

LOCAL SUSTAINABLE TRANSPORT FUND
A KEY COMPONENT BID FOR LARGE PROJECTS

“GETTING TRANSPORT TO WORK”

**SUBMITTED BY METRO ON BEHALF OF THE WEST
YORKSHIRE LOCAL TRANSPORT PLAN
PARTNERSHIP**

18 April 2011



Local Sustainable Transport Fund - Application Form

Applicant Information

Local transport authority name(s)*: Metro (West Yorkshire PTE) on behalf of the West Yorkshire Local Transport Plan Partnership (Metro, and the District Councils of Bradford, Calderdale, Kirklees, Leeds and Wakefield)

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SECTION A - Project description and funding profile

A1. Project name:

“Getting transport to work”

An initiative to support the sustainable growth of employment in West Yorkshire

A2Headline description:

To support economic growth and achieve reductions in carbon by delivering a West Yorkshire-wide package to promote and encourage use of low carbon modes for travel to employment for existing employees and job seekers. This will be complemented by targeted packages of cycle and walking routes, bus park-and-ride(*), cycle/rail interchange enhancements(*) and network management improvements(*). This package approach will reduce congestion, connect people with jobs and encourage them to make sustainable travel choices. It will focus on the main urban areas of West Yorkshire where 41% of employment and the largest destinations (retail, tertiary education, hospitals) are located.

() not included in this component bid, but likely to be part of a large bid*

A3. Geographical area:

The proposal covers access to the major employment centres in **West Yorkshire**.

A4. Type of bid (please tick relevant box):**Small project bids**

Tranche 1 bid

Expression of interest for Tranche 2 (please complete sections A and B only)

Tranche 2 bid

Large project bids

Key component bid

Large project initial proposals

A5. Total package cost (£m): £9.409**A6. Total DfT funding contribution sought (£m):** £4.169**A7. Spend profile:**

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	387.5	567.5	569.5	387.5	1,912.0
Capital funding sought	845.0	1,037.0	375.0	0.0	2,257.0

Local contribution	1,420.0	1,431.0	1,172.0	1,217.0	5,240.0
Total	2,652.5	3,035.5	2,116.5	1,604.5	9,409.0

A8. Local contribution

West Yorkshire Local Transport Plan: Partial funding of some cycle routes (£325,000)
Sustrans: Previously committed partial funding (£250,000)
CTC: Previously committed funding (£100,000)
Job Centre Plus: staff resources - potential for £25,000 per year (not included above)
Energy Saving Trust: staff resources
British Waterways: allocating land for cycle routes
West Yorkshire TICCO: Providing 15% discounts for MetroCard products (£4,250,000)
Metro: Corporate MetroCard administration and staffing support (£315,000)

A9. Partnership bodies

Job Centre Plus: delivering ticketing incentives and travel advice to Jobseekers
Sustrans: cycle route design, construction and maintenance services plus cycle training (UTravelActive), community engagement and Living Streets advice services
CTC: delivering coordinated and targeted cycle training and promotions
West TICCO/transport operators: enabling discounted public transport products to be provided
Energy Saving Trust: delivering Smarter Driving Packages to employers and their workforces
British Waterways: allocating canal side land to cycle routes

SECTION B – The local challenge

B1. The local context

Despite the recent recession, the last few decades have seen substantial jobs growth in **West Yorkshire**, and there are now around 950,000 people employed in the county. There has also been a shift in the nature of these jobs particularly from traditional Yorkshire industries (manufacturing, mining and textiles) to employment in finance, services, public sector, construction and retail. The spatial impact of these changes has been a ‘densification’ of employment in and around the urban centres of West Yorkshire (cities and towns like Leeds, Bradford, Wakefield, Huddersfield and Halifax). Unemployment levels have been relatively low and employers in these urban centres have been able to recruit workers from an ever large catchment area.

However, since the global recession unemployment levels have risen and with continued public sector spending cuts, the private sector is now identified as the source for new employment growth. This bid will set out how LSTF funding can “get transport to work” by supporting the growth of jobs in the private sector, by connecting more people to more jobs, sustainably.

Figure 1 shows a sharp increase in the numbers of unemployed people claiming a job seekers allowance, rising from between 2-3% in 2008 to nearly 5% in 2011. The claimant growth in Bradford and Calderdale districts has been the most pronounced. **Figure 1** also shows the change in employment by sector from 1998 to 2009 (by District), illustrating the strong growth in Leeds and Wakefield, and the increasing importance of the ‘new’ employment sectors.

Figure 2 shows the current distribution of employment in West Yorkshire and illustrates the dominance of West Yorkshire polycentric cities and towns in providing high levels of employment within dense clusters. These clusters sit at the centre of rail and road networks and the growth in their employment has been fed by an expanding work force which has been able to commute to work because of transport improvements and additional capacity particularly in the road and rail networks.

The inner-city areas around these clusters of employment are typified by higher than average levels of deprivation. **Figure 3** illustrates this (for Income) by showing that the ‘poorest’ areas of West Yorkshire are often within 1-2 miles of these clusters of the highest employment opportunities. It is also within these areas that the highest levels of poor health (such as obesity, diabetes, mental illness – partly a result of low physical activity) are found. **Figure 3** also shows that pockets of high deprivation (low income) are also on the edge of West Yorkshire in the ex-mining villages to the east and south east of Wakefield.

It is precisely within these clusters and in specific peripheral areas that the recent rise in unemployment is most apparent. **Figure 4** shows that the focus of unemployment is adjacent (within 1-2 miles) to the employment clusters. Claimant rates of 15% occur widely around the urban centres.

All 5 Districts in West Yorkshire are planning for continued growth in these centres, and endorse this spatial aim through their respective LDF policies. The new types of employment (finance, retail, services) benefit from agglomeration, having a wide labour pool to recruit from and from having accessible markets. These second two features are determined by the costs and availability of transport connections (which are key features of this bid).

Opportunities for growth in employment are strong. Yorkshire Forward econometric models have predicted growth in the new industries (notably finance, services, construction and retail). Cities like Leeds and Wakefield are seeing new businesses expanding, and post-recession growth is now taking place. **Figure 5** illustrates the distribution of vacancies being advertised by Job Centre Plus (in February 2011). Again the focus of these vacancies is within centres on the main employment clusters. Currently JobCentrePlus is recruiting to

around 2,000 jobs per month in West Yorkshire, and the private recruitment sector is dealing with around twice that number. In all around 6,000 jobs per month are being filled.

Figure 6 defines six clusters that lie at the heart of this bid:

- Leeds
- Bradford
- Wakefield
- Huddersfield (in Kirklees District)
- Dewsbury (in Kirklees District)
- Halifax (in Calderdale District)

Table 1 shows that between them, these six clusters contain 41% of all West Yorkshire employment, and **Table 2** shows they also contain all the main retail centres, hospitals, universities, most of the colleges and a high number of other cultural and sporting destinations.

The reason for this spatial focus within the bid is that these areas are those that are planned to grow most, they contain the most productive jobs, they are at the centre of transport networks and they are the locations with the most acute transport problems. They also contain many of West Yorkshire's other important destinations. Importantly their potential for attracting low carbon commuting modes is high.

Changing distributions of housing land will also affect future demand for travel into these central clusters. Recent policy on housing growth in West Yorkshire has focused on in-fill within the urban areas, and on allowing development at the edge of the urban areas or in and around the many smaller towns and villages across the county, which are accessible to the centres by public transport. However, these locations also generate high volumes of car trips as housing growth has exceeded the growth in public transport capacity (particularly rail). The future housing policy is to continue in-fill and also focus growth in more sustainable locations: notably Canal Road in Bradford, South Dewsbury, the Aire Valley to the south east of Leeds and the Five Towns area of Wakefield (including Castleford).

This bid focuses on improving connectivity to the six employment clusters from the local neighbourhoods, and ensuring the connectivity of these new housing growth points to the clusters is sustainable. The six clusters have many common issues, but some specific to each one, as set out below.

Leeds city centre is the biggest employment location in Yorkshire. Around 1 in 5 jobs in West Yorkshire are in and around the centre of Leeds and with just under half of the jobs in Leeds district. The strategy for growth presented in the emerging Leeds Core Strategy aims to ensure that new office development and other major attractions are within the centres, particularly focusing on the city centre. Strong jobs growth in retail, financial/banking and other services is predicted. Several major developments are currently under construction in the city centre. However a lack of spare capacity in the transport network is predicted over time to reduce accessibility to jobs in the future, and restrict the city's growth as the regional centre, as demand increases and journeys become slower. The challenge for Leeds is to provide this additional capacity and provide the opportunity for more people to take up new employment opportunities. The emerging Aire Valley area to the south east of the city centre is identified as the major development site for the Leeds City Region with up to 27,000 new jobs over the next 20 years. The research for the recent DfT supported Transport for Leeds study indicated that increasing connectivity to the city centre and areas immediately surrounding it would do most to increase the productivity and GVA of businesses in the area, and so support employment growth. However it was predicted that rising congestion would constrain employment growth, reducing employment catchments and increasing business costs.

Bradford city centre is the primary employment centre in the District with 36,000 jobs, 30% of which are in the public sector. The city centre is immediately surrounded by areas of high unemployment, low educational and skills attainment and a high incidence of deprivation, particularly in the city and eastern sectors. During the recession the city centre suffered badly

employment contraction (particularly in the public sector) and a slow-down in private sector expansion. The current retail offer is poor and the centre has suffered from a delay in the development of the Westfield retail centre. Since 1999 pedestrian footfall in the city centre has fallen by 29% and Bradford City Centre retail vacancy rates currently stands at 19%. Poor health is also an issue in Bradford, particularly in the inner city areas. Physical activity levels are low and a recent Sport England survey found that in Bradford only 21.2% of people over 16 years old were physically active.

The **Wakefield** District is a mixed urban and rural polycentric conurbation with a population of 324,000. The principal settlement is the city of Wakefield and its immediate hinterlands which are located in the west of the district. Significant settlements also exist in the “Five Towns” area located in the east of the district. Recent regeneration projects in Wakefield city centre are now delivering more employment opportunities: Merchant Gate Commercial area; Wakefield Waterfront mixed commercial and leisure (including the new national Hepworth gallery); and Trinity Walk which is a major new retail shopping centre. The Local Development Framework identifies a total of 14,352 new homes in the Five Towns area, along with 8,993 in the Wakefield area.

The town of **Huddersfield** is strategically located between (and connected to) Leeds, Manchester and Sheffield. It has a broad retail offer, good cultural and leisure facilities, a large University and tertiary college sector. It has an emerging office market which puts the town in a favourable position to exploit future growth. The Kirklees Integrated Investment Strategy (2010) has the regeneration of Huddersfield and Dewsbury as one of its main priorities whilst the draft Local Development Framework (LDF) Core Strategy proposes making provision for significant housing growth in the Huddersfield wards over the next 16 years – 10,200 new homes are planned. Key findings from the Kirklees Local Economic Assessment (LEA) 2010 are: local job creation is essential for a growing population to order to reduce worklessness and deprivation, unemployment affects particular groups, most specifically ethnic minorities and young people, and travel congestion represents a cost to the Kirklees economy – costing businesses of Kirklees up to £5.9 million per year by 2015 and up to £7.6 million by 2026.

The Kirklees Local Development Framework (LDF) Core Strategy also proposes making provision for significant housing growth in the **Dewsbury** area over the next few years (6,500 new homes). Despite being a key town in the north of Kirklees the pedestrian levels recorded in the town since 1999 are in decline and there is a high level of vacancy rates (which have increased by 29% in the last year alone). Dewsbury Market was highlighted as one of three ‘key economic assets’ within Kirklees. The LEA states that this “adds to the vibrancy and growth potential of the local economy”. Unemployment affects particular groups, specifically ethnic minorities and young people. Dewsbury is characterised by a higher than average young and ethnic minority population. Dewsbury has the worst health picture in Kirklees. It has the highest levels of heart disease, stroke and high blood pressure (CVD) in Kirklees. This is underlined by the fact 20% of Dewsbury residents are obese.

Halifax is the primary employment area in Calderdale and employment is dominated by Finance (34%) and Public sector, Education and Health (24%). The Finance sector is linked to just one large employer, Lloyds Banking Group, which makes the area particularly vulnerable to any downturn in this sector. Elland ward, to the south, has seen a steeper rise in unemployment than others across the district. Calderdale’s Joint Strategic Needs Assessment (2008) highlights significant health and well-being inequalities in the Halifax area including a high proportion of low income families, low car ownership, significantly higher levels of obesity amongst adults and a higher proportion with a long-term limiting illness. The area is subject of an on-going ‘Healthy Towns’ programme. The Calderdale Local Economic Assessment 2010 highlights that transport infrastructure improvements would bring significant economic benefits but that constraints due to topography and funding require a focus on sustainable travel.

B2. Evidence

There are one billion trips per year on the **West Yorkshire** transport network. Around 30% of these are for commuting purposes and these are focused at peak commuting times when congestion on the roads is at its most severe. Across West Yorkshire, the last decade has seen increases in car and rail use. The use of walking and cycling are below the national average. As identified in **Table 1** the destinations for these commuting trips are focused into dense urban areas at and around the key centres, which contain 41% of all employment in West Yorkshire. Despite a recent easing in congestion on some radial routes, it is still an issue within all urban centres and their orbital ring roads around the centres.

The worst highway congestion is focused within the employment clusters shown in **Figure 6**, as illustrated by the traffic speed map shown in **Figure 7**. These clusters also contain the majority of the West Yorkshires Air Quality Management Areas (AQMA), and roads within these areas are generally noisy, busy and have poor air quality. They can be unsafe for, and discouraging to pedestrians and cyclists. The time periods when congestion is a serious problem has been spreading as employment has grown. Peak traffic periods have spread from the traditional peak hours of 8am to 9am and 5pm to 6pm and congestion in and around these areas found from 7am to 9.30am and from 4pm to after 6pm. This spread and intensification of congestion (and associated traffic problems) has been a result of the densification of employment within the targeted clusters and an increase in commuting by car.

Table 3 illustrates the high use of car as a means of access to each of the six clusters. While Leeds and Huddersfield have below 60% car use as the main commuting mode, other clusters are as high as 75%. **Table 3** also shows that the use of active modes is below national levels (cycling generally below 1%, and walking between 3% and 7%). Train use is relatively high for trips into Leeds, Wakefield and Huddersfield.

The towns and cities at the heart of these clusters are generally circled by inner ring roads which carry orbital traffic and distribute commuters with the city and the wider area peripheral to the cluster. The design of these varies but the effect is similar in that they 'sever' the centre of the town or city from the immediate neighbourhoods and employment sites in what is known as the 'rim'. Within these ring roads, public transport use is always higher than 'outside' the ring roads where car access is dominant.

Table 4 shows the high levels of population and employment that lie within short/quick travel out of the centres by sustainable modes: 10 minute by bus, 15 minute cycle and 20 minute walk. This shows there is huge potential to access employment by interchanging at the transport hubs in the centres. For example there are over 750,000 people living within a 15 minutes cycle ride of the six identified clusters, and over 520,000 employment places within a similar cycling time from the centres.

This is a combination of several factors including: the higher costs of parking/limited availability in the centres and a good 'hub and spoke' public transport network support public transport use into the centres, while the barriers to interchange and the severance effect of the inner ring roads discourage onward travel (particularly by walk, cycle and bus) to employment sites in the 'rim'.

All the centres have important and well used bus and rail stations, but generally (for historical reasons) these are not co-located, requiring a walk of 10-15 minutes between the hubs. This is one reason for a lack of interchange between public transport modes in the centres (as low as 6%). There are exceptions, such as Bradford Interchange which houses the bus station and one of the city's rail stations.

