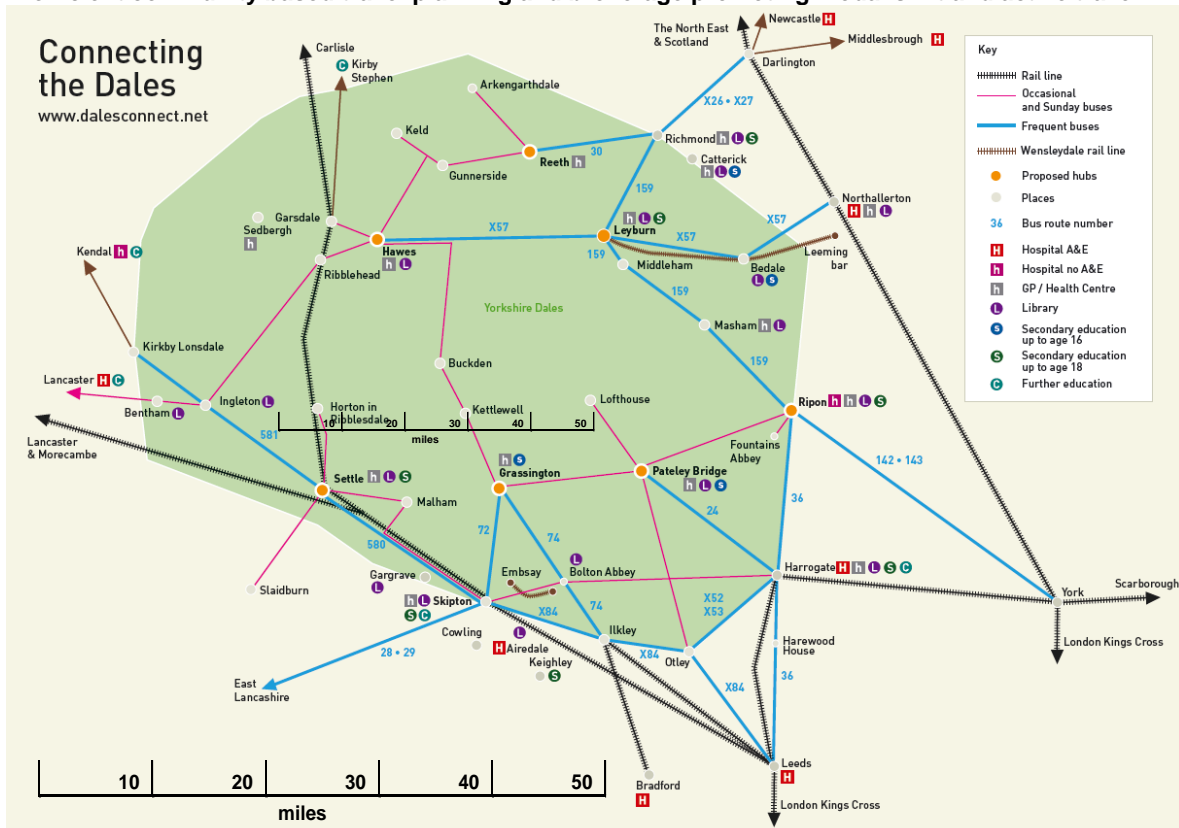




Connecting the Dales
application form

An integrated and sustainable passenger transport network linking public and community transport with other available transport resources to support and develop the Dales communities and economy whilst reducing carbon emissions by taking advantage of opportunities from improved digital connections, efficient community based travel planning and brokerage promoting modal shift and active travel.



An application by Metro (West Yorkshire Passenger Transport Executive), Yorkshire Dales National Park Authority and North Yorkshire County Council in partnership with The Dales Integrated Transport Alliance



Local Sustainable Transport Fund - Application Form

Guidance on the Application Process is available at:

www.dft.gov.uk/pgr/regional/

Bids for both small projects and initial proposals for large projects should be no more than 20 pages long.

Applicant Information

Local transport authority name(s)*:

Co-ordinating authority: West Yorkshire Integrated Transport Authority through Metro
(West Yorkshire Passenger Transport Executive)

Partner authorities: North Yorkshire County Council
Yorkshire Dales National Park Authority

**(If the bid is a joint proposal, please enter the names of all participating local transport authorities and specify the co-ordinating authority)*

Senior Responsible Owner name and position:

Dave Pearson, Bus Services Manager, Metro

Bid Manager name and position:

Clare Davies(CD), Accessibility Co-ordinator, Metro

John Carr (JDC), Director, the Dales&Bowland Community Interest Company Ltd

Contact telephone number: CD: 0113 251 7413
JDC: 01484 860101

Email address: CD: Clare.Davies@wypte.gov.uk
JDC: john@carruk.net

Postal address: CD: Metro, 40-50 Wellington Street, Leeds LS1 2DE
JDC: 4 Miller Hill, Denby Dale, Huddersfield, HD8 8RG

Website address for published bid: <http://www.wymetro.com/dalesbid>
<http://www.dalesconnect.net/funding.htm>

SECTION A - Project description and funding profile

A1. Project name: DITA Connecting the Dales

A2. Headline description:

The Dales Integrated Transport Alliance (DITA) - a co-operative of authorities, operators, community and business organisations - will meet the needs of local communities, businesses and visitors by developing and procuring a sustainable passenger transport to underpin and promote economic prosperity in the Dales. The *dalesconnect* network shall be financially sustainable with public support payments in real terms no more than in 2011/12. DITA's community based travel planning and brokerage services will minimise carbon emissions through making best use of all available transport resources (bus or community bus, interchange, park and ride, cycling, walking, social car or taxi) and encouraging modal shift.

A3. Geographical area:

The Yorkshire Dales National Park and contiguous areas served by public transport routes to neighbouring large centres/railheads in North and West Yorkshire (please refer to the schematic map on the cover of this application).

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): £37.902

A6. Total DfT funding contribution sought (£m): £1.102

A7. Spend profile:

Details of the funding sought over the period 2011-12 to 2014-15, broken down by financial year and split between revenue and capital. Details of any local contribution should also be included. Please enter figures in £000s (i.e. £10,000 = 10).

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	263	339	177	157	936
Capital funding sought	43	91	19	13	166
Local contribution	9,150	9,150	9,150	9,150	36,600
Total	9,456	9,580	9,346	9,320	37,702
Of which fares account for	6,300	6,300	6,300	6,300	25,200 (67%)

A8. Local contribution

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

The local contribution is the estimated resource currently used in the area to provide local bus services (both commercial and subsidised), support community transport and related services (e.g. voluntary car schemes), provide transport for adult, young person and children's care (but not at this stage school transport services) and the IT support for communications, the provision of information and scheduling of community services. The projected value of voluntary effort by members of the community and business organisations involved in DITA has also been included.

