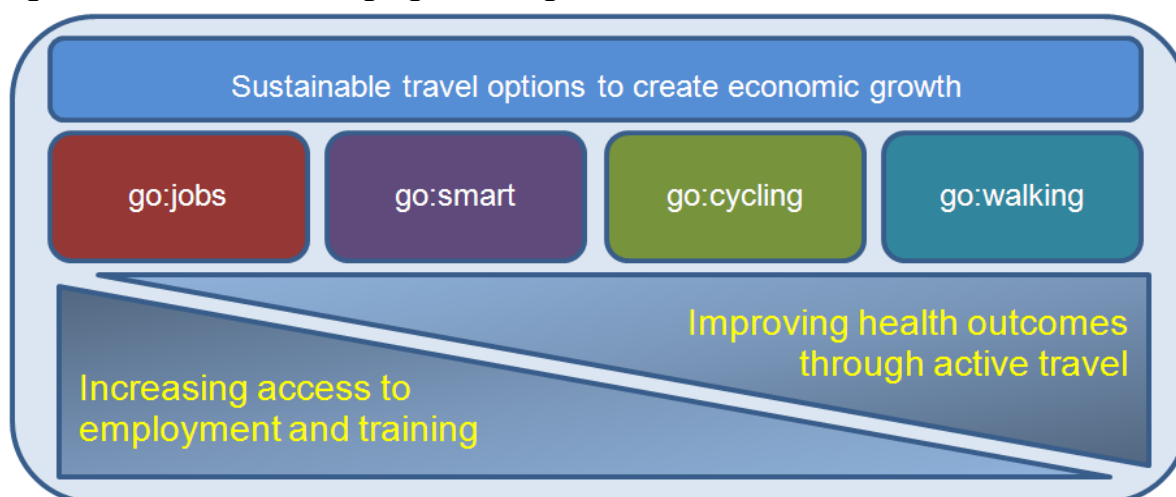
B1. The Scheme - Summary

Our *go:green for growth* programme is made up of the following four packages of activity:

1. **go:jobs** West Yorkshire Travel Plan Network and JobCentre Plus Partnership;
2. **go:smart** Back Office Development of Smart Ticketing, Journey Planning Enhancements and incentive programme development;
3. **go:cycling** Promotion of cycling through engagement activities; and
4. **go:walking** Expansion of the CityConnect Best Foot Forward project.

Figure 2 summarises how the packages individually and collectively create economic growth by promoting sustainable travel options to increase access to employment and training opportunities in locations of high unemployment and health inequality across West Yorkshire. They expand and continue current LSTF-funded activity, including additional revenue funding for 2014/15 for jobseekers and go:cycling.

Figure 2: the rationale for *go:green for growth*



Appendix E contains a logic map showing how each intervention delivers increased access to employment and training opportunities as well as improved health and well-being.

The remainder of this section will provide a detailed overview of each package.

Package 1	go: jobs
Objective	To assist jobseekers, NEETs and young people back into employment or training and to encourage car commuters to change their travel behaviour to more sustainable modes
The story so far	<p>The current LSTF JobCentre Plus initiative has supported over 6000 job seekers back into work since August 2011. 26% of the recipients would not have been able to accept the job without the help of a free travel card. 90% of applicants are still in employment 13 weeks after receiving the free ticket, of whom 67% continue to purchase weekly or monthly public transport tickets. The following video http://www.youtube.com/watch?v=XK1gVt2aVlk link provides a case study of the work undertaken to date with JobCentre Plus.</p> <p>The car mode share of the West Yorkshire Travel Plan Network (WYTPN) members reduced by 7% between 2008 and 2012. In the last free monthly ticket campaign over 3,800 car drivers applied for the 400 tickets. Following the trial 35% were still using public transport for the commute twelve weeks later. Further examples of case studies can be found in Appendix G.</p>
What will be delivered	<p>The WYTPN has almost 200 member businesses and is able to communicate sustainable travel information to over 20% of West Yorkshire commuters. The West Yorkshire Travel Plan Network will:</p> <ol style="list-style-type: none"> 1. Assist a further 6,000 jobseekers, NEETs and young people into employment and training opportunities through Job Centre Plus by providing a free monthly travel card, a re-conditioned push bike or a motorised scooter. Participants will have a specific travel barrier including economically disadvantaged or low travel horizons. 2. Encourage more car commuters to change their travel behaviour to more sustainable modes by providing 500 free monthly travel cards to car drivers to trial public transport; rewarding employees to take up cycling and walking to work; and incentivising in car share opportunities. 3. For employers, we will host more breakfast seminars to promote the benefits of walking and cycling to employees; widen membership to business parks and enhance the offer by increasing car club membership packages; enhance software to streamline TPN renewal process, surveying and data storage; and develop a carbon budgeting scheme to achieve internal reductions in CO₂ emissions to enable organisations to take responsibility for and address their emission impacts. <p>We will strengthen links with public health teams who work with workplaces to promote a joined up and targeted approach to working with businesses.</p>
Anticipated Outcomes	3,750 job seekers, NEETs and young people are anticipated to be assisted back into work. If 10% of targeted jobseekers find permanent employment, the BCR is anticipated to be 53.1. 1000 employees are forecast to be encouraged to switch to walking, cycling, public transport and car sharing. Detailed outputs are included as part of the appraisal attached in Appendix G .
Ensuring a legacy	This activity will continue beyond the lifetime of LSTF. The funding is accelerating delivery to reap the benefits more quickly.
How this supports the Leeds City Region SEP	<p>The Leeds City Region ambition is to create a NEET-free City Region by offering a guarantee to the young (defined as 16-24) through a range of integrated pathways (SEP Priority 2). This provides the frameworks for the WYTPN and Job Centre Plus Partnership to continue to work to offer young people a discounted travel pass to help them get into employment or training, by reducing the cost of travel.</p> <p>The LEP has a commitment to sustainable travel and Priority 3, <i>Building a Resource SMART City Region</i>, will work towards this.</p>

Package 2	go:smart
Objective	To improve the passenger's door-to-door journey experience by increasing the options and flexibility for buying tickets for public transport travel and by making better, more personalised journey planning information available.
The story so far	go:smart is an extension to an £8m programme and to date, this successful programme has delivered over 500,000 smartcards and the back office functionality to manage data from almost 1 million boarding transactions per week. The back office will also manage revenue apportionment and reimbursement of over £70 million per annum. This programme has been funded by £2m of DfT money, £4m of Better Bus Area Funding and £2m of LTP funding, as well as operator contributions.
What will be delivered	<p>The current YorCard developed back office system will be enhanced by:</p> <ol style="list-style-type: none"> 1. Developing mobile phone applications to deliver multi-operator and multi-modal ticketing and journey planning information; 2. Back Office developments to enable customers to store their journey information, enabling quick access to frequently made journeys; and 3. Develop the capability to pay for travel direct to the customer's travel card or phone. <p>This responds directly to customer requests for mobile technology, information 'on the go' and tailored journey planning information.</p> <p>In addition, these developments will be utilised to create the platform for operating a loyalty scheme to incentivise sustainable travel choices.</p>
Anticipated Outcomes	<p>It is anticipated that the range of options for purchasing tickets and obtaining journey information will be increased, providing an improved passenger experience. Integration of information, ticket purchase and immediate travel will make public transport use more convenient, removing a key barrier to sustainable travel.</p> <p>The analysis illustrates that over a 10 year appraisal period the overall Smart Ticketing programme (including mobile phone and loyalty incentive development) will generate a benefit cost ratio of 3.7:1. The programme will also achieve a range of additional benefits including bus service reliability benefits; agglomeration impacts; enhanced access to off-bus retail networks; reduced fare collection costs; and improved data for future marketing activities. Appendix G provides a summary of appraisal methodology.</p>
Ensuring a legacy	The Smart Ticketing Programme is being delivered to bring Leeds City Region up to the level of London in terms of ticketing options. This funding will accelerate these activities to ensure we can reap the benefits quicker.
How this supports the Leeds City Region SEP	<p>go:smart is one component to providing a full door-to-door mobility package. The following capital schemes included in the SEP will further develop the door to door offer:</p> <ul style="list-style-type: none"> • Rail Smart Ticketing in Leeds City Region - a package of works to improve the use of smart tickets on trains; • Station Improvement Package - a package of quality improvements that will enhance the rail station environment attracting a higher usage; • West Yorkshire Integrated Transport Hubs Programme – improvements to 8 local transport interchanges that will improve the quality of the public transport journey and the delivery of travel information.

Package 3	go:cycling
Objective	To get more people cycling more safely and more often in West Yorkshire.
The story so far	The Tour de France Grand Depart in July 2014 is galvanising cycling in West Yorkshire and we need to respond to latent and generated demand. The Cycle City Ambition Funded CityConnect programme is delivering the largest single investment in cycling in West Yorkshire. go:cycling is part of our current LSTF programme.
What will be delivered	<p>We will provide the skills, knowledge and tools to encourage and support cycling in West Yorkshire and build on the Communication and Engagement Project included as part of CityConnect – our Cycle City Ambition Grant programme. This will be delivered through a co-ordinated set of activities and include:</p> <ol style="list-style-type: none"> 1. Delivering a programme of promotion and activities to increase awareness of cycling, including led rides, mass participation events, such as Sky Rides, 5 Cycle Fest events and cycle safety campaigns. go:cycling will also provide tailored support for 20 additional community events, free adult cycle training and offering activities such as fun rides, Dr Bike, provision of information and maps. 2. Developing partnerships with local bike shops and providers to offer recycled bikes, bike loans and set up an equipment loan service for people without bikes who want to take up cycle training.
Anticipated Outcomes	<p>Through the provision of cycle training and maintenance workshops, we will increase skills and confidence amongst new and novice cyclists.</p> <p>A total of over 100,000 training, active and passive engagements are planned. This scheme is expected to deliver health benefits. Health, absenteeism benefits to business and accident benefits are calculated to range between £5.2m and £14.4m. A BCR of at least 7.5:1 for this element of the scheme is achieved.</p> <p>Detailed outputs are included as part of the appraisal of the scheme – attached in Appendix G.</p>
Ensuring a legacy	<p>Every district in Yorkshire and Humber is signed up to the Cycle Yorkshire Strategy –Tour de France Legacy¹, which will work to empower the community through active engagement in cycling we can ensure the benefits are seen beyond the life of the funding.</p> <p>The Integrated Transport Authority (ITA) has also made a commitment in the West Yorkshire Cycle Prospectus² to spend £5 per year per head of population on cycling for the duration of LTP3 (to 2026).</p> <p>The system of training the trainers will mean that the provision of cycle training will become more sustainable in the longer term.</p>
How this supports the Leeds City Region SEP	A key component in the SEP is to Develop the Infrastructure for Growth. A fundamental part of this is facilitating a sustainable transport network - providing a high quality step change in cycling infrastructure supports this move. The SEP contains a number of cycle infrastructure schemes to create this step change.

¹Cycle Yorkshire (2013) Realising the Legacy of Le Grand Depart -A Strategy for Cycling in Yorkshire and Humber

² West Yorkshire Public Transport Executive (2014) West Yorkshire Local Transport Plan Cycle Prospectus

Package 4	go:walking
Objective	To increase levels of physical activity by engaging people in their local environment and to make active travel part of daily living
The story so far	The Best Foot Forward project has been funded alongside the CityConnect programme. This has brought together transport and public health professionals and local organisations to increase walking amongst the less active communities. There has also been and will continue to be a programme of 20mph zones delivered across West Yorkshire, improving the environment for walking.
What will be delivered	<p>35% of the population of West Yorkshire undertake less than 30 minutes exercise a week³. We will focus on the top 10 areas that are in the top 10% highest unemployment and top 10% for All Age All-Cause Mortality across West Yorkshire. Figure 7 (in Section B2) shows that in our targeted areas over 50% of the population undertake less than 30 minutes exercise a week. Cycling and walking could present an opportunity to increase the amount of physical activity residents do in a way that is cost effective, can be integrated into everyday living, and can bring about improved physical and mental wellbeing.</p> <p>For each of the ten areas, key stakeholders, such as, schools, active community groups, businesses, existing local walking and school travel schemes will be identified. A walking advisor will be appointed to support the street audits and to develop expertise within the partner organisations. The community engagement exercise will establish the barriers to a healthier lifestyle (focussing on active travel) and develop solutions to overcome them. We wish to create independence rather than dependency in communities, workplaces, and schools by being involved in the co-production of solutions and delivering these solutions, making the actions more sustainable.</p> <p>Street audits would be undertaken engaging people in their residential settings to understand local factors affecting individual's willingness to walk. Small-scale improvements identified from the street audit will be delivered using the Local Growth Fund. The West Yorkshire Active Travel Package includes an allowance to undertake small scale improvements. This will be complemented further through LTP funding in 2015/16.</p> <p>Walking activities will be delivered in line with the street audit results and other feedback and will include buggy walks, walk to school activities and 'explore your area' activities. Other activities will be developed around community centres and theme basis, such as local history, nature and sport.</p>
Anticipated Outcomes	The project will build on the successes identified through the current CityConnect project – Best Foot Forward. A greater understanding of the barriers to walking and of the 70,000 target population 10% will increase their physical activity from inactivity to 3x30 minutes to activity per week.
Ensuring a legacy for the package	The activities will generate curriculum materials, and teachers will be trained in their use; this will ensure the sustainability of this work. This package is also building on developing a formal partnership with Public Health to ensure a pathway to physical activity is provided through active travel.
How this supports the Leeds City Region SEP	A key component of the SEP is to Create the Environment for Growth. A fundamental part of this is facilitating a sustainable transport network – a pedestrian friendly environment is key to encouraging walking as a mode of transport to work. The West Yorkshire Active Travel Package will facilitate this by providing funding to undertake small scale improvements where the environment is hindering active engagement.

³ Active Peoples Survey (2014) Once a Week Participation in Sport <http://www.sportengland.org/research/who-plays-sport/>

B2. The Strategic Case

a) The Leeds City Region Context: the Strategic Economic Plan

The Leeds City Region is the biggest of the core City Region economies. Our annual output of £55bn represents 5% of the English total. We have over 100,000 businesses, 3 million residents and a workforce of 1.4m. Our Strategic Economic Plan (SEP) therefore aims to unleash the potential and create the most dynamic, enterprising and innovative economy outside the South East. If Leeds City Region begins to unlock its potential, we could produce at least an extra £10bn in wealth, transforming the lives of our residents.

For Leeds City Region to grow and for it to contribute to the re-balancing of the national economy, it needs a transport system that both supports and facilitates this growth. The poly-centric make-up of the towns and cities across the Leeds City Region and the way that its jobs and population are dispersed across a wide area necessitates a high performing transport network that connects people to places to jobs in a single economic entity. It also requires a range of complementary initiatives to influence the demand for travel and provide the information, support and encouragement to increase the use of sustainable travel modes.

b) The Importance to West Yorkshire

All activities within *go:green for growth* are integral to Metro and the West Yorkshire district councils' strategic responsibilities, as set out in **West Yorkshire's Local Transport Plan 2011 – 2026 (WYLTP3)**. The three key LTP3 objectives are:

- **Economy:** to improve connectivity to support economic activity and growth;
- **Low Carbon:** to make substantial progress towards a low carbon, sustainable transport system for West Yorkshire, while recognising transport's contribution to national carbon reduction plans; and
- **Quality of Life:** to enhance the lives of people living and working West Yorkshire.

Our proposals have been developed to reflect all aspects of the WYLTP3 strategy, but in particular the Travel Choices theme, which was specifically developed to ensure behaviour change. **Figure 3** (right) summarises our approach to increasing physical activity.

In addition, our proposals will contribute to the following WYLTP3 targets:

- **CO₂ emissions:** reduction of 30% between the base year and 2026 in annual traffic emissions across the local highway network;
- **Mode share:** increase proportion of trips made by sustainable modes from 36% to 42% and keep the total number of car trips at 2011 levels; and
- **Active travel:** encouraging more people to make more trips by walking and cycling.

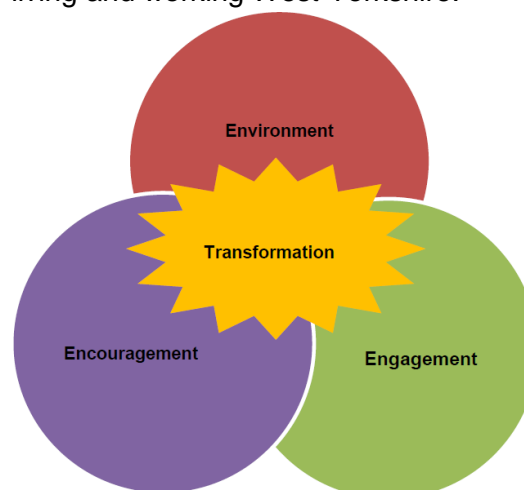
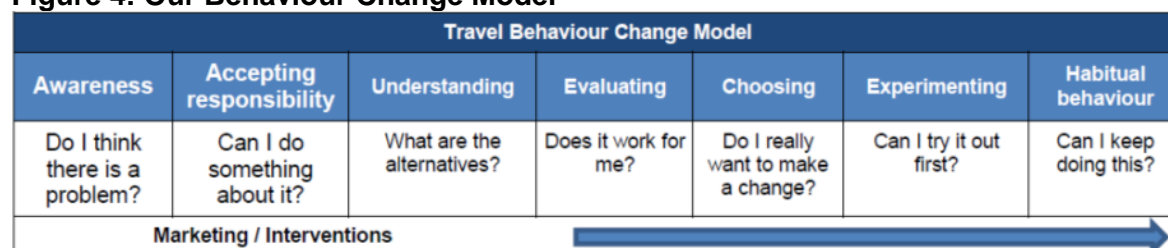


Figure 3: The Three E's for increasing physical activity

Within West Yorkshire there is a developing critical mass of sustainable transport interventions, which, in combination with the Tour de France Grand Depart in July 2014, offers an unparalleled opportunity to deliver transformative benefits of participation in active travel. Further investment, to enhance that already made through the Cycle City Ambition Grant has the potential to deliver wider, cumulative and compound benefits that have not previously been available to sustainable modes schemes in the area. West Yorkshire has

an ambition to triple current cycling levels and increase cycling to account for 6% of all journeys by 2026⁴. **Figure 4** below summarises our behaviour change model.