The cost of public transport has risen above inflation in West Yorkshire over recent years. Since 2004 bus fares risen by between 55-65% compared to an RTPI increase of 20%. These have been most pronounced for short distance journeys, and for cash fares. It is often perceived as cheaper to drive short distances than take the bus. While TICCO provides a multi-operator/multi-mode public transport ticket (MetroCard), it is more expensive than the multi-trip single operator tickets. TICCO is a partnership between Metro and all the (bus and

rail) Transport Operators who set the price of the MetroCard products and agree to a range of discounts and promotions. Of those bus passengers whom pay to use the bus, around 46% use single operator tickets, 27% use MetroCards product and 27% pay cash. The high cost of bus travel has most impact on communities with lower incomes which, as was shown in **Figure 3**, include areas within and adjacent to the targeted employment clusters.

Low travel horizons are also an issue in West Yorkshire particularly for people living in communities where employment was historically on the 'door step'. For example the former mining communities of east and south east Wakefield have a tradition of working locally, walking to work and living a sustainable life style that minimised travel. That is no longer an option and people now need to travel out of these areas to find employment. In common with other areas of low unemployment across the country, this pattern of low travel horizons is found elsewhere in West Yorkshire too. A key further feature is that the cost of bus travel can actually reinforce these low travel horizons and act as a barrier to taking up job opportunities. Unless these connections can be made by sustainable modes they will be undertaken by car, or not all.

In summary, significant growth in employment has taken place over the last decade, but generally this has been accommodated through an increase in car and train use. To facilitate growth in future it is not realistic or desirable to see further increases in car use. Economic forecasts from Yorkshire Forward do show good potential for jobs growth in some sectors, but evidence collected for the LTP shows that rising congestion could inhibit that growth as transport network capacity is restricted, costs are rising and catchments for recruitment and markets for business are contracting.

The issues identified above are general to West Yorkshire, but it is relevant to highlight some specific transport issues relevant to the targeted clusters where it is proposed to deliver cycle infrastructure. The locations of the proposed cycle routes proposed in this bid are shown **Figures 8 to 12**.

In **Leeds** there are number of general transport issues. Routes for active modes between the city centre transport hubs and the 'rim' area is poor. This undermines the connectivity of the 'rim' with the wider Leeds City Region, and makes the 'rim' highly dependent on car access – in some areas as much as 90% car commuting. Although more rolling stock is now committed, peak hour trains are currently the most overcrowded outside London and bus use has declined 19% from 2004 to 2008 alongside a 45% real increase in bus fares. The lack of through ticketing and the separation of transport hubs in the city centre do not support interchange for onward travel to the 'rim'. The number of cyclists travelling inbound in the morning peak period in Leeds had increased from 627 in 2005 to 1,242 in 2010 (an increase of nearly 100%). However cyclists still only represent 1.1% of commuters into the central area, which is well below numbers achieved elsewhere.

Routes 2, 9 and 10 would connect the city centre with the growing population and employment in the north of the city's 'rim'. Route 2 would provide direct access through to the station linking the northern corridors and opening up the opportunities for an improved end to end journey through Leeds Cycle Point at the rail station. Route 9 Regent Street would provide a safe and direct cycle link across the inner ring road entering the city adjacent to a potential new shopping centre (with 8,000 new jobs). This route connects to the largest teaching hospital in Europe (known as locally as 'Jimmy's') with around 4,000 staff and visitors daily. Route 10 would connect the A65 to the city centre locking in the benefits of the A65 Quality Bus Corridor (a DfT funded major scheme), and associated cycle lane. It would provide enhanced access to the university wedge target area. The two Universities in Leeds have a combined graduate roll of 64,000.

Routes 3 and 12 would improve connectivity in the Aire Valley, linking areas of low employment in the surrounding residential areas to the existing employment base in the Cross Green Industrial Estate, Aire Valley and City Centre. Route 3 will provide a route from a number of deprived communities to job opportunities in the Aire Valley Employment Area and the existing Cross Green industrial site. Route 12 will link area of high unemployment to the city centre and rim employment areas.

There will be 409,000 people living with 5 minutes cycle ride of the new cycle routes.

In **Bradford** there are high levels of congestion into and around the city particularly on the inner ring road. That route carries commercial traffic from Airedale to the motorway network. There are very high levels of car commuting (71%) while cycle use is very low (0.3%). This is particularly apparent along Canal Road which runs from Shipley (Airedale) to the city. The environment for cycling and walking is very poor, with high levels of commercial traffic (20%), and the environment is noisy, dirty and deters walking and cycling. Bradford University and the adjacent College have 28,000 students and 50% of these are 'home' students who are dispersed around the city. Many of these will be losing their Education Maintenance Allowance and cycling and walking offer healthy, cheap and convenient modes to access education and training. There are a number of wide radial routes running through established communities which create severance, and deters cycling as means of accessing local employment. An on-going project with Sustrans (Connect 2) is providing 'back street' routes around the Manchester Road corridor which connects the city centre with the motorway network. Around 175,000 people are within 1 mile (5mins) cycle of the component bid elements which will link to existing infrastructure into the city centre. It is estimated that the potential use of the Canal Road cycle link will be around 68,000 per year.

Evidence from local accessibility pilots and other local research/consultation has emphasised the need to provide improved walking and cycling access to the city centre and connect local people with local opportunities. While cycling levels are very low, where there has been investment in cycle and walking routes, active travel trips have increased. Cycling use increased by 15% following the introduction of new cycle infrastructure along the A650 corridor. This was despite increases of general traffic along the corridor and cycling levels falling by 8% across Bradford over the same period (2001-2007). The well-used Leeds Liverpool Canal cycle route runs through Shipley and would be connected to the proposed Canal Road link.

The city of **Wakefield** contains three public transport hubs; Westgate Rail Station (served principally by strategic intercity services); Kirkgate Rail Station (served principally by local services supplemented by some strategic services) and the city's bus station. All three facilities are located in different parts of the city centre with no dedicated or convenient walking routes between them. Kirkgate Station is located outside the inner ring road and is severed from the centre (particularly the new employment sites) by poor walking routes and a major 1960's concrete graded junction, with unpleasant subways. In the Five Towns area, poor quality linkages to the local feeder rail stations act as a barrier to optimising pedestrian and cycle access to these local rail stations. A 2010 feasibility study undertaken by Sustrans identified a series of issues and potential interventions which could be introduced in the town of Castleford.

There is evidence of low travel horizons in the Five Towns (including **Castleford**) and many job seekers in the area do not look to Wakefield, and it growing employment opportunities for work. Along the identified routes there is an absence of a clearly defined and signed route linking a large residential catchment to the south of the town centre with the central transport hub. There is a need to route pedestrians and cyclists away from busy highway infrastructure on approaches to Castleford town centre.

There are real opportunities for growth. Castleford is an identified Housing Growth point in the Leeds City Region and it expected that the expansion of travel horizons arising from the Travel for Work Project will also generate demand for cycling. Nearly 8,000 people currently live with 5 minutes cycle ride of the proposed cycle route, and they could generate around 90,000 cycling trips per year.

In **Huddersfield** there has been a general decline in bus patronage in line with West Yorkshire trends with some service contraction, there is evidence from the modal split surveys that the numbers of bus users is increasing on some routes. Car commuting (around 59%) is second lowest to Leeds (56%). Travel to Work data illustrates that at least 50% of journeys to work within the Huddersfield wards (up to 56% in the main Newsome Ward) are less than

5km and that between 1 in 5 and 1 in 3 journeys are under the 2km threshold. Within the main three Huddersfield wards there are more 6,500 trips moving locally. This suggests there is good potential for increased walking. The LTP implementation plan has identified a series of measures to reduce through traffic in the town centre, with corresponding priority for buses. In combination with active traffic management of the ring road, this is planned to lead to a greater use of public transport and allow a better public transport realm in the central area.

In **Dewsbury** the key physical barriers are the Ring Road and routes within the town centre itself. In addition, whilst there are some strategic walking and cycling connections to larger settlements such as Mirfield and the Spenn Valley Towns, a network of local connectors is poorly defined. As such, communities to the West such as Dewsbury Moor or the east such as Chickenley have no defined or legible routes into the town or linkages to key employment or service centres such as Mill Street East Employment Zone. The main transport hubs (the bus station and the rail station) are physically separated. Both offer good connections, by rail to Huddersfield, Leeds and Manchester, and by bus to Huddersfield, Wakefield and other towns in North Kirklees. In Dewsbury car ownership is quite low (37% of households do not have a car), and incomes are low, suggesting that cycle and walking opportunities would be well used. Chickenley (an estate on the route) is one of the most deprived areas in Dewsbury. The proposed cycle route would connect the town of Ossett (21,000 people) which does not have a rail station with its nearest station at Dewsbury.

There is also opportunity to attract commuters into cycling to Dewsbury hospital (2,500 employees) and the Dewsbury College (12,000 students). There are 25,000 residents living within 5 minutes of the route, and it is expected there would be around 200,000 annual users.

In **Halifax** there are a number of general traffic problems relevant to this bid. Car commuting is high with over 72% of people travelling into Halifax by car and 77% of the cars being single-occupancy. 55% of people employed in the area travel less than 5km to their workplace. Halifax has a well-defined pedestrian priority zone but links with residential areas and significant edge-of-town destinations such as Calderdale College and Dean Clough Business Park are poor due to severance caused by high traffic volumes on orbital routes. Specifically along the proposed cycle route there are some local problems which discourage cycling: at the Calder and Hebble junction, immediately south of the start of the Hebble Trail, is a 'site for concern' with a high number of incidents involving two-wheelers (mainly cyclists). The proposal should encourage cyclists onto an alternative route and meet demands currently suppressed due to road safety issues. The use of the existing (partial) Hebble Trail at the Halifax end is currently suppressed due to a poor, threatening pedestrian environment and lack of a clear route into the town centre.

There are good grounds to expect the proposed route will be successful. Travel demand into Halifax is expected to grow due to on-going construction of the Broad Street office and leisure complex, which will lead to jobs growth of around 2,500. There are opportunities to extend the Hebble Trail northwards to provide links into the Dean Clough Business and Arts Complex, Holmfield industrial area and major residential areas to the north. Shaw Lodge Mills, situated astride the Hebble Trail, is subject of major regeneration proposals including residential, office and light industry. There are 30,000 people living within a 5 minutes cycle ride of the proposed cycle route, and once complete this missing gap will connect a wider population from Elland, Brighouse and the upper-Calder Valley via the popular NCN Route 66.

B3. Objectives

Having set out the economic, social and transport issues and opportunities in West Yorkshire, and before describing the schemes in the component bid, it is helpful to summarise the rationale behind our approach, the shape of the emerging 'large' bid and how this approach will support the objectives of the LTP.

PEOPLE, PLACE AND PURPOSE

Summary

The bid aims to help people travel to work in a way that supports job growth and also reduces carbon emissions. The proposal includes a West Yorkshire-wide package of promotions and incentives to help encourage the use of low carbon modes for travel to employment and job opportunities. To complement this, there will be a targeted package of cycle and walking routes and cycle/rail interchange enhancements. These measures will be focused on the main urban areas of West Yorkshire where 41% of employment and the largest destinations (retail, tertiary education and hospitals) are located.

Background

This project is about connecting more people with more job opportunities, and encouraging existing and new commuters to use sustainable modes to travel to work. Over recent years while employment has grown spatially it has become more and more focused in and around the main urban centres. This trend is likely to continue, as employment grows in the centres (and their immediate hinterlands) and housing growth takes place in dispersed peripheral locations. These urban centres all face similar issues, but the people affected by them vary, and so too do the solutions being proposed to solve them.

These centres are also surrounded by wider 'rims' containing significant mixes of employment, housing and other major attractors (such as Universities and hospitals). Access to these 'rim' areas is more dependent upon car, local road conditions are traffic dominated. Because public transport operates on a radial network and interchange in the core centres is not easy and the commuters have long established habits associated with car use public transport can be an unattractive option. While the mode split for car varies between around 55% and 75% to the core centres, it is considerably higher to these 'rim' employment sites – often up nearer to 90%.

Areas of Focus

Each of the identified 'clusters' has local variations around these common issues, which has led us to propose different local solutions, all within the context of the overall approach to supporting the use of public transport and sustainable modes by new commuters. These targeted solutions have been designed and will be delivered in such a way to achieve enhanced connectivity which will link more people to more jobs, more cheaply, more conveniently and more healthily.

In **Leeds** the proposal is to connect better the city centre to its surrounding neighbourhoods, and also connect the 'rim' to the wider Leeds City Region transport network via enhanced interchange in the city centre itself, and enabling cycling to connect the city centre and main destinations in the 'rim' including the Aire Valley growth area.

In **Bradford** the proposal is to connect local neighbourhoods to the city centre and help stimulate more foot-fall in the city, and encourage local and longer distance commuting by cycle. Within the 'rim' we want to connect local people with local jobs.

In **Wakefield** the proposal is to remove the key barriers to internal connectivity within the city centre, and ensure that existing and emerging employment can be accessed by people in need of work, in particular those from the ex-mining communities, and new housing growth locations, in the Five Towns (including Castleford).

In **Huddersfield** the proposal is to build on planned measures to improve the quality of the town centre, ensure that businesses in the town and its 'rim' can recruit people from local neighbourhoods, and encourage commuting by sustainable modes.

In **Dewsbury** the proposal is to support the regeneration of the town centre by reconnecting it with its hinterland of local communities, so making it easy to use the centre as a local destination, for accessing employment, shopping and other services.

In **Halifax** the proposal is to connect local peripheral communities to the town centre, and ensure that connections within the town centre are clear, convenient and attractive. We also aim to complete a number of missing links in the strategic cycle routes into the town, and out to employment in the 'rim' areas.

The proposal will target the main reason for congestion: car based commuters, travelling to employment in these urban centres. This will be done using established and successful techniques (the Travel Plan Network) and will focus on targeting commuters via employers and main destinations (hospitals, universities) within the urban clusters. It will also target job seekers via JobCentrePlus, helping them overcome the transport barriers they face in finding and taking up work.

Approach

By delivering a combined package of infrastructure opportunities and behavioural change promotions and incentives, we can support and accelerate economic growth in private sector employment in a way that minimises congestion and CO₂ production and enhances economic productivity. This approach will be delivered through a co-ordinated set of six work programmes:

1. An expansion of the well-established Travel Plan Network as the vehicle for delivering behavioural change initiatives incentivising employees (via their employers) to mode change away from single-driver car use, promoting eco-driving and flexible working. Employers and the Chambers of Commerce will be key partners in this programme. The behavioural change approach would also target people living and working along corridors where improvements are delivered, and be delivered through local channels
2. Using the established partnership with Job Centre Plus to deliver travel advice to job seekers and address cost barriers of job search and employment take-up. JobCentrePlus and community groups will be key partners in this programme
3. District Council managed package of infrastructure measures to address specific barriers to accessing centres from adjacent communities by active modes, with associated marketing, training and promotional activities to raise awareness and encourage use. Sustrans, CTC and Northern Rail (main bid) will be key partners in this programme
4. A programme to facilitate movement within the main centres by sustainable modes.
5. A programme of Network Management enhancements within and to the clusters to deliver network efficiency (by reducing congestion and encouraging multi-occupancy) through the use of UTMC and UTC, particularly to support multi occupancy vehicles and business activity
6. A new park and ride service to intercept car borne journeys to Leeds from the motorway network. Bus operators and the Highways Agency will be key partners in this programme.

This component bid focuses on the first four of these programmes.

OBJECTIVES FOR THE COMPONENT BID

The objectives of this LSTF bid are closely, and deliberately, aligned to those set out in the 2011-2026 West Yorkshire Local Transport Plan. The LTP sets out three objectives for the strategy and implementation plan. They are:

- 1 To improve connectivity to support economic activity and growth in West Yorkshire and the Leeds City Region
- 2 To make substantial progress towards a low carbon, sustainable transport system for West Yorkshire, while recognising transport's contribution to national carbon reduction plans.
- 3 To enhance the quality of life of people in West Yorkshire's living in, working in and visiting West Yorkshire.