In the case of commercial bus services the costs are met from fares revenue (which is therefore at least £6.3m per annum) and public authorities are responsible for the majority of the remaining costs. The estimates have been derived by apportioning local authority statistics and commercially confidential data from bus operators on a population or mileage basis as appropriate. They should not be taken as authoritative but for the purposes of this bid give a reasonable background against which to judge costs and benefits.

A9. Partnership bodies

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

The prime sponsor of the bid is DITA – the Dales Integrated Transport Alliance – an association which will be incorporated as a Co-operative under the Industrial and Provident Societies Acts 1965 -1978 if this bid is funded. The bid is submitted by Metro as the transport adviser to the Leeds City Region Local Economic Partnership, the Yorkshire Dales National Park Authority which geographically constitutes the majority of the area and is acknowledged as the “green lung” not only for the Leeds City Region but also for the conurbations of North East Lancashire and Teesside, and North Yorkshire County Council which is the local authority responsible for economic, social and environmental policy as well as transport in much of the area.

Membership of DITA is open to all authorities, other statutory bodies, transport operators, community and business organisations, supporters groups and any other bodies with an interest in promoting the economy, social wellbeing and environmental protection and enjoyment of the Dales and surrounding areas. Important supporters with transport expertise that are actively involved with this proposal include Sustrans, Transdev Blazefield - the largest local bus operating group, Little Red Bus - community transport operator and co-ordinator, and the Dales & Bowland Community Interest Company – designers and managers of the successful DalesBus network. The extent of interest amongst local bodies can be gauged from the annex accompanying this bid listing the 51 supporting organisations to date. The different types of supporting bodies can be summarised as follows:

Organisations supporting DITA as at 17 April 2011	
Parish and Town Councils	20
Businesses and Community Enterprises	5
Environmental & Heritage Groups & Charities	8
Public and Community Transport Operators	12
Statutory Authorities	5
Educational Establishments	1
TOTAL Supporting organisations	51

SECTION B – The local challenge

B1. The local context

A brief description of the economic environmental and social issues in the geographical area, including plans for housing and jobs growth, and the role of transport in addressing those issues. This should draw on the contextual factors identified in preparing the Local Transport Plan.

The Yorkshire Dales lie on the Eastern flanks of the Pennines forming most of the western half of North Yorkshire, England's largest rural county. The Yorkshire Dales National Park and the contiguous Nidderdale Area of Outstanding Natural Beauty (AoNB) lie between the conurbations of West Yorkshire, Teesside, Darlington and County Durham with East Lancashire and Greater Manchester over the Pennine range to the west. The area defined as “the Dales” for this project includes the Park, the AoNB and adjacent areas lying between them and the nearest transport “gateways” such as Harrogate, Ilkley, Richmond and Skipton, a geographical area of over 1250 square miles as shown in the schematic on the cover of this bid.

Challenge 1: Rurality and access to essential services

The Dales is a very rural area containing a number of small market towns or service centres which in most cases are little more than large villages. The population of the area is around 35,000, of which 20,000 are in the National Park. There are some 16,000 dwellings of which 1,500 (around 15%) in the park are holiday accommodation or second homes. Because of the deep rural nature of the area much of the population (many in low income households) is in very remote locations in farming communities, villages and hamlets.

Larger service centres with hospitals, colleges, and employment opportunities lie near to the boundaries of the area and include Skipton, Harrogate, Northallerton, Kirkby Lonsdale, Kendal and Darlington. However for many services, Dales communities have to look further afield to places such as Bradford, Leeds, Manchester, Teesside and even Newcastle. Average distances travelled even for services within the nearest towns are therefore higher than normal and for specialised services can be very long indeed (for example many specialist hospital appointments involve round trips of more than 100 miles).

A good illustration of the problems of rurality comes from Craven College, a further education institute in Skipton with 2,000 full time and 4,000 part time students and 350 apprentices. Only 18% travel less than 4 miles, 28% 4 to 10 miles, 38% 10 to 20 miles and 15% more than 20 miles to get to the college. 40% take between 30 and 60 minutes for each journey, 10% travel for between 60 and 90 minutes and 5% for more than 90 minutes per journey.

Challenge 2: Greening work journeys

The number of Dales people working from home is high, around 27% in the National Park area, compared to averages of 13% in North Yorkshire as a whole and under 9% in England and Wales. More people than average walk to work (13%) but the

hilly terrain and the nature of the road network means few people choose to cycle (less than 1%). This reflects the pastoral nature of the Yorkshire Dales and also the emerging trend for people who relocate to the Dales and work from home.

The Dales is a popular area for affluent residents working in the conurbations with longer distance commuting contributing to a relatively high use of train (2%) and very low use of bus (1%) for work journeys.

People dependent on public transport who do not live in areas served by the main bus routes linking the gateways with market towns and larger villages have poor access and mobility. Few buses operate in the evenings or on Sundays and for shift workers, many in the care and hospitality industries, the only current travel option is to use a car, whether as driver or passenger. Community bus and car services are well established in the area and are used primarily to meet travel needs for personal business and social purposes. Taxis make a minimal contribution for work journeys being mainly used to supplement buses and community transport for social and educational purposes.

The NYnet high speed broadband network is being delivered across North Yorkshire by a public-private partnership led by North Yorkshire County and BT to provide a communications network to delivering high quality services to businesses, public sector organisations and residents. The development of information and communication based businesses, new approaches to the delivery of local services through “community hubs” with high speed internet connections, home based service delivery and home working will all be facilitated. This will reduce the need for travel, or in the case of community hubs, reduce travel distances.

Challenge 3: Differential Connectivity

The area is bounded by several trunk roads including the A66 in the north, the A65 and M6 in the west and the A61 in the east. The A59 passes through the south of the area between Skipton and Harrogate. The Settle-Carlisle railway passes through the heads of the Dales in the west. Railheads at Skipton, Ilkley, Harrogate and Northallerton are important for the Dales. Paradoxically the Dales can be said to enjoy rather better long distance connectivity for public transport users, especially for those able to park and ride at distant railheads, than local connectivity for the essentials of daily life.

The buses depended on by young people and those without a car available (possibly because the household vehicle is parked at a station during the driver’s long distance commuting trip) offer rather less extensive opportunities and this lack of access constrains both lifestyles and standards of living for lower income households. This pattern of good road and rail connectivity to the fringes of the area means that it enjoys far higher level of access regionally and nationally than locally and creates significant opportunities for developing leisure activities and tourism.