Figure 4: Our Behaviour Change Model



c) Cycle Yorkshire Strategy –building on the Tour de France Legacy

As part of the Tour de France Grand Depart legacy, a pan-regional strategy has been developed for cycling. **Cycle Yorkshire Strategy** aspires for the Yorkshire and Humber area “to be recognised as a great region for safe cycling, inspiring more people to cycle more often”. The strategy period is effective until 2023 and aims to provide an added-value framework for the delivery of local improvements. Our proposals are consistent with Cycle Yorkshire Strategy and will contribute to the delivery of its objectives and targets.

Building on the Tour de France’s Grand Depart in 2014, a package of cycle infrastructure improvements is currently being delivered supported by the DfT’s Cycle City Ambition Grant. CityConnect will deliver a package of infrastructure including a 23km segregated Cycle Superhighway from east Leeds to Bradford City Centre with new connections in Leeds City Centre to provide continuity to other radial routes. This will be the longest continuous cycleway in the north of England, connecting key employment and regeneration sites in both cities. In addition new secure cycle parking facilities are included and the Leeds Liverpool Canal Tow Path will be upgraded. 20mph zones around the route will ensure that walking is also encouraged and supported.

The current LSTF programme has delivered cycle infrastructure across West Yorkshire. Early indications have shown a ten-fold increase in cyclists using the new facilities⁵. The cycling schemes proposed as part of the SEP build on this, as well as the considerable investment of CityConnect, and WYLTP3 by providing more high quality step change facilities by constructing routes such as the Morley-Moortown Cycle Superhighway. This will provide local benefits including the economic benefits of improved public health.

d) Opportunities for Change

Journey to Work

29.4% of households in West Yorkshire do not have access to a car or van. The 2011 census shows that cycling in West Yorkshire is starting from a very low base, with potential for significant growth. This has increased from 2001 but is still very low relative to comparable urban areas. For walk to work, the figures range from 9.9% (Kirklees) to 11.8% (Leeds). So, there is a huge opportunity to change from private vehicle to more sustainable modes, as well as increasing the travel horizons for those with no access to private transport. Analysis of journey distance for single occupancy car drivers has been used in the appraisal.

As the population grows and the number of jobs increases, more people will need to make use of the existing transport infrastructure. A survey by the British Chamber of Commerce found congestion to be a problem for 90% of businesses, with 45% viewing it as a

⁴ West Yorkshire Public Transport Executive (2014) West Yorkshire Local Transport Plan Cycle Prospectus

⁵ West Yorkshire Public Transport Executive (2013) Calderdale District Council District Liaison Committee

significant problem⁶. In Yorkshire and Humber, congested was estimated to cost the economy over £2.2bn per annum, forecasts to 2025 estimate this to rise to £4.4bn⁷.

Reducing unemployment

Figure 5 shows the relative ranking in the employment sub-domain of the Lower Super Output Areas in West Yorkshire in the Indices of Multiple Deprivation (*enlarged versions of all maps are provided in Appendix A*).

Figure 5: 2010 Indices of Multiple Deprivation, Employment

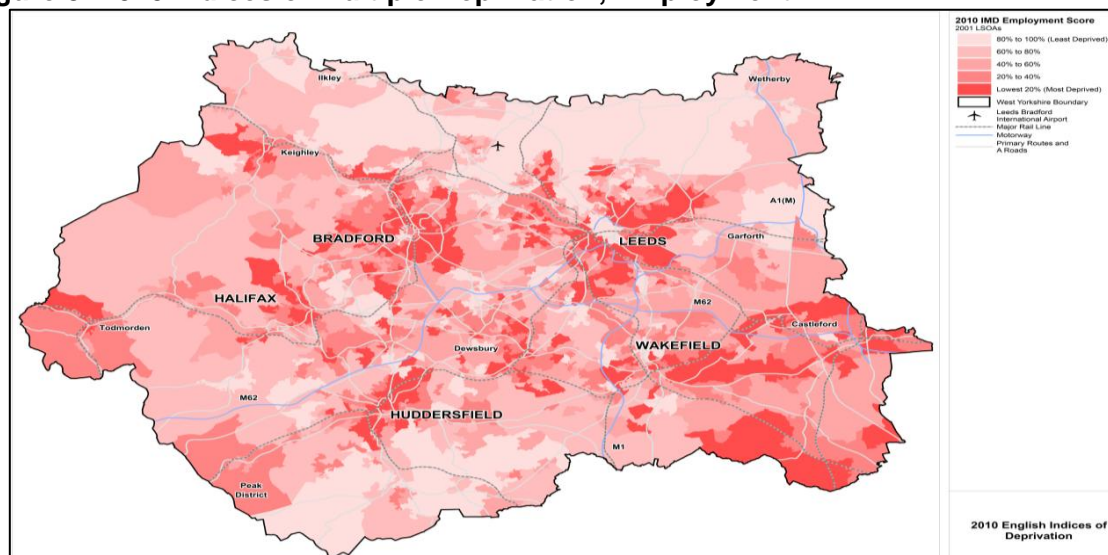
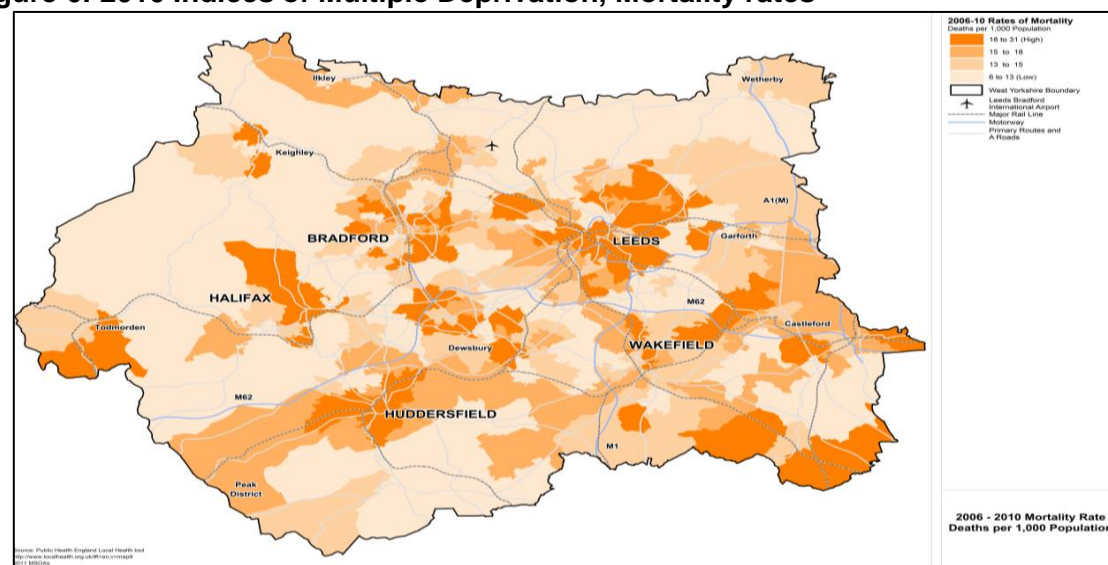


Figure 5 shows that 27% of LSOAs in West Yorkshire (372) are ranked in the lowest 20% across England. The challenge is therefore to provide better connectivity to employment and training opportunities within and from these areas to elsewhere in the district. Our proposals will focus on the areas where there are the highest levels of unemployment.

Reducing health inequality (mortality rates) / increasing physical activity

Figure 6 shows the deaths per 1000 residents across West Yorkshire. It shows that there are high death rates in the main urban centres of West Yorkshire. Of the LSOAs in West Yorkshire 131 are in the top 20% across England.

Figure 6: 2010 Indices of Multiple Deprivation, Mortality rates



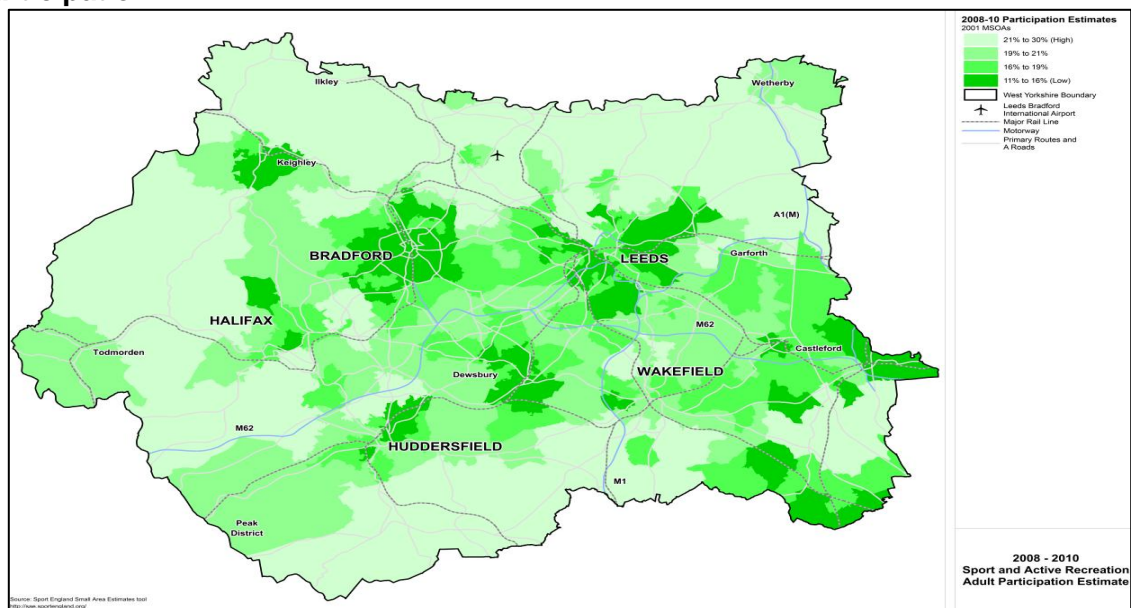
⁶ Pteg (2014) Transport Works for Jobs and Growth

⁷ Atkins (2008) Economic Costs of Congestion in the Regions

Levels of Physical Activity

Figure 7 shows the level of sport and active recreation amongst adults, which has been used as a proxy for levels of physical activity.

Figure 7: 2010 Indices of Multiple Deprivation, Sport and Active Recreation Adult Participation



A low level of public health is often a consequence of deprivation. The journey to work offers a way to increase levels of activity. Where unemployed, journeys for other purposes can be promoted. Low travel horizons are a big issue in deprived areas. Improving travel horizons by enabling walking and cycling could improve the job prospects in targeted areas. Our go:walking package is particularly targeted at these areas.

The three maps above indicate that Bradford City Centre, Castleford, Dewsbury, Halifax, Huddersfield, Keighley, Leeds (east) and south-east Wakefield have high unemployment, high mortality rates, and low levels of physical activity. They therefore become the focus for our initiatives. These are the same locations (shown in **Figure 1**) that are the focus for investment in the SEP. **Figure 8** summarises this relationship.

Figure 8: Urban Dynamic Model forecast locations of jobs in 2026

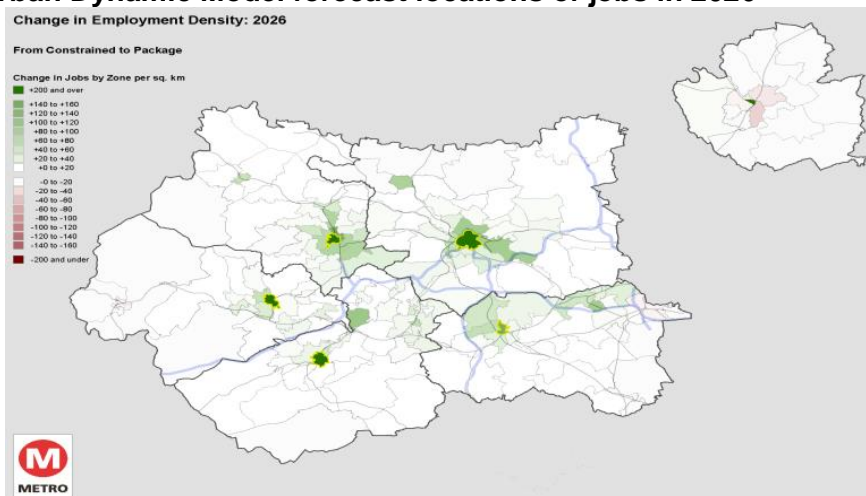


Figure 8 shows that the forecast location of the jobs in 2026⁸ following investment in transport infrastructure through the West Yorkshire plus Transport Fund (detailed in the

⁸ Steer Davies Gleave (2012) Urban Dynamic Model

SEP) coincides with the locations that have high unemployment, high mortality and low levels of physical activity. Therefore, encouraging the take up of active modes in these locations will enable physical activity through low cost travel to work.

In addition to the public health benefits of active travel there are other transport benefits:

- increased accessibility to/affordability of public transport and sustainable modes;
- improved information provision and awareness, especially in hard to reach groups;
- development of a critical mass of participation in active modes to 'normalise behaviour';
- reduced congestion leads to reduced emissions, improving air quality.

e) Scheme Identification and Prioritisation

To address the challenges identified in this Strategic Case, an initial long list of schemes was identified. The long list of schemes was assessed against the following objectives:

1. The Leeds City Region Strategic Economic Plan;
2. The West Yorkshire Local Transport Plan;
3. The Local Sustainable Transport Fund Objectives;
4. The Door to Door Strategy (DfT March 2013); and
5. Deliverability and development of benefits realisation strategy

Our existing LSTF programme has included the delivery of support for the WYTPN and JCP Partnership to 2015 and a range of cycling infrastructure improvements across West Yorkshire. Our initiatives are proving so effective that we applied for and were successful in getting LSTF extension funding for the WYTPN and go:cycling.

Our current proposals are not only consistent with the core and secondary **LSTF** objectives, but also build on the success of our previous LSTF-funded initiatives. Our proposals will continue to improve access to employment, particularly for young people, and deliver reductions in congestion and carbon emissions through mode shift. Our proposals will deliver wider benefits to a number of different communities across West Yorkshire, including public health benefits through further promotion of and participation in walking and cycling.

Our proposals have also been influenced by the **Door to Door Strategy**. They will deliver on all four core areas of the Door to Door Strategy which need to be addressed so that people can be confident in choosing sustainable transport options through a step change in ticketing accessibility and through promotion to change perceptions of sustainable transport.

A summary of the prioritisation process is provided in **Appendix F**.

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. It is the responsibility of bidders to provide sufficient information for DfT to undertake a full review of the analysis.

Table 2, below, summarises the anticipated outcomes by package. Our appraisal methodology, and completed Scheme Impacts Pro Forma for each element of the scheme are attached as **Appendix G**.

Package	Summary of Anticipated Outcomes
go:jobs	3,750 job seekers, NEETs and young people are anticipated to be assisted back into work. 1000 employees are forecast to be encouraged to switch to walking, cycling, public transport and car sharing.
go:smart	The analysis illustrates that over a 10 year appraisal period the overall Smart Ticketing programme (including mobile phone and loyalty incentive development) will generate a benefit cost ratio of 3.7:1. The programme will also achieve a range of additional benefits including bus service reliability

Package	Summary of Anticipated Outcomes
	benefits; agglomeration impacts; enhanced access to off-bus retail networks; reduced fare collection costs; and improved data for future marketing activities.
go:cycling	A total of over 100,000 training, active and passive engagements are planned. This scheme is expected to deliver health, absenteeism and accident benefits to business. These are calculated to range between £5.2m and £14.4m. A BCR of at least 7.5:1 for this element of the scheme is achieved.
go:walking	Of the 70,000 target population 10% will increase their physical activity from inactivity to 3x30 minutes to activity per week. Health benefits are £3.8m and £33.8m depending on the success of the scheme (number of people successfully influenced and the level of walking realised) with absenteeism benefits of between £2.2m and £6.6m. This produces a minimum BCR for this element of the scheme of 12.8:1.

B4. The Financial Case – Project Costs

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

It should be noted that **Table 3** excludes the complementary schemes anticipated to be funded through the Local Growth Fund.

Table 3: Funding profile (Nominal terms)

£000s	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	Total
DfT funding sought	2,843.7	0	0	0	0	0	2,843.72
Local Authority contribution	253.2	200.0	200.0	200.0	200.0	200.0	1,253.20
Third Party contribution	269.7	0	0	0	0	0	269.67
TOTAL	3,366.6	200.00	200.00	200.00	200.00	200.00	4,366.59

It should be noted that the funding quoted in Section A is 2015/16 funding only

B5. Management Case - Delivery

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 is included in **Appendix H**

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.

Not applicable –no land required

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:

Not applicable –no construction included as part of this bid

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.

Not applicable –no consents required

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

Not applicable –no statutory powers required

B7. Management Case – Governance

Approach to Governance and Programme/Project Management

Each of the four projects will be managed in accordance with PRINCE2. The four projects identified form part of a wider Travel Choices coordination structure, with cross-cutting themes of creating economic growth and sustainable travel involving a multi-stakeholder Advisory Group.

Sponsorship: The Integrated Transport Authority (to become the West Yorkshire Combined Authority) will be the sponsoring organisation.

Advisory Group: West Yorkshire has an existing multi-agency Travel Choices Board with representation from all West Yorkshire districts, including transportation and health, Metro, bus and rail operators, and Sustrans. The Board is able to co-opt new members if required. This body currently receives updates from LSTF and other sustainable travel initiatives and will continue to offer support and advice to the Senior Responsible Officer (SRO).

Project Management: The implementation of this bid will be via four Project Direction Teams (PDTs), using PRINCE 2 methodology. Within the governance structure, it is proposed to assign an SRO. The SRO will be a senior member of staff and has the authority to make key decisions and bring in resources as required. Project Managers, working under a Project Executive, will take responsibility for the development and delivery of individual projects. All projects included in *go:green for growth* have PDTs in place.

The following organogram (**Figure 9**) and **Table 4** summarise the governance plan.