This component bid will support the first of these objectives by:

- Reducing congestion in and around the main employment clusters and our major cities and towns
- Expanding the labour pools from which growing business can recruit

- Expanding the markets which businesses can sell to
- Overcoming the (transport) barriers which can stop people returning to work
- Helping to create a healthier and more active work force
- Increasing footfall in West Yorkshire's towns and cities

This component bid will support the second of these objectives by:

- Creating the opportunities for people to use more active modes
- Overcoming some of the barriers that discourage their use
- Achieving a transfer from car use to active modes and public transport
- Delivering training on 'clean' driving

This component bid will support the third of these objectives by:

- Reducing severance between and within communities
- Improve the quality of our town and city centres by reducing traffic volumes and traffic problems
- By increasing levels of physical activity and improving their health

SECTION C – The package bid

C1. Package description

Please note that the schemes described below are components of the 'large' bid which is currently being developed, and for which more detail will be provided in the Initial Proposals bid in June. The following describes the first steps to be taken through this 'component' bid.

THE ELEMENTS OF THE COMPONENT BID

1 West Yorkshire Travel Plan Network

The West Yorkshire Travel Plan Network is an established initiative between Metro and its district partners. Membership is open to any employer in West Yorkshire, of any size or sector, who is committed to providing a range of travel planning assistance to its employees. The network currently supports 25% of the workforce in West Yorkshire employed by a wide range of employers including private businesses, health trusts, colleges and universities. Network members benefit from discounted public transport tickets through the Corporate MetroCard scheme, regular e-newsletters, free travel planning support and advice and numerous campaigns focusing on walking, cycling, car sharing, smarter driving and public transport. These campaigns encourage Travel Plan Network members to stay actively involved in travel planning with Metro and the Districts.

To be able to build on current Travel Plan Network Membership levels especially amongst medium sized organisations and large employers who we have not yet engaged with, it will be necessary to increase the range and flexibility of Network benefits. In research carried out with Network members in 2010, 95% of members asked for an increase in the number of incentives to encourage mode shift.

The proposal is to produce a tool-kit of campaigns that can be implemented by Network members and would help support and increase Network membership and support modal shift amongst the 61% of Network employees who currently drive to work alone. Our approach also reflects the success of the campaigns which have previously been delivered to Network members.

The **component bid** would fund:

- Public Transport Campaign: Taster free Monthly MetroCards for employees who currently drive to work
- Relocation Package: We would offer TPN members a relocation package of advice including mapping to assist in car sharing matches, public transport information, including personalised journey planning and free taster tickets to employees for the first month of their new commute

- Business Travel: The Travel Plan network piloted a shared public transport ticket which can be used for employers for business and work related travel throughout West Yorkshire. The organisations in the pilot recorded a reduction in car business travel by up to 29%. We would provide a free Pool MetroCard for organisations who join the scheme and purchase a minimum of two annual tickets
- Smarter Driving Package: Smarter driving car and van lessons would be provided by our partners Energy Saving Trust who would also run lunchtime seminars and e-learning packages promoting smarter driving
- Car Sharing: A general promotion on car sharing through promoting locally available web sites and organisations
- Active Travel: The Network would run campaigns and promotions to promote the key cycle and walking routes in West Yorkshire along with communicating campaigns administered by partner organisations
- Support for the Travel Plan Network: to deliver these measures the fund would initially need to pay for 2 full time posts within the Metro Travel Plan Network team to support the initiatives and recruitment of new members
- Marketing: Funding would be used to support on-going marketing support for the Network- including reprinting leaflets, templates for websites/e-newsletters and events
- Real Time Screen: roll out of workplace real time bus screens for workplaces, hospitals and educational establishments
- Monitoring, West Yorkshire 'I-trace': The system will accurately record mode split data for each Network Member and the amount of CO₂ generated by their employees travelling to/from work

2 West Yorkshire Jobseekers

The Travel for Work Project was a 3 year Smarter Choices programme commissioned by Yorkshire Forward, from April 2007 to March 2010. The programme was hosted by Metro, with support from the five Districts, the Highways Agency and JobCentre Plus. The Project Objective was to assist 4,250 jobseekers into employment by addressing and improving transport-related information and cost barriers. The Travel for Work Project identified and removed these travel barriers and broadened travel horizons by:

- Providing jobseekers with a free MetroCard for their first month of work to ease the transition from benefits to receipt of the first salary payment
- Jobseekers were provided with leaflets and journey planning information, to ensure their journey was possible by bus/train.
- A 'best fare' letter was sent to each jobseeker before their free ticket expired, to encourage them to continue using public transport, with the best value MetroCard or operator season ticket available for their specific journey.
- Staff from JobCentre Plus were given training on how to administer the tickets and how to access public transport information so they could assist their jobseekers during and after the project.

The **component bid** will support job seekers by reducing the barriers which discourage job seekers from taking up employment in the main towns and cities in West Yorkshire. The component element, will build on the successes of the previous partnership with Job Centre Plus largely replicating past successes.

- JobCentre Plus Ticketing Project: to re-launch the Travel for Work project in order to continue the partnership work between Metro and JobCentre Plus, to ensure that jobseekers with the highest levels of unemployment and most economically disadvantaged, are assisted with free travel for their first month of work, plus associated journey planning advice
- Travel To Interviews: to provide MetroRover day tickets (via Job Centre Plus) to assist job seekers attending interviews, along with the provision of travel planning advice
- MetroRover: a re-brand and re-launch of this product would make job searching and job interviews more affordable for jobseekers and an increase in job search activity as costs would be reduced. It may also encourage jobseekers to travel further, thereby broadening their travel horizons
- Cycling: to encourage those jobseekers that cannot access employment clusters easily (due to geography or a lack of public transport availability) to consider cycling

- Effective sharing of vehicles particularly when accessing remote employment locations and/or employment with early/late shift patterns

Within each of the Districts there is a package of measures designed to complement the West Yorkshire wide initiative. The issues around the cost of public transport are clearly best tackled at a West Yorkshire wide level and the Travel Plan Network provides a West Yorkshire wide resource. Targeted enhancements are also needed to support access to employment by sustainable modes and these are the focus of the District elements.

3a Leeds Cycle Routes

The objective for the Leeds Core Cycle Network is to induce a step change in levels of cycling in Leeds and encourage more people to cycle. This will be achieved by focused route provision and levels of promotion that would not be possible with lower levels of funding or by piecemeal improvements spread over a long period. The scheme will:

- Link in employment sites and new development to the existing cycle network by providing additional cycle routes
- Provide better quality routes and more local links to key destinations.
- Provide links that are currently missing from the cycle network that will improve connectivity within and to Leeds.
- Improve access to green corridors and parks in and around Leeds
- Promote the advantages of cycling and the new opportunities available to the whole main urban area of Leeds

The longer term aspiration for the Network is to market it as a coherent network of cycle routes that all link to the centre of Leeds. While the cycle network in Leeds is being continually improved with funding from the capital programme and developer contributions, available funds limit the rate of progress. There is also the opportunity with the key component bid to include revenue support for some targeted marketing around the existing core cycle routes, in order to ensure that these routes are well used following completion, and that people have information about cycling in their area, through engaging local community, schools and workplaces.

The **component bid** would fund schemes that fill strategic gaps in the Leeds Core Cycle Network (LCCN) shown in **Figure 8**, mainly in the city centre 'rim' area but also in some of the target areas on routes leading into the city. A number of key routes are already implemented. The component bid will allow routes 2, 3, 9, 10 and 12 to be brought forward. Feasibility designs are complete for all routes in the LCCN, with detailed designs prepared for the majority of strategic links proposed for the component bid. A successful key component bid would allow completion of strategic routes in the city centre rim areas targeted at existing or future jobs opportunities, locking in existing LTP spend, providing a platform to complete additional radial routes and local connections in identified target areas that will be included in the full bid. This component scheme will be supported by the element proposed for cycle training and promotions along these routes and within adjacent employment sites and key destinations.

3b Bradford Cycle Routes

The aim of the improvements being proposed in Bradford is to provide low cost, healthy and low cost transport options for people to access employment opportunities in the city centre and the surrounding employment locations. Traffic conditions and highway layouts make such short distance trips difficult but where facilities have been provided for active modes, and promotional activities delivered, their use is growing.

NCN Route 66 from the Spen Valley Greenway in the south to the City Centre will be completed in 2012. This is being funded by the LTP in partnership with Sustrans and includes the £1.5m national lottery funded Connect 2 project. The route follows a mix of on and off road sections, taking in links to the growing employment sites in the south of the District, parks, supermarkets and schools. Additional local links to St Lukes Hospital, Bradford University and college are proposed as part of this component LSTF bid, along with schools and an area of employment in East Bowling. These additional links will add value to the existing project on the ground.

A further section of National Cycle Network (NCN) Route 66 is proposed to follow the route of the former Bradford canal from the city centre north to Shipley, linking to NCN 696 (Leeds Liverpool Canal Towpath), which passes through the main towns in Airedale (Shipley, Bingley and Keighley). The proposed route is within the Canal Road regeneration area. Early completion of this cycle and walking route through LSTF will not only facilitate sustainable travel between the City Centre and Shipley, but will complement the work being carried out to bring forward development in the corridor and will provide improved environments for walking and cycling to a range of existing employment and retail opportunities. £800k funding from LTP3 is allocated for highways improvements along the Canal Road Corridor and proposals brought forward will include improvements to walking and cycling provision.

Figure 9 illustrates the locations to be funded via this **component bid** along with those proposed within the large bid. These routes are those which connect to areas of employment opportunity and/or high unemployment:

- Bradford University – connecting the city centre with the University
- Canal Road – linking Leeds-Liverpool canal cycle NCN corridor, through Shipley to the city centre along an area of employment and housing growth

3c Wakefield Cycle Route (Castleford)

The aim of the improvements being proposed in Wakefield is to connect people from an area of high unemployment and low travel horizons (Castleford) with growing employment opportunities in Wakefield city centre. In the short term this will be done by expanding the catchment area of Castleford rail station (which has a direct train service into Wakefield Kirkgate) with new cycle and walk routes into Castleford rail station. Parallel work will be undertaken through employers in Wakefield and with Castleford JobCentrePlus to promote and incentivise the uptake of these new and improved links. At the same time the Dewsbury cycle scheme to Ossett will deliver better connectivity for job seekers from areas of high unemployment on the cross boundary route towards Dewsbury.

The **component bid** in Wakefield will include:

- The delivery of Route 10 in Castleford linking the towns bus and rail station with Rail new housing developments (shown in **Figure 10**)

3d Dewsbury Cycle Routes

This element will connect local areas of high unemployment with Dewsbury town centre, as a way of providing low costs travel to new job opportunities and greater use of the town centre for day to day requirements. The supportive activities with employers and JobCentre Plus will deliver co-ordinated approach to maximise the new connections being proposed. Work has recently been carried out to deliver a series of cycle routes south of Dewsbury linking the town centre with the Mill Street East Employment Centre. The successes of this scheme will be expanded by extending the route to a local area of deprivation (Chickenley) with job opportunities in Mill Street East, Dewsbury town centre. It will create a through link to the River Calder corridor where a further network of routes can be accessed linking up South Dewsbury which is a proposed Urban Eco-Settlement. The route also allows Ossett to be connected to its nearest rail station, Dewsbury, which has direct links to Leeds, Manchester and Huddersfield. The **component bid** in Dewsbury will include:

- The completion of the Dewsbury to Ossett cycle route (shown in **Figure 11**). This will be delivered in partnership with Wakefield Council as it is a cross boundary scheme

3e Halifax to Elland Cycle Route

Congestion occurs at a significant number of points on the main road network within the defined area, particularly over the 4 mile section of the A629 Huddersfield Road corridor extending to and from Elland in the south, and on the orbital inner ring road around the town centre. This is a significant barrier to walking and cycling journeys into the central core, to businesses in the area and to education.

The corridor suffers significant traffic delays in peak periods, particularly on the steep inclined section near Calderdale Royal Hospital at Salterhebble. The road layout and buildings have contributed to the section being declared an AQMA and access to the town centre on foot or

by cycle on this corridor is not an attractive option. A section of off-road cycle route was built from the A629 at the bottom of Salterhebble hill along the disused Halifax Branch canal towards Halifax but this needs extending to the town centre to fulfill the potential for commuter and utility trips. A Pedestrian Environment Review System (PERS) audit is required to identify a network of shared pedestrian/ cycle access routes from the communities immediately outside the heavily trafficked orbital roads.

The **component** bid for Capital funding targets the completion of the Hebble Trail route linking NCN Route66 (on the Calder and Hebble Navigation canal) and Elland with Halifax town centre by providing (see **Figure 12**):

- A ramp to provide linked access at the Halifax Branch canal basin
- Construction of Phase 2 of the Hebble Trail between Phoebe Lane and the rail station in Halifax town centre

4 Cycle Promotion and Training

A combined package of incentives, promotions and training will be provided to support the uptake of cycling and co-ordinated at a West Yorkshire level. This will be delivered in Partnership with CTC, and will have a focused delivery within the targeted employment clusters and with communities along the proposed cycle routes. This will have the benefit of increasing cycling not just for commuting, but for accessing local services and increasing footfall and access into the urban centres. The bid will allow the creation of two posts to deliver training, marketing and promotions across employers within the clusters and communities along the new cycle routes.

We will use CTC's proven track record of community involvement and engagement programmes in West Yorkshire, which has worked with more than nearly 6000 participants in Bradford alone. Tailored projects such as the Cycle Champions, with dedicated cycling development officers, will deliver a targeted package of work to include training and promotion nurturing a culture of cycling within the locality. This will have a focused delivery within in the targeted employment clusters and within the communities along proposed cycle routes.

This will be a staged approach, offering interventions to potential cyclists at all abilities, providing support and training giving the confidence to progress through to utility cycling. This will also link in to the work with employment sites through a workplace based package.

THE FULL BID

The elements identified above comprise the component bid. Work is currently underway to define the 'large' LSTF bid for submission in June. The elements of the large bid will flow from the approach identified earlier in this bid, and could include the following generic schemes:

- Measures to improve network management and reduce congestion through traffic signal improvements within the employment clusters
- Measures to reduce the impact of congestion on business traffic particularly within the identified clusters
- Additional initiatives as part of the West Yorkshire Travel Plan Network project
- Additional initiatives as part of the West Yorkshire Job Seekers Project
- Measures such as Buddying to support a return to work for ex-Incapacity Benefit claimants
- Improved town centre environments and additional cycle and walking links within/to them
- Measures to reduce the severance of inner ring roads which present barriers between the urban centres and their local catchments
- Improved interchange between different modes in the urban centres
- Improved time based signage in urban centres for pedestrians and cyclists
- Improving access from deprived residential areas around the city
- Rail station based cycle hire schemes (in the urban centres)
- Increased opportunities to cycle and walk to commuter rail stations in the Leeds City Region
- Opportunities to encourage low carbon vehicle technology

And specifically

- A bus based park and ride scheme into Leeds city centre from the motorway network
- A scheme to enhance the area around Kirkgate station in Wakefield and enable it to become a gateway to the city and expand the catchment of the city centre for rail users

C2. Package costs

1 WYTPN	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	171.5	244.5	238.5	173.5	828.0
	Capital	0.0	0.0	0.0	0.0	0.0
2 Supporting job seekers	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	141.0	173.0	181.0	139.0	634.0
	Capital	0.0	0.0	0.0	0.0	0.0
3a Leeds Cyclerroutes	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	0.0	0.0	0.0	0.0	0.0
	Capital	260.0	260.0	0.0	0.0	520.0
3b Bradford Cyclerroutes	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	0.0	0.0	0.0	0.0	0.0
	Capital	200.0	300.0	200.0	0.0	700.0
3c Dewsbury Cyclerroute	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	0.0	0.0	0.0	0.0	0.0
	Capital	195.0	242.0	0.0	0.0	437.0
3d Halifax-Elland Cyclerroute	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	0.0	0.0	0.0	0.0	0.0
	Capital	100.0	150.0	175.0	0.0	425.0
3e Wakefield cyclerroute	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	0.0	0.0	0.0	0.0	0.0
	Capital	90.0	85.0	0.0	0.0	175.0
4 Cycle training and promotion	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	75.0	150.0	150.0	75.0	450.0
	Capital	0.0	0.0	0.0	0.0	0.0
GRAND TOTAL	Revenue	387.5	567.5	569.5	387.5	1912.0
	Capital	845.0	1037.0	375.0	0.0	2257.0
	TOTAL	1232.5	1604.5	944.5	387.5	4169.0

C3. Rationale and strategic fit

WEST YORKSHIRE LTP

The third West Yorkshire Local Transport Plan sets four strategy themes which have framed the specific policies and investments that form the strategy and implementation plan. These relate to Transport Assets; Travel Choices; Connectivity; and Enhancements.