Challenge 4: Ageing population

In 2007, the proportion of the Park’s population aged 65 and over (23%) was significantly higher than the area as a whole (16%) swelled by recently retired people moving from urban areas. A recent slight increase in the proportion of 0-15 year olds to 16% probably reflects families with breadwinners working in towns and cities and diverts attention from the overall decline from 17.5% in 2001. These demographics foretell problems of an ageing population not well placed for the key services on which they will increasingly depend and therefore increasingly dependent on transport whether for themselves or for their carers.

Challenge 5: A diversifying low wage economy

Unemployment levels in the area have been lower than average for Great Britain but income levels are also below the average because of a high proportion of low paid, often part-time, jobs, many in the hospitality and leisure sector. The main industries are agriculture, food processing, quarrying, tourism and visitor services.

Although the Dales is regarded as a pastoral area, employment in agriculture is in decline. Between 1991 and 2001 there was an 8.1% drop in agricultural employment, down to 12.9% of employees. Recent farm business data gives the average age of hill farmers as 68 and of dairy farmers 59 reflecting general trends in the Dales and foretelling problems with sustaining this business sector. Despite prices for farm products, particularly meat, increasing recently the costs of production have also significantly increased with higher cost of animal food due to higher world grain prices. The review of agricultural subsidy payments in 2014 is expected to put increasing pressure on a very fragile agricultural economy.

Many Dales farmers now offer accommodation and recreational opportunities, endeavouring to maintain viable businesses by diversifying into tourism and leisure. Numbers employed in service jobs increased by 9.4% to 65.2% (close to the England and Wales average).

Challenge 6: Leisure and Tourism

Tourism in the Yorkshire Dales and Harrogate District (which includes the urban centre) in 2007 had an estimated value of approximately £575m per annum, 42% spent by staying visitors and 53% by day visitors to the area. The areas attract repeat visits (some 79%) reflecting the proximity of the neighbouring conurbations and good strategic transport links. 95% of visitors were from within the UK. Within the Yorkshire Dales and Harrogate area 15,000 people are employed in tourism, 13% of all employee jobs in the area, compared to the regional figure of 7.9%. Tourism is a vital part of the economy of the Dales and a sector with considerable potential for growth as economic and environmental pressures increase the proportion of holidays and leisure breaks taken in the UK.

Challenge 7: High per capita Carbon Footprint

This very rural area has a high carbon footprint relative to the small population. Because there are few shops and other essential services distances travelled by both passengers and goods are necessarily making high transport a major contributor to the high footprint. Furthermore the low average income and many old vehicles and infrastructure in the area mean that the efficiency of both household and transport use of energy tends to be lower than average. Car ownership is high by national standards with around 10% of households having no car available (25% nationally), almost a half having two or more cars with 10% having three or more (the national average is less than 7%). Even low income households exhibit multiple car ownership, particularly if several members have jobs.

Whilst the potential for large improvements in carbon emissions from the area as a whole is constrained by the large distances to be travelled, at the individual level there is considerable scope for significant reductions through a combination of more home working, reducing non-motorised journeys, increased use of public and shared transport, more efficient vehicles and also taking advantage of the roll out of high speed broadband services across North Yorkshire to reintroduce more local services.

An example of this is already to be found in the village of Grassington where patients are now able to visit the local community hub for consultations via video link with doctors at Airedale Hospital near Keighley, over 15 miles away. A paramedic in attendance is able to carry out any invasive examinations the doctor may require for diagnostic purposes. Patients may therefore save up to 30 miles and between 60 and 120 minutes travel time on round trips, depending on whether or not a car is available, whilst the senior clinician does not have to travel at all.

B2. Evidence

Details of the transport issues in the geographical area with supporting quantified evidence on use of the transport network (e.g. on journey patterns, volume and proportion of journeys by different modes), on particular problems (e.g. congestion hotspots) and how they give rise to wider consequences (e.g. levels of air quality, access to employment and services). Baseline data relating to the transport challenges that the proposed package of measures are designed to address should be provided to help inform later evaluation of the Fund programme.

Although there have been several surveys in the Dales, as well as assembly of data for Local Transport Plans and other policy purposes, the main areas of study have been either the National Park or whole Districts including their larger urban centres. The focus of many of the studies for the National Park has been access for visitors rather than local residents. As the area proposed for this project is not coincident with either the Park or District boundaries and much public transport usage data is confidential, part of the DITA Connecting the Dales Package will involve establishing additional information to add to the baseline from which it can be monitored, both through more detailed analysis of historic data and from surveys in the first phase of the work programme.

A number of useful indicators from past studies can be used to show the extent of problems and directions of change. In 2003, the Yorkshire Dales Passenger Transport Demand Study (SDG) estimated that *“the existing public transport network meets 76% of weekday travel needs and 72% of Saturday travel needs. These figures hide a high degree of variation.”* Since 2003 there has been erosion of the public transport network with withdrawal of both commercial and subsidised services. From April 2011 there will be no bus services supported from public funds in the evenings or on Sundays creating further problems for low paid workers, many working shifts in care and hospitality establishments, who now need either alternative transport (principally cars and taxis) or new (scarce) jobs.

Large white areas in Accession accessibility analysis plots by North Yorkshire County Council confirm that many of the scattered settlements in the Dales have very poor access compared to the larger villages on the fringes of the area served by the core bus network, and it is likely using the methodology of the SDG study that the extent of needs met now averages less than 60%.

Analysis of costs of living in rural areas in 2010 for the Commission for Rural Communities suggested that compared to urban areas the additional costs per person were over £2,600 per annum on average, of which over £1,000 was attributed to household transport costs. Subsequent increases in fuel prices will considerably increase this differential. For those not in employment the costs to the economy have been estimated to be more than £10,000 per annum.

Car ownership (around 90% of households) and multiple car households (over 45%) are both higher than average. Data is not readily available on types and ages of cars but casual observation and anecdotal information suggests that in settlements with high levels of commuting to towns and cities outside the area cars are larger

and newer whilst in lower income households with several members in employment cars are older, probably more expensive to run and sometimes less reliable.

Although conventional wisdom regards public transport as a distress purchase, for many low paid workers the acquisition of a car in order to support their continued employment has a far greater negative impact on their lifestyles. Some employers do assist by providing taxis or arranging lifts for employees no longer able to travel in both directions by bus and this suggests opportunities to develop personal travel plans using computer scheduling techniques to optimise multi-modal solutions.

