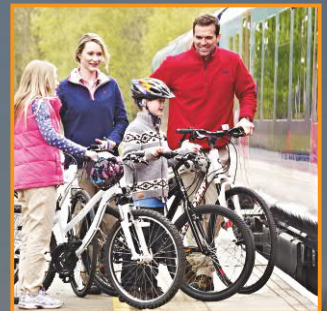


SEE MORE

CUMBRIA AND THE LAKE DISTRICT

A partnership bid to the
Local Sustainable Transport
Fund from Cumbria County
Council and the Lake District
National Park Authority



Cumbria
County Council

Lake District
National Park



Local Sustainable Transport Fund 15/16 Revenue Application Form



Department
for Transport

Applicant Information

Local transport authority name(s):

Cumbria County Council

In partnership with the Lake District National Park Authority

Bid Manager Name and position:

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Website address for published bid:

1. www.cumbria.gov.uk/roads-transport/LSTF/LSTF.asp
2. www.lakedistrict.gov.uk

SECTION A - Project description and funding profile

A1. Project name: See More - Cumbria and the Lake District

A2. Headline description:

‘See More – Cumbria and the Lake District’ is a programme of work which will maximise the economic benefit of travel in the county by focussing on the quality of visitor travel to Cumbria’s international destinations, particularly the Lake District.

The programme comprises:

- Development of key visitor gateways and associated corridors that will improve access to the main destinations;
- Design and implementation of world class quality visitor focussed transport services; and
- Information, marketing and promotion: making sense of complex geography and nudging visitors to use sustainable transport.

We estimate that the benefit:cost ratio for the proposed mutually supportive package of measures exceeds 4.3.

Visitors to Cumbria, and in particular the Lake District, generate £2.1 billion to Cumbria’s economy. This programme aims to bring about a step change in growing the international visitor economy. Projects align to the priorities of the Strategic Economic Plan by supporting a package of LGF capital measures.

A3. Geographical area:

‘See More – Cumbria and the Lake District’ will focus on the key **gateways** for visitors arriving in Cumbria, in particular the Lake District, and the associated **corridors** and hubs that serve the major visitor destinations within the county (Fig1):

1. Carlisle Railway Station gateway serving Hadrian’s Wall and the north Lakes
2. Penrith Railway Station and Rheged visitor centre gateways serving the Ullswater valley corridor
3. Keswick gateway serving the Borrowdale valley corridor
4. Oxenholme Railway Station and Windermere Railway Station gateways serving
 - Grasmere and Rydal corridor (Wordsworth, artists, views), linking via Thirlmere to Keswick
 - Hawkshead and Coniston corridor (National Trust, Beatrix Potter, Ruskin)

The LSTF GoLakes Travel programme (2011-2015) concentrated investment specifically on the central Lake District to demonstrate targeted impact. ‘See More – Cumbria and the Lake District’ targets the four main visitor gateways/corridors across the county, focussing on the Lake District. The learning from GoLakes Travel is being finessed and applied to a broader area, ensuring that investment is even better targeted to optimise economic impact through travel behaviour change.

The proposal links to proposed capital investment included in the LGF application via the LEP. The LGF ‘Optimising Connectivity’ Programme focusses on visitor-targeted transport infrastructure improvements along the Kendal – Windermere – Grasmere – Keswick A591 corridor which provides access to key visitor destinations. A separate ESIF proposal has been prepared that focusses on interchange infrastructure development requirements at Cumbria’s West Coast Mainline rail stations, including Oxenholme – the Lake District, Penrith – for the North Lakes, and Carlisle. ESIF match funding will also be sought to develop Thirlmere as a cycle hub along the A591, to be delivered through a partnership with United Utilities.

Strategic Connectivity of the M6 Corridor, one of the four key strands of the Cumbria SEP, focusses on development of the key employment hubs along the M6 corridor. This includes enhancing the connectivity of Penrith to its hinterland, and hence will interface with its development as a gateway.