In particular the LTP is focussed on:

- Enhanced travel information - to support customers making 'real time' choices between all modes
- Fully integrated ticketing to allow customers to interchange easily and travel seamlessly around the public transport network
- Low carbon modes including more walking and cycling routes, as well as supporting measures to help people to choose lower emission cars.
- A new approach to buses to get the most out of them by transforming the customer experience and significantly increasing bus usage
- Stronger demand management measures to encourage less car use to 'lock in' the benefits of travel behaviour change to more sustainable options.
- A new approach to network management to help make journeys for people and goods to run more smoothly.

This bid has a particular relevance to the first four of these. Within the LTP there is a twin focus in the short term on supporting economic recovery and essential maintenance activities of the transport network. However, funding constraints in the short term (the first three year implementation plan) limit the rate of progress. A successful LSTF bid will contribute to the 15 year strategy by allowing a focus on issues that are currently most pressing in West Yorkshire beyond what can be supported through currently committed capital and revenue resources. It would have a particular focus on those areas (the 6 identified clusters) where an accelerated

programme would have greatest impact. It would complement the schemes and measures identified in the LTP's first Implementation Plan (2011 to 2014).

The LSTF component bid proposition will do this by:

- Using revenue funding to support expansion of the activities of the West Yorkshire Travel Plan Network to encourage and facilitate greater use of public transport and active modes for journeys to work
- Implementing a West Yorkshire-wide approach to help jobseekers get back to work by overcoming financial barriers to using public transport while at the same time maximising the labour markets of the locations with the greatest job potential and fostering the long term use of sustainable modes
- Delivering targeted infrastructure enhancement and other measures, to provide new links by sustainable modes between the areas of highest joblessness and the areas of greatest employment opportunity, and promoting their use through training and marketing. This will be targeted in the locations and places which, and with a target audience who, will be most receptive to changing their travel choices

The elements of this targeted package focussing on the areas and people with the greatest need, and the greatest propensity to use sustainable modes, have been designed to interlink and mutually support each other. An increased use of new infrastructure and sustainable modes in general will be promoted via the Travel Plan Network. Specific barriers which inhibit a change to new travel habits and sustainable mode choices will be address, be they through ticketing products, travel planning advice or training. The benefits will be felt than wider groups than just commuters. By working with employers, the opportunity will be taken (at minimal extra cost) to promote 'clean' driving. Where introducing new active mode infrastructure we will target local communities to use it. We will support town and city centres in increasing their footfall, which will be of benefit to new and existing businesses. By working with JobCentrePlus we can promote the new infrastructure and incentivise sustainable and low cost travel options.

C4. Community support

The **West Yorkshire** LTP (2011-26) consultation showed people have concerns with various aspects of transport in West Yorkshire. Those relevant to this LSTF bid are in relation to bus use, poor reliability, high fares and a lack of understanding of route options and particularly interchange in the city centres. There was a desire to see more real time displays at bus stops and at key origins. For cycling there was a strong view that there was a lack of infrastructure, particularly separate cycle paths or through complex junctions. Cycling on roads is perceived as dangerous. Congestion was a common theme for bus and car users and businesses, both in terms of unreliable journey times and unproductive time.

The **Leeds** public consultation for the 'What if Leeds?' vision in 2010 highlighted transport as a top priority for the city. Transport for Leeds research supports this with bus users finding bus fares expensive and car drivers saying congestion is an issue. There are wider aspirations stemming from the City Centre Vision Conference in 2008 to enhance the local environment and to improve pedestrian connections between the train station and the shopping quarter (Leeds City Centre 2020) and to other public transport hubs. Transport provision in Leeds also needs to support regeneration areas and new housing and improve local accessibility and vitality in local centres. There are specific aspirations to improve connectivity between the city 'Rim' and the City Centre for pedestrians and cyclists to achieve the spatial objectives of a sustainable city. This bid has been given support from the Chamber of Commerce, who have identified the need to provide people with skills training, which is addressed by including places such as the Leeds College of Building within along the proposed cycle routes. LCCN local consultation has shown an overwhelming level of support for this city wide cycle network, but the need for continuous routes was stressed.

In **Bradford** the 2010 Bradford District Residents Perceptions Survey identified tackling congestion and availability of jobs as 'top things most in need of improvement'. The availability of jobs is of particular interest to 16–24 year olds (trying to enter the job market or

expecting to do so in the not-too-distant future) and 45–54 year olds (which will include the parents of many in that situation). A local accessibility pilot project was undertaken in Shipley and Bradford East. These projects asked local communities what local services and opportunities they struggled to access. Access to employment opportunities was highlighted as a potential problem from communities in Bradford East, with long journey times and high cost of bus travel being cited as the main concerns, a position confirmed by accessibility mapping. Community consultation revealed that a lack of connected cycling and walking infrastructure throughout the city, along with the key highway corridors into the city, act as a barrier to take up of walking and cycling for utility journeys. The proposals within this bid have been presented to and endorsed by the Bradford Transport Partnership. The partnership is made up of representatives from a variety of organisations including the Chamber of Commerce, the University, the Campaign for Better Transport and the Police.

Community consultation in the **Castleford** area of Wakefield has revealed the need to encourage opportunities to take up employment in Wakefield city centre. Evidence from JobCentrePlus has also revealed that low travel horizons among job seekers in the area are inhibiting access to work in Wakefield. Cycle Groups have been consulted on the proposal in Castleford and are supportive. Evidence from businesses and retail businesses in Wakefield city centre have revealed that residents of the Five Towns (including Castleford) are under-represented in the commercial activities of the city centre.

The Kirklees Employer Survey 2009 has shown that for **Huddersfield** businesses traffic congestion and lack of parking remain the main areas of general concern. However, access to transport links was the most frequently mentioned benefits of employers' current location - (by 65% of respondents). Other significant benefits were; the overall attractiveness of the locality and quality of the local environment (cited by 59% and 58% of respondents respectively). Also of significance were access to markets and neighbouring cities (57%) and availability of appropriate land and/or premises (51%). While 52% of businesses in Huddersfield stated that they were happy with their current location, the main reasons for businesses rating their area as poor were poor economy/lack of business; run down appearance of area; empty premises, the impact of the recession and a high crime rate.

In **Dewsbury** the Kirklees Employer Survey 2009 – Focus on Dewsbury has examined what aspects are of concern to local businesses. 39% of employers cite congestion as a prime concern. The quality of the local town centre is also a particular concern to those in Dewsbury (37% compared with 22% in Kirklees), and reflects the fact that 45% of employers also only rate Dewsbury as an adequate place to conduct business. 15% rate it as poor. The reason is the lack of regeneration or that the locality is poor and run down. In 2010 a 25-year Renaissance Plan for Dewsbury was published. The Plan was produced following extensive consultation with local people and came up with a number of proposals and recommendations for enhancing the vitality of the area. These recommendations are in line with the objectives of the LSTF. A key outcome to the bid is: "Reconnecting the town centre with the surrounding neighbourhoods is an essential element to its future viability and success..... In particular, attention to vehicular management at key crossing points will provide an opportunity to improve pedestrian and cycling connectivity with, and the potential to create distinctive gateways to, the town centre from each of the surrounding neighbourhoods."

In **Halifax**, following on-line consultation, public and business meetings, a stakeholder workshop, a multi-discipline officer workshop and Member involvement 'Calderdale's Vision for Transport' strategy was developed. After consulting a wide audience it was endorsed in June 2010 with priorities for economic growth, low carbon and health and well-being, and the provision of a sustainable transport network. Some of the issues identified following community consultation align closely with the LSTF objectives, such as the need to expand existing cycle network and create links to key employment sites and also to encourage employers to provide facilities at these sites, and improving the environment for walking and cycling which will offer an attractive alternative that reduces non-essential car-use.

SECTION D – Value for money

D1. Outcomes and value for money

West Yorkshire Travel Plan Network

In 2008, measured by the share of journeys, car use for travelling to work by employees of firms which are a member of the Network was 15% lower than the national average. By 2010 it was 21% below the national average. Network member employees driving to work alone fell by 4.1% between 2007 and 2010. Evaluation of programme activity identifies that Travel Plan Network members emit an average of 10,300 tonnes per year less CO₂ than otherwise would otherwise be the case (equivalent to 67 million vehicle kilometers).

The goal for the LSTF Component Bid is to replicate the 4% drop in car driver mode share kilometers for new members of the Network. By extending the package of benefits further reductions in car-driver kilometers will be achieved from existing members. For example, additional CO₂ savings would come from the smarter driving package and the business travel initiative.

With the addition of 70 new firms to the Network and further reductions in car travel from employees of existing Network members the goal is to deliver up to a further 10,000 tonnes of CO₂ reduction per annum year and 67 million vehicle-kms per annum reduction in car travel.

West Yorkshire Travel for Work Project

The West Yorkshire Travel for Work Project has been subject to an evaluation, including a survey of those who took part. There was clear evidence from the evaluation that:

- 23% said they would not have been able to accept the job without support from the project
- 91% made one or more additional journeys other than commuting
- 66% are working for the same employer or other employer
- 76% of those still working are continuing to travel by bus
- 68% said the 'best fare' letter helped them choose the best ticket for them
- 73% say they have a better understanding of tickets and passes available

From the evaluation survey it is clear the Travel for Work Project has been successful in meeting its goals of helping people to find employment. Extending the survey's findings to all those who took part 1,000 people entered employment who would otherwise not have done so without the scheme. Also it is clear that of all those in work the use of bus is far greater than the average bus use for journeys to work in West Yorkshire. The evaluation also identified that MetroCard recipients also use their ticket for other journeys, bringing a non-quantified social benefit.

The Component Bid is for a further 4,250 people to receive a monthly MetroCard as part of the Travel for Work scheme. The results of the pilot would suggest that this will lead to a further 1,000 people gaining employment who would otherwise not at a cost of just £624 per job.

Cycling Measures

There is a wealth of evidence from the Cycle Demonstration Towns and other research on the benefits of schemes to promote cycling such as the ones that make up the Component Bid. These include:

- Health benefits with cost savings to the NHS
- Direct productivity benefits to firms through reduced absenteeism (recent TfL research suggests that this reduction can be between 33% and 50%)
- Conventional transport related benefits of user and non-user time savings and reduced emissions
- By segregating cyclists from other road users there is a safety benefit

There has been a progressive enhancement of cycle facilities in West Yorkshire in recent years. Monitoring data shows that since 2005 there has been a 98% increase in peak hour

cycle trips to the centre of Leeds. The equivalent growth figures for Halifax, Wakefield and Bradford are 34%, 51% and 26% respectively. Monitoring work also shows the benefits of targeted investment. For example, in Kirklees, surveys of NCN Route 66 (Spenn Valley Greenway) showed a 23% increase in use over two years. On the Calder Valley Greenway, 44% of cycle trips are made by commuters.

A 2008 NATA-standard cost benefit appraisal demonstrated that the Leeds Cycle Network would return a benefit cost ratio of 3.39:1, which is comparable with the economic appraisal of cycle networks elsewhere. It should be noted that this appraisal preceded the most recent changes to the appraisal process and both the revised approach to treatment of VAT and the latest CO₂ values would improve this BCR. This appraisal is for the whole network and while there has been no formal increment/decrement analysis, it is considered that the different elements of the network will have comparable value for money. The component bid will allow the completion of around a quarter of the 120km Leeds Cycle Network and so allow the full benefits of this part of the network to be delivered. Applying proportions from the appraisal of the full network, would suggest a reduction of around 57,000 car vehicle kilometers a year on the road network with associated decongestion and CO₂ benefits. A quarter of the Leeds network would deliver £9m PV of user benefits and £1.3m PV of non-user benefits.

The Component Bid would deliver a further 15.3km of cycleways elsewhere in West Yorkshire – 7.5km in Bradford, 0.6km in Calderdale, 5.0km in Kirklees and 2.2km in Wakefield. The Leeds appraisal suggests that this would remove a further 37,000 vehicle-km.

Research work has consistently shown that dedicated cycle facilities attract new cycle users who also then go on to make further cycle trips using the wider road network. The Component Bid is also supporting an increase in cycle training which will also increase cycle use. The benefits of both these sources of additional cycle trips are not included in the monetised benefits.

D2. Financial sustainability

Award of this LSTF bid will allow the West Yorkshire Travel Plan Network to intensify its current activities for the period of the LSTF with the goal of increasing the membership base and supporting the introduction of new infrastructure. Post LSTF, the intention is for Metro to continue to fund the Network at comparable levels to today from its revenue budget. This is considered sufficient to deliver wider support mechanisms and more ticketing products to expand the Network.

The Job Seekers initiative will also be an intensive project, working at a time when the economy needs most support by addressing recent rise in unemployment and the recovery from the recession. At the end of the project evidence will be available to support accessing funds from non-transport budgets (which are currently restricted).

The cycle routes, once implemented, will be maintained by the District Councils. We will seek to work with other services to continue their promotion after the project through ongoing initiatives such as those delivered via the Health and Leisure sector.

SECTION E – Deliverability

E1. Implementation

The overall responsibility for the management and implementation of the Project will rest with the ITA's Local Transport Plan Committee (Members) who have endorsed this bid... They will oversee an Officer and Partner Working Group which will be responsible for delivery, co-ordination, financial management and reporting to DfT. A West Yorkshire monitoring and usage programme will be carried out centrally across all Districts.

These scheme elements have been chosen because they have been designed, have robust cost estimates, have land available and require no further planning permissions.

E2. Output milestones

	2011/12	2012/13	2013/14	2014/15	Total
WYTPN					
New Travel Plan Network Members (employers)	10	25	25	10	70
Taster tickets issued	450	450	450	200	1550
Organisations involved in Business Travel Programmes	10	15	15	15	55
Network campaigns/events	2	3	3	2	10
Job seekers					
Metro day tickets issued	500	1000	1000	500	3000
Monthly tickets issued	1000	1250	1250	750	4250
Leeds cycle routes	4.25	4.25			8.5
Kms of cycle route					
Bradford cycle routes	4.9	2.6			7.5
Kms of cycle route					
Dewsbury cycle routes	3.5	1.5			5.0
Kms of cycle route					
Wakefield cycle routes	1.3	0.9			2.2
Kms of cycle route					
Halifax cycle routes					
Ramp over canal	1				1
Kms of cycle route			0.6		0.6
Cycle training					
Number of people given training	4,500	7,500	7,500	7,500	27,000
Promotional events	4	8	10	8	30

E3. Summary of key risks

That there are three complementary components of this bid inherently minimises the risk to the achievement of the bid's overall goals. Importantly the Travel Plan Network is already established and the initiative with JobCentrePlus will reactivate a previously successful programme. We consider the risks with these two elements of the programme as minimal.

The delivery of cycle routes presents minimal risks, but the following risks have been included:

1. Insufficient revenue for monitoring as DfT requirements for evaluation as yet undefined. Discuss monitoring with DfT during bid evaluation period.
2. Scheme outcomes significantly affected by factors outside of our control e.g. change in national economic situation. Managed by monitoring, i.e. benchmarking using 'control' locations (subject to 2. above)
3. Proposed development of Canal Road 'waterside' corridor could assist, or jeopardise, viability of Bradford's cycle proposals. This will be managed through involvement in Canal Road Masterplanning exercise

(It is important to note the component bid schemes have been specifically selected because they are deliverable and carry little intrinsic risk).