A more positive picture emerges when visitors to the Dales are considered. All of the authorities sponsoring this bid are concerned to increase the use of the Dales and adjoining areas such as Nidderdale and Bowland for recreation and tourism bringing additional income for the area's economy. This must be done sustainably as car borne visitors simply add to carbon and pollutant emissions, contribute to visual intrusion when parked, impede local traffic and are often largely self-sufficient, spending little in the area. Studies by VisTrav, the Sustainable Local Travel Network, at the University of Central Lancashire show an average spend per head by day visitors arriving by bus of £16.74 and by overnight visitors £24.37.

Opportunities exist to strengthen the revenue base of the bus network through marketing to attract recreational and tourist travel as shown by the success of the DalesBus Sunday and Bank Holiday network in increasing service levels and more than doubling patronage over three years whilst reducing the support cost per passenger by almost two thirds.

There is already a significant amount of transport resource in the area. As well as the local bus service network valued at £8.25 million per annum, authorities spend at least £600,000 per annum on local authority and community transport resources (including buses, community cars and car clubs). There are also school and health services transport resources that have not yet been fully evaluated which will significantly increase the authorities figure.

The Dales has a strong tradition of community involvement in public transport. Dalesrail services from West Yorkshire and Lancashire and the campaign to save the now very successful Settle-Carlisle railway led to a strong supporters association and a community enterprise development company. The Yorkshire Dales Public Transport Users Group has contributed considerably to the success of DalesBus. In both cases supporting activities such as programmes of guided walks contribute to publicising and encouraging use of these valuable transport resources.

The DITA Connecting the Dales Package aims to involve all stakeholders in a community based approach to specifying and procuring an environmentally and financially sustainable integrated transport network using the resources already available in the area to meet local needs and support the Dales economy, generating additional patronage and income and contributing to reducing the disproportionately high carbon footprint of the area.

B3. Objectives

The objectives set out in the Local Transport Plan with an explanation for how the proposed bid package would support these objectives.

The third Local Transport Plans for North Yorkshire (NY – consultative version) and West Yorkshire (WY) contain the following objectives:

Economy

- To improve connectivity to support economic activity and growth in West Yorkshire and the Leeds City Region (WY);
- Supporting flourishing **local economies** by delivering reliable and efficient transport networks and services (NY);

The DITA Connecting the Dales Package (DITAP) aims to provide a financially sustainable integrated transport network to support the communities and businesses of the Dales. In particular there are significant opportunities to develop sustainable leisure and tourism including new active travel based businesses.

Low Carbon

- To make substantial progress towards a low carbon, sustainable transport system for West Yorkshire, while recognising transport's contribution to national carbon reduction plans (WY);
- Reducing the impact of transport on the natural and built **environment and tackling climate change** (NY);

DITAP will achieve modal shift from cars to shared transport modes including buses, community transport and taxis and promote active travel. Generated traffic will also use the lower carbon, less environmentally polluting modes so the Project will contribute to cleaner more sustainable transport in the Dales.

Quality of Life

- To enhance the quality of life of people living in, working in and visiting West Yorkshire (WY);
- ensuring transport helps improve **quality of life** for all (NY);

DITAP will both increase connectivity and access for residents to a wider range of facilities than locally available whilst improving visitor access to the incomparable natural environment and heritage of the Dales.

Safety and Healthier Travel

- improving transport **safety** and security and promoting **healthier travel** (NY);

DITAP will reduce car trips and thus accident risks and pollution and will also contribute to healthier travel by promoting greater use of active travel modes by both residents and visitors.

Access to Services

- promoting greater equality of opportunity for all by improving peoples **access to** all necessary **services** (NY).

DITAP aims to promote both accessibility (by using vehicles suitable for those with mobility impairments) and access to services by increasing the number and range of travel opportunities.

SECTION C – The package bid

C1. Package description

Please provide a detailed description of each of the package elements being bid for.

Scheme Element 1: Community Based Travel Needs Assessment

To enable requirements for travel to be assessed and to complete the baseline for assessment of the DITA Connecting the Dales Package, a full Community Based Travel Needs Assessment will be carried out using the Sustrans Personalised Travel Planning approach as used in the Sustainable Travel Towns. Part of this element of the work will involve identifying and recruiting local volunteers who will take responsibility for maintaining awareness of travel options in their areas and advising residents, businesses and visitors on using the DITA network to meet their needs.

The Community Based Travel Needs Assessment therefore consists of two main phases, the first being the recruitment and training of local volunteers who will assist DITA and Sustrans in the needs assessment and will staff the hubs on which the Integrated Services Network will be based. In the second phase, existing travel patterns in the area and current travel needs (some of which will not be met) will be established through a combination of Sustrans face-to-face, telephone and postal surveys (as appropriate). Additional surveys of visitor travel will build on previous VisTrav work in the Dales and provision of £20,000 has been made for these.

A database of travel needs will be hosted, updated and maintained at the Futurebuilders-funded Little Red Bus (LRB) facility in Harrogate alongside their existing scheduling software and telephone call centre.

Scheme Element 2: Integrated Services Development

The core of the DITA proposition is that, just as the Dales and Bowland Community Interest Company (D&B CIC) has more than doubled patronage and significantly reduced the costs per passenger on the DalesBus network and the Little Red Bus Company has integrated the activities of community transport providers across North Yorkshire delivering significant economies for the County Council, the opportunity exists to consolidate these models and provide multi-modal passenger transport services by making best use of the local bus service network (both commercial and subsidised), community transport (buses and car schemes) and public authority vehicle fleets already in the area. Opportunities for the cost-effective use of taxis to supplement core resources will be considered.

The integrated service network will be designed by the DITA Co-operative (including funding, operating, community and business stakeholder representatives) using the information collected in the Community Based Travel Needs Assessment. This will include both scheduled and demand responsive elements. Services needing subsidy will be procured to DITA's specification through the appropriate transport authority using their established tendering procedures for local bus services.

A full travel planning and brokerage service will be provided by DITA through the LRB control centre and a series of 7 or 8 local hubs in key towns and villages will provide local access and advice for residents and visitors. These hubs will be located in suitable premises, either community facilities such as libraries or information centres or commercial businesses, for example shops or service stations. Staff in the hubs will be appropriately trained volunteers recruited from the community – who might also be employed in the host premises. They will have remote terminal access to the brokerage facilities and service databases at the control centre as well as to regional and national travel planning facilities such as Transport Direct and *traveline*.

Through their local knowledge the hub volunteers will feedback changing travel needs and new opportunities to be taken into account in network reviews. In due course the network might additionally offer facilities for the carriage and storage of parcels on a commercial basis, potentially saving wasted mileage and carbon emissions for parcels delivery companies.