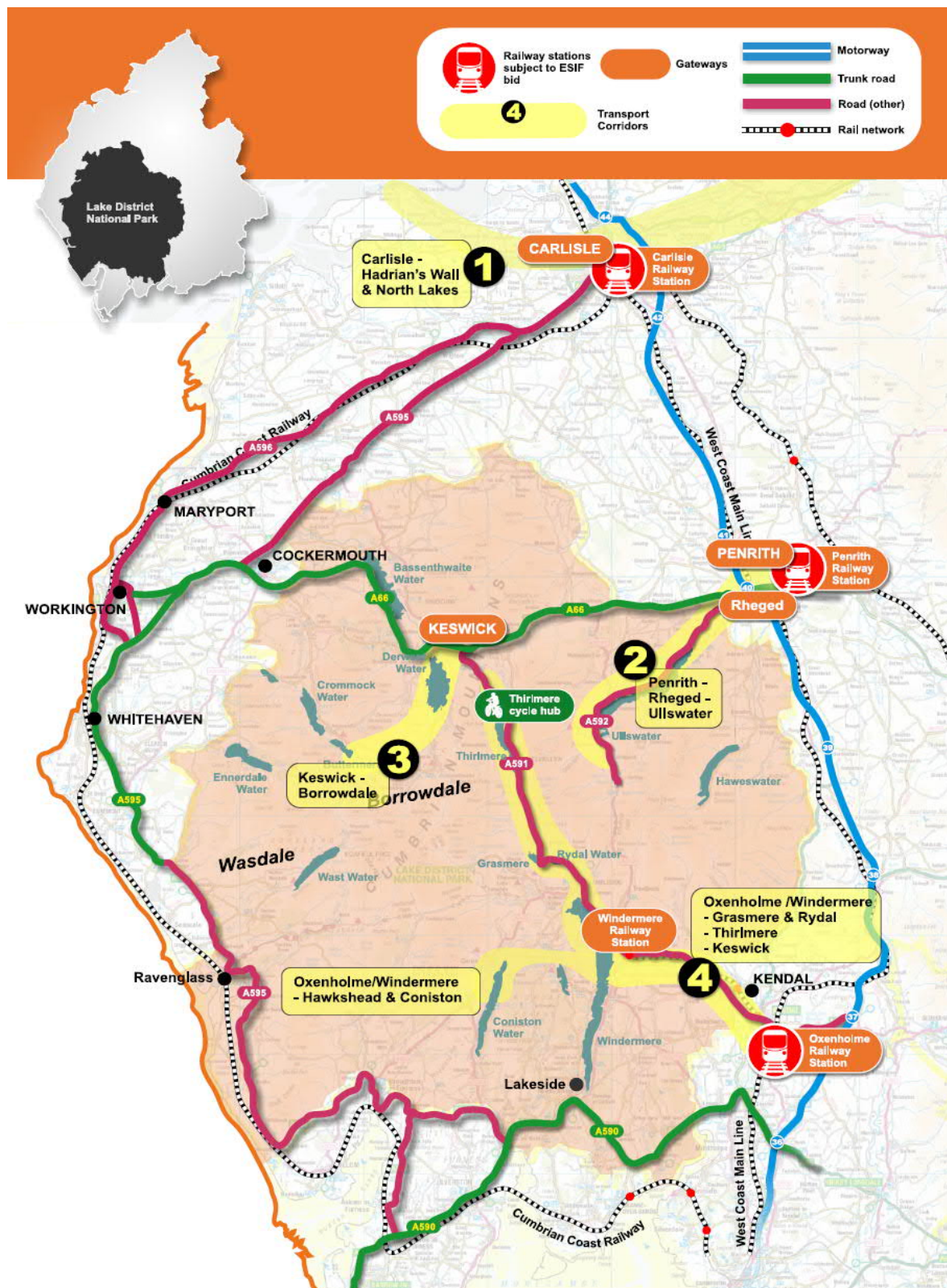


Figure 1: Approaches, gateways and corridors used by visitors to access the county's key attractions and experience the Lake District's landscapes.

A4. Total package cost (£m): £3.54m

This consists of:

£999k LSTF 'See More – Cumbria and the Lake District' revenue bid 2015/16

£291k LSTF 2015/16 local contributions

£2m LGF 2015/16 capital funding bid

£250k LGF 2015/16 local contributions (Lake District National Park Authority)

A5. Total DfT revenue funding contribution sought (£m): £0.999m**A6. Local contribution (£m): £2.54m**

This consists of:

£2m LGF 2015/16 proposals

£250k LDNPA contribution for LGF proposals 2015/16

£291k LSTF 2015/16 local contributions

The most significant LSTF local contributions consist of:

£111k Cumbria County Council and Lake District National Park Authority for staff managing, co-ordinating and delivering the programme

£100k PAYD low emission/hybrid car hire operators

£50k Twizy Electric Vehicle fleet expansion operators

(Car operators procured through tender process would be required to support the operation through the generation of revenue from vehicle usage)

£30k Eden District Council and South Lakeland District Council – Cumbria Cycleway

Separate to this bid, United Utilities have also pledged to contribute £2.31million capital investment to develop a cycle hub at Thirlmere. European match funding will be sought to ensure the implementation of the development and the associated benefits.