Figure 9: Organogram

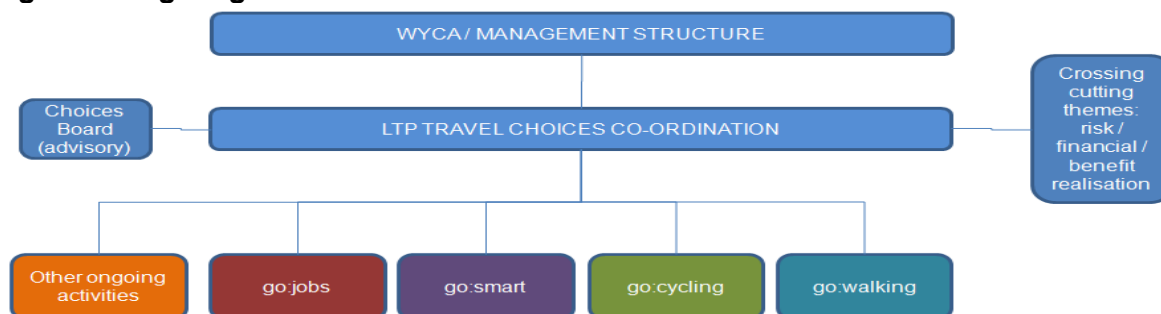


Table 4: Governance Roles and Responsibilities

Role in Programme	Name or Description	Responsibilities in the delivery of the programme
Coordination Board	Members are: Senior Responsible Officer; Programme Manager; Business Change Managers; Project Executives.	<ul style="list-style-type: none"> Resolving strategic and other issues between projects to ensure progress of the programme Defining acceptable risk profiles and thresholds Ensuring programme realises benefits Maintaining focus on the agreed scope of the programme Providing assurance at each stage of the programme Managing the impact of change
Senior Responsible Officer (SRO)	John Henkel, Acting Director General, Metro	<ul style="list-style-type: none"> Provide leadership and direction Secure the investment required Maintain alignment of programme with strategic direction (i.e. of LTP and appropriate health and regeneration strategies) Monitor strategic risks; ensure assurance and appropriate governance in place
Project Executives	Diane Groom, Assistant Director, Customer Services, Metro Alison Pilling, Information and Marketing Manager, Metro	<ul style="list-style-type: none"> To monitor the overall progress of the project, approve major plans and take key decisions To champion the project and balance the demands of the business, user and supplier

Role in Programme	Name or Description	Responsibilities in the delivery of the programme
	Heather Thomson, Health Improvement Manager, Leeds CC	<ul style="list-style-type: none"> To take ownership of project risks and resolve areas of conflict Brief Programme Board about project progress
Project Managers	West Yorkshire Travel Plan Network – Simon Linley go:cycling Carl Tinson, Metro go:walking –John Kilner, Living Streets (subject to procurement) Smart Card enhancements James Bennett, Metro	<ul style="list-style-type: none"> Be responsible for the delivery of the project on a day-to-day basis. Manage the project's spend profile Take responsibility for compliance with financial controls and other regulations; manage risk Appoint and advise team leaders for the delivery of workstreams

B8. Management Case - Risk Management

Risk Management Strategy

The cyclical risk management approach (shown opposite) is used to identify, manage and cost project risks on a continuous basis as the scheme progresses. The initial Risk Assessment has been completed for the scheme and this will be reviewed on a regular basis. Where the severity of a particular risk impact changes, we would recalculate the likely programme implications and agree future actions in accordance with appropriate change management procedures. Mitigation performance and residual risk would be also subject to review at the end of the project.



A Risk Register is attached as **Appendix I**. This presents the risks that have been identified and the proposed mitigation measures, which form part of the Risk Management Strategy.

B9. Management Case - Stakeholder Management

- 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.

Strategy: The communications strategy has five key objectives:

- Maintain strong leadership, direction and support for the scheme
- Increase public awareness of the scheme, provide clear information and generate wider support
- Develop a team of ambassadors and keep them well informed at all stages
- Support staff involved in delivery – an effective internal communications strategy
- Support staff and stakeholders in disseminating scheme information including early successes

The key objective of the above is to move 'agnostics' (Amber in Table 5 and Figure 9 below) to advocates (Green), and ensure that goodwill is translated into active engagement for senior stakeholders; for intermediaries such as front line staff and partners; and for customers / end users.

A stakeholder analysis has been undertaken (**Figure 10**) in order to inform the communications plan (**Table 5**).

Figure 10: Mapping stakeholder position

Influence ↑	High	Keep satisfied	Manage requirements MPs and local ward councilors	Manage requirements WYCA and Y Transport Committee Department for Transport Partner staff members: Senior JobCentrePlus
	Medium	Keep satisfied	Keep satisfied Manage requirements General public Leeds City Region Formal media Large / key employers Bus operators Rail operators Chamber of Commerce	Manage requirements Partner staff members: Public health Partner staff members: Transportation Tour de France Legacy partners Sustrans CTC Living Streets British Cycling
	Low	Monitor any concerns	Monitor any concerns, Keep informed Partner staff members Informal media – bloggers, twitter Community activists	Keep informed
		Low	Medium	High
Interest →				

Table 5: Stakeholder influence and interest in the scheme

Stakeholder	Level of influence	Level of interest	Likely feeling towards scheme
The Local Enterprise Partnership	High	High	Green
MPs and local ward councilors	High	Medium	Green
WYCA and Committee members	High	High	Green
Department for Transport	High	High	Green
Partner staff members: Senior	High	High	Green
Partner staff members: Public Health	Medium	High	Green
Partner staff members: Transport	Medium	High	Green
Colleagues in Leeds City Region	Medium	Medium	Amber
Tour de France Legacy partners	Medium	High	Green
Sustrans	Medium	High	Green
CTC	Medium	High	Green
British Cycling	Medium	High	Green
Living Streets	Medium	High	Green
Bus and rail operators	Medium	Medium	Green
Formal media – press, TV, radio	Medium	Medium	Amber
Informal media – bloggers, twitter	Low	Medium	Amber
Walking and cycling campaigners	Medium	High	Green
Community activists	Low	Medium	Amber
Chamber of Commerce	Medium	Medium	Green
Large / key employers	Medium	Medium	Green
Job Centre Plus	High	High	Green
General public	Medium	Medium	Amber

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

Cycle campaign groups, such as Sustrans and CTC have shown their support for the work of go:cycling. Also, TICCO have campaigned to support the delivery of multi operator public transport tickets.

B10. The Commercial Case

Engagement of services within the current LSTF-funded project, which would apply equally to this bid for 2015/16 funding, are undertaken under WYCA's Standing Orders and Financial Regulations and are compliant with national and EU procurement and state aid regulations.

For **go:jobs** there are no issues in extending current projects. For the site based activities (enhanced travel planning software and carbon budgeting techniques) the first 6 months of funding would be spent in setting up the schemes.

For **go:smart** delivery would largely be undertaken by YorCard – a company jointly owned by Metro and SYPTE, and recognised as leaders in the field. YorCard have worked effectively with Metro and other partners for several years. The 'ownership' model for Yorcard obviates the requirement for a public procurement exercise. The Loyalty incentive scheme would be developed by Metro and would be subject to procurement through our framework procurement arrangement.

For **go:cycling** there would be a need to extend the period of co-ordinator support and retender for training activities. However there is sufficient time to do this between award announcement (expected July 2014) and start of funding period (1 April 2015).

For **go:walking** there would be a need to retender for co-ordinator support and / or recruit new project officers in the new areas. However there is sufficient time to do this between award announcement (expected July 2014) and start of funding period (1 April 2015).

Appendix J contains a joint letter from the Section 151 Officer and Head of Procurement.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

Table 6 identifies the outcomes /impacts of the scheme(s) we propose to monitor, the measures of success / indicators, and the data sources that we propose to use in the analysis.

Table 6: monitoring and evaluation

Outcome	Contribution to the SEP	Measures of success	Proposed data source / analysis
Reduced propensity to use the private car	Priority 3 - reducing carbon	Frequency of car trips relative to other modes	WYTPN annual travel to work survey Attitudinal questions to be included
Increased satisfaction with transport options	Priority 3 - reducing carbon	Change in satisfaction with sustainable transport	Annual Metro 'Tracker' survey
increased walking and cycling	Priority 4 Improved health of residents	Changes in levels of physical activity	Active People Survey Panel Survey Childhood obesity Mortality levels, Corny Heart Disease
Increased walking	Priority 4 Improved health of residents	Walking levels in 10 study areas; Walking rates for journey to work	Before and after questionnaires for participants in go:walking WYTPN annual travel to work survey Attitudinal questions to be included
Increased cycling	Priority 4	Cycling levels on key	ATCs / camera counting

Outcome	Contribution to the SEP	Measures of success	Proposed data source / analysis
(more people cycling more often)	Improved health of residents	corridors; Cycling rates for journey to work	Before and after questionnaires for participants in go:cycling including attitudinal questions WYTPN travel to work survey Active People Survey
Improved access to employment, education and skills.	Priority 2 increased employment and contributing to a NEET free City Region	Change in impact of transport as a barrier to employment	Existing data on mode share We would also continue to undertake 'before' and 'after' surveys with job seekers to assess the impact of the scheme in terms of changes in transport as a barrier to employment.

SECTION D - Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for '*go:green for growth in West Yorkshire*' I hereby submit this request for approval to DfT on behalf of West Yorkshire Passenger Transport Executive and confirm that I have the necessary authority to do so.

I confirm that West Yorkshire Passenger Transport Executive will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: John Henkel

Signed:

Position: Acting Director General



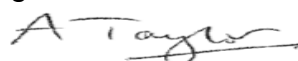
D2. Section 151 Officer Declaration

As Section 151 Officer for West Yorkshire Passenger Transport Executive I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that West Yorkshire Passenger Transport Executive

- 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: Angela Taylor

Signed:



**This is only required from the lead authority in joint bid*



APPENDIX A

SUPPORTING MAPS



Figure A1: West Yorkshire and the SEP Priority Growth Areas

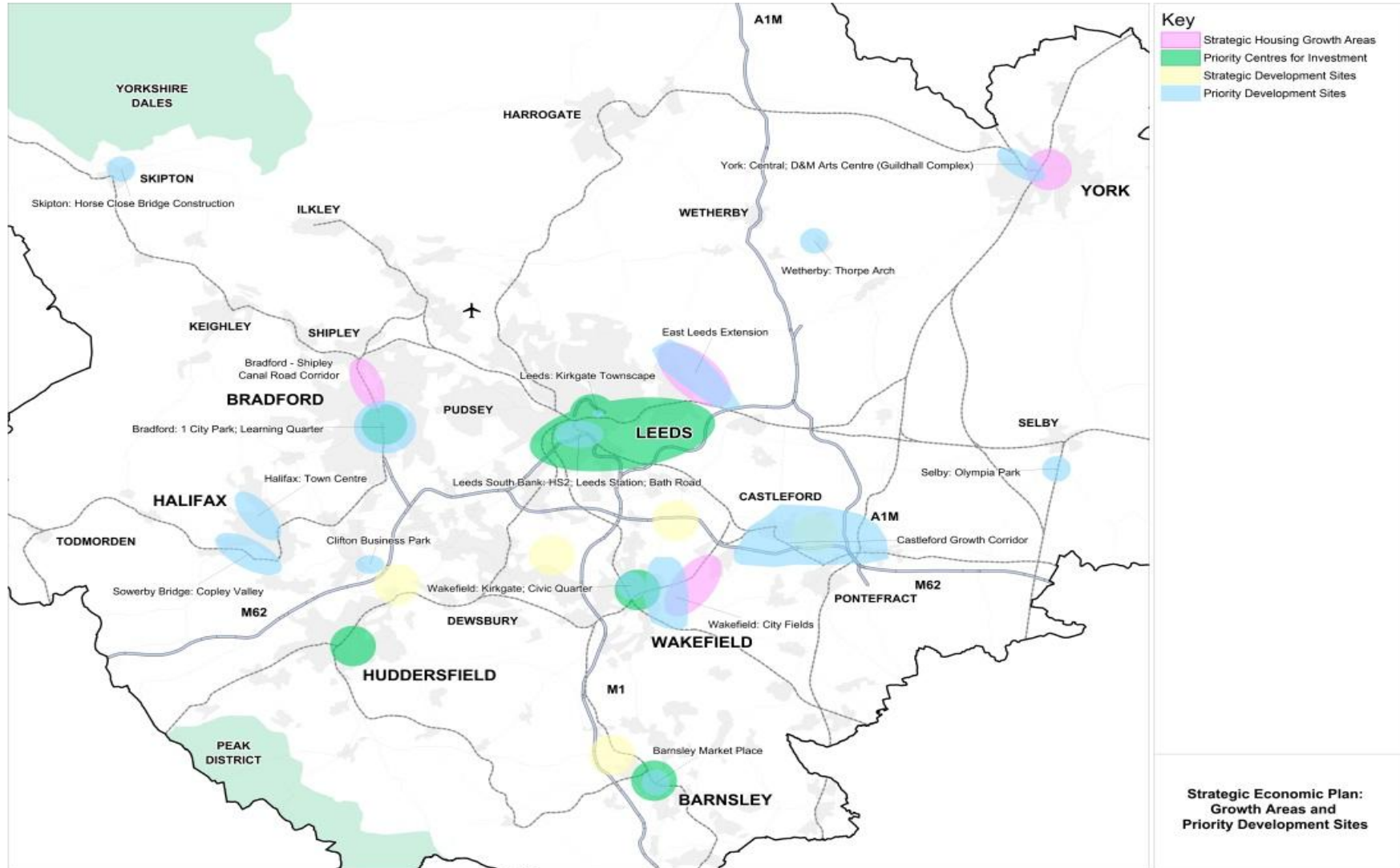


Figure A2: 2010 Indices of Multiple Deprivation Employment

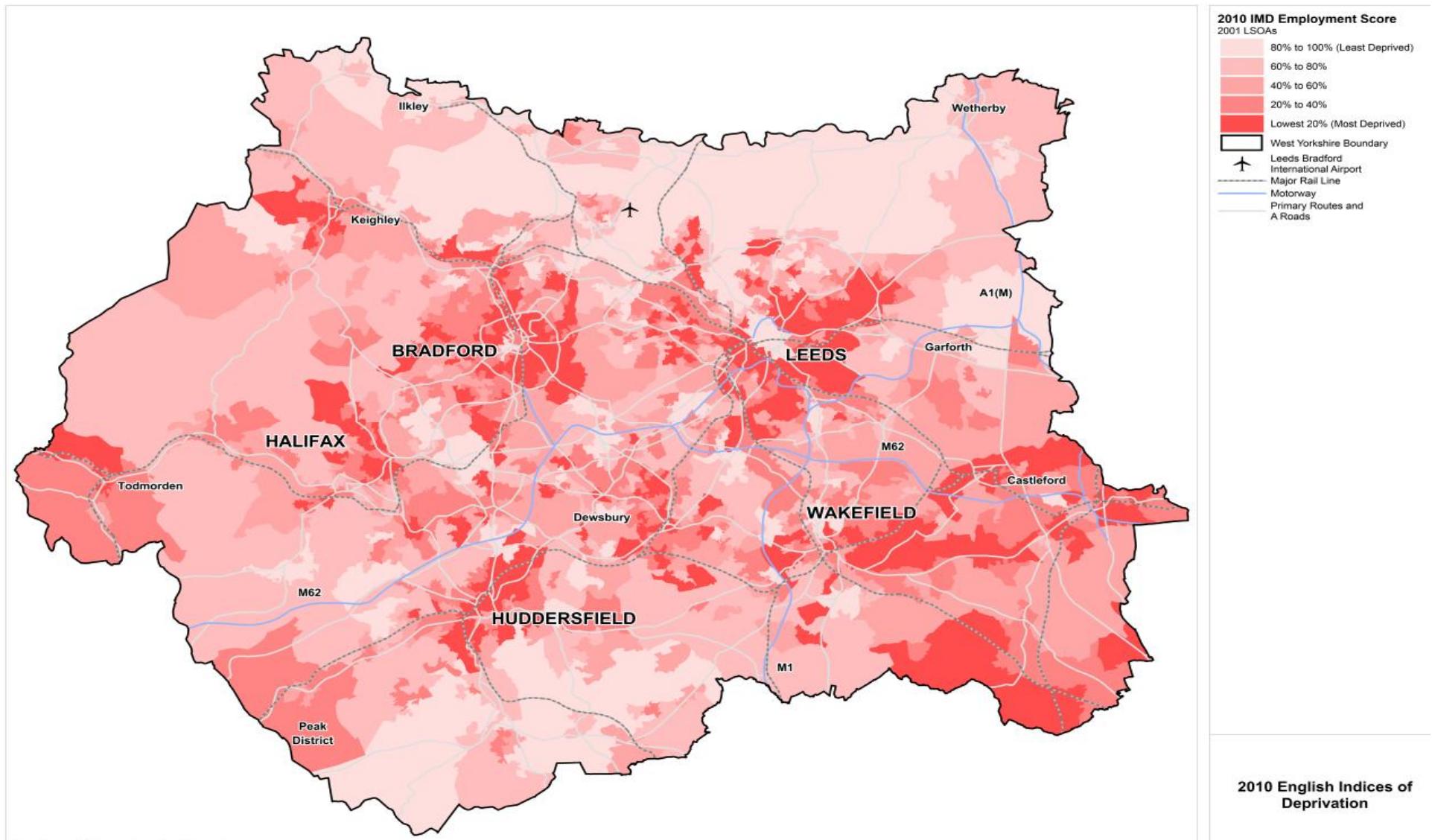


Figure A3: Mortality rates

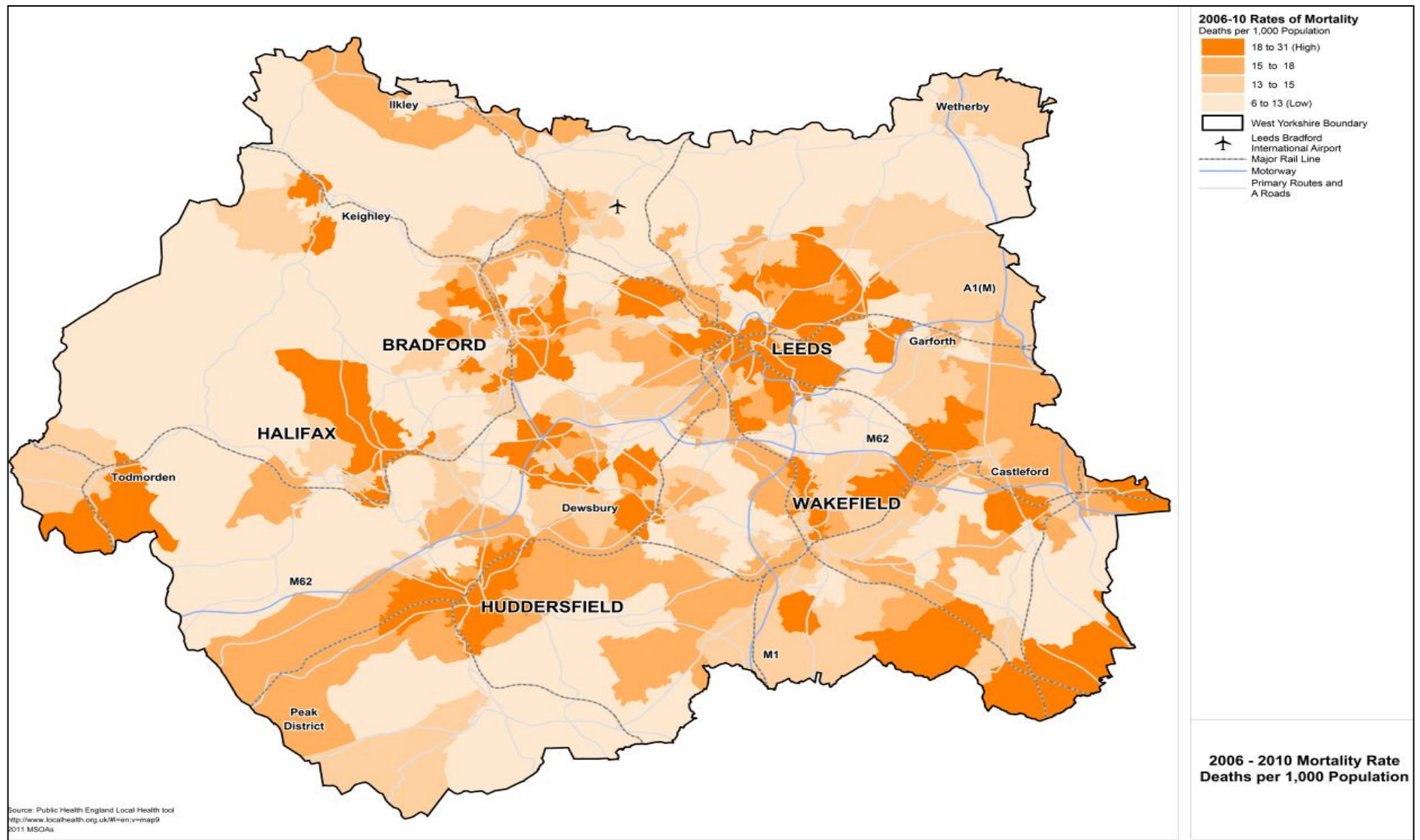


Figure A4: Sport and Active Recreation Adult Participation

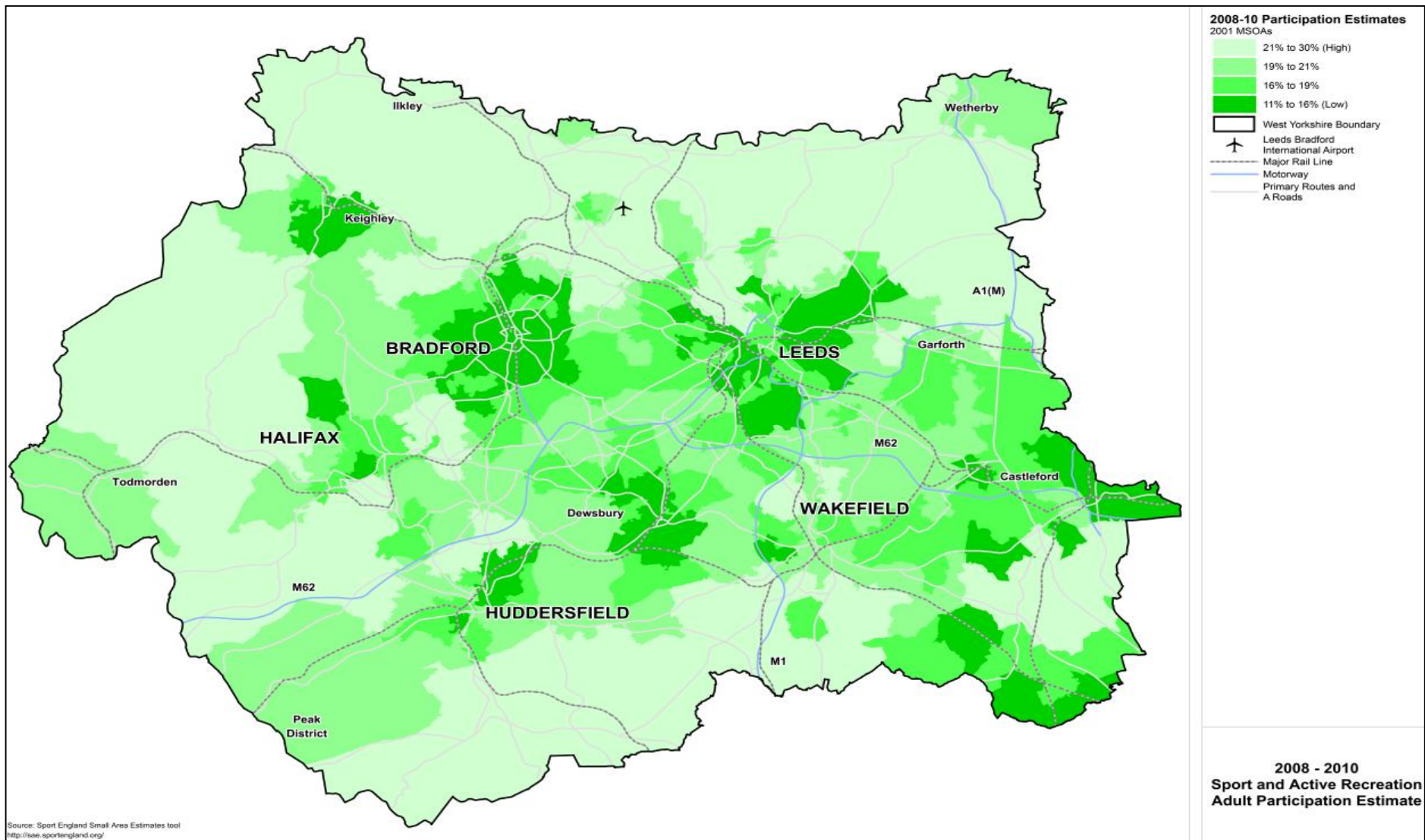
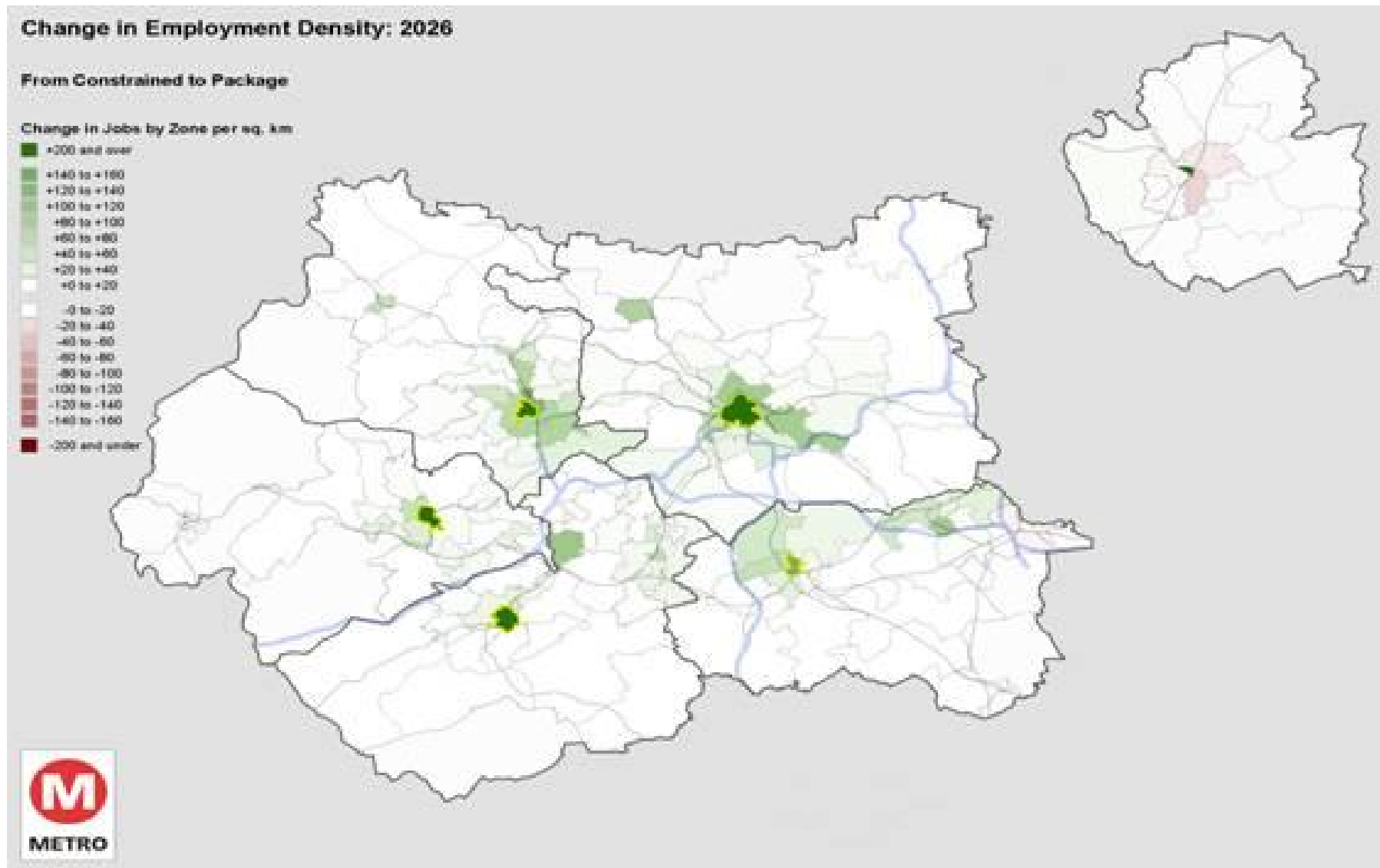


Figure A5: Urban Dynamic Model forecast locations of jobs in 2026





APPENDIX B

FUNDING TABLES



Table B1: total costs by package

PACKAGE	TOTAL COST (£m)
1. go:jobs	1.228
2. go:smart	0.746
3. go:cycling	0.822
4. go:walking	0.570
TOTAL	3.367

Table B2: DfT revenue ask by package

PACKAGE	DfT Revenue Ask (£m)
1. go:jobs	0.972
2. go:smart	0.606
3. go:cycling	0.756
4. go:walking	0.510
TOTAL	2.844

Table B3: local contributions / type and source

Type of local contribution	Source of local contribution	Revenue LC (£k)
Local authority	Bradford LA	8.000
	Bradford LA (PH)	10.000
	Calderdale LA	8.000
	Calderdale LA (PH)	10.000
	Kirklees LA	8.000
	Kirklees LA (PH)	10.000
	Leeds LA	11.200
	Leeds LA (PH)	10.000
	Metro	10.000
	Wakefield LA	8.000
	Wakefield LA (PH)	20.000
	YorCard operating budget	140.000
	Total for local authority	253.200
	Third party including LGF	Community (mostly volunteer time)
DWP JCP		40.000
WY bus and rail operators		192.170
Total for third party	269.670	
TOTAL	522.870	



APPENDIX C

LETTERS OF SUPPORT /
FUNDING COMMITMENTS





**COUNCILLOR JAMES LEWIS
CHAIRMAN**

TELEPHONE: LEEDS (0113) 251 7216

28 March 2014

Mr J Henkel
Acting Director General
West Yorkshire Passenger Transport Executive
Wellington House
40-50 Wellington Street
LEEDS
LS1 2DE

Dear John

RE: LSTF REVENUE BID 2015/16

Today's (28 March 2014) meeting of the West Yorkshire Integrated Transport Authority (ITA) Executive Board confirmed strong all party cross-district support for our LSTF revenue 2015/16 bid. This complements and enhances the capital request for 2015/16 being made as part of the Leeds City Region Strategic Economic Plan.

The ITA is committed to delivering Sustainable Transport Interventions and we have shown this continued commitment through our Local Transport Plan, adopting the West Yorkshire Cycle Prospectus and through our recent success in the Cycle City Ambition Grant.

This bid builds on, enhances and expands our current offer of go:cycling, go:walking (the Cycle City Ambition Grant funded Best Foot Forward project), West Yorkshire Travel Plan Network and support for Job Seekers through Job Centre Plus. It also utilises the expertise and capacity of YorCard to enhance our ticketing offers and journey planning information.

Delivering this activity will improve the health and quality of life of residents in West Yorkshire as well as supporting our economic growth.

Yours sincerely

A handwritten signature in cursive script that reads 'James Lewis'.

**Councillor James Lewis
Chairman**



leeds city region
intelligence driving growth

2nd Floor East
Civic Hall
Leeds
LS1 1UR

John Henkel
Integrated Transport Authority
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

0113 247 7911

roger.marsh@leedscityregion.gov.uk

21 March 2014

Dear John

Re: LSTF Revenue Bid 2015/16

I would like to offer my support for the West Yorkshire LSTF Revenue Bid 2015/16 being submitted to the Department for Transport. This bid for revenue funding supports the capital request for 2015/16 being made as part of the Leeds City Region Strategic Economic Plan.

The Leeds City Region Local Enterprise Partnership is committed to delivering Sustainable Transport Interventions and we have shown this commitment through our Strategic Economic Plan. Priority Area 4 *Creating the Environment for Growth* expresses this commitment and to support this we have included a number of projects that improve the offer of sustainable transport to work as a mechanism to generate economic growth.

The revenue bid comprises of four packages of activity:

1. Continuation of and extension to current Travel Plan Network and JobCentre Plus activities in order to encourage car commuters to change their travel behaviour to a more sustainable mode and to assist jobseekers and NEET young people back into employment. This is strongly in line with our ambition to become a NEET free City Region;
2. Development and distribution of software solutions to improve the passenger's door-to-door travel planning, ticketing and journey experience;
3. Continuation of current cycling activities (cycle promotion and marketing, training, guided bike rides, closed road events, capacity building) through the established go:cycling brand to increase the number of people cycling more often in West Yorkshire; and
4. Expansion of current Best Foot Forward scheme to Go:Walking, to 10 further areas of West Yorkshire to deliver a pathway to physical activity for the most inactive. This will be achieved by exploring beliefs and attitudes of target population and developing appropriate interventions.

Delivering this activity will improve the health and quality of life of residents in West Yorkshire and I fully support the bid.

Yours sincerely,

Roger Marsh
Chair, Leeds City Region Enterprise Partnership

John Henkel
Integrated Transport Authority
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

Department of Public Health

Health Improvement Team
5th Floor
Jacobs Well
Bradford
BD1 5RW

Email: Alison.moore@bradford.gov.uk

Date: 24 March 2014

11th March 2014

Dear John

Re: LSTF Revenue Bid 2015/16

I would like to offer my support for the West Yorkshire LSTF Revenue Bid 2015/16 being submitted to the Department for Transport and to confirm the additional funding £10k agreed by Anita Parkin (Director of Public Health) to support an innovative approach to engaging inactive people and facilitating uptake of walking and cycling as both a leisure and utility activity.

Increasing the uptake of physical activity amongst the Bradford population as a whole and especially within the areas of greatest deprivation and ill-health in the district, is a key area for Public Health and success in the programme will contribute towards the challenge of reducing health inequalities across West Yorkshire.

If successful the programmes contained within the bid will help towards achieving the aims of a number of local strategies and plans in Bradford, including; the district's Cycling Strategy and Physical Activity Strategy.

I am pleased to see that the proposed bid will be working with some of our most deprived communities where rates of All Age All Cause Mortality, long term health conditions and obesity in both adults and children are significantly worse compared with the rest of the district.

I am also pleased to note that the proposed bid will be continuing the successful work of the go:cycling campaign across West Yorkshire, building on the current LSTF work and planned improvements to the cycling infrastructure.

We are delighted to have been involved in helping shape the bid and we look forward to continuing to support this and future projects.

Yours sincerely

AMoore

Alison Moore
Senior Public Health Manager
Health Improvement Team
Jacobs Well
Bradford
BD1 5RW



Our ref: PB/03

Contact: Paul Butcher

Direct dial: 01422 266156

Email address: paul.butcher@calderdale.gov.uk

Calderdale CMBC
Northgate House
Northgate
Halifax
HX1 1UN

John Henkel
Integrated Transport Authority
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

7th March 2014

Dear John

Re: LSTF Revenue Bid 2015/16

I would like to offer my support for the West Yorkshire LSTF Revenue Bid 2015/16 being submitted to the Department for Transport and to confirm the additional funding (£10k) agreed by Paul Butcher (Director of Public Health) to support an innovative approach to engaging inactive people and facilitating uptake of walking and cycling as both a leisure and utility activity.

Increasing the uptake of physical activity amongst the Calderdale population as a whole and especially within the areas of greatest deprivation and ill-health in the district, is a key area for Public Health and success in the programme will contribute towards the challenge of reducing health inequalities across West Yorkshire.

The Calderdale Health and Wellbeing Board have agreed a key priority to focus upon increasing levels of physical activity across the population. Specific initiatives are aimed at young women and older people. Furthermore the local authority is seeking to introduce a broader range of active travel schemes and maximise the new public health responsibilities with existing activity and programmes.

I am pleased to see that the proposed bid will be working with some of our most deprived communities where rates of All Age All Cause Mortality, long term health conditions and obesity in both adults and children are significantly worse compared with the rest of the district.