Whilst DITA has set a binding constraint that the long-term level of support from public funds shall not exceed the 2011/12 level in real terms, in the early years of the programme funding of the "kickstart" type may be necessary to assist the development of services, particularly those where patronage growth may be expected, for example from visitor travel. The Integrated Service Development costs therefore include provision of a "priming fund" of £270,000 for this purpose.

Development of community transport resources is expected to be met from funds recently made available to the transport authorities for this purpose by the Department for Transport.

Car and lift sharing and community car clubs are options that can provide a useful complement to bus and community transport services. There is currently no formal lift-sharing arrangement covering the whole area and provision of £8,000 has been made within the Integrated Service Development costs to cover the potential for including these services within the DITA offer.

The LRB control centre will use existing software to monitor the availability of vehicles available within the DITA network. Additional facilities will be necessary to link to Metro's real time data base, to integrate journey planning resources from traveline, Transport Direct and their associated databases and to provide communications, terminal and display facilities for the hubs. Further real time vehicle communication will be provided by the use of recently developed GPRS technology. The £75,000 capital costs of these ICT enhancements are included in the Integrated Service Development element of the bid.

D&B CIC and LRB on behalf of the DITA Partnership are UK partners in a bid for European project funding under the InterReg North Sea IVB Programme for "ITRACT - Improving Transport and Accessibility through new Communication Technologies". If funded, ITRACT will enable further development of the ICT facilities used by DITA, such as further developments in vehicle tracking and integrated smart ticketing that will come on stream after the end of the LSTF project.

Scheme Element 3: Active Travel Support

The Dales is a key area for leisure and recreation and active travel (walking and cycling) plays a major part. The Dales Way walking route between West Yorkshire and the Lake District and the recently established "Way of the Roses" coast to coast cycle route both wind through the area and a variety of cycling opportunities, both on and off road, are promoted by the Yorkshire Dales National Park Authority. Whilst DITA is primarily concerned with passenger transport services, it is important that provision is made for walkers and cyclists and there are aspirations to reinstate bike-bus services for West Yorkshire complementing facilities available on trains serving the railhead stations surrounding the area.

Capital provision has been made for infrastructure developments to support active travellers including footway improvements, hard standing, cycle storage and shelter at hubs and interchange points. DITA is also aware of a number of commercial proposals to develop walking and cycling in the Dales and a small revenue provision is made for outreach work to link such proposals into the DITA network primarily through interchange and joint marketing opportunities.

Scheme Element 4: Customer Facing Marketing and Information Services

Brokerage and information services will be provided by the LRB control centre and the hubs. The information available within the centre allows the development of digital marketing including maintenance of the Dalesconnect website, feeds for social media such as Facebook and Twitter and "apps" for smartphones. Provision has been made for revenue costs of £132,000 to develop and run the central brokerage service, including £66,000 for a member of project staff employed through Metro.

The success of DalesBus and rail services such as the Settle-Carlisle line is facilitated by strong local marketing targeted at key user groups. Central to this is the bi-annual Dales timetable produced by Metro with input from D&B CIC and modest provision is included in the costs (revenue £24,000, Capital £4,000) to

extend this to cover the whole DITA area together with local guides and display cases for the hubs and key interchanges.

The Yorkshire Dales National Park is developing a smartphone app to promote walking and cycling from a number of centres, and DITA intends to work with YDNPA and Metro (who maintain the public transport databases for the Yorkshire Region) to develop suitable public transport feeds for apps relating to the Dales. The bid includes revenue costs of £66,000 and capital of £7,000 for brokerage, information and marketing. These cover the costs of the basic brokerage service and the necessary IT support to maintain and develop digital information and marketing services.

A number of pre-paid, multi-operator tickets are already available in parts of the Dales including Metrocard for West Yorkshire based bus and train services and some bus and train products. Making services as easy to use as possible, particularly by facilitating interchange, is an important part of customer facing marketing.

Although smartcard facilities are not expected to be universally available until after LSTF funding expires, a revenue provision of £7,000 has been made to develop integrated ticketing products including an area wide ticket and day-out products based on visitors coming from centres such as Leeds, York or the North East. Existing back office facilities at Metro can be used for revenue apportionment although in the longer term this can be far more efficiently done using smartcards as indicated in the reference to the ITRACT Project in element 2.

Scheme Element 5: Project Management, Monitoring and Support

Metro will employ the Project Manager and an additional member of project staff to work on customer facing issues in the control centre. The revenue costs of the Project Manager's salary and Metro's on costs for the whole project are £170,000. Project staff employed by Metro will work alongside LRB staff, DITA volunteers and authority staff to co-ordinate and manage delivery of the package.

Existing Metro staff will be commissioned on an agency basis for monitoring surveys and information will be assembled both from DITA's internal management reporting and external sources such as Welcome to Yorkshire and VisTrav. DITA's information will include numbers of enquiries, patronage and fares income on integrated services, estimates of modal shift and costs of services. Monitoring reports will be prepared by the Project Manager in accordance with the requirements of the DITA management board. Revenue provision of £12,000 has been made to support monitoring.

Revenue provision is also made for £51,000 for consumables and contingencies over the life of the project.

C2. Package costs

A breakdown of the proposed package of measures with the DfT funding required for individual elements identified by financial year and split between revenue and capital. This should align with the funding profile in Section A.

Scheme element 1	£K	2011-12	2012-13	2013-14	2014-15	Total
Community Based Travel Needs Assessment	Revenue	108	107	25	15	255
	Capital	0	0	0	0	0
Scheme element 2	£K	2011-12	2012-13	2013-14	2014-15	Total
Integrated Services Development	Revenue	82	122	42	32	278
	Capital	25	38	6	6	75
Scheme element 3	£K	2011-12	2012-13	2013-14	2014-15	Total
Active Travel Support	Revenue	1	2	2	2	7
	Capital	15	50	10	5	80
Scheme element 4	£K	2011-12	2012-13	2013-14	2014-15	Total
Customer Facing Marketing and Information Services	Revenue	28	45	45	45	163
	Capital	3	3	3	2	11
Scheme element 5	£K	2011-12	2012-13	2013-14	2014-15	Total
Project Management, Monitoring and Support	Revenue	44	63	63	63	233
	Capital	0	0	0	0	0
GRAND TOTAL						1102

C3. Rationale and strategic fit

An explanation on how the individual measures interlink and mutually support each other and represent a coherent package to successfully address the local challenges identified in Section B. The package proposal should demonstrate a good strategic fit, that it complements policies and proposals in the Local Transport Plan and other relevant local strategies and plans, and that it does not impact negatively on particular groups within the community or locations within or outside the geographical area covered by the bid.