Letters of support are included in Appendix A1.

A7. Equality Analysis

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

☒ Yes ☐ No

The equality analysis has been included as Appendix A2.

A8. Partnership bodies:

Cumbria County Council, as accountable body, will work in partnership with the Lake District National Park Authority and Cumbria Tourism as programme management partners.

In relation to scheme delivery, the following bodies will be engaged in the design, implementation and promotion of the components of this funding bid, further developing existing partnerships with many:

Cumbria Tourism will be responsible for marketing and promoting the measures in the 'See More - Cumbria and the Lake District' programme including positioning Cumbria as an international destination for cycling.

Allerdale Borough Council, Copeland Borough Council, Eden District Council and South Lakeland District Council will be involved in the delivery and promotion of the Cumbria

Cycleway. Sustrans will also provide input on the development on the Cumbria Cycleway as well as other cycle route developments.

Car club operators (to be procured) will operate the low emission/hybrid car club vehicles and help promote their use to visitors and residents.

British Cycling will organise and operate sky rides and provide national cycling promotion.

The National Trust will be involved in the delivery and promotion of cycle and hub development measures.

Windermere Lake Cruises, Coniston Ferry Services, and Ullswater Steamers will be responsible for the enhancement of boat services.

Stagecoach and other bus operators will be responsible for delivering additional bus services on identified corridors.

Virgin Trains, Network Rail, Carlisle City Council, Eden District Council and South Lakeland District Council will be involved in the design, delivery and promotion of improved information and interchange facilities at Carlisle, Penrith and Oxenholme Railway Stations.

The Westmorland Group will be responsible for the delivery of improved information and interchange facilities at Rheged.

A9. Local Enterprise Partnership:

Cumbria Local Enterprise Partnership.

The 'See More – Cumbria and the Lake District' programme strongly aligns with Priority 3 of the LEP's Strategic Economic Plan (SEP) for a "Vibrant Visitor and Rural Economy" and will help to grow the visitor economy, particularly for international visitors, through significantly improving the quality of connectivity by sustainable transport between the key transport gateways in Cumbria and the international visitor destinations.

As highlighted in the SEP there is a need to ensure that Cumbria and the Lake District's growth as a world class visitor destination can continue, without detrimental impact on its outstanding natural environment.

The sustainable rural economy is one of four investment priorities of the Cumbria SEP, detailed in Section 3. One of the four economic drivers vital to help deliver continued sustainable economic growth across the four priorities is improving Cumbria's infrastructure, and one of the four technical appendices of the SEP is the Infrastructure Plan.

Section 3 of the Infrastructure Plan sets out the vision for improving the sustainable transport connectivity between key transport gateways and visitor destinations in the county through the LSTF funding as part of the Optimising Connectivity Programme.

A letter of support from the Cumbria Local Enterprise Partnership is included in Appendix A3.

SECTION B – The Business Case

B1. The Scheme - Summary

Introduction

The Lake District is a tourist destination of truly world-class status attracting over 15 million visitors per year, contributing towards the £2.1 billion generated by visitors to Cumbria. Cumbria also contains part of the Yorkshire Dales National Park, Hadrian's Wall World Heritage Site and several designated Areas of Outstanding Natural Beauty.

Cumbria's economy is more dependent on tourism than any other county except Cornwall. There is, however, evidence that the full potential of tourism is not realised, especially with respect to overseas visitors.

The economic value of the emerging growth of international visitors is recognised within one of the four strategic priorities of Cumbria's Strategic Economic Plan – that of a vibrant rural and visitor economy.

Visitors are attracted to the Lake District in particular by its spectacular cultural and physical landscapes, the places that have inspired generations of artists and are significant in the origins of world-wide conservation and National Parks. By definition, these places are the quieter or more remote parts of the Lake District. While this presents challenges about how access is provided for the millions of people who visit, 'See More – Cumbria and the Lake District' proposes a way of transforming expectations so that high quality, viable sustainable transport becomes part of the experience.

The LSTF GoLakes Travel programme has been explicit in targeting specific segments of domestic day & staying visitor to maximise behaviour change. These target cohorts represent about half of the visitors to the Lake District. The segmentation used are bespoke visitor segments that were distilled out of the standard Mosaic profiles.