I am also pleased to note that the proposed bid will be continuing the successful work of the go:cycling campaign across West Yorkshire, building on the current LSTF work and planned improvements to the cycling infrastructure.

We are delighted to have been involved in helping shape the bid and we look forward to continuing to support this and future projects.

Yours sincerely



Paul Butcher
Director of Public Health



Kirkgate Building
Byram Street
Huddersfield
HD1 1BY

Tony Cooke
Head of Health Improvement
Public Health Directorate
Tel: 07976 941373

John Henkel
Integrated Transport Authority
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

31st March 2014

Dear John

Re: LSTF Revenue Bid 2015/16

I would like to offer my support for the West Yorkshire LSTF Revenue Bid 2015/16 being submitted to the Department for Transport and to confirm the additional funding of £10,000 agreed by Judith Hooper (Director of Public Health). This will support an innovative approach to engaging inactive people and facilitating uptake of walking and cycling as both a leisure and utility activity.

Increasing the uptake of physical activity amongst the Kirklees population (424,000 people) and in particular people living in the areas of greatest deprivation and ill-health is a key priority in our Joint Health and Wellbeing Strategy. Success in this programme will contribute towards the challenge of reducing health inequalities across Kirklees and West Yorkshire.

The proposed bid will focus on working with people with long term health conditions and in areas with high rates of premature mortality, low levels of physical activity and increasing numbers of overweight and obese adults and children.

I am also pleased to note that the proposed bid will be continuing the successful work of the go:cycling campaign across West Yorkshire, building on the current LSTF work and planned improvements to the cycling infrastructure.

We are delighted to have been involved in helping shape the bid and we look forward to continuing to support this and future projects.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Tony Cooke', with a stylized flourish at the end.

Tony Cooke
Head of Health Improvement
Kirklees Council

cc. Judith Hooper, Director of Public Health

Dr Ian Cameron
Director of Public Health
3rd Floor
Civic Hall
Leeds LS1 1UR

Tel: 0113 395 2264
ian.cameron@leeds.gov.uk

John Henkel
Integrated Transport Authority
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

27th March 2014

Dear John

Re: LSTF Revenue Bid 2015/16

I would like to offer my support for the West Yorkshire LSTF Revenue Bid 2015/16 being submitted to the Department for Transport and to confirm the additional funding (£10k) to support an innovative approach to engaging inactive people and facilitating uptake of walking and cycling as both a leisure and utility activity.

Increasing the uptake of physical activity amongst the Leeds population as a whole and especially within the areas of greatest deprivation and ill-health in the district, is a key area for Public Health and success in the programme will contribute towards the challenge of reducing health inequalities across the Leeds City Region.

I am pleased to see that the proposed bid will be working with some of our most deprived communities where rates of All Age All Cause Mortality, long term health conditions and obesity in both adults and children are significantly worse compared with the rest of the district.

I am also pleased to note that the proposed bid will be continuing the successful work of the go:cycling campaign across West Yorkshire and further develops the City Connect and the Best Foot Forward project which we are actively involved in. Likewise, I was pleased to note that the bid has considered the challenges of engaging those people who are more likely to be inactive and would benefit most from making cycling and walking the first choice as a mode of transport. As recognised in the bid, the collaboration of the public, private and third sector will be crucial in reaching out to those communities in promoting the numerous benefits of cycling and walking for individuals and families.

Leeds aims to be the 'best city' and I believe that in addition to a positive impact on some of most deprived areas, the bid presents an ambitious plan which will accelerate the pace of change in transforming the city to one where active travel becomes the norm whilst promoting a clear public health message to both residents and businesses.

We are delighted to have been involved in helping shape the bid and we look forward to continuing to support this and future projects.

Yours sincerely



Dr Ian Cameron
Director of Public Health

Corporate Director: Andrew Balchin

Director of Public Health: Dr Andrew Furber

PO Box 700

Burton Street

Wakefield

WF1 2EB

T 01924 306644 E afurber@wakefield.gov.uk

Typetalk calls welcome

John Henkel
Integrated Transport Authority
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

28th March 2014

Dear John

Re: LSTF Revenue Bid 2015/16

I would like to offer my support for the West Yorkshire LSTF Revenue Bid 2015/16 being submitted to the Department for Transport. I can confirm that the following indicates the amount we spend annually on engaging inactive people, promoting physical activity and facilitating behaviour change which would contribute to and support achieving the outcomes of the LSTF:

- 3x Community Activators who have a remit for increasing activity amongst people with low levels of physical activity – approx. £25,000 per annum per post = £75,000 per annum
- Health Improvement Co-ordinator who has a remit for coordinating local cycling initiatives (0.5 of FTE £28,000 per annum) = £14,000 per annum
- Health Improvement Officer who has a role for supporting local walking initiatives = £20,000 per annum
- Approximately 35% of our annual prevention budget is spent on physical activity = £26,000 per annum
- We also have 2.5 Health Improvement Co-ordinators with a general remit around changing behaviours, which includes increasing physical activity levels (£28,000 per annum each)

Increasing the uptake of physical activity amongst the Wakefield population, especially within the areas of greatest deprivation and ill-health in the district, is a key priority for Public Health. Success in the programme will contribute towards the challenge of reducing health inequalities across West Yorkshire and specifically in the Wakefield District.

Our local Health and Wellbeing Strategy identifies 'Healthy Living and Quality of Life' as one of the priorities for improving the health and wellbeing of people living in the district. The LSTF bid will help us to achieve our objectives in increasing awareness of healthy living, supporting people to make healthy choices and improving the wider factors that make healthy living easier and improve quality of life (e.g. environment).

Reducing inequalities is another key priority for Public Health which features in in the Health and Wellbeing strategy. Therefore, I am pleased to see that the proposed bid will be working with some of our most deprived communities where rates of premature mortality, long term health conditions, unhealthy weight (overweight and obesity) and physical activity are significantly worse compared with the rest of the district.

We are delighted to have been involved in helping shape the bid and we look forward to our continuing support and involvement in this and future projects.

Yours sincerely



Andrew Furber
Director of Public Health

WEST YORKSHIRE TICKETING COMPANY LIMITED

please respond c/o First, Hunslet Park, Donisthorpe Street, Leeds, LS10 1PL

John Henkel
Acting Director General
West Yorkshire Passenger Transport Executive
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

28 March 2014

Dear John

Re: LSTF Revenue Bid 2015/16

I am writing as Chair of the West Yorkshire Ticketing Company Limited to express our support for the West Yorkshire LSTF Revenue Bid 2015/16 being submitted to the Department for Transport. This bid for revenue funding supports and unlocks the capital request for 2015/16 being made as part of the Leeds City Region Strategic Economic Plan.

As you know WYTCL is a partnership body with its members and board drawn from the bus and rail operators within West Yorkshire, and from yourselves as the Local Transport Authority. Our current annual turnover of multi-operator and multi-modal travel products is in excess of £30million, and we see our support for this bid as being a natural continuation of effective partnership working in the county. Specifically we are committed to ensuring that the cost of transport is not a barrier to accessing employment, and to this end we have agreed we will continue to provide a 33% discount on tickets as match funding to this bid. These tickets are sold in partnership with Job Centre Plus to encourage NEETs and young people back into employment.

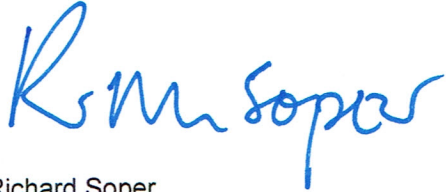
We understand that the revenue bid comprises four packages of activity:

1. Continuation of and extension to current Travel Plan Network and JobCentre Plus activities in order to encourage car commuters to change their travel behaviour to a more sustainable mode and to assist jobseekers and NEET young people back into employment;
2. Development and distribution of software solutions to improve the passenger's door-to-door travel planning, ticketing and journey experience;
3. Continuation of current cycling activities (cycle promotion and marketing, training, guided bike rides, closed road events, capacity building) through the established go:cycling brand to increase the number of people cycling more often in West Yorkshire; and
4. Expansion of current City Connect Best Foot Forward scheme to go:walking to 10 further areas of West Yorkshire to deliver a pathway to physical activity for the most

inactive. This will be achieved by exploring beliefs and attitudes of target population and developing appropriate interventions.

WYTCL therefore supports the bid as we are confident it will enhance the role of public transport and active travel to support economic growth and well-being.

Yours sincerely

A handwritten signature in blue ink that reads "Richard Soper". The signature is written in a cursive style with a large initial 'R'.

Richard Soper
Chair
West Yorkshire Ticketing Company Limited

Registered in England & Wales Company no. 5238694

Yorcard Limited

11 Broad Street West
Sheffield, S1 2BQ

Enquiries: 0114 276 7575

www.yorcard.co.uk

Registered in England, number 06135165



John Henkel
West Yorkshire Public Transport Executive
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

Your Ref
Our Ref
Ask For Mike Duncombe
Direct Line 0114 221 1403
Email Mike.duncombe@yorcard.co.uk
Date 24th March 2014

Dear John

Re: LSTF Revenue Bid 2015/16

I would like to offer my support for the West Yorkshire LSTF Revenue Bid 2015/16 being submitted to the Department for Transport. This bid for revenue funding supports and unlocks the capital request for 2015/16 being made as part of the Leeds City Region Strategic Economic Plan.

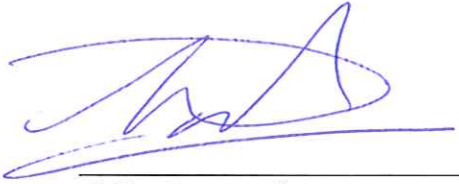
Yorcard has developed the smart ticketing scheme and operated it for West Yorkshire since 2011. During this time we have developed extensive capability and expertise in delivering this valuable programme. We will continue to provide the service and therefore £140,000 will be provided as match funding to this bid.

The revenue bid comprises four packages of activity:

1. Continuation of and extension to current Travel Plan Network and JobCentre Plus activities in order to encourage car commuters to change their travel behaviour to a more sustainable mode and to assist jobseekers and NEET young people back into employment;
2. Development and distribution of software solutions to improve the passenger's door-to-door travel planning, ticketing and journey experience;
3. Continuation of current cycling activities (cycle promotion and marketing, training, guided bike rides, closed road events, capacity building) through the established go:cycling brand to increase the number of people cycling more often in West Yorkshire;
4. Expansion of current City Connect Best Foot Forward scheme to go:walking to 10 further areas of West Yorkshire to deliver a pathway to physical activity for the most inactive. This will be achieved by exploring beliefs and attitudes of target population and developing appropriate interventions.

Delivering this activity will improve the health and quality of life of residents in West Yorkshire and I fully support the bid.

Yours sincerely



Mike Duncombe
General Manager



West Yorkshire Travel Plan Network

Simon Linley
Tel:0113 2717329
Email:simon.linley@wypte.gov.uk

John Henkel
West Yorkshire Public Transport Executive
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

27 March 2014

Dear John

Re: LSTF Revenue Bid 2015/16

I would like to offer my support for the West Yorkshire LSTF Revenue Bid 2015/16 being submitted to the Department for Transport. This bid for revenue funding supports and unlocks the capital request for 2015/16 being made as part of the Leeds City Region Strategic Economic Plan.

The West Yorkshire Travel Plan Network is an established initiative which is committed to supporting organisations across the district deliver Sustainable Transport Interventions.

The bid will enable the continuation of and extension to current West Yorkshire Travel Plan Network and JobCentre Plus activities in order to encourage car commuters to change their travel behaviour to a more sustainable mode and to assist jobseekers and NEET young people back into employment;

Delivering this activity will improve the health and quality of life of residents in West Yorkshire and I fully support the bid.

Yours sincerely

Simon Linley

Project Manager



Metro
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

John Henkel
West Yorkshire Public Transport Executive
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

26th March 2014

Dear John

Re: LSTF Revenue Bid 2015/16

I would like to offer my support for the West Yorkshire LSTF Revenue Bid 2015/16 being submitted to the Department for Transport. This bid for revenue funding supports and unlocks the capital request for 2015/16 being made as part of the Leeds City Region Strategic Economic Plan.

The go:cycling project is into its third year and is committed to increasing the number of people cycling in the region. Working in partnership with the 5 West Yorkshire district councils we have established a strong cycling brand for the region.

Early evaluation of the project shows that at the baseline stage almost a third of respondents had not cycled at all in the preceding 12 months. This reduced to just 2% by the follow-up stage. The project has now achieved over 20,000 engagements.

The bid will enable continuation of current cycling activities (cycle promotion and marketing, training, guided bike rides, closed road events, capacity building) through the established go:cycling brand to increase the number of people cycling more often in West Yorkshire.

Delivering this activity will improve the health and quality of life of residents in West Yorkshire and I fully support the bid.

Yours sincerely

Carl Tinson

John Henkel
Integrated Transport Authority
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

18th March 2014

Dear John

Re: LSTF Revenue Bid 2015/16

I would like to offer my support for the West Yorkshire LSTF Revenue Bid 2015/16 being submitted to the Department for Transport. I understand this bid for revenue funding supports the capital request for 2015/16 being made as part of the Leeds City Region Strategic Economic Plan and I recognise its importance.

Sustrans believes it is vital that the ITA continues, in particular, to promote cycling and walking because of the importance both cycling and walking have to public health, carbon reduction, easing congestion and giving people a cost free journey to work and training.

I appreciate also the equally important aim of the bid to improve access to public transport and the quality of the public transport experience.

I do hope you are successful and that we can work with you in delivering some of the benefits.

Yours sincerely



David Hall FRICS
Regional Director



John Henkel
West Yorkshire Public Transport Executive
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE

Ian Richardson,
Head of Development
CTC
Parklands
Guildford

ian.richardson@ctc.org.uk
07771 603826

Dear John,

26th March 2014

Local Sustainable Transport Fund Bid 2015-16

I would like to offer my support for the West Yorkshire LSTF Revenue Bid 2015/16 being submitted to the Department for Transport. This bid for revenue funding supports and unlocks the capital request for 2015/16 being made as part of the Leeds City Region Strategic Economic Plan.

Of particular note CTC plans to support the components of the revenue bid comprising of:

- Continuation of and extension to current Travel Plan Network and JobCentre Plus activities in order to encourage car commuters to change their travel behaviour to a more sustainable mode and to assist jobseekers and NEET young people back into employment;
- Continuation of current cycling activities (cycle promotion and marketing, training, guided bike rides, closed road events, capacity building) through the established go:cycling brand to increase the number of people cycling more often in West Yorkshire;

CTC believe that delivering these activities will improve the health and quality of life of residents in West Yorkshire. We are committed to work alongside West Yorkshire Public Transport Executive and utilise our experience, membership network and resources to help make the resultant cycling activities sustainable beyond the period of the grant funded programme.

Yours sincerely,

Ian Richardson
Head of Development, CTC
ian.richardson@ctc.org.uk

Cyclists' Touring Club (CTC), a company limited by guarantee, registered in England (no. 25185). Registered as a charity in England and Wales (no. 1147607) and in Scotland (no. SC042541) whose registered office is at CTC National Office, Parklands, Railton Road, Guildford, GU2 9JX.



Department
for Work &
Pensions

Employer & Partnership
Team
West Yorkshire District
Office
Work Services Directorate
Crown House
Southgate
Huddersfield
HD1 1SW

Phone 0113 285 0025
Fax 0113 285 0053
Mobile
www.gov.uk

Steve Heckley
WYPTE
40 – 50 Wellington Street
LEEDS
LS1 2DE

Date 20 March 2014

Dear Steve,

Local Sustainable Transport Funding

Jobcentre Plus would be happy to work in partnership to support the bid for Sustainable Transport Funding.

We have worked with West Yorkshire Metro over the past 5 – 6 years on our Travel for Work Project. We have evidence that providing access to employment via ticketing and travel support has been particularly successful in helping people in the early days of them starting work. I also believe that there are other areas in which we can work together to provide access to our customers and employers and deliver more sustainable transport.

Jobcentre Plus will be responsible for administering the ticket and cycling scheme for this year of LSTF funding; confirming eligible jobseekers, completing forms and issuing tickets. We estimate that this contribution in kind equates to an annual sum of £40K.

I look forward to continuing to work in partnership with you over the coming months.

Yours sincerely

Pete Moss
West Yorkshire District External Relations Manager

Living Streets is the national charity that stands up for pedestrians. With our supporters we work to create safe, attractive and enjoyable streets, where people want to walk.

Alison Pilling
Information and Marketing Manager
West Yorkshire Passenger Transport Executive (METRO)
Wellington House
40-50 Wellington Street
Leeds LS1 2DE

26 March 2014

Dear Alison,

Local Sustainable Transport Fund Revenue bid for 2015/16 to the Department for Transport.

I write to confirm Living Streets support of West Yorkshire Passenger Transport Executive's LSTF Revenue bid for 2015/16 to the Department for Transport.

In particular, we are delighted to support the expansion of the current 'Best Foot Forward' walking initiative (funded by the Department of Health) through which a Living Streets Walk to Coordinator is currently working within Leeds and Bradford to provide strategic advice and delivery support for the project. As the incumbent delivery partner, we look forward to building upon our successful and established relationship as a delivery partner to support the expansion of the initiative to ten further areas within West Yorkshire.

We look forward to working with you as a delivery partner in your project.

Yours sincerely,



Tony Armstrong

Chief Executive
Living Streets

Living Streets
4th Floor, Universal House, 88–94 Wentworth Street E1 7SA
Tel 020 7377 4900
info@livingstreets.org.uk www.livingstreets.org.uk

Living Streets (The Pedestrians Association) is a Registered Charity No. 1108448 (England and Wales) and SC039808 (Scotland), Company Limited by Guarantee (England & Wales), Company Registration No. 5368409



John Henkel
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British Cycling
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F: +44 (0) 161 274 2001
E: info@britishcycling.org.uk
britishcycling.org.uk

Re: Support of the West Yorkshire LSTF bid 2015/16

26th March 2014

Dear John,

This letter is to express our support of West Yorkshire's bid for funding through the Local Sustainable Transport Fund (LSTF).