DITA aims to use available resources more effectively to develop an integrated, sustainable transport system that will assist the local economy by reducing costs and bringing in additional visitors and their spending power. This will reduce carbon emissions and other pollutants primarily by promoting use of shared passenger transport resources - whether commercial or community or public authority funded - but also by promoting active travel where possible.

The local challenges identified in Section B are listed in the table on the next page with a simple scale assessment of how far the various non-project management elements of the package will contribute to resolving each challenge.

The strategic fit of the DITA Connecting the Dales Package to the objectives of the two Local Transport Plans is excellent as shown below and the measures proposed are entirely complementary to the planned LTP interventions.

Objective	DITA Contribution
Economy	Supports existing businesses, makes more efficient use of transport resources, promotes access by visitors
Low Carbon	Modal shift to shared modes and active travel. Reduced journey length for some trips (in conjunction with park and ride or more local service delivery)
Quality of Life	Improves travel opportunities for those without cars, reduces car travel, encourages active travel, cuts carbon and other pollutant emissions.
Safety & Healthier Travel	Reduces car travel, promotes active travel, cuts carbon and other pollutant emissions
Access to Services	Strong core network with interchange opportunities, supports development of local businesses

Relative Impacts Assessment of of Package Elements on Identified Challenges

Challenges	Package Elements			
	Community Based Travel Needs Assessment	Integrated Service Development	Active Travel Support	Customer Facing Marketing & Information Services
1.Rurality	✓	✓✓✓✓	✓	✓✓✓✓✓
2.Greening Work Journeys	✓✓✓	✓✓✓	✓	✓✓✓✓
3.Differential Connectivity	✓	✓✓✓✓✓	✓	✓✓✓✓✓
4.Ageing Population	✓✓✓✓	✓✓✓✓	✓	✓✓✓✓✓
5.Diversifying low wage economy	✓✓✓✓✓	✓✓✓✓✓	✓✓	✓✓✓✓✓
6. Leisure & Tourism	✓✓	✓✓✓✓✓	✓✓✓✓	✓✓✓✓✓
7.High per capita Carbon Emissions	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓
Notes:	✓	Package element has weakest effect		
	✓✓✓✓✓	Package element has strongest effect		

The DITA Connecting the Dales package is equitable across all groups in the community. It recognises the problems of low income and provides an inclusive approach to the provision of transport services that will improve access and mobility for those without convenient access to private cars whilst also encouraging those that already have good access and mobility to make more sustainable transport choices.

The DITA proposals do not have any negative impacts for adjoining areas or any more distant locations. Conversely, DITA may provide a model for wider application, in rural and other areas that allows local communities and stakeholders to take greater responsibility for developing their transport services.

C4. Community support

Please provide evidence of the extent of support within the community for the proposed package of measures.

An Annex containing letters of support from operators, community and business associations is attached. All Parish and Town Councils in the area and a large number of operators and business associations have been approached and expressions of support are continuing to arrive as organisations meet at different frequencies.

None of the organisations contacted has responded negatively and there is great interest in the proposals. The greatest concern is the widely shared perception that action is needed to provide affordable transport services to meet the needs of the Dales communities – however, given the economic circumstances facing the UK, organisations are pessimistic that public funds are not available to provide these and alternative approaches are, as yet, unproven.

The following selection of quotes from the letters included in the Annex to this bid indicates the range of concerns and comments on the DITA proposals:

Pateley Bridge is where public transport stops and yet the local council have proposed plans to compulsory purchase land to build starter homes in the village. How these low-income families and individuals propose to reach their place of work – a journey will be essential as this is a farming community-- heaven only knows? (Friends of Nidderdale AONB)

Good co-ordinated public or shared transport organised through the [DITA] proposed Settle Hub would therefore produce significant carbon savings by reducing unnecessary journeys. (Vibrant Settle Community Partnership)

The Concept Brief prepared by the Alliance is imaginative, practical and entirely achievable. It will in our estimation bring about works that will have significant impact on the availability, integration and accessibility of local public transport. (Horton in Ribblesdale Parish Council)

A modal shift to public transport would help local villages and market towns as residents of the area would begin to use local shops and services to a greater extent. The DITA could help instigate this shift if funding is granted. (Menwith with Darley Parish Council)

The Harrogate District also attracts large numbers of leisure visitors who wish to enjoy the beauty of the Dales by walking over the hills from one dale to the next – depending upon the availability of scheduled local transport. The economy of the Dales depends largely on them having easy access – preferably on public transport. (Harrogate Chamber of Trade & Commerce)

Friends of the Earth are very committed to reducing Carbon emissions, especially from transport, as 38% of emissions in North Yorkshire (which includes the Dales area) come from transport, compared to a national figure of 21%. (Harrogate Friends of the Earth)

SECTION D – Value for money

D1. Outcomes and value for money

Please refer to paragraphs 24-28 of the guidance when completing this section. Authorities can draw on their own evidence or use the results from recent similar packages of measures implemented elsewhere to explain the impacts and benefits expected from their proposals.

The proposal will need to set out what specific outputs will have been delivered by the end of the Fund period (i.e. 2014-15) and demonstrate what the expected impact and outcomes will be in terms of economic growth and reducing carbon emissions. Where possible, in order that the Department can calculate the likely quantifiable benefits from the package proposals, information should be provided of the impacts each year over the period of the Fund, starting from the year before the measures come into operation. The information should include relevant supporting data, such as the following:

- Number of trips per annum and the proportion of trips by different modes
- Overall vehicle mileage per annum
- Average length of trip per annum
- Decongestion benefits (unit costs by type of road and area are available in sections 3.9.5 and 3.12.2 of DfT WebTAG guidance)
- Environmental benefits (same source as decongestion benefits)

Non-quantifiable benefits should also be stated.

As noted at Section B2, the boundaries of the project area and the difficulties of assembling and apportioning data across boundaries and from studies done at different periods mean that DITA considers the baseline can only be completed using the results from surveys to be done for Community Based Travel Needs Assessment and other current data at the start of the project. Whilst mileages, trip lengths and modal shares are clearly relevant, much of that information is either not currently available or dates back to 2001 or 2005 if it is. A baseline suggested now might prove unreliable as a result. However, experience of measures included in the package, both in the Dales and elsewhere, gives many useful pointers that can be used to assess likely outcomes.