The 'See More - Cumbria and the Lake District' proposal extends the scope to international visitors. This time, our strategy for targeting is based on Visit Britain's behavioural profiling of the high economic value overseas visitors to the Lake District and Cumbria. The interventions included here have been designed primarily with these markets as target users, then sense-checked to ensure that they will also serve to promote further behaviour change of domestic visitors (from GoLakes Travel learning).

Whilst this proposal focuses on visitors as key users, the LSTF GoLakes Travel (2011-2015) programme is showing that this provides opportunities for delivering viable transport services that cater for the needs of residents and businesses in rural areas.

Lessons learnt from the GoLakes Travel programme will be applied as measures are expanded beyond the pilot central and south Lakes area to the rest of Cumbria.

Objectives

'See More – Cumbria and the Lake District' will:

- Transform the quality of transfer and travel from gateways into Cumbria, in particular the Lake District, and on to the prime visitor destinations;
- Change the image of sustainable travel, making a further shift to low carbon travel becoming a default choice; and
- Optimise the economic benefits from people's travel choices; in focusing on international visitor demands as the main generator of economic benefit, it will produce viable transport services for domestic visitors and residents.

Designing effective interventions

The majority of visitors to the Lake District naturally pass through the four identified gateways, and then move along their connected corridors to access specific attractions or hubs through which they then explore the local area. These are illustrated in Figure 1.

We understand more clearly - from Cumbria's biannual visitor surveys as well a research conducted for the LSTF GoLakes Travel programme – the barriers to visitors choosing sustainable modes to access the star attractions of the Lake District and Cumbria.

Appendix B1 sets out how we have identified the interventions that are included in this proposal in terms of how they link to the barriers. The interventions are a coherent package that together will deliver the behaviour change and desired economic outcomes.

'See More – Cumbria and the Lake District' package will not only finesse transport services to link arrival at gateways to destinations (such as expansion of the low emission pay-as-you-drive car hire network, transfer services, and high frequency corridor shuttle services), but will also focus much more explicitly on providing options for exploring the destinations themselves.

Some aspects of travel have always been a part of the quality of the visitor experience, such as launches on the four navigable lakes or riding on an open topped double-decker bus (Figure 2).

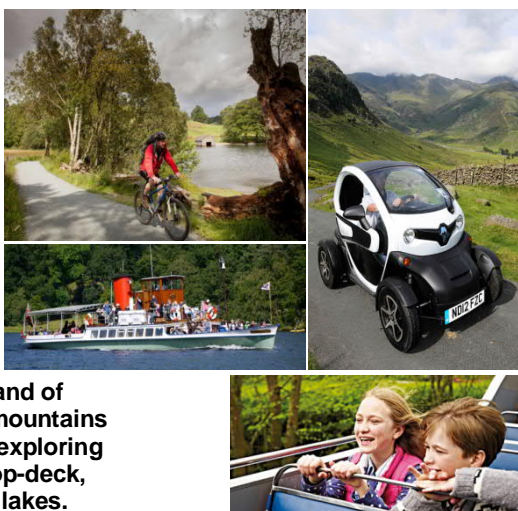


Figure 2: Lakeshore, fell and woodland of Windermere by bike; revealing the mountains and valleys of Ullswater by launch; exploring the nooks and crannies by Twizy; top-deck, front-row seat for views of fells and lakes.

More recently, the development of continuous, safe cycle routes (particularly through the LSTF GoLakes Travel programme) to and through beautiful parts of the Lake District means that people's decision to cycle blurs the boundaries further between travel and experience of the place.

We have made this explicit by identifying places and routes where passing through them in a certain way has been identified as a high quality way of experiencing the landscape. These include:

- Travelling by launch or water bus along Ullswater, Windermere, Coniston Water and Derwentwater;
- Exploring the small lanes by electric Twizy (2-seater car) or electric bike: Ullswater "back road" to Martindale, Bowness-Hawkshead-Coniston lanes, Borrowdale's lanes through the jaws of Borrowdale and to Watendlath;
- Take in the unencumbered views along the shores of Windermere on an open top bus via Ambleside to the artistic and romantic heart of the Lake District in Grasmere;

- Cycling up the west shore of Windermere for woodland-framed views across the lake to the fells; from Ambleside to Grasmere; up the Langdale valley; Derwentwater's "back road" from Keswick through the jaws of Borrowdale; see Cumbria's fells, coasts and farms from the Cumbria Cycleway.