British Cycling is formally working in partnership with all the West Yorkshire Local Authorities during 2014/15 to increase recreational cycling participation in the area. We are working closely with Local Authority Sports Development teams, Transport Planning, Public Health Authorities and the County Sports Partnership to ensure a solid foundation and a joined up approach to cycling promotion in the area. We would like to continue with this successful partnership in future years as part of this bid.

With the Olympic & Paralympic success of 2012 and Tour de France successes of 2012 & 2013, along with the Grand Depart of the 2014 Tour de France in Yorkshire, we continue to successfully inspire further participation at grass-roots level. British Cycling will continue to work alongside Local Authority partners and PTE's in the strategic planning for cycling in the area. Therefore, a sustaining our partnerships during 2015/16 will capitalise on the momentum and inspiration we have already and will continue to create.

Through our own research and insight from the DfT we know that over 70% of commuters were already recreational cyclists before they started to cycle to work, over 80% cycle to work to keep fit and that regular commuting sustains a regular cycling habit in general.

Therefore our approach of mobilising a range of recreational cycling initiatives such as Mass Participation Events, Guided Rides and Social Cycling Groups is uniquely placed to increase and sustain cycling participation, commuting and a healthy local cycling economy.

As such I can confirm, on behalf of British Cycling, our support to you in your application to the next phase of LSTF. This would enable more infrastructure development to provide even more opportunities and places for people to cycle and subsequently with our partnership work increase and inspire sustained cycling participation in the area.

Yours sincerely,

Daniel Goodey
Recreation Manager (Yorkshire), British Cycling.





APPENDIX D

EQUALITY ANALYSIS



In order to meet the requirements of the Equality Act (2010), we have included an assessment of the likely effects of our proposals on different groups of people within the framework of transport appraisal guidance for social and distributional impacts (SDI). The table below details considerations for key affected groups and recommendations for mitigation and / or further assessment against each of the 8 SDIs.

Social & Distributional Impacts (SDI)	Is SDI relevant to stated scheme objectives? (If yes, provide details)	Could scheme lead to impacts on low income and/or vulnerable groups*?	Can potential negative impacts be eliminated through design or mitigation?	Recommendations for Additional Considerations Assessment
→ Screening →				
User Benefits (Time / Cost Savings)	<p>Yes. The proposed improvements will facilitate and enhance options for travel. The promotion of walking and cycling will facilitate the lowest cost travel option. The provision of more ticketing options will generate time savings for smart card users.</p>	<p>Yes. The proposed scheme will facilitate behaviour change towards cycling, walking and public transport trips across West Yorkshire, but particularly in the communities that are most affected by poor access to employment and training, health inequalities and low levels of physical activity.</p>	n/a	n/a
Noise	<p>No. There may be localised reductions in noise levels associated with reduced car use through mode shift to walking, cycling and public transport for short trips, but any overall reduction is expected to be small.</p>	<p>No. Whilst the target areas for the proposals will be those most affected by poor access to employment, health inequalities and low levels of physical activity, any reductions in noise associated with behaviour change are expected to be small.</p>	n/a	n/a
Air Quality	<p>No. There may be small improvements in air quality associated with reduced car use through mode shift for short trips, but any overall improvement is</p>	<p>No. Whilst the target areas for the walking proposals will be those most affected by health inequalities and low levels of physical activity, any</p>	n/a	n/a

Social & Distributional Impacts (SDI)	Is SDI relevant to stated scheme objectives? (If yes, provide details)	Could scheme lead to impacts on low income and/or vulnerable groups*?	Can potential negative impacts be eliminated through design or mitigation?	Recommendations for Additional Considerations Assessment
	not expected to be measurable.	improvements in air quality associated with behaviour change are expected to be small.		
Accidents	Yes. Promoting walking and cycling amongst novice groups may increase accidents rates in certain locations.	No.	Yes. Providing cycle training and promoting of cycle safety at events will mitigate this potential negative impact.	n/a.
Security	Yes. Increased levels of walking and cycling activity in the target locations will contribute to improved levels of pedestrian and cyclist footfall and community cohesion.	Yes. Increasing security through community cohesion will make it easier for vulnerable to use their local environment.	n/a.	n/a.
Severance	Yes. The scheme is not constructing a new highway link or reducing the current number of crossing facilities, therefore severance will not be decreased from the current position. Included in the West Yorkshire Active Travel Package (included in the Local Growth Fund) there is capital available to deliver small scale where required.	Yes. Severance is a particular problem for <i>people without access to a car</i> . Through the promotion of a low cost alternative to travel and improving accessibility to public transport, the scheme is likely to have a positive impact on this group.	n/a	n/a
Accessibility	Yes. The proposals will facilitate improved opportunities for walking and cycling activities in	Yes. The target areas of the proposals are low income areas that suffer poor access to	n/a	n/a.

Social & Distributional Impacts (SDI)	Is SDI relevant to stated scheme objectives? (If yes, provide details)	Could scheme lead to impacts on low income and/or vulnerable groups*?	Can potential negative impacts be eliminated through design or mitigation?	Recommendations for Additional Considerations Assessment
	locations where there is poor access to employment, health inequalities and low levels of physical activity.	employment, significant health inequalities and low levels of physical activity.		
Affordability	Yes. The scheme will reduce the cost of travel for those who we anticipate will take up walking and cycling activities.	Yes. The target areas of the proposals are low income areas that suffer significant health inequalities. Reducing the costs of travel through increasing levels of walking and cycling will improve the affordability of transport.	n/a.	n/a.

It is considered that the proposals will not have any material impact on the following groups:

- Individuals of Black & Minority Ethnic (BME) Origin;
- Carers (households with dependents); and
- Transgender and Transexual people.



APPENDIX E

LOGIC MAP



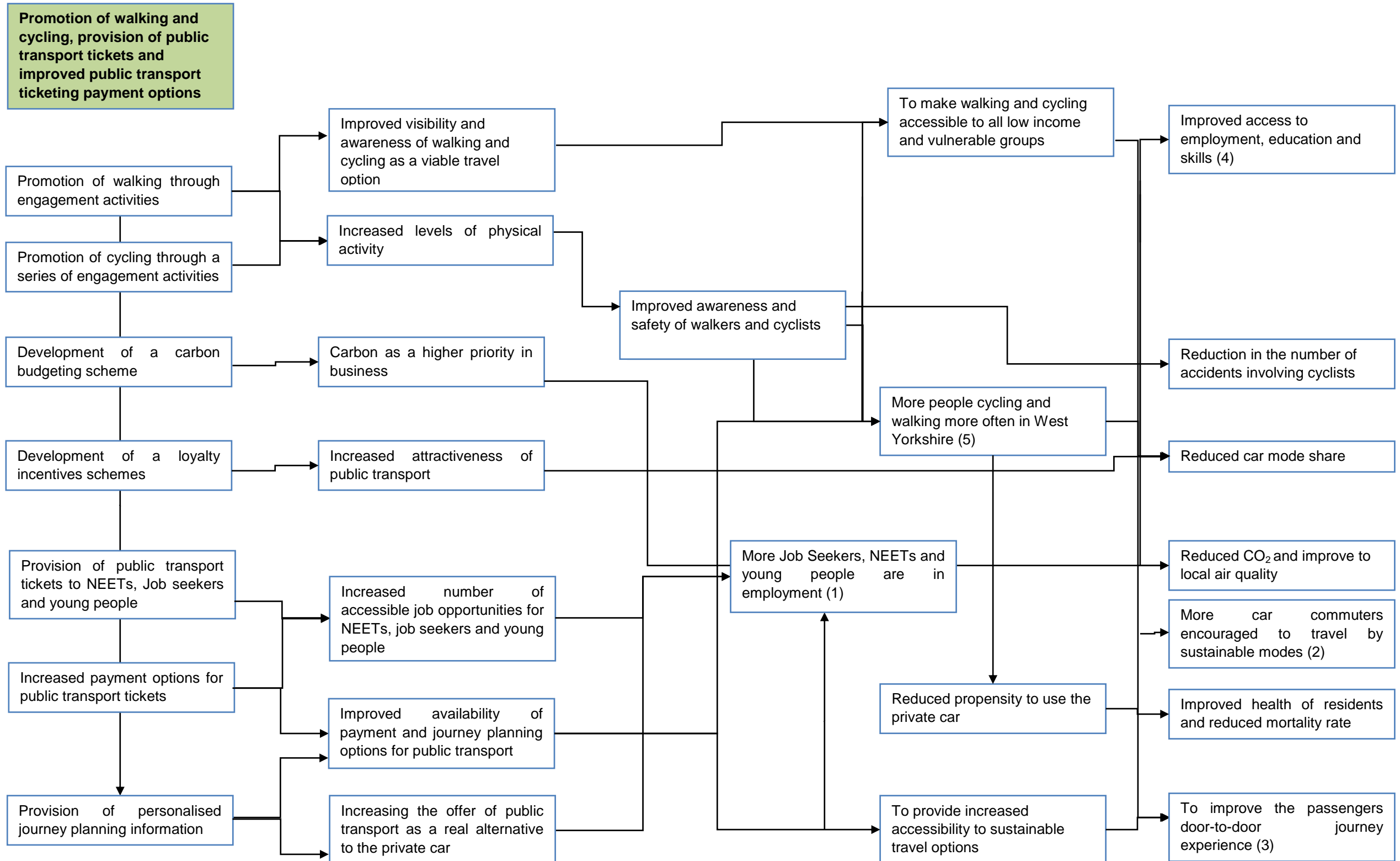
Rationale and Objectives

Outputs

Outcomes

Impacts

1. To assist job seekers, NEETs and young people back into employment
2. To encourage car commuters to change their travel behaviour to more sustainable modes
3. To improve the passenger's door-to-door journey experience
4. Improve access to employment, skills and training
5. To get more people cycling more safely and more often in West Yorkshire
6. To increase levels of physical activity





APPENDIX F

SCHEME PRIORITISATION





APPENDIX G

SCHEME IMPACTS AND APPRAISAL



Project:	Local Sustainable Transport Fund 2015/16 Bid	Job No:	60274233 / M037
Subject:	Appendix G:Scheme Impacts and Appraisal Value for Money Report	Date:	28 March 2014

1. Introduction

This note summarises the appraisal methodology and process undertaken by package contained in the West Yorkshire LSTF Bid. Each package is supported by a Scheme Impacts ProForma, also included in this appendix.

2. General Appraisal Parameters

Appraisal period – five years – 2014-2018 inclusive.

Discount rate – 3.5% back to 2010.

All values expressed in the DfTs standard 2010 values and prices.

3. Overall Programme Costs

Costs are assumed to be in 2014 values/prices have been deflated to 2010 values/prices through the use of historic CPI figures and the DfTs standard discount rate. Costs are presented in the market unit of account allowing for indirect tax.

Optimism bias and risk allowance assumed to be 0% due to the non-complex nature of the project.

The costs for each element of the scheme are presented below.

	2014 prices	2010 prices	Discounted
1. WYTPN / JCP	£1,059,695	£952,395	£829,957
2. MCard enhancements	£721,045	£648,035	£564,725
3. go:cycling	£898,807	£807,798	£703,949
4. go:walking	£606,900	£545,448	£475,326
Total	£3,286,447	£2,953,675	£2,573,957

4. Methodology and Results by Package

a) West Yorkshire Travel Plan Network / Job Centre Plus

The WYTPN /JCP element of the bid incorporates the following initiatives. The anticipated outputs from these and the appraisal approach adopted are also shown.

	Detail of Activity	Output	Appraisal Approach
1	Travel Plan Network Ticketing (issuing 500 monthly MCards. Unit cost £145 currently. Assumed £150 for bid)	250 car commuters changing to sustainable modes {conversion rate of 50% assumed}	1/ Changes in external costs associated with removal of car kms from the road network. 2/ Health benefits associated with transfer to active modes. 3/ Absenteeism benefits associated with improved health. 4/ Change in accident costs associated with greater levels of cycling.
2	Travel Plan Network Re-location Package to 5 employers (including issuing 200 weekly Mcards. Unit cost £38.50 currently)	400 car commuters changing to sustainable modes {not just taster tickets, also promotion & advice re other modes}	
3	Travel Plan Network Active Travel initiatives (with go:cycling)	250 car commuters changing to sustainable modes	
4	Travel Plan Network Car Sharing initiatives	100 car commuters changing to sustainable modes	
5	JobCentre Plus, NEET Young People and Apprentices monthly Ticketing (3,600 tickets)	3600 assisted into work	1/ Health benefits associated with transfer to active modes. 2/ Absenteeism benefits associated with improved health. 3/ Change in accident costs associated with greater levels of cycling. 1/ Changes in external costs associated with removal of car kms from the road network. 2/ Health benefits associated with transfer to active modes. 3/ Absenteeism benefits associated with improved health. 4/ Change in accident costs associated with greater levels of cycling.
6	JobCentre Plus, NEET Young People and Apprentices recycled bikes (150)	150 assisted into work	
7	JobCentre Plus, NEET Young People and Apprentices scooters (5)	5 assisted into work	
8	JobCentre Plus, NEET Young People and Apprentices:1500 day tickets for interviews	1500 assisted to interview	

Detailed Impacts

Initiatives 1-4 are forecast to have the following impacts on employees at organisations in the West Yorkshire Travel Plan Network who currently commute in a single occupancy car.

	Transfer to bus	Transfer to walk	Transfer to cycle	Transfer to car share
1	250	0	0	0
2	350	35	15	0
3	0	150	100	0
4	0	0	0	100

Initiatives 5, 6 and 7 assist 3755 people into work in total with initiative 8 assisting a further 1500 to interview.

Initiative 6 sees 150 assisted to work by bicycle. It is assumed that these users generate health and accident benefits only.

Calculation of External Costs

A journey to work survey, covering all member organisations of the West Yorkshire Travel Plan Network was used to find the average distances to work travelled by PT users, walkers, cyclists and car users (calculated as 8.6km, 2.0km, 9.7km and 14.1km respectively).

These were processed as follows:

- Doubled (to account for journeys to and from work).
- Factored by either 1, 3, or 5 to represent varying levels of behavioural change (1, 3 or 5 days per week)
- Annualised by applying a factor of 45.6 (assuming 253 peaked weekdays in a year and 25 days leave/year equating to 45.6 weeks per year in work).
- Through the appraisal period two different assumptions were adopted for the decay of impacts – 5% and 10% per year.

These distances were used to calculate vehicle kilometres removed from the road network. These distances were applied to the standard valuations of external costs (taken from WebTAG Unit A5-4) to calculate the impacts of the initiatives on congestion, infrastructure, accidents, local air quality, noise, and indirect taxation.

Greenhouse gases were assessed through the use of the DfT's Carbon tool. Relevant valuations were updated in the tool as appropriate to the most recent valuations from the TAG Databook. It was assumed that "major" roads in an "urban" network were affected with a standard mix of fuel types on the highway.

Calculation of Health Benefits

The WHO's HEAT tool was used to calculate the health benefits of increased physical activity. The following assumptions were used.

- Existing levels of annual cycling and walking per person for 2012 were taken from then National Travel Survey Table 0305.
- The same approach as for the calculation of External Costs was used to calculate the increase in cycling/walking.
- It is assumed that it takes one year for new cycling/walking levels to build up to their maximum level.
- The statistical value of a life was taken from WebTAG Unit A4-1 (£1,659,620 for 2014 at 2010 values and prices).
- The standard mortality rate for the UK from the WHO's database was used.

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- As for the calculation of External Costs alternative scenarios assuming behavioural change of 1, 3 and 5 days a week were run.
- The HEAT tool does not take account of changing valuations of benefits or allow for a decaying level of benefits.

Jobseekers Benefits

DWP has provided estimates of the benefits of previously unemployed people claiming JSA moving into employment as follows:

- overall savings of approximately £5,200 (including JSA, HB and Tax Credits);
- a net saving to the Exchequer of approximately £9,200;
- a net benefit to society as a whole of approximately £22,900.

These values are assumed to be at 2013/14 values so have been deflated to 2010 values/prices using Average GDP/head indices from the TAG databook and applied to the full five year appraisal period with appropriate discounting to 2010 applied.

It is assumed that varying levels of targeted users gain permanent employment as a result – 10%, 20% and 30%.

Absenteeism

The impacts of absenteeism reductions have been assessed following the guidance in WebTAG Unit A4-1. The key assumptions adopted are as follows:

- Unit A4-1 states that research shows that 30 mins per day exercise reduces short term absenteeism by 6-32%. UK average absence duration 6.8 days per year with 95% short term equating to 6.5 days per year.
- It is assumed, therefore, that a 19% reduction in short term absenteeism (the mid-point of this range) would be achieved with an average of 30 mins per day exercise.
- This can be extrapolated upwards or downwards for levels of exercise different to an average of 30 mins per day.
- The same assumptions as for the calculation of external costs were used – 1, 3, 5 days/week of walking/cycling with benefits decaying by 5% and 10% per year.
- Standard mode speeds of 4.8kph (walking) and 20kph (cycling) were used to convert the journey to/from work into an exercise time with total exercise time through commuting for the year calculated and then converted to an average exercise time per day.

Accidents

The change in accident levels associated with a change in cycling levels is discussed in WebTAG Unit A4-1 and is assumed to have a relationship as follows:

$$I = aEb$$

Where:

I = injury measure

E = measure of walking and cycling

a = a constant

b = a constant and was found to be approximately 0.4

The change in annual cycling kilometres has been calculated as follows:

- Base cycling kilometres – the National Travel Survey Table 0305 together with Census 2011 population statistics was used to work out the total cycling distance covered within West Yorkshire.
- STATS19 data was used to find the level of cycling casualties for 2008-2012 inclusive.
- This allowed the calculation of average annual cyclist casualty rate for West Yorkshire.

- The change in annual cycling kms was then calculated using the same distance assumptions as for the calculation of External Costs, above, and applied to the above formula to derive the change in cycling casualties resulting.
- These were then valued using standard valuations as stated in the TAG databook from 2014-2019 inclusive, with valuations appropriately growthed and discounted according to standard guidance.

Results

External Costs

Benefits range from around £500,000 to £2,800,000 for the five year appraisal period driven by vehicle km savings of 700,000 to 3.6m annually. The benefits are primarily made up of decongestion benefits.