Local economic and social impacts:

- a) The integrated network will increase the opportunity to access employment opportunities at times when local bus services are available by offering community transport or other alternatives, including lift sharing. For example, the impact of withdrawal of bus services in the evening can be mitigated by using the bus in daytime and a DITA brokered alternative in the evening. Retaining people in employment by facilitating transport to work is a valuable benefit. As each job lost is estimated to cost £10,000 per annum to the economy, DITA will aim to use the information from the Community Based Needs Assessment to target services used by workers so as to maximise the number of work journeys assisted by DITA. This can be expected both to enable Dales residents to take jobs that previously they could not access and also to increase opportunities for car users to transfer to shared transport contributing to reduced traffic levels and carbon emissions. DITA expects benefits to the economy notionally (and pessimistically) from improving access valued at a minimum of £100,000 per annum.
- b) The spending of visitors is quoted in section B2 as £16.74 per day visitor and £23.74 per overnight stay. On this basis, the increase in patronage on DalesBus Sunday and Bank Holiday services in the last year was valued at a minimum of £187,000. The DITA proposal will apply similar planning and marketing methods to public transport services on weekdays and Saturdays. Although many bus journeys will be at times not attractive to visitors, a conservative estimate, using a slightly higher average rate of spend to reflect visitors staying in the area, is that the DITA package should produce benefits of at least £250,000 per annum;
- c) Whilst active travel by local residents (for whom the number of walking trips is already higher than average) is not a significant part of this proposal, encouraging active travel by visitors is and this will bring economic benefits. DITA is already aware of proposals to develop businesses such as cycle and electric-bike hire and active travel tours which will be facilitated by the Integrated transport network and its hubs;
- d) The example of on-line medical consultations at the Grassington Community Hub was quoted at the end of section B1. This shows how an improvement in access to essential services can be achieved through the combination of new methods of service delivery using modern technology and the integrated transport services that DITA expects to deliver through the offer of community based travel planning and brokerage which will be available through its hubs, call centre and on-line;
- e) Whilst at the current stage DITA is not attempting to quantify potential savings from integrating transport services, evidence from Little Red Bus and Integrated Transport Units in North Yorkshire and elsewhere suggests that significant cost reductions (at least 10%) are possible. DITA will record information on usage and costs of the integrated services and work with partners so as to assess the changes in net costs of transport provision in the area.

Congestion and parking

The highway network in the Dales is generally not of a high standard with narrow roads, sharp bends and steep inclines. Although congestion in the urban sense is not a problem, visitor cars can cause delay and impede local traffic at and parking in the villages and at viewpoints causes intrusion. Modal shift to local bus and community services will reduce these problems in the Dales. For long distance commuting it is likely that cars making journeys from the Dales are part of the urban problem, and sometimes may be the “straw breaking the camel’s back”. DITA’s proposals should have a small positive impact in reducing urban traffic congestion.

Reducing carbon emissions and other environmental benefits

Reduction in carbon emissions will come from two sources:

- a) from local travel by reducing the number of journeys (this is already happening as more Dales residents work from home, particularly those with their own businesses or working in the conurbations), or by promoting modal shift to shared transport, park and ride or active travel modes. DITA's community based travel planning will assist Dales residents to improve their travel choices but there is already encouraging evidence of willingness to park and ride both at railheads and in conjunction with high quality bus services (such as Transdev's service 36 Ripon – Harrogate – Leeds). This cannot yet be quantified pending further analysis and survey information from this project. However, packages elsewhere such as Lincolnshire Interconnect show worthwhile modal shift and hence carbon emissions reduction and other environmental benefits. DITA's management information will include estimates of modal change enabling the carbon impacts of local travel to be assessed;
- b) from visitor travel. The Stockholm Environment Institute (SEI), in partnership with Welcome to Yorkshire and South West Tourism, have developed REAP Tourism, a visitor impact tool that can be used to inform regional tourism strategy. REAP Tourism calculates the environmental impact of visitors by combining data on visitor expenditure, accommodation choices and recreational behaviour with the environmental impact of each pound spent or recreational choice made. Using this model a number of scenarios have been examined.

For a 10% shift in modal split from private cars to public transport, the REAP model indicates that total CO₂ emissions from visitor travel (excluding air travel) would fall by approximately 8,500 tonnes (7.9%) in the Dales. Emissions per visitor day would fall by 7.7% respectively for day visitors, and by 2.7% for staying visitors. Modal shifts of at least this amount are entirely plausible on the basis of experience with DalesBus, usage of Settle-Carlisle trains to access the Dales and from other National Parks. Outcomes from the DITA Connecting the Dales package will be assessed using data from Welcome to Yorkshire and local information.

Safety, air quality and increased physical activity (healthy living)

Although not able to be quantified with data currently available, DITA believes that there will be positive, if small, impacts on both safety and air quality, primarily through modal shift. There will be considerable healthy living benefits as visitor and local recreational use of the Dales increases and this is a driver behind the interest of Metro, the Leeds City Region Local Economic Partnership, the National Park Authority and Welcome to Yorkshire in the DITA Connecting the Dales Package.

Value for Money

Whilst it is not yet possible to produce a business case for the DITA Connecting the Dales Package, the evidence outlined above shows that there will be substantial benefits, whilst the project aims to contain costs at or below current levels by 2015. DITA therefore believes that a strong business case delivering good value for money can be constructed but does not have the (voluntary) resources to do so at present.

D2. Financial sustainability

Bids should describe how the benefits can be sustained without the need for ongoing financial support beyond the Fund period. Where the measures are not expected to become fully financially viable in the short term, the basis for provision to be

sustained after the Fund period should be explained and the expected local authority and/or external sources of future funding support stated and quantified.

The short answer to this is that DITA has adopted a binding constraint that the level of public support should not exceed that available in continuing budgets for the 2011/12 financial year in real terms. In other words that public funding from transport authorities will be capped at £600,000 per annum. The main flow of external funding will come from fares and increased patronage. DITA will set the fares and charges for non-commercial bus, community transport and brokered services taking account of a basket of factors including fares on commercial bus services, fuel prices and DITA's revenue targets.

Members of DITA will contribute resources in kind - for example Little Red Bus accommodation, IT and call-centre facilities and Dales & Bowland Community Interest Company's network planning and marketing expertise – together with the value of voluntary input which has been estimated conservatively at a minimum of £300,000 per annum.

DITA expects to follow the example of the Dales & Bowland CIC in attracting contributions from beneficiaries other than transport authorities (for example environmental and supporters groups) to support the integrated network. A number of avenues are being explored. DITA has already had offers of subscription income from supporting organisations and is considering establishing a Charitable Trust to receive subscriptions and personal donations.