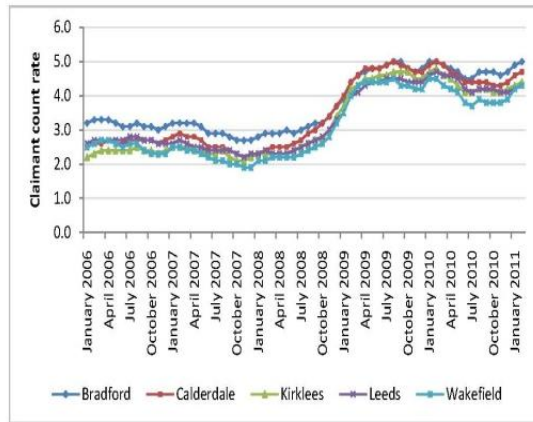
E4. Project evaluation

We are fully committed to sharing our future evaluation with the Department and others, and will ensure that the evaluation of outcomes can be measured by designing effective before and after qualitative and quantitative monitoring.

MAPS, FIGURES AND TABLES

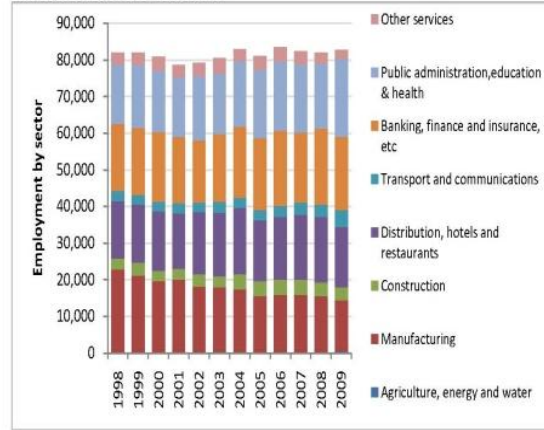
Figure 1 – Trends in JSA claimants and in employment by sector in West Yorkshire

Claimant count



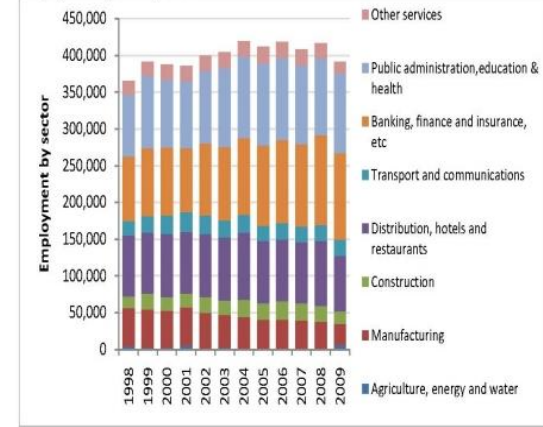
Source: Claimant counts with rates and proportions, Office for National Statistics 2011

Employment by sector, Calderdale



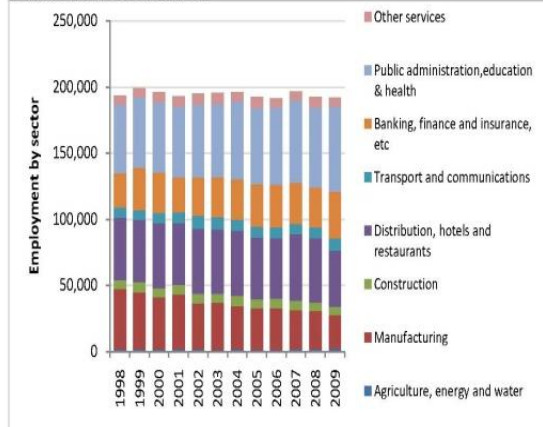
Source: Annual Business Inquiry, Office for National Statistics 2011

Employment by sector, Leeds



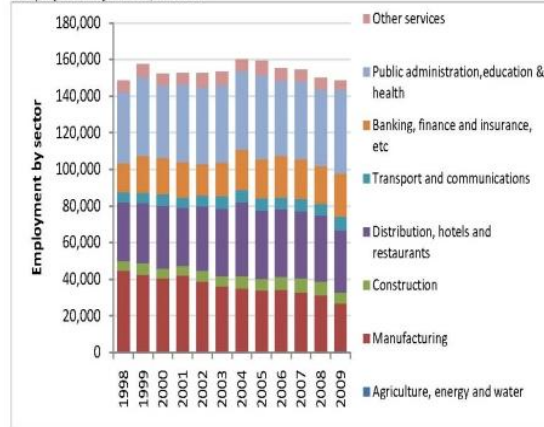
Source: Annual Business Inquiry, Office for National Statistics 2011

Employment by sector, Bradford



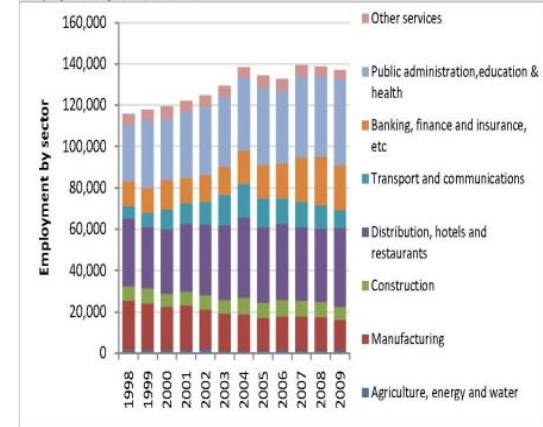
Source: Annual Business Inquiry, Office for National Statistics 2011

Employment by sector, Kirklees



Source: Annual Business Inquiry, Office for National Statistics 2011

Employment by sector, Wakefield



Source: Annual Business Inquiry, Office for National Statistics 2011

Figure 2 - the distribution of employment in West Yorkshire

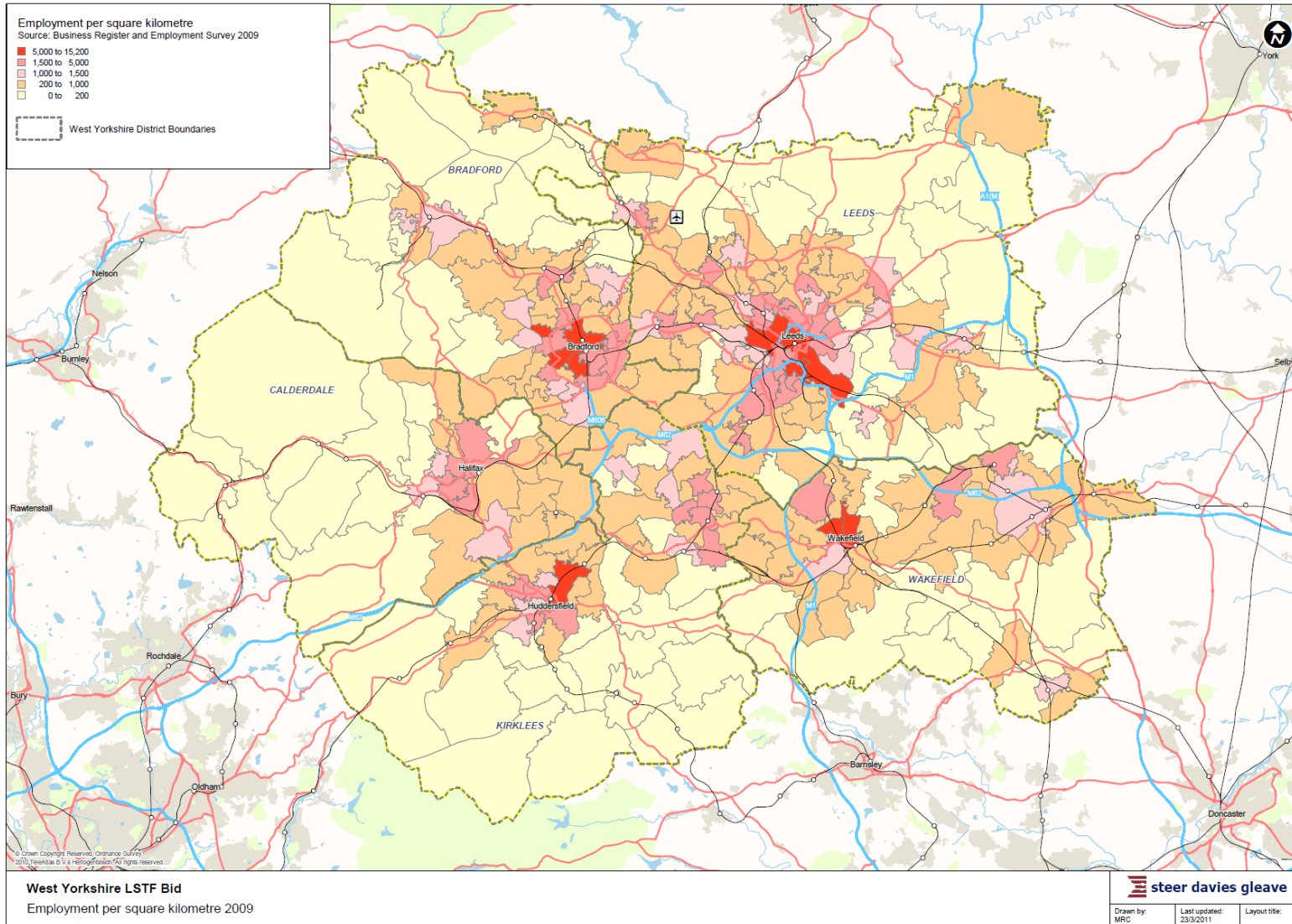


Figure 3 - the distribution of West Yorkshire most deprived areas (based on the Income measure from the IMD)

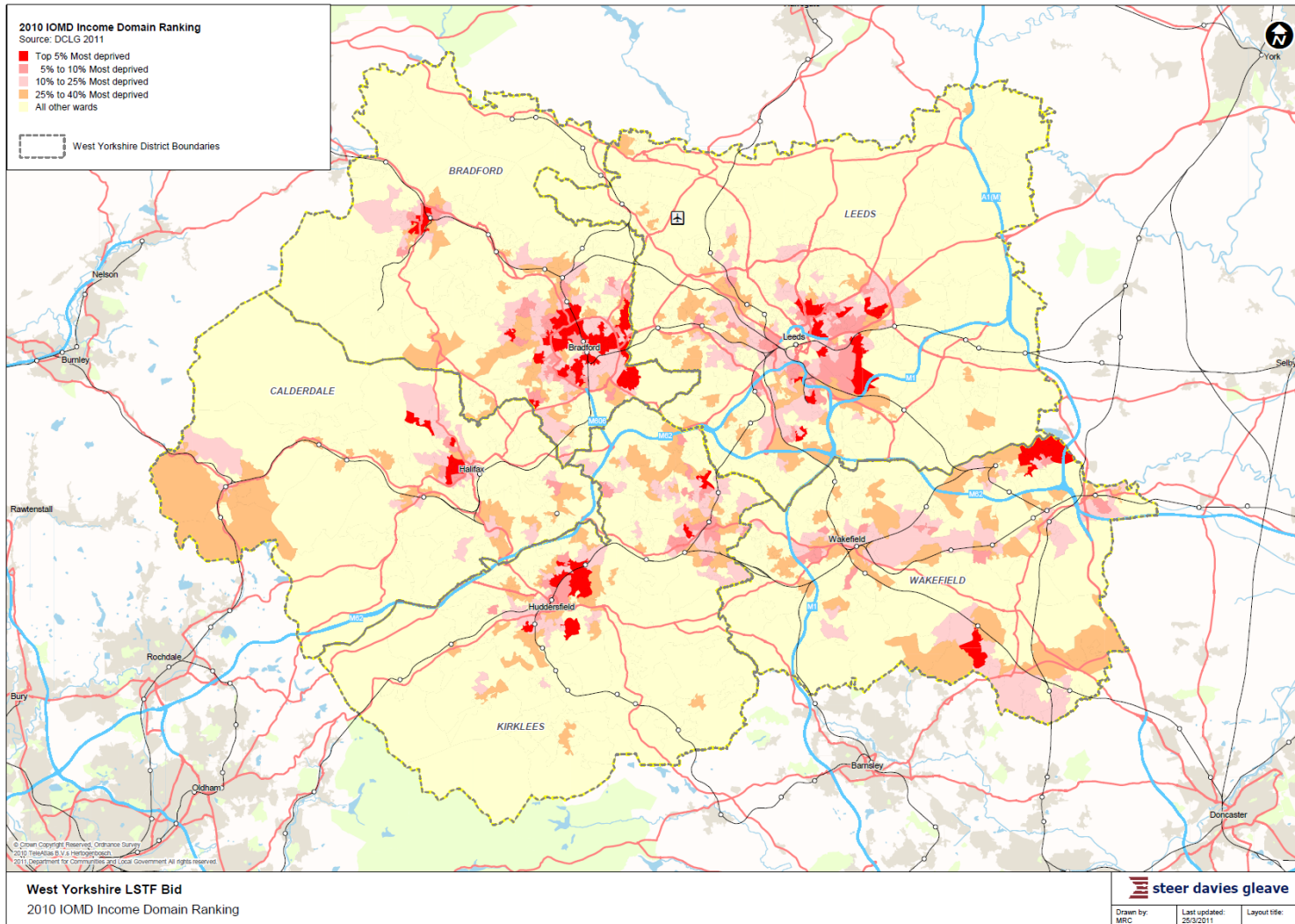


Figure 4 - the distribution of the highest incidence of unemployment in West Yorkshire

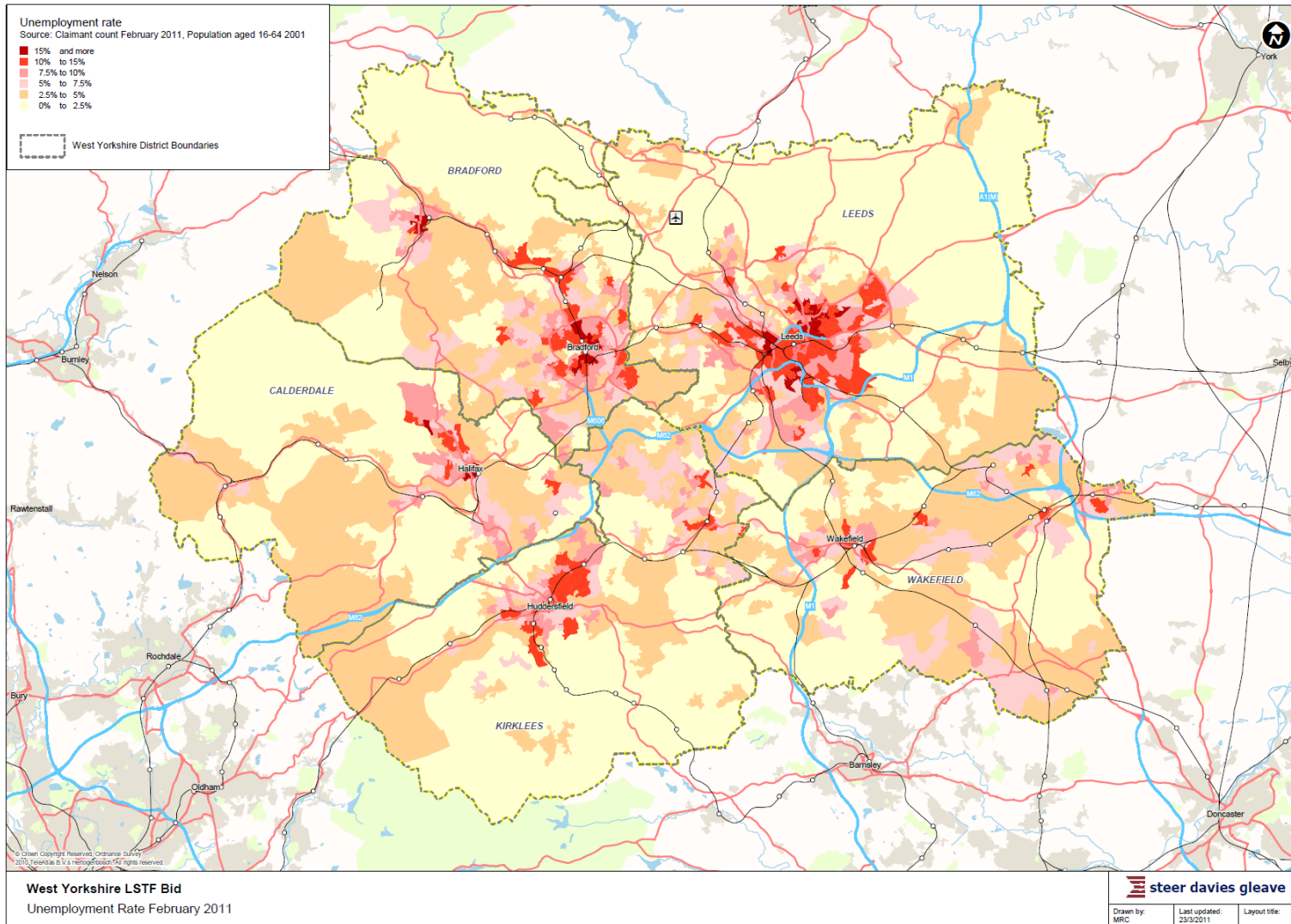


Figure 5 – Distribution of Vacancies (February 2011) – as advertised by JobCentrePlus