'See More – Cumbria and the Lake District' not only develops and finesses these options, but through corridor travel plans integrates them into stunning and distinctive ways of accessing the jewels of the Lake District and the key destinations for international visitors such as: Wordsworth's Dove Cottage, The World of Beatrix Potter and Beatrix Potter's Hill Top house, Bowness Bay and The Glebe (for boat trips on Lake Windermere) which is the most heavily visited single destination in Cumbria, and The Lake District Visitor Centre at Brockhole.

This will be achieved through a service design process – where the demands and expectations of users drives the design and integration of services.

A complementary programme of marketing and promotion will accompany the service developments. This includes:



- The further development of the *Drive Less See More* branding developed through the LSTF GoLakes Travel programme for international visitor markets.
- The further development of Cumbria's international profile as a destination for cycling: this will include the promotion of national and regional routes, support for the Tour of Britain, and expansion of the Sky Rides guided ride programme and promotional campaigns with commercial sector providers.

In order to deliver these outputs, we have packaged investment into six deliverable projects.

Measures

1. PAYD low-emission vehicle hire

Building on the project piloted in GoLakes Travel, low emission vehicles will be available for short term pay-by-the-hour rental from the gateways and main visitor hubs. When marketed alongside other destination travel options, these unlock the ability for visitors *not* to drive to the Lake District, and to make smarter choices about the best ways of travelling once they are here.

2. Twizy hire network

Twizys are 2-seater small electric vehicles. Through the GoLakes Travel programme we have discovered that they provide a popular and ultra-low impact way of exploring "the nooks and crannies" of the landscape. They are particularly popular with people who probably would not cycle or use a bus, and so reach markets that are otherwise beyond sustainable transport. Through this proposal, we would locate them for hire through businesses identified through the corridor travel planning project (3). They would principally be available through accommodation centres.

3. Corridor travel plans

Starting from the demands of the target users, we will finesse the service-design approach piloted through GoLakes Travel to develop the types of services, integration and ticketing that visitors want to use to access and explore the destinations. This will provide the opportunity for development of focussed business and stakeholder networks, so that private sector delivery and the sharing of responsibility, revenue and risk is optimised.

4. Corridor transport service support

The corridor travel planning process will identify the types of services that will need developing or improving. Apart from the business-led delivery of innovative car and Twizy services (projects 1 & 2), this project will provide kick-start support for services such as shuttle and water-based transport and cycle hire services. Following from the GoLakes Travel monitoring & evaluation work, business-plan led service development will ensure that the kick-start support is designed to lead to viable service delivery.

5. Visitor information and signage

A programme of information design and delivery will be developed and applied across formats (leaflets, signage, web etc) and to all “touch points” along a visitor’s journey from pre-planning, through approach (e.g. posters at Manchester airport), gateways and corridors to destinations. This will also include the signing of cycle routes including the Cumbria Cycleway. It will be developed from the design and branding developed through GoLakes Travel, ensuring that its appeal extends to international visitors.

6. Marketing and Promotion

The LSTF programmes have re-affirmed the pivotal role of marketing and promotion to optimise the impact of investment on transport. The “Drive Less See More” branding will be further developed for the wider areas and international markets; the transport & access elements of broader tourism marketing campaigns will be supported through this programme; the marketing of the Lake District & Cumbria as an international cycle destination will be further developed (e.g. Tour of Britain stages; marketing of Cumbria Cycleway and iconic rides in the main Lake District destinations); expansion of the Sky Ride *Local* guided rides programme to a further 30 sites.

‘See More – Cumbria and the Lake District’ is strongly aligned to the capital investment in associated infrastructure included in Cumbria’s Local Growth Fund proposal as part of the Cumbria Strategic Economic Plan.

The LGF ‘Optimising Connectivity’ proposal for 2015/16 complements this proposal by focussing on visitor-targeted transport infrastructure improvements along the main Kendal – Windermere – Grasmere – Keswick A591 corridor which provides access to key visitor destinations but suffers from significant congestion during the summer months. This also compliments the proposed Thirlmere cycle hub development along the A591 to be delivered through United Utilities investment and European match funding.

The 2015/16 LSTF revenue funding for the ‘See More – Cumbria and the Lake District’ programme will act as a driver for the proposed measures to be financially viable in future years. Lessons learnt from the existing GoLakes Travel programme is already showing that this has been the case with many of the measures implemented.