In the health sector a number of General Practitioner practices and a Primary Care Trust have expressed interest in commissioning patient transport through DITA's brokerage. Visitor attractions and business associations may be willing to contribute to the costs of services designed to increase visitor business in their localities.

Another possibility is for Parish and Town Councils to contribute to services in their area from their precepts as has been done since 1983 for the Holme Valley Minibuses, based in Holmfirth in West Yorkshire. A similar model is of course widely used to support the "free" Town and City buses in many conurbations with Chambers of Commerce typically taking the lead in such cases.

SECTION E – Deliverability

E1. Implementation

Please provide details below of how implementation would be managed within the authority and through partnership bodies.

Metro will take responsibility for oversight of this project, receiving grant instalments and making payments in accordance with its financial regulations.

DITA is working on proposals to incorporate the organisation as an Industrial and Provident Society trading as a Co-operative which is the preferred model for delivery of services beyond the end of the project period. The possibility of a supporting Charitable Trust to receive income not directly linked to services has already been mentioned. It is intended that the Co-operative will be managed initially by a Board of 11 members which will consist of:

- a) 3 Authority representatives from Metro, North Yorkshire County Council and the Yorkshire Dales National Park Authority;
- b) 2 Founder representatives from the Dales & Bowland Community Interest Company and Harrogate Community Transport (Little Red Bus);
- c) 3 Operator representatives, one elected from the "big bus" companies, one from the smaller local bus operators and one from the voluntary sector;

- d) A community representative elected by the Parish and Town Council supporters of DITA;
- e) A local business representative elected by the business supporters of DITA;
- f) A “supporter” representative elected by the environmental and user group supporters of DITA.

The Board will be supported by a Management Team which will be chaired by a DITA Director and include the Project Manager together with people with skills and responsibilities in community needs assessment, network design, timetabling, marketing and IT. Some of these will be employees of DITA supporters, others will be volunteers. The Management Team will approve and receive regular reports on progress with a Project Plan to implement DITA’s 5 year Business Plan which will be rolled forward annually.

The Management team will be responsible for specifying the integrated network. Following approval of the network by the Board any services requiring subsidy or support from the priming fund will be procured by the appropriate transport authority in accordance with DITA’s specification and award criteria. Other proposals including surveys, marketing campaigns, IT developments and other items of expenditure will be subject to Board approval and procured by the appropriate authority depending on the nature of the expenditure.

Day-to-day management of the project will be performed by the Project Manager co-ordinating the work of the Assistant Project Manager, volunteers including those at the hubs and staff of DITA members nominated to undertake particular tasks.

E2. Output milestones

Details of key milestones in the delivery plan in terms of defined output measures (NB. please see paragraph 44 of the guidance for further details).

The final output of this project is the continuing daily delivery of an integrated transport network and thus milestones are of two types:

- a) Internal Project milestones. These are:
 - Completion of the community based travel needs assessment. This will involve survey contractors and milestones will be targets for completion and verification of the surveys in each part of the area (based on individual Dales and potential hubs). It is planned that all surveys shall be complete by end June 2012.
 - Identification of hubs and recruitment and training of volunteers. It is planned that the locations of the hubs will have been confirmed and volunteers recruited by end September 2012 with training completed by end December 2012.
 - ICT sub projects including the installation of hub facilities (phased to December 2012), GPRS communication enhancements (various events to June 2013) and enhancement of control centre ICT (end December 2013).
 - Confirmation of baseline. In section D1 it was noted that currently available data relating to numbers of trips, trip lengths and modal shift is old and not well aligned to the study area boundaries. A project milestone of completion of the project baseline by end December 2011 will be adopted.
- b. Delivery milestones. These are related to the delivery of integrated services and will involve targets based on achievement of travel planning targets and Key Performance Indicators for numbers of people assisted, numbers of trips transferred from car (modal shift), mileages operated by buses and community transport, performance of services supported from the priming fund, patronage and costs. These will be reviewed at least quarterly, although the databases

involved will be continuously updated. There will therefore be up to 14 quarterly review milestones in the project period depending on when grant is awarded.

E3. Summary of key risks

Please identify the key risks to delivery and planned measures for managing those risks.

Partnership breakdown

DITA Connecting the Dales is a multi-faceted project depending for its success on partnership between public authorities, commercial operators, the voluntary sector and community and business representatives. The track record around the Dales and in Yorkshire generally for all of these parties working together is good. Inevitably there will be differences of opinion and perhaps personality clashes but in mitigation advice on inter-personal skills is available within partner organisations and financial and procedural tensions should be resolved through business processes.

Diminution and stability of commercial bus network

The project is predicated on the maintenance of a strong inter-urban and branch bus service network. Should this contract or become unstable or unreliable, DITA may find that the demand for subsidised services increases. Mitigation will come through strong marketing, in particular for additional visitor traffic, to restore commercial confidence and peer group pressure on operators within the co-operative if reliability standards slip.

Further reduction beyond CSR plans in support for bus services, concessionary travel and BSOG

If the level of public support for services falls below 2011/12 levels in real terms, DITA will have to reassess the maximum level of service that can be achieved with the funds available.

Failure to achieve sufficient farebox income

This might arise because of a further economic downturn, failure to attract sufficient visitors to provide additional revenue (perhaps because of externalities affecting the tourism) or ineffective marketing. Mitigation will involve examining fares levels, costs and marketing to achieve a more cost effective balance but because the project is scaleable it will be possible to revise service levels.

E4. Project evaluation

Please indicate your willingness to co-operate with the Department in evaluating the benefits of the Fund programme.

DITA will welcome the opportunity to work with the Department of Transport to evaluate the benefits of the Local Sustainable Transport fund programme. Amongst the advisers to DITA are several members of academic transport departments at Leeds, Newcastle and Central Lancashire Universities who will be consulted on DITA's own appraisals. Cross fertilisation of ideas and transfer of best practice is an important part of effective management. Although the DITA Connecting the Dales Package is innovative in the combination of elements and the extent of community involvement, the transport solutions to be used are largely tried and tested if not in Yorkshire at least elsewhere in the UK. Working with the Department on evaluation will ensure the lessons learnt will be available to others.

Submission of bids:

- Tranche 1 small projects - by close on 18th April 2011
- Expressions of interest for Tranche 2 small projects - by close on 6th June 2011
- Tranche 2 small projects – by close on 24th February 2012
- Key Component bids for large projects - by close on 18th April 2011
- Large project initial proposals - by close on 6th June 2011

3 hard copies should be submitted to:

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

An electronic copy should also be submitted to lstf@dft.gsi.gov.uk