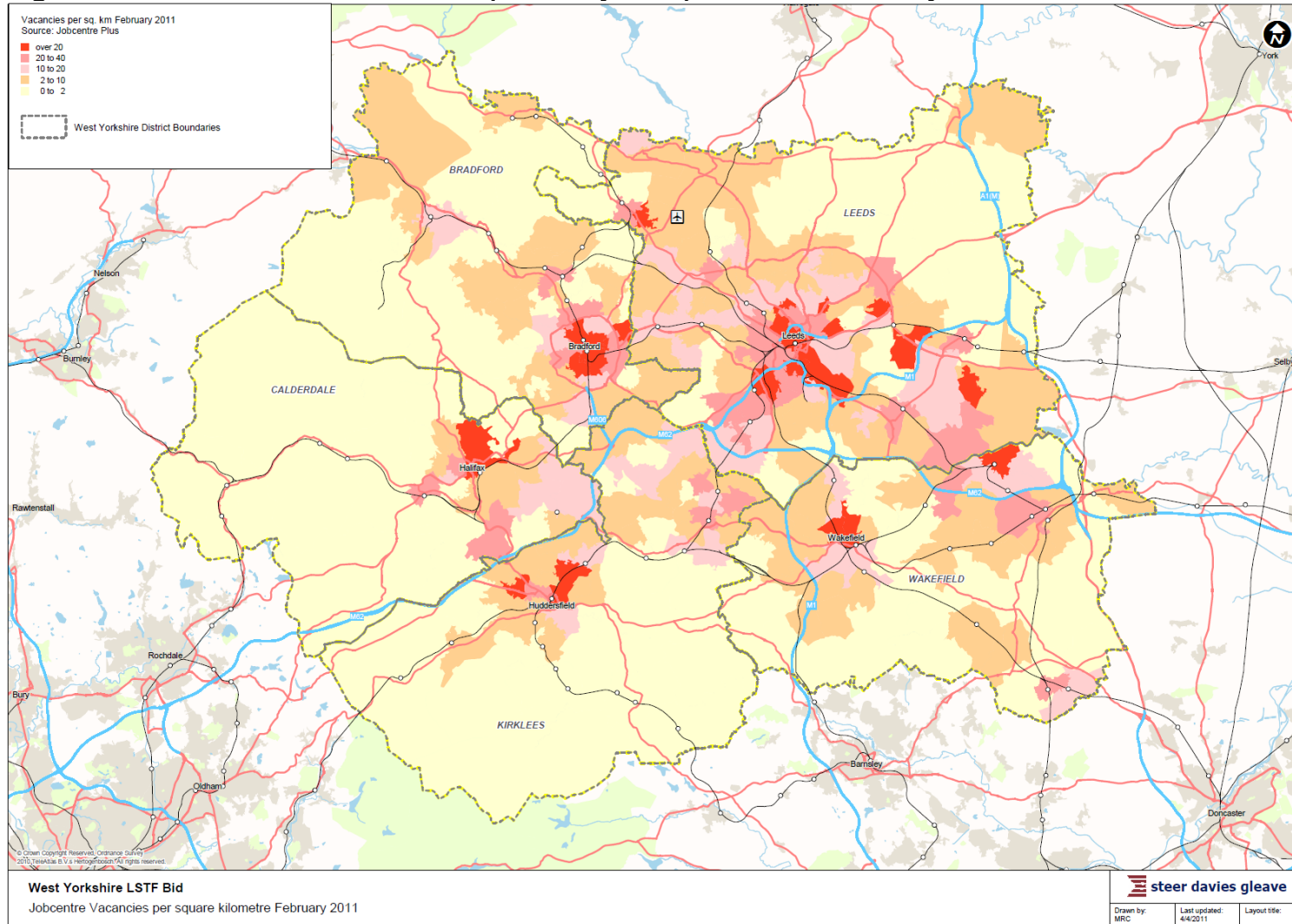


Figure 6 - the defined areas of focus at the heart of this bid

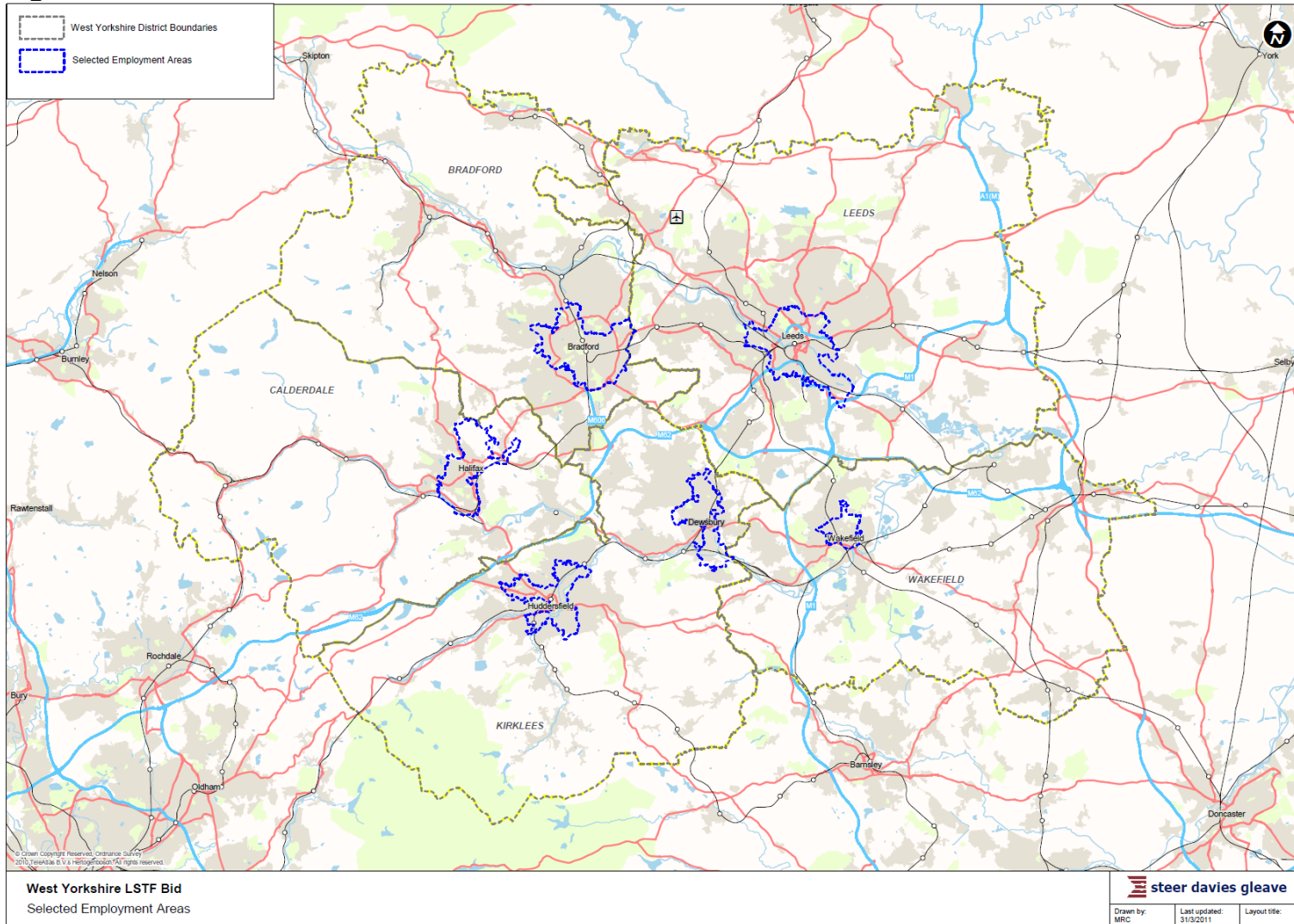


Figure 7 – Distribution of Congestion in West Yorkshire (AM peak period)

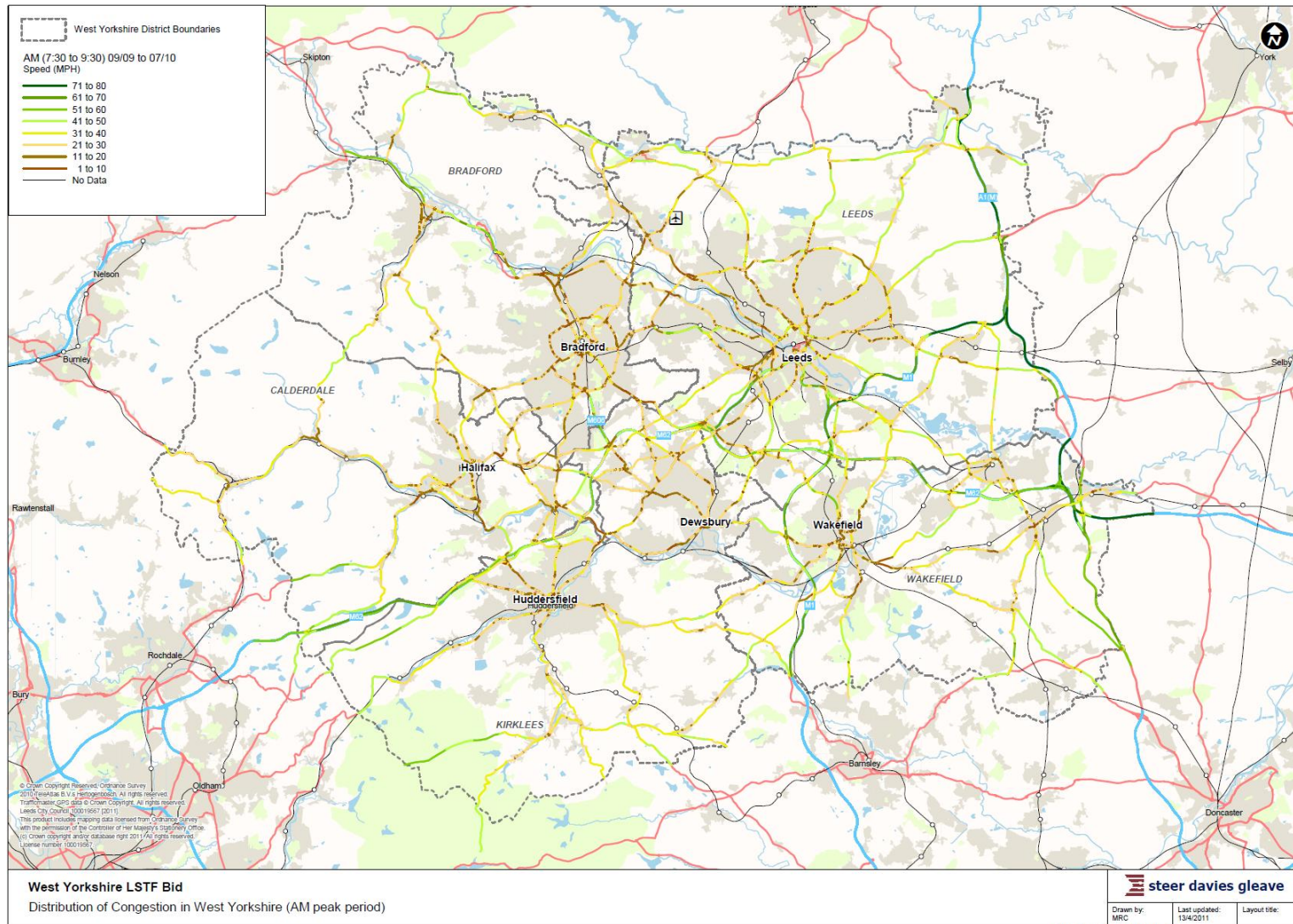


Figure 8 – Location of proposed cycle routes (Leeds)

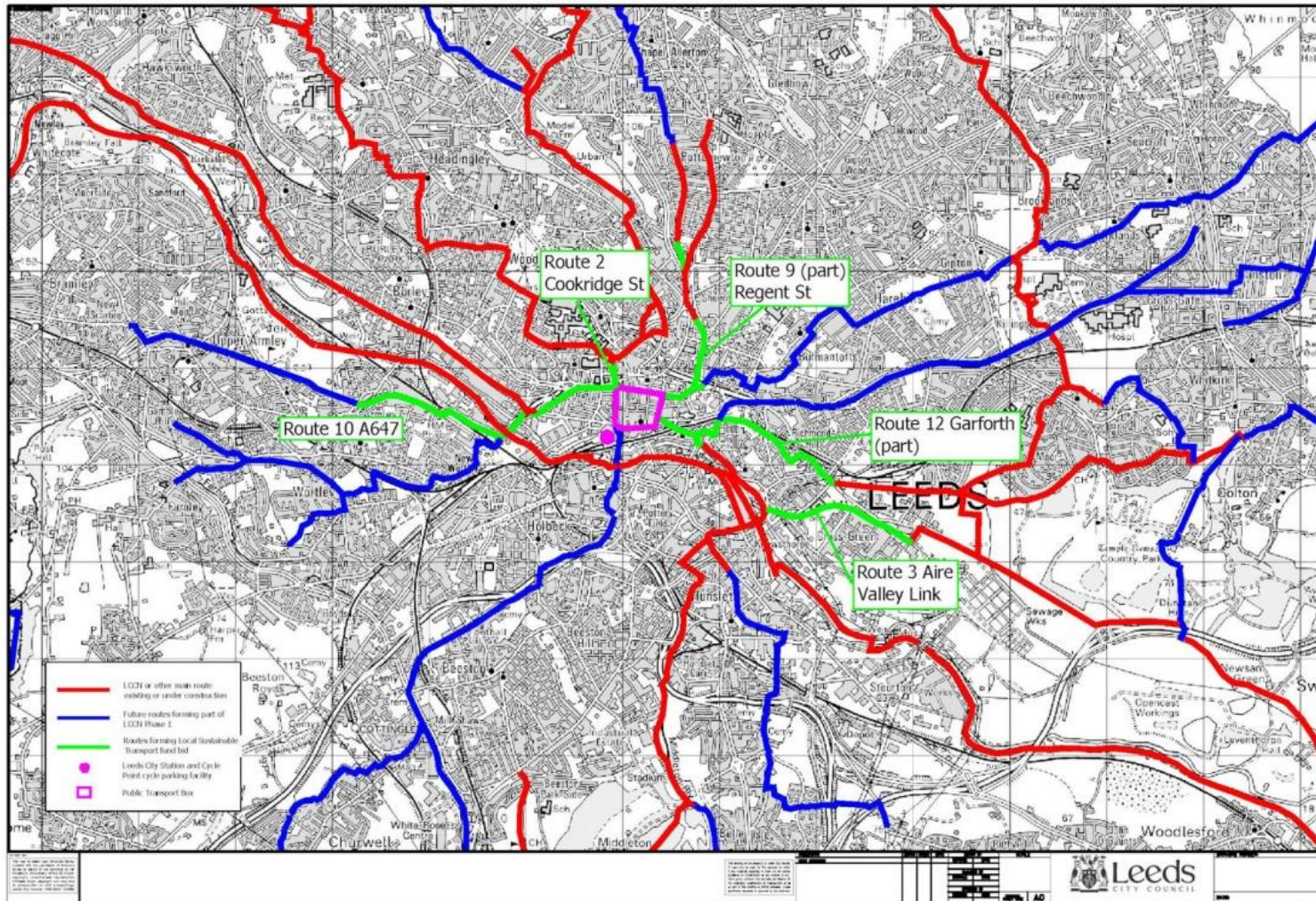


Figure 9 – Location of proposed cycle routes (Bradford)