Summary results		Decay	
		5%	10%
Days/week	1	£573,456	£509,207
	3	£1,720,367	£1,527,622
	5	£2,867,278	£2,546,037

Health

Mortality risk improvements of 17% – 61% (cycling) and 5% - 21% (walking) lead to monetised benefits of up to £600,000 (walking) and £1,4m (cycling).

Scenario	Benefit
WYTPN_WALK1DAYPERWEEK	£133,000
WYTPN_WALK3DAYSPERWEEK	£378,000
WYTPN_WALK5DAYSPERWEEK	£600,000
WYTPN_CYCLE1DAYPERWEEK	£404,000
WYTPN_CYCLE3DAYSPERWEEK	£1,013,000
WYTPN_CYCLE5DAYSPERWEEK	£1,426,000

Jobseekers

Jobseekers benefits are considerable with the impact of the NEET Young People and Apprentices monthly Ticketing (3,600 tickets) helping people back into work making up the vast majority of the benefits. Society benefits, at around £23,000 per person per year are the main driver behind these values.

Benefits range from around £43m to £130m.

	DWP	EXCHEQUER	SOCIETY	TOTAL
10%	£ 6,043,602	£ 10,692,527	£ 26,615,094	£ 43,351,224
20%	£ 12,087,204	£ 21,385,054	£ 53,230,189	£ 86,702,447
30%	£ 18,130,807	£ 32,077,581	£ 79,845,283	£ 130,053,671

Absenteeism

Absenteeism benefits are relatively low, with benefits of up to around £200,000 (cycling) and £130,000 (walking). These are driven by a reduction of up to 1.5 days of short term absenteeism annually.

Cycling		Decay	
		5%	10%
Days/week	1	£47,255	£42,192
	3	£141,764	£126,575
	5	£236,274	£210,959

Walking		Decay	
		5%	10%
Days/week	1	£28,583	£25,521
	3	£85,749	£76,562
	5	£142,916	£127,603

Accidents

Accident impacts are driven through the increase in cycling and associated increase in accident levels. Up to 8 additional casualties might be expected as a result of the cycling increase over the five year appraisal period with maximum disbenefits of around £500,000 forecast.

		Decay	
		5%	10%
Days/week	1	-£97,364	-£86,293
	3	-£291,895	-£258,722
	5	-£486,167	-£430,941

Total Benefits

Total benefits for the TPN element are summarised below.

	5% decay			10% decay		
	1 day/week	3 days/week	5 days/week	1 day/week	3 days/week	5 days/week
Externalities	£597,801	£1,793,404	£2,989,007	£530,826	£1,592,477	£2,654,129
Health	£537,000	£1,391,000	£2,026,000	£537,000	£1,391,000	£2,026,000
Jobseekers	£43,351,224	£43,351,224	£43,351,224	£43,351,224	£43,351,224	£43,351,224
Absenteeism	£75,838	£227,514	£379,190	£67,712	£254,178	£338,562
Accidents	-£97,364	-£291,895	-£486,167	-£86,293	-£258,722	-£430,941
Total	£44,464,499	£46,471,246	£48,259,253	£44,400,469	£46,330,158	£47,938,973

Scheme costs are £829,957 (at discounted 2010 prices) set against overall benefits of between £44,378,850 and £48,137,523 dependent on the sensitivity assumptions adopted resulting in a minimum BCR of 53:1. It should be noted that this assumed a conservative 10% of targeted jobseekers finding permanent employment making up £43.3m of benefit.

In addition to the examples of the package in action in the bid, the links below show further examples of delivery.

- Overview of the West Yorkshire Travel Plan Network
<http://www.youtube.com/watch?v=gG4TMGNpzTk>
- Public Transport campaign <http://www.youtube.com/watch?v=9zdncTVYMLo>
- Breakfast Seminar <http://www.youtube.com/watch?v=ftv12EqYJ14&list=UUius8BtRFeZrQWp-UTEIAfQ>
- Job Centre Plus Partnership <http://www.youtube.com/watch?v=XK1gVt2aVlk>

b) Go:cycling

Go:cycling includes a range of training and engagement initiatives designed to increase cycling levels.

The results of previous schemes have suggested that leisure cycling can be expected to increase as a result of the scheme with negligible impact on journeys to work. Therefore, the impacts of this scheme are considered to be for leisure trips only with no impacts of removed car trips accounted for.

Analysis of previous schemes delivered in West Yorkshire suggests that average trip levels of 70 journeys per year and an average journey distance of 7.9km can be achieved.

The scheme is planned to undertake the following training and engagement activities:

Training – 2442

Active engagement – 18650

Passive engagement – 82050

Three demand scenarios are assumed, low, medium and high, assuming that training activities will result in 10%, 20% or 30% of trainees becoming regular cyclists, with 5%, 10% or 15% of public engaged actively and 1%, 2% or 3% of public engaged passively.

Calculation of Health Benefits

The HEAT tool is used in an identical manner to the TPN element of the scheme described above for cyclists with the same base cycling levels assumed for the engaged population with the post scheme assumptions as above used.

Calculation of Absenteeism Benefits

The impacts of absenteeism reductions have been assessed following the guidance in WebTAG Unit A4-1. The key assumptions adopted are as follows:

- Unit A4-1 states that research shows that 30 mins per day exercise reduces short term absenteeism by 6-32%. UK average absence duration 6.8 days per year with 95% short term equating to 6.5 days per year.
- It is assumed, therefore, that a 19% reduction in short term absenteeism (the mid-point of this range) would be achieved with an average of 30 mins per day exercise.
- This can be extrapolated upwards or downwards for levels of exercise different to an average of 30 mins per day.
- The same assumptions as for the calculation of external costs were used – 1, 3, 5 days/week of walking/cycling with benefits decaying by 5% and 10% per year.
- Standard mode speeds of 4.8kph (walking) and 20kph (cycling) were used to convert the journey to/from work into an exercise time with total exercise time through commuting for the year calculated and then converted to an average exercise time per day.

Accidents

The change in accident levels associated with a change in cycling levels is discussed in WebTAG Unit A4-1 and is assumed to have a relationship as follows:

$$I = aEb$$

Where:

I = injury measure

E = measure of walking and cycling

a = a constant

b = a constant and was found to be approximately 0.4

The change in annual cycling kilometres has been calculated as follows:

- Base cycling kilometres – the National Travel Survey Table 0305 together with Census 2011 population statistics was used to work out the total cycling distance covered within West Yorkshire.
- STATS19 data was used to find the level of cycling casualties for 2008-2012 inclusive.
- This allowed the calculation of average annual cyclist casualty rate for West Yorkshire.
- The change in annual cycling kms was then calculated using the same distance assumptions as for the calculation of External Costs, above, and applied to the above formula to derive the change in cycling casualties resulting.
- These were then valued using standard valuations as stated in the TAG databook from 2014-2019 inclusive, with valuations appropriately growthed and discounted according to standard guidance.

Results

Health

Health benefits range from around £5m to £15m. The relatively large increase in cycling levels of the engaged population results in strong health and mortality benefits.

Scenario	Benefit
GC1	£5,036,000
GC2	£10,072,000
GC3	£15,110,000

Absenteeism

Absenteeism benefits range from around £200,00 to over £600,000, affected in the same way as the health benefits by the relatively large increase in cycling levels realised.

		Decay level	
		5%	10%
Demand Scenario	1	£222,258	£198,445
	2	£444,516	£396,889
	3	£666,774	£595,334

Accidents

A negative impact on safety can be expected due to the additional levels of cycling use. This ranges from around £400,000 to £1.4m dependent on the demand scenario assumed.

		Decay level	
		5%	10%
Demand Scenario	1	-£457,373	-£405,414
	2	-£913,313	-£809,674
	3	-£1,367,833	-£1,212,789

The figure below summarises the Cycle Yorkshire objectives, which have and will continue to influence our outcomes.

Figure 1. Strategy process, objectives and outcomes

Partners will provide:	Strong leadership and governance, and Appropriate investment					
In order to deliver:	Increased community capacity to promote cycling	Improved infrastructure and facilities for cycling	Increased skills and confidence for cyclists	Campaigns, events and other initiatives to encourage cycling		
To meet our objectives:	<ul style="list-style-type: none"> • Cycling to be widely perceived as a safe, effective, cheap, healthy and enjoyable activity for commuting and leisure • Yorkshire and the Humber to be recognised as a great region for cycle sport, cycle tourism and events • A broad range of community, public and private sector partners to be effectively working together to promote cycling • Everyone in the region to be able to access appropriate equipment to enable them to cycle • Everyone in the region to have access to training to give them the skills and confidence to be able to cycle regularly • Safe, high quality infrastructure and facilities to enable cycling, appropriate to local circumstances and need, to be provided throughout each local authority area, linking main residential areas and ingress points to key destinations • Local authorities and partners to effectively encourage and facilitate everyone in the region to cycle more often as a mode of transport, for recreation and for sport 					
And our targets:	<ul style="list-style-type: none"> • For the proportion of adults residing in each local authority area cycling at least monthly for recreation to be at least five percentage points higher in 2023 than the 2011 baseline, with an interim target of at least three percentage points by 2018 • For the number of trips made by bicycle in each local authority area to be at least 20% greater in 2023 than a 2012 baseline, with an interim target of at least 12% greater by 2018 • For at least one-third of all cycling activity (for utility, leisure and for sport) to be by women by 2023 • For cycle sport to achieve at least the following increases in numbers in the region by 2018 compared to the 2012 baseline: of competitive events, 3% increase from a baseline of 232 events; of non-competitive events, 10% increase from a baseline of 9 events. • For the annual rate of cyclist casualties in the Yorkshire and Humber region to be below the national rate for England for the next 10 years 					
With key delivery highlights:	<ul style="list-style-type: none"> • Giving everyone in the region the opportunity to access a bike and training to use it • Delivering a regional cycle hire network • Delivering an on-going programme of high profile and participatory events to promote cycling • Supporting every large employer and school in the region to have a fully implemented travel plan • Increasing support to community-led organisations that promote cycling 					
In order to achieve our vision:	Yorkshire and the Humber is recognised as a great region for safe cycling, inspiring more people to cycle more often					
Which will mean more people cycle:	As a transport mode		For leisure	For sport		
Which will:	Benefit public health	Benefit the local and regional economy	Benefit local and global environments	Benefit social inclusion	Benefit local and regional tourism	Benefit transport and help reduce traffic congestion

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c) Go: walking

This incorporates community engagement to increase physical activity in some of the least healthy locations.

It is assumed that a total population of 70,000 people is targeted with impacts assumed to be 10%, 20% or 30% of the population walking 1x30, 2x30 and 3x30 per week.

Calculation of Health Benefits

The HEAT tool is used in an identical manner to the TPN element of the scheme described above. Existing walking assumed to be negligible with future walking based on the number of times walked per week and totalled up to a full year e.g. 1x30/week = 52x1x30mins/year = 1560mins/year.

Calculation of Absenteeism Benefits

The impacts of absenteeism reductions have been assessed following the guidance in WebTAG Unit A4-1. The key assumptions adopted are as follows:

- Unit A4-1 states that research shows that 30 mins per day exercise reduces short term absenteeism by 6-32%. UK average absence duration 6.8 days per year with 95% short term equating to 6.5 days per year.
- It is assumed, therefore, that a 19% reduction in short term absenteeism (the mid-point of this range) would be achieved with an average of 30 mins per day exercise.
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$$I = aEb$$

Where:

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- This allowed the calculation of average annual cyclist casualty rate for West Yorkshire.
- The change in annual cycling kms was then calculated using the same distance assumptions as for the calculation of External Costs, above, and applied to the above formula to derive the change in cycling casualties resulting.
- These were then valued using standard valuations as stated in the TAG databook from 2014-2019 inclusive, with valuations appropriately growthed and discounted according to standard guidance.

Results

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Health

Health benefits range from around £4m to £23m depending on the level of success of the initiative. This is primarily due to the low level of activity and relatively poor mortality rates of the target population meaning that large benefits can be gained.

Scenario	Benefit
gowalking_1x30_10%	£3,888,000
gowalking_2x30_10%	£7,639,000
gowalking_3x30_10%	£11,255,000
gowalking_1x30_20%	£7,776,000
gowalking_2x30_20%	£15,278,000
gowalking_3x30_20%	£22,510,000
gowalking_1x30_30%	£11,664,000
gowalking_2x30_30%	£22,917,000
gowalking_3x30_30%	£33,765,000

Absenteeism

Absenteeism benefits are also considerable, ranging from £2.2 to £6.6m dependent on the level of success of the initiative and the assumptions associated with decay of benefits through the appraisal period.

	5% decay			10%decay		
	10%	20%	30%	10%	20%	30%
1x30	£735,811	£1,471,622	£2,207,433	£656,974	£1,313,947	£1,970,921
2x30	£1,471,622	£2,943,244	£4,414,866	£1,313,947	£2,627,894	£3,941,841
3x30	£2,207,433	£4,414,866	£6,622,299	£1,970,921	£3,941,841	£5,912,762

d) Go:smart Back office developments

Source: Better Bus Area Fund Application Form West Yorkshire Integrated Transport Authority (Metro)

The back office developments, journey planning enhancements and loyalty incentive scheme are part of a much wider programme. Therefore, these components have already been appraised as a wider programme of works. This appraisal has been summarised below.

Baseline and Projections for Intermediate Measures

Baseline data and projections are set out below.

Factor	Measure	Anticipated Change			
		2011/12	2012/13	2013/14	2014/15
Bus passengers benefitting from package	Smart enabled journeys (million)	54.9	62.3	78.2	95.7
Bus patronage	Journeys per annum (million)	179.9	180.0	181.0	182.0
Reduction in car kilometres	Km per annum (millions)		0.42	1.27	2.11

Reduction in bus carbon	Tonnes per annum		9.6	28.7	49.1
Reduction in carbon from mode shift	Tonnes per annum		23.6	70.8	118.0

We have also undertaken a high level economic appraisal of the scheme utilising the approach adopted by DfT in Annex C of the Smart and Integrated Ticketing Strategy 2009. The following benefits have been appraised:

- e) Journey Time Savings - Existing Passengers;
- f) Ticket Effects – Existing Passengers;
- g) New Users – Journey Time Savings and Ticket Effects;
- h) New Revenue for Bus Operators;
- i) Bus Operating Cost Savings;
- j) CO₂ Savings from Buses;
- k) Reduction in Marginal External Costs (including CO₂).

The high level analysis illustrates that over a 10 year appraisal period the bid investment will generate a benefit cost ratio of 3.7:1 (excluding the non-quantified benefits set out below, meaning this analysis is likely to under-estimate the full value for money). A 10 year appraisal period was chosen given the life span of the technology, with costs and benefits deflated and discounted to the standard base year of 2002. The benefits are assumed to ramp up over the investment period in line with the proposed levels of investment over the fund period (20% in 2012/13 and 60% in 2013-14 rising to 100% by the end of the funding period).

Non-quantifiable benefits

The proposal will also achieve the following benefits which have not been quantified:

- Bus service reliability benefits;
- The value of more people choosing to work (through provision of concessions offered via smart cards for job seekers or those entering work);
- The value of agglomeration impacts resulting from the reduction in boarding times (and hence journey times) which will increase catchment sizes of employment;
- The value of greater labour mobility for employers;
- Enhanced access to an off-bus retail network;
- The value of the scheme for introducing additional smartcard based products within the transport sector, for other local authority activities, or for third parties such as the Health Sector, Universities, Tourism, Job Centre Plus;
- The value of the data generated that will allow bus operators to take a proactive approach in the planning and marketing of their services e.g. the data gained will enable network efficiencies to be gained and allow for tailored marketing;
- The reduction in fare collection costs and the value of reduction in fraud;
- The benefits of more accurate and timely revenue apportionment.

Evidence for the predictions identified above

A summary of the approach and assumptions adopted for the high level economic appraisal made is provided below. A 10 year appraisal period was chosen given the life span of the technology, with costs and benefits deflated and discounted to the standard base year of 2002. The unit of account adopted was market prices. A spreadsheet detailing the analysis is available on request.

Smartcard Take Up

Smartcard take up as a result of the bid has been estimated using the information on market shares and evidence on the likely interest in smart card products¹. Existing investment in smartcards by the three major operators affects 90% of the market which is insufficient for the rollout of products such as 'Pay as You Go'. The remaining 10% of the market for cash fares, plus other concessionary travel (ENCTS and young persons) will be directly affected by the bid investment. These figures have been used to inform the number of smart card enabled journeys the bid investment will generate.

Journey Time Savings - Existing Passengers

An average journey time saving of 1.5 seconds per passenger boarding has been assumed as per Yorcard research² which assumes a split between the cash-fares, period product usage and concessionary fares. The average number of people on a bus in West Yorkshire is 10 based on DfT Concessionary Travel Guidance³. These assumptions plus those on smartcard take up have been used to produce an average journey time saving per bus passenger based on the bid investment. Using Values of Time (from WebTAG Unit 3.5.6) the journey time savings have been converted to monetary values utilising WebTAG splits for the proportion of work versus non work bus passengers⁴.

Ticket Effects - Existing Passenger

As per the DfT business case for smart ticketing we acknowledge that despite a range of studies having found positive responses to elements of the smart card offer^{5 6} (e.g. ease of use, less need to carry cash, more certain budgeting, more flexible journey choice of mode, route, timing, and easier interchange within and between modes) there is no simple 'read across' from a ticket type effect to time savings or a cash fare equivalent. It has therefore been assumed as per the DfT business case that ticket effects are equivalent to 2.5% of an average bus fare which is equivalent to 4 pence for West Yorkshire. Combining the above information with the assumptions on smartcard take up provides a monetary value of this benefit.

New Users - Journey Time Savings and Ticket Effects

The number of new passengers generated by smartcards issued as a result of the bid has been calculated using the journey time savings as an equivalent fare reduction and then using a standard fare elasticity to estimate the increase in patronage. A long run elasticity value of -1.0 was used⁷. It has been assumed that new users will receive 50% of the journey time and ticket effect benefits of existing users.

New Revenue

The average bus fare in West Yorkshire (£1.65⁸) was applied to the predicted uplift in passengers (as calculated using the methodology above) to provide an estimate of the increase in bus operator revenues. The predicted additional uplift in passengers is 1.4% upon existing non-concessionary journeys full implementation of the bid proposals.

¹ Ipsos MORI (2010) Research into the impact of smart and integrated ticketing on traveller behaviour (<http://webarchive.nationalarchives.gov.uk/20100409035638/http://www.dft.gov.uk/pgr/regional/policy/smartticketing/>)

² Yorcard Research Best Practice Report (2010) <http://www.yorcard.co.uk/pilot/default.aspx>

³ Table 7.2 of Concessionary Travel for Older and Disabled People: Guidance on reimbursing operators (England) (Nov 2011).

⁴ WebTAG Unit 3.5.6

⁵ Ipsos MORI (2010) Research into the impact of smart and integrated ticketing on traveller behaviour (<http://webarchive.nationalarchives.gov.uk/20100409035638/http://www.dft.gov.uk/pgr/regional/policy/smartticketing/>)

⁶ The Benefits of Simplified and Integrated Ticketing in Public Transport; Booz & Co. For PTEG(2009)

⁷ TRL (2004) The Demand for Public Transport: A Practical Guide (eprints.ucl.ac.uk/1349/1/2004_42.pdf)

⁸ MetroFacts: Annual Statistics Report (2009/10)
<http://www.wymetro.com/aboutmetro/factsandfigures/Statistics/metrofacts>

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma Smart Cards

For cycling/walking elements of your bid, please provide the following data - if available

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	n/a	n/a	n/a
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

If 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 Assessment Report).
Traffic levels (Vehicle km) in the affected area	Km change per annum: Year 1 -0.42m; Year 2 -1.27m; Year 3 -2.11m.		<p><i>"Smarter Journeys" Better Bus Area Fund Application Form West Yorkshire Integrated Transport Authority (Metro) - Section D. Value for Money</i></p>
Traffic levels (Vehicle hours) in the affected area	n/a	n/a	
Average Speed in the Morning Peak	n/a	n/a	
Mode share (in person trips)	n/a	n/a	
Car Driver	n/a	n/a	
Car Passenger	n/a	n/a	
Bus passenger	n/a	n/a	
Rail Passenger	n/a	n/a	
Cyclist	n/a	n/a	
Walking	n/a	n/a	

For Bus elements of your bid please fill in the following table

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips	Smart enabled journeys per annum: Year 1 62.3m; Year 2 78.2m; Year 3 95.7m. Total bus journeys per annum: Year 1 180.0m; Year 2 181.0m; Year 3 182.0m.		<p><i>"Smarter Journeys" Better Bus Area Fund Application Form West Yorkshire Integrated Transport Authority (Metro) - Section D. Value for Money</i></p>
Average trip distance (km)	n/a	n/a	
Average wait time (mins)	n/a	n/a	
Average fare per trip (£)	n/a	n/a	
Average in-vehicle time (mins)	n/a	n/a	

Description of your intervention	<p><i>Part of an £8m programme successful to date in delivering 0.5million smartcards. The back office requirements to deliver more is in development. This programme has been funded by £2m of DfT money, £4m of Better Bus Area Funding and £2m of LTP funding.</i></p> <p><i>The current YorCard developed back office system that will be enhanced by:</i></p> <ol style="list-style-type: none"><i>1. Developing mobile phone applications to deliver multi-operator and multi-modal ticketing and journey planning information</i><i>2. Back Office developments to enable customers to store their journey information, enabling quick access to frequently made journeys</i><i>3. Develop the capability to pay for travel direct to the customer's travel card or phone</i>
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LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma TPN

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	N.A.	N.A.	<i>No changes to infrastructure proposed.</i>
Route length (km)	N.A.	N.A.	<i>Survey data from member organisations of the WY Travel Planning Network has been analysed to find the average distances travelled to work by existing walkers and cyclists.</i>
Average trip length (km)	0	2.0 km walking, 9.7km cycling (one-way journey to work)	<i>Survey data from member organisations of the WY Travel Planning Network has been analysed to find the average distances travelled to work by existing walkers and cyclists.</i>
Average cycling speed (kph)	20kph	20kph	<i>TPN network assumption.</i>
Number of users (per day)	0	150 walkers, 115 cyclists for varying number of days per week (1, 3, 5).	<i>Based on scheme assumptions. Different assumptions for level of behavioural change assumed for an individual user - 1, 3 or 5 days per week of cycling/walking to place of work.</i>
Percentage of additional users that would have driven a car otherwise.	N.A.	100%	<i>All users assumed to previously travel to work by single occupancy car.</i>

If 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 Assessment Report).
Traffic levels (Vehicle km) in the affected area	16143 (single-day, two way trip, affected users only)	0	<i>Scheme is forecast to reduce use of single occupancy car as a journey to work mode with users switching to walking, cycling, car sharing or public transport. Average distances travelled to work by affected users have been calculated and summed. Default assumptions relating to route congestion levels and MEC valuations from TAG Tables A5.4.1 and A5.4.2 have been used to value the benefits of reduced vehicle use.</i>
Traffic levels (Vehicle hours) in the affected area	Not directly assessed - weighted average used based on TAG Databook Table A5.4.1		
Average Speed in the Morning Peak	Not directly assessed - weighted average used takes account of differing default congestion bands in study area.		
Mode share (in person trips)			
Car Driver	100	0	
Car Passenger	0	10%	
Bus passenger	0	60%	
Rail Passenger	0	0%	
Cyclist	0	11.50%	

Walking	0	18.50%
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For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips	0	27360 - 136800 (one-way trips to work)	<i>Scheme assumption based on previous experience.</i>
Average trip distance (km)	0	8.6km	
Average wait time (mins)	No change		
Average fare per trip (£)	No change		
Average in-vehicle time (mins)	33mins (based on average speed of 15.5kph)		
Description of your intervention	<i>Measures to make users aware of availability and benefits of public transport.</i>		

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma Go:Walking

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	N.A.	N.A.	<i>No changes to infrastructure proposed.</i>
Route length (km)	N.A.	N.A.	
Average trip length (km)	0	Variable - 1x30mins, 2x3mins, 3x30mins per week.	<i>Assume that increase in walking as a result of if the scheme of 1x30mins, 2x30mins, 3x30mins. Default speeds from HEAT tool used.</i>
Average cycling speed (kph)	N.A.	N.A.	
Number of users (per day)	0	Variable - 10%, 20% or 30% of 70,000 target population (7,000, 14,000 or 21,000)	<i>Scheme assumption.</i>
Percentage of additional users that would have driven a car otherwise.	N.A.	N.A.	<i>Assumed that all walking is for specific purpose of fitness/health and no car trips are replaced as a result.</i>

If 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 Assessment Report).
Traffic levels (Vehicle km) in the affected area			<i>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</i>
Traffic levels (Vehicle hours) in the affected area			
Average Speed in the Morning Peak			
Mode share (in person trips)			
Car Driver			
Car Passenger			
Bus passenger			
Rail Passenger			
Cyclist			
Walking			

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).

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)			
Average wait time (mins)			
Average fare per trip (£)			
Average in-vehicle time (mins)			
Description of your intervention	E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boards, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time		

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma Go:Cycling

For cycling/walking elements of your bid, please provide the following data - if available		
Input data	Without Scheme	With Scheme
Description of infrastructure/facilities	N.A.	N.A.
Route length (km)	N.A.	N.A.
Average trip length (km)		7.9
Average cycling speed (kph)		20kph
Number of users (per day)		1997 to 5992 new cyclists depending on assumptions making 70 trips annually
Percentage of additional users that would have driven a car otherwise.	N.A.	N.A.

If you are expecting your project to reduce car travel, please provide the following information		
Input data	Without Scheme	With Scheme
Traffic levels (Vehicle km) in the affected area		
Traffic levels (Vehicle hours) in the affected area		
Average Speed in the Morning Peak		
Mode share (in person trips)		
Car Driver		
Car Passenger		
Bus passenger		
Rail Passenger		
Cyclist		
Walking		

For Bus elements of your bid please fill in the following table		
Input data	Without Scheme	With Scheme
Annual number of passenger trips		
Average trip distance (km)		
Average wait time (mins)		
Average fare per trip (£)		
Average in-vehicle time (mins)		
Description of your intervention	E.g. provision of Real time information at bus stops/ thru shelters. Or increased frequency	

Reference to supporting information (e.g. section of Economic Assessment Report).
<i>No changes to infrastructure proposed.</i>
<i>Post scheme survey data from a previous similar scheme has been analysed to find the average distances travelled by affected cyclists.</i>
<i>Post scheme survey data from a previous similar scheme has been analysed to find the average distances travelled by affected cyclists.</i>
<i>Scheme assumption</i>
<i>Based on scheme assumptions and analysis of post scheme data of previous scheme.</i>
<i>Assumed all new leisure trips only so no removed car trips assumed.</i>

Reference to supporting information (e.g. section of Economic Assessment Report).
<i>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</i>

Reference to supporting information (e.g. section of Economic Assessment Report).
<i>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</i>
<i>ough a website, announcements of next stop on board/ CCTV at stops/on boards, improved bus quency - impact on wait time / Bus priority - impact on travel time</i>



Department
for Transport

Distributional Impact Appraisal Screening Proforma

TAG Reference

TAG Unit A4.2 - Distributional Impacts

Version Control

Date	Description
Jan-14	Definitive release
17/10/2013	Release of restructured guidance

Contact

Transport Appraisal and Strategic Modelling (TASM) Division
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Distributional Impact Appraisal Screening Proforma

Scheme description: WY LSTF

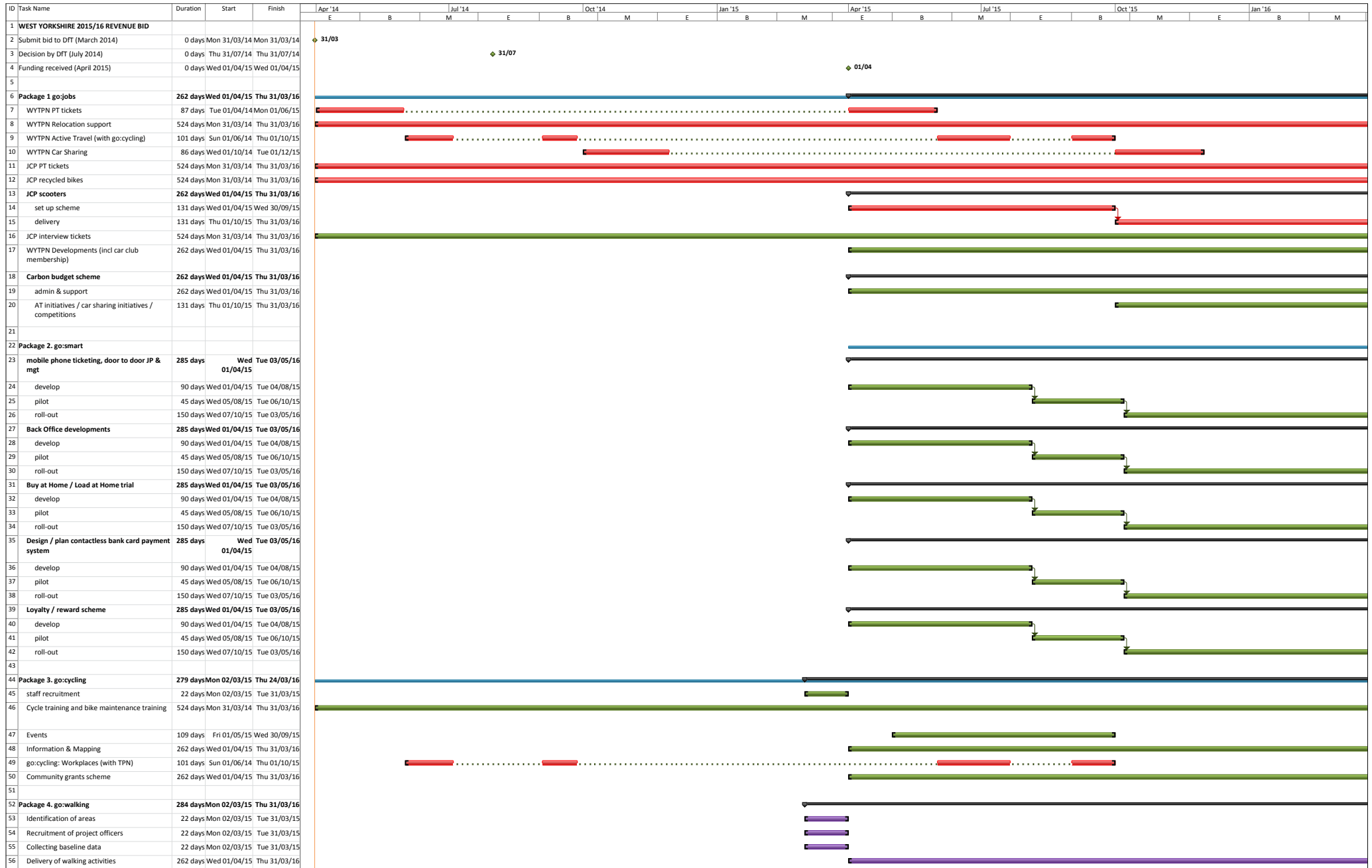
Indicator	(a) Appraisal output criteria	(b) Potential impact (yes / no, positive/negative if known)	(c) Qualitative Comments	(d) Proceed to Step 2
User benefits	The TUBA user benefit analysis software or an equivalent process has been used in the appraisal; and/or the value of user benefits Transport Economic Efficiency (TEE) table is non-zero.	Yes, positive.	User benefits are generally low and limited to personal health benefits only. Main impacts of scheme are societal benefits associated with reduced mortality rates and reduction in private car use.	Main scheme impacts are felt across all of society across whole of West Yorkshire. Step 2 assessment considered un-necessary.
Noise	Any change in alignment of transport corridor or any links with significant changes (>25% or <-20%) in vehicle flow, speed or %HDV content. Also note comment in TAG Unit A3.	No	No impacts	No
Air quality	Any change in alignment of transport corridor or any links with significant changes in vehicle flow, speed or %HDV content: <ul style="list-style-type: none"> • Change in 24 hour AADT of 1000 vehicles or more • Change in 24 hour AADT of HDV of 200 HDV vehicles or more • Change in daily average speed of 10kph or more • Change in peak hour speed of 20kph or more • Change in road alignment of 5m or more 	No	No significant impacts.	No
Accidents	Any change in alignment of transport corridor (or road layout) that may have positive or negative safety impacts, or any links with significant changes in vehicle flow, speed, %HGV content or any significant change (>10%) in the number of pedestrians, cyclists or motorcyclists using road network.	No	No significant impacts.	No
Security	Any change in public transport waiting/interchange facilities including pedestrian access expected to affect user perceptions of personal security.	No	No impacts.	No
Severance	Introduction or removal of barriers to pedestrian movement, either through changes to road crossing provision, or through introduction of new public transport or road corridors. Any areas with significant changes (>10%) in vehicle flow, speed, %HGV content.	No	No impacts.	No
Accessibility	Changes in routings or timings of current public transport services, any changes to public transport provision, including routing, frequencies, waiting facilities (bus stops / rail stations) and rolling stock, or any indirect impacts on accessibility to services (e.g. demolition & re-location of a school).	No	No impacts.	No
Affordability	In cases where the following charges would occur; Parking charges (including where changes in the allocation of free or reduced fee spaces may occur); Car fuel and non-fuel operating costs (where, for example, rerouting or changes in journey speeds and congestion occur resulting in changes in costs); Road user charges (including discounts and exemptions for different groups of travellers); Public transport fare changes (where, for example premium fares are set on new or existing modes or where multi-modal discounted travel tickets become available due to new ticketing technologies); or Public transport concession availability (where, for example concession arrangements vary as a result of a move in service provision from bus to light rail or heavy rail, where such concession entitlement is not maintained by the local authority[1]).	Yes, positive.	Some users issued with dicounted/free public transport tickets.	Tickets are provided to current and prospective employees to assist with sustainable access to employment. Step 2 assessment considered un-necessary.



APPENDIX H

PROJECT PLAN







APPENDIX I

RISK REGISTER





APPENDIX J

SECTION 151/PROCUREMENT LETTER



Direct Line: 0113 251 7376

31 March 2014

Your Ref:

Our Ref: AT/JR

John Henkel
West Yorkshire Passenger Transport Executive
Wellington House
40-50 Wellington Street
Leeds
LS1 2DE



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Director General
K T Preston OBE

Directors
J A Henkel
D A Hoggarth
A Taylor

Non Executive Directors
A Darbyshire
A Gay

Secretary & Solicitor
N Winney

Dear John

Re: LSTF Revenue Bid 2015/16

As Section 151 Officer for West Yorkshire Passenger Transport Executive and as Head of Procurement for West Yorkshire Passenger Transport Executive we jointly declare that a procurement strategy is in place that is legally compliant and is likely to achieve the best value for money outcome.

For information, the following procurement strategy is detailed in the bid:

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.

Engagement of services within the current LSTF-funded project, which would apply equally to this bid for 2015/16 funding, are undertaken under WYCA's Standing Orders and Financial Regulations and are compliant with national and EU procurement and state aid regulations.

For **go:jobs** there are no issues in extending current projects. For the site based activities (enhanced travel planning software and carbon budgeting techniques) the first 6 months of funding would be spent in setting up the schemes.



For **go:smart** delivery would largely be undertaken by YorCard – a company jointly owned by Metro and SYPTE, and recognised as leaders in the field. YorCard have worked effectively with Metro and other partners for several years. The 'ownership' model for Yorcard obviates the requirement for a public procurement exercise. The loyalty incentive scheme would be developed by Metro and subject to procurement through our framework procurement arrangement.

For **go:cycling** there would be a need to extend the period of co-ordinator support and retender for training activities. However there is ample time to do this between award announcement (expected July 2014) and start of funding period (1 April 2015).

For **go:walking** there would be a need to retender for co-ordinator support and / or recruit new project officers in the new areas. However there is ample time to do this between award announcement (expected July 2014) and start of funding period (1 April 2015).

Yours sincerely

Section 151 Officer

Name: ANGEA TAYLOR

Position: DIRECTOR RESOURCES

Signed: ATaylor