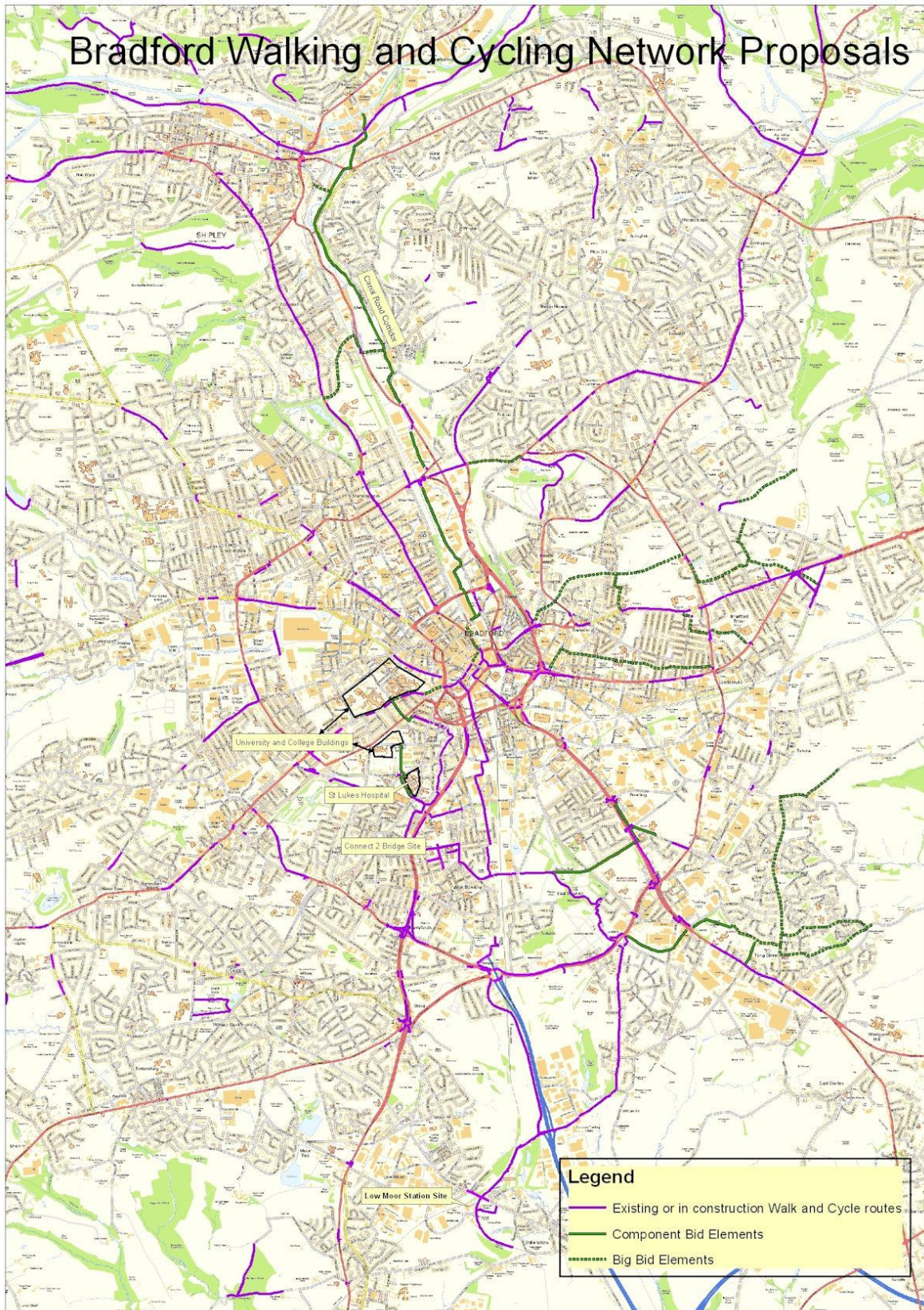


Figure 10 – Location of proposed cycle route 10 (Wakefield – Castleford)

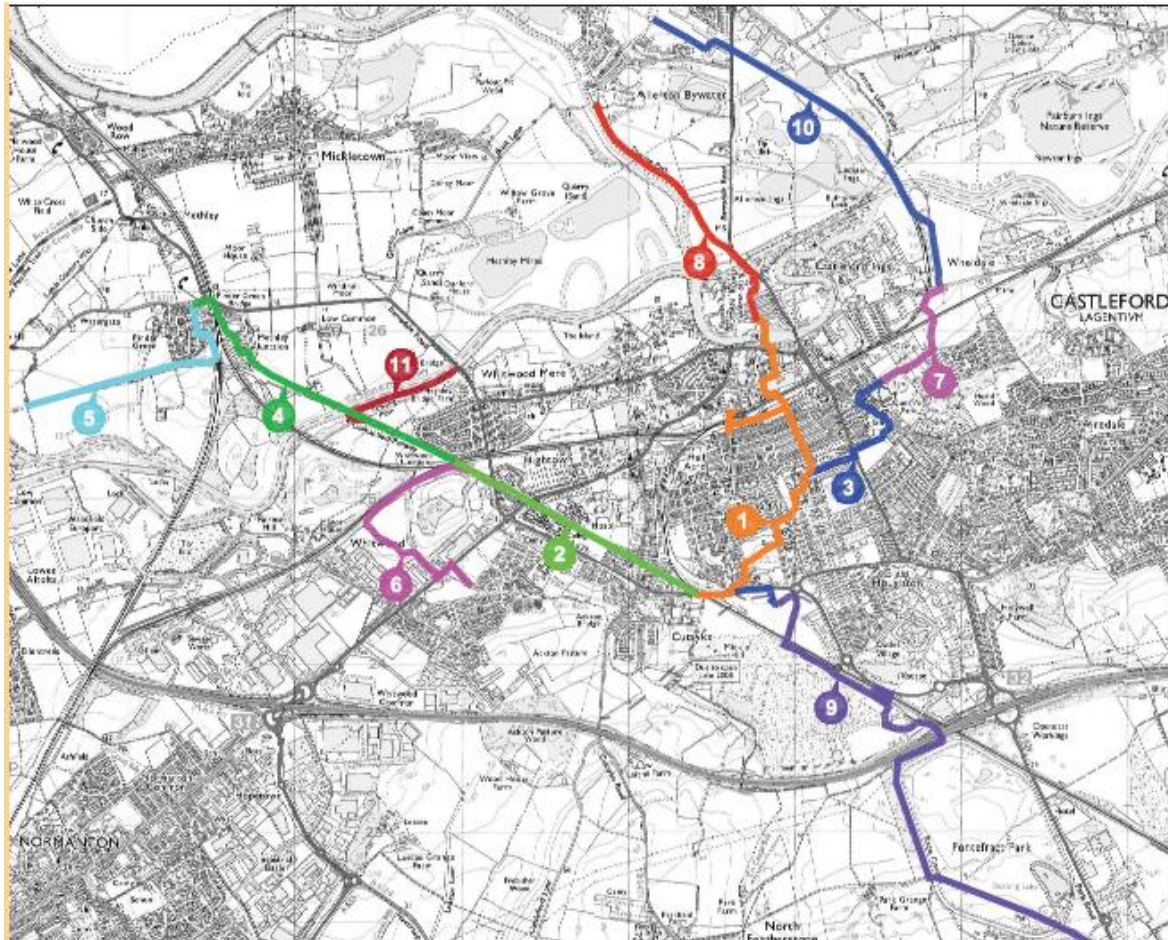
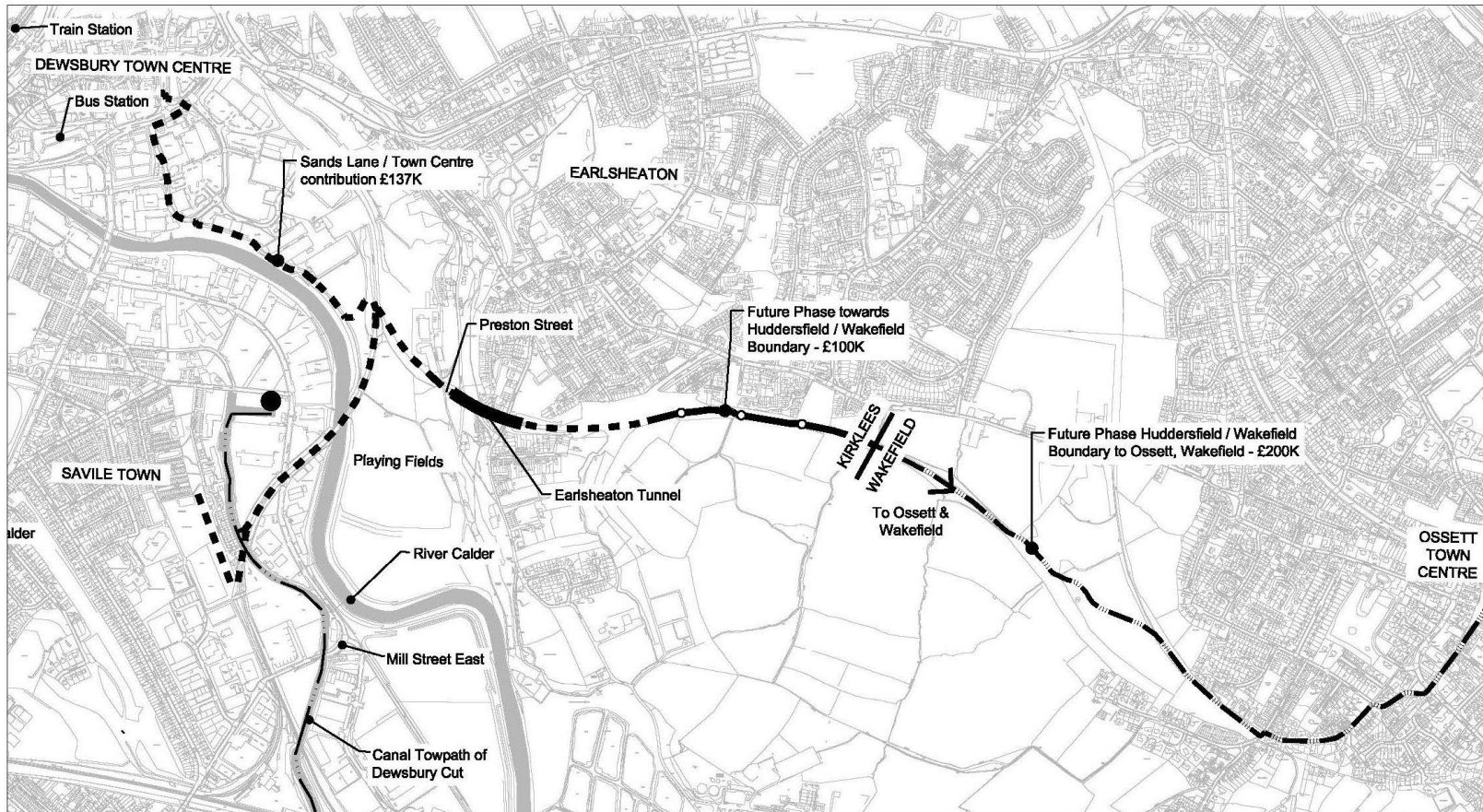


Figure 11 – Location of proposed cycle route (Dewsbury to Ossett)



Based upon the DATE Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office Crown copyright. Unauthorised

PLAN 1

Proposed route & funding needs for the Dewsbury, Earlsheaton, Savile Town, Ossett Greenway

KEY

- - - Phases 1 & 2 - Funded (£803K)
- Future Phase to Wakefield / Huddersfield Boundary (£100K)
- - -○ Future Phases - Boundary to Ossett, Wakefield (£200K)
- Existing Walking and Cycling Routes
- Savile Town Wharf

Figure 12 – Location of Elland to Halifax cycle route

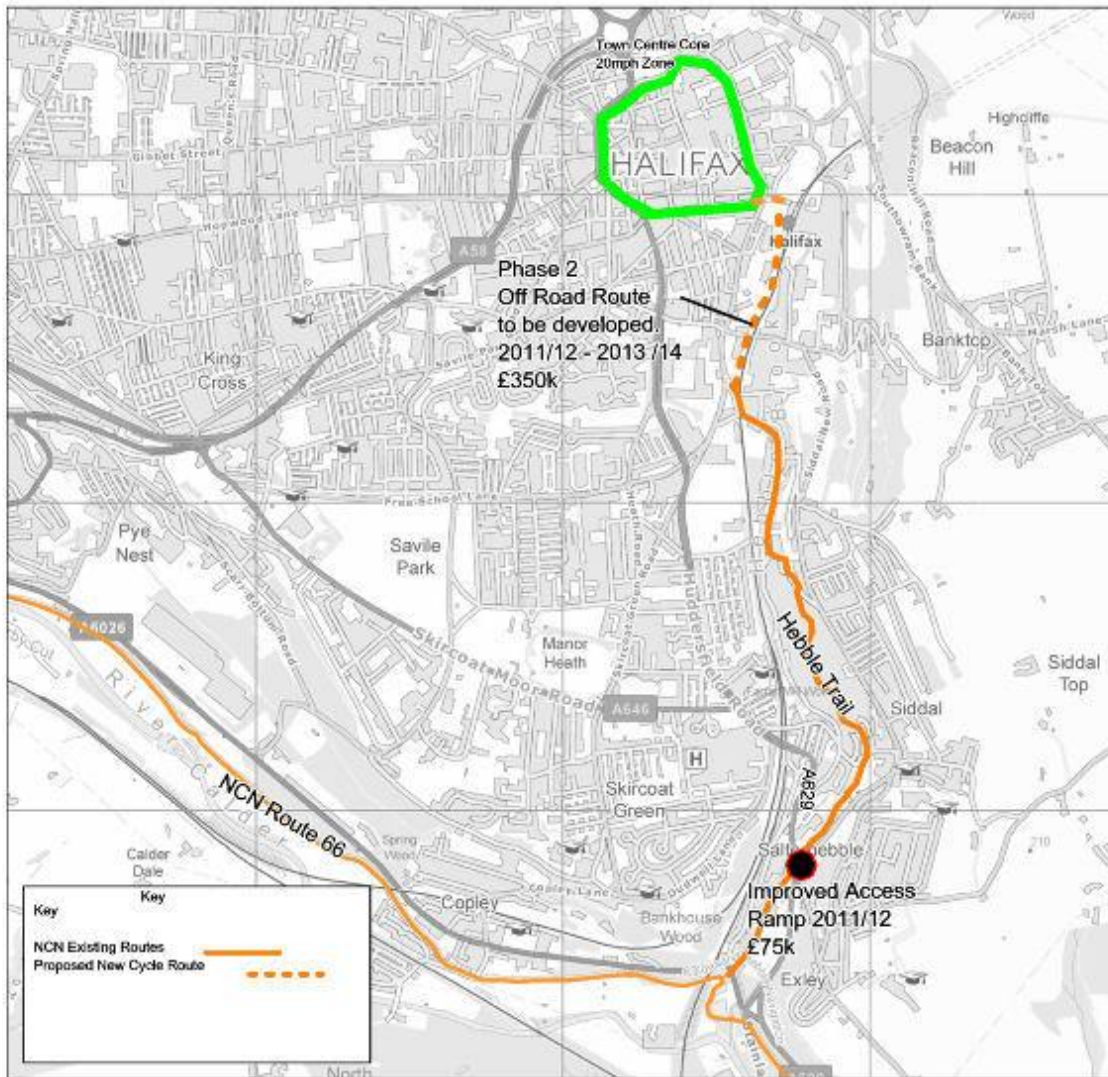


Table 1 shows the distribution of employment levels (at 2009) within the chosen clusters:

Employment Clusters	Leeds city centre and surrounding area	Wakefield city centre	Bradford city centre and the surrounding area	Huddersfield town centre and surrounding area	Dewsbury town centre and surrounding area	Halifax town centre and surrounding area	All clusters
Total employment in cluster	180,900	25,300	85,200	41,800	21,300	33,400	387,900
Total employment in District	391,400	137,100	192,100	148,600	148,600	82,800	952,000
% of District employment	46%	18%	44%	28% (Combined Kirklees figure is 42%)	14% (Combined Kirklees figure is 42%)	40%	41%
Employees working for Large employers (200+)	53%	44%	45%	44%	34%	46%	-
Employees working for Medium employers (50-199)	21%	21%	24%	21%	20%	21%	-
Employees working for Small employers (11-49)	16%	20%	18%	21%	26%	18%	-
Employees working for Micro employer (<10)	9%	15%	13%	14%	20%	15%	-

Table 2 – major destinations inside the targeted cluster areas

Cluster	Hospitals	Universities	FE Colleges	Other major attractors
Leeds	Leeds General, St James	Leeds, Leeds Met	Park Lane Leeds City College College of Building	Retail centre Arena (under construction), Elland Road, Headingley Stadium, Armouries
Bradford	St Lukes, Bradford Royal Infirmary	Bradford	Bradford College	Retail centre Valley Parade Markets National Film Museum
Wakefield	Pinderfields		Wakefield College	Retail centre Hepworth Gallery
Dewsbury	Dewsbury		Dewsbury College	Retail centre Dewsbury Rams Market
Huddersfield	Royal Infirmary	Huddersfield	Greenhead College, Kirklees College	Retail centre HuddersfieldTown/Giants, Markets
Halifax	Calderdale Royal		Calderdale College	Retail centre Shay stadium Eureka children's Museum Markets

Table 3 - the current (2010) levels of trips by the different modes to these clusters in the morning peak periods:

% Modal Split Bradford 2010	% Split	Persons crossing cordon during AM Peak (07:30-09:30)
Car	71.3%	34,726
Bus	16.6%	8,085
Train	6.6%	3,215
Walk	5.0%	2,435
Cycle	0.3%	146
Motorcycle	0.3%	146
TOTALS	100%	48,753

% Modal Split Dewsbury 2010	% Split	Persons crossing cordon during AM Peak (07:30-09:30)
Car	74.9%	12,357
Bus	10.7%	1,754
Train	9.9%	1,625
Walk	3.8%	630
Cycle	0.2%	38
Motorcycle	0.5%	86
TOTALS	100%	16,490

% Modal Split Halifax 2010	% Split	Persons crossing cordon during AM Peak (07:30-09:30)
Car	72.2%	17,763
Bus	16.6%	4,084
Train	5.0%	1,230
Walk	5.5%	1,353
Cycle	0.3%	74
Motorcycle	0.4%	98
TOTALS	100%	24,602

% Modal Split Huddersfield 2010	% Split	Persons crossing cordon during AM Peak (07:30-09:30)
Car	59.2%	20,110
Bus	22.9%	7,779
Train	10.2%	3,465
Walk	6.9%	2,344
Cycle	0.4%	136
Motorcycle	0.4%	136
TOTALS	100%	33,970

% Modal Split Leeds 2010	% Split	Persons crossing cordon during AM Peak (07:30-09:30)
Car	56.1%	65,267
Bus	22.2%	25,828
Train	16.0%	18,615
Walk	4.2%	4,886
Cycle	1.1%	1,280
Motorcycle	0.5%	582
TOTALS	100%	116,458

% Modal Split Wakefield 2010	% Split	Persons crossing cordon during AM Peak (07:30-09:30)
Car	70.7%	24,526
Bus	11.6%	4,024
Train	13.6%	4,718
Walk	3.1%	1,075
Cycle	0.5%	173
Motorcycle	0.5%	173
TOTALS	100%	34,689

Table 4 – Population and employment catchments within a ‘short’ sustainable mode travel time from the 6 identified centres

Selected Employment Centre	Population within 10 minute by bus	Employment within 10 minute by bus
Bradford	196,700	103,500
Dewsbury	118,500	41,300
Halifax	89,100	45,800
Huddersfield	113,300	59,500
Leeds	167,100	218,700
Wakefield	77,900	54,000

Selected Employment Centre	Population within 15 minute cycle	Employment within 15 minute cycle
Bradford	196,700	103,500
Dewsbury	118,500	41,300
Halifax	89,100	45,800
Huddersfield	113,300	59,500
Leeds	167,100	218,700
Wakefield	77,900	54,000

Selected Employment Centre	Population within 20 minute walk	Employment within 20 minute walk
Bradford	66,100	65,600
Dewsbury	50,100	21,900
Halifax	27,900	28,700
Huddersfield	42,200	41,600
Leeds	29,600	139,100
Wakefield	36,100	31,600

Letters of Support

15th April 2011**To whom it may Concern**

Bradford College is an inner city triple campus college, with a large mixed economy student population. It is currently the 4th largest college in England with 22,000 full time equivalent students and 1700 staff.

Bradford College developed its Green Travel Plan and policy in 2007 and appointed a College Cycle Champion and a Walking Champion in 2008. In August 2009 a Cycling and Walking Budget was secured, raised from car parking charges. From a student and staff travel survey conducted in 2007 the percentage of cyclists was determined to be 0% students and 1% staff. The percentage of the College community who walked was determined to be 18% students and 3% staff. According to the survey, 2-4% students and 2-3% staff living within 5km of the College would definitely consider cycling as an alternative 'with some improvements'; and 1% staff and 2-3% students living within 2.5km of the College would definitely consider walking as an alternative with 'some improvements'. Specifically, the Green Travel Plan targets are: 1) increasing the number of students and staff cycling to College to at least 1% students and 4% staff, and 2) increasing the number of students and staff walking to college to at least 20% students and 4% staff.

Bradford College signed up to the Governments Cycle to Work Guarantee scheme in February 2010 and were the first college to do so. At the time of writing the College remains 1 of only 7 nationally, who have signed the agreement. The College is committed to fulfilling the 5 points of the guarantee within the next 3-5 years for the benefits of students as well as staff. The College recently successfully bid for a £20K Cycle Parking Grant from Sustrans providing 80 secured covered cycle parking places. After 2 phases of the Cycle Parking project, the number of cycle spaces on campus increased by 85%, with 55% of cycle parking places available in covered secured compounds. We now have 160 cycle parking places available.

Bradford College has worked extensively with Bradford Council, Metro and local organisations, to improve city wide travel, supporting the introduction of the Free City Bus, as well as participating in bSpoke (Bradford's Cycling Forum). We actively support the Council's bid to improve the active mode transport facilities and support the principals and elements contained within the Component Bid. We also welcome the opportunity to continue to work with the Bradford Council and Metro to develop the Large Bid to be submitted in June.

Yours sincerely,



Andy Welsh

Vice Principal Corporate Services



Barbara Becker

College Cycling Champion

Michele Sutton OBE, Principal and Chief Executive
Bradford College, Great Horton Road, Bradford, West Yorkshire BD7 1AY

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E: info@britishcycling.org.uk
britishcycling.org.uk

18th April 2011

Paul Roberts,
West Yorkshire Metro,
Wellington House,
40 - 50 Wellington Street,
Leeds.
LS1 2DE

Dear Paul,

Local Sustainable Transport Fund (LSTF)

I am writing to you to offer support for the West Yorkshire PTE bid to the Local Sustainable Transport Fund.

As you know, cycling is uniquely positioned from a Local Government perspective because it has the potential to make such a broad contribution across the health, transport, environment and regeneration agendas. It is an activity that attracts people of all ages, brings them together in a fun, social way and improves their health and wellbeing.

With the support of our partner, the leading entertainment and communications company BSkyB, we have set an ambitious target to get one million more people cycling regularly by 2013. Our recent medal success, the London 2012 ambition and the growing popularity of cycling have helped us to secure significant government and partnership funding and resources to help us achieve this.

British Cycling has carried out extensive research with the support of Sport England, Sky and our current partner cities to understand participation trends, latent demand, barriers and perceptions around cycling. This has allowed us to design interventions and programmes which have been proven to reach new audiences and increase participation; in 2010 we successfully engaged over 215,000 people. Nationally for 2011 we are training over 1,000 women champions across England to lead group bike rides and inspire more women to organise their own rides and have fun on a bike.

British Cycling is therefore looking forward to working with you to develop cycling and consequently greater active travel options across the county. This year we will again be rolling out proven sustainable activation and evaluated growth models in Bradford and based on current Sky Ride Local performance we will be converting non cyclists into regular once a month riders (65%); converting once a month cyclists into once a week riders (90%) and

converting moving 39% of those into transport cycling. We welcome the opportunity through LSTF to expand our partnership programmes to the other district partners in West Yorkshire to provide consistent county coverage and facilitate access to the British Cycling interventions to all residents of West Yorkshire.

We are introducing a new UK wide marketing campaign that will be supported by BSkyB with a compelling consumer message and call to action to get more people on bikes. During the next 12 months we aim to connect more overtly with the 2012 Olympic and Paralympic Games to add to the profile and impact of our partnership.

I look forward to working with you to deliver an exciting period of cycling activity across the county.

Yours sincerely,

Dan Goodey
Recreation Manager – Yorkshire



Simon Taylor
Kirklees Council
Civic Centre III
Huddersfield
HD1 2JR

15 April 2011

Dear Simon

Local Sustainable Transport Fund – route 69 improvements

British Waterways is keen to promote and develop the waterways of Dewsbury as a leisure recreation and tourism resource. A key element is the development of a network of cycling and walking routes using towpaths and waterway footpaths which link in to the local walking and cycling network. This will encourage local communities to walk and cycle more so improving their health and reducing reliance on motorised transport.

Your proposals to develop route 69 towards Osset and Wakefield will complement our work and provide a much needed resource for the communities of Dewsbury and Wakefield.

I support your application to the Local Sustainable Transport Fund.

Yours sincerely



Graham Ramsden
Regeneration Manager, North

Yorkshire Waterways

British Waterways Fearn's Wharf Neptune Street Leeds LS9 8PB
T 0113 281 6800 F 0113 281 6886
www.britishwaterways.co.uk





working for cycling



Date: 15th April, 2011

To Whom It May Concern,

CTC Charitable Trust (CTC) is delighted to offer its support to the package of cycling measures which are being incorporated into the key component element of the West Yorkshire ITA Local Sustainable Transport Fund bid to the Department of Transport. We believe this package of measures will significantly increase cycling levels in the region, thus reducing congestion and carbon emissions, improving access to employment and education and contributing to local economic growth.

CTC has an unparalleled record of delivering tailored measures which promote and increase access to cycling across all communities with proven increases in cycling as a result. If the bid is successful, CTC would be very pleased to discuss further the opportunity to work with West Yorkshire ITA on the delivery of a number of the measures in the bid where we have demonstrable expertise.

As standard, we would expect to generate a minimum of 25% matched funding over the duration of the delivery period.

CTC wishes West Yorkshire ITA every success with the bid and we look forward to working with you and the local communities across the region to deliver it.

Yours faithfully,

Rob Fuller
Development Director



Energy Saving Trust advice centre
South and West Yorkshire
Unit 9, St. George's Quarter
New North parade
Huddersfield
HD1 5JP

Tel 0800 512 012
Fax 01484 351551
www.energysavingtrust.org.uk

Letter of support

14/04/11

In support of the Integrated Transport Authority's bid for the Local Sustainable Transport Fund the Energy Saving Trust advice centre for South and West Yorkshire will commit to providing match funding to help deliver the proposed smarter driving package.

Providing 20 smarter driving lessons at a subsidised rate, match funding from EST will equate to £140 a lesson and £2800 over the course of one year. We will dedicate staff time to handling the administration of and running the constituent activities and will deliver advice to the public on the range of sustainable transport options. Staff time at events will be supplied free and simulator events will be run at a discounted rate.

We will continue to provide funding beyond the first year of the project subject to the continuation of Energy Saving Trust funding.

Yours Faithfully

A handwritten signature in blue ink, appearing to read "AV Cooper", written over a light blue horizontal line.

Andrew Cooper
Energy Saving Trust advice centre Manager

Email: pete.moss@jobcentreplus.gsi.gov.uk

Website: www.dwp.gov.uk
www.jobcentreplus.gov.uk

To Mr J Henkel
WYPTE
Wellington House
40-50 Wellington Street
LEEDS
LS1 2DE

From: Pete Moss
West Yorkshire District Office
External Relations Manager
Leeds Southern House
Jobcentre
Leodis Way
LEEDS
LS88 8BE

(Correspondence Address)

Phone 0113 285 0025

Fax 0113 285 0053

Date 18 April 2011

Dear John

Local Sustainable Transport Funding

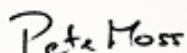
Jobcentre Plus would be happy to work in partnership to support the bid for Sustainable Transport Funding.

We have worked with West Yorkshire Metro over the past 3-4 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.

We are currently in the process of finalising our budget for the 2011/12 financial year and our intention is that in May we will purchase Metro Tickets, at discounted rates in bulk, to support particularly our disadvantaged customers. This would then become an integral part of taking forward the Local Sustainable Transport project.

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

Yours sincerely



Pete Moss
West Yorkshire District Employer & Partnerships Manager

Paul Roberts
Planning Manager
Metro
Wellington House
40-50 Wellington Street
LEEDS
LS1 2DE

15 April 2011

Dear Paul

**Local Sustainable Transport Fund:
West Yorkshire and Sustrans**

Thank you for sending me the latest draft of the West Yorkshire LSTF bid proposal. The bid recognises the well proven benefits of providing high quality walk/cycle options to access work and public transport. Improved air quality, health, productivity are just some of the dividends.

We are pleased to send this letter of support. Sustrans has a long association with Metro and each of the West Yorkshire Councils. The Spenn Valley, Calder Valley and Aire Valley Greenways are an integral part of the National Cycle Network (our flagship project); the Bradford Living Street, the Wyke Beck Greenway in Leeds and the Dewsbury to Ossett Town Centre Greenway are projects we are supporting with Connect 2 Lottery funding; the VeloCampus cycle hire project focussed on Leeds students has been part funded through our Active Travel programme, and we have worked closely with Leeds City Council over the last few years on Links to Schools schemes.

Two elements of your key component bid proposals stand out for us:

1. **Developing and maintaining high quality, coherent, cycle networks** as a means of opening up the pleasure and convenience of cycling to many people who otherwise would see it as dangerous and impractical. Working with Sustrans, all West Yorkshire Councils have created greenway routes which have proved highly popular. Your proposals will improve links from principal cycle routes to employment sites and stations. Most train users are less than a 20 minute bike ride from a main line station. Northern Rail has improved cycle parking facilities at all Leeds City Region station over the last year with DfT funding. Now we must encourage many more bike and ride journeys.
2. **Promotion and information about sustainable travel options helps those who are motivated to reduce their car dependency.** Research indicates that about one half of all UK car journeys would be willingly made by other means if car drivers had the right information and confidence in the alternative options. Sustrans has been working in this field over many years and we hope we can help you take that offer into the work place. Ten bikes can be parked in one car space and productivity is highest where staff well-being is highest. There are many direct benefits for business.

Cont...



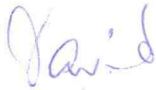
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Information: 0845 113 0065
www.sustrans.org.uk

We are also pleased to see that Wakefield, Kirklees and Bradford Councils are hoping to apply to the English thematic bids based on access to education and stations. We would like to work more closely with West Yorkshire schools through Bike It to establish positive travel behaviour from an early age thereby reducing congestion caused by the school run. The Bike It programme in Sheffield and Doncaster has consistently helped increase cycling to school year on year and we think there is equal scope in West Yorkshire.

In addition to acting as a consultant and service contractor, undertaking feasibility studies, building and maintaining routes, managing Bike It, monitoring and evaluating schemes, we also have a large number of active supporters in West Yorkshire, all of whom provide valuable help in promoting sustainable transport.

I hope your bid is successful and that we can continue to input our services to help you maximise behaviour change to sustainable travel modes.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'David', is positioned above the typed name.

David Hall FRICS
Regional Director