B2. The Strategic Case

The Cumbria LEP has identified a Vibrant Visitor and Rural Economy as one of the four key economic assets that provide the basis for the development of one of the four strategic investment priorities of the Strategic Economic Plan. This is based on evidence that

- Cumbria's visitor economy contributes £2.1 billion to Cumbria (8% from overseas), and provides 31,200 FTE jobs (based on 2012 figures);
- 32.8 million people visit Cumbria as day visitors, a further 5.2 million staying overnight;
- The value of international visitors is £14 per person per night *more* than that of domestic visitors;
- While the domestic tourism sector is expected to grow by 3% per year through to 2025, the overseas tourism sector is predicted to grow by 6% (Deloitte 2013; Visit Britain).

Figure 3 illustrates what overseas visitors are looking for (in this case, Japanese) when visiting Britain. This begins to explain the attraction of the Lake District and also the need to ensure that accessing the countryside, cultural and built heritage is easy and attractive.



Figure 3: Why Japanese tourists **favour Britain** compared to **favouring other countries**

The nature of international visitors is that they are more likely to choose sustainable transport options to travel around the Lake District (Figure 4). They also demand a high quality of service and are prepared to pay for this. Poor experience impacts on reputation and reduces the propensity for return visits.

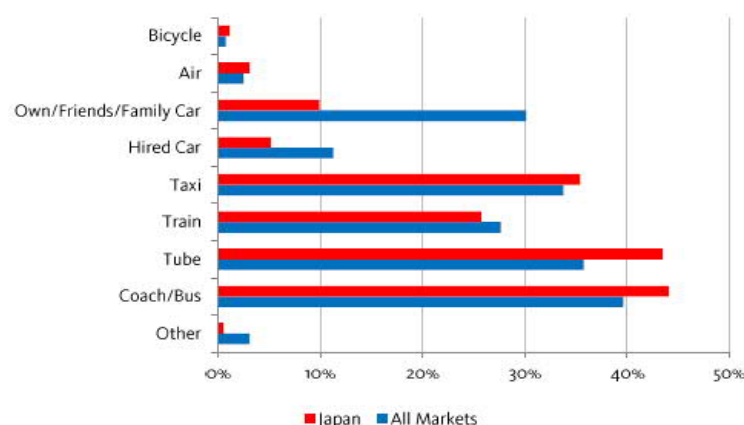


Figure 4: Modal choice of Japanese tourists whilst in the UK.

This understanding allows us to

- appreciate better the value of sustainable transport services that already exist, and ensure that they are marketed and presented in ways that optimise their usage
- understand barriers and issues relating to travelling to and around the Lake District (Appendix B1). Overcoming these will not only result in a shift to more sustainable

modes by visitors, but will contribute to the Lake District's competitive edge over other international destinations.

Part of the high quality is distinctiveness, and appropriateness of travel mode to the place visited. For instance, Visit Britain has identified that the top iconic image of Britain for visitors from the Far East is a red double decker bus. Applying this to the Lake District leads to us needing to maximise travel by lake as well as "selling" better the quality of the experience of destinations as a result of the quality and distinctiveness of getting there and traveling around.

In capturing international visitor spend on travel by sustainable modes, it is an effective way of building a revenue stream to ensure that services for *all* users are of higher quality and viable.

Section B3 and Appendix B2 outline the impacts of the key schemes included in this proposal. Together with Appendix B3, these illustrate how the problem – and opportunity – of focussing on international quality visitor travel leads not only to the interventions proposed, but contribute effectively to the fund's objectives. As the proposal has been conceived and developed to complement Cumbria's SEP, its primary focus has been on optimising economic benefit. In evaluating options through logic mapping and less formal methods, we have also been looking for net benefits for emissions reduction, health and landscape impacts.

- Emissions reduction has been included explicitly in the monetisation of impacts, although it has not been possible to do this for all aspects of the bid.
- While health benefits are included in some aspects of the economics appraisal, we know from the GoLakes Travel programme evaluation that our new cycle routes and their promotion are not only encouraging *more* people to cycle, but that cycling is being "tried out" in the safe and supported environment of the Lake District by types of people who would not try it in their home environment. We are not yet in a position to quantify this in terms of take up by different segment types, but will be able to do so when the evaluation is completed in winter 2015.

The focus on the National Park and other areas of visitor value means that impact on landscape is an important issue. We have explored ways of explicit monetisation of landscape impact (DfT / Efttec 2007; through ecosystem services and methods published by ONE North East (2004) and Scottish Natural Heritage (2005)). We have also looked into the approach of formalising the reduction in economic value of the tourism destination as a result of the damage done by *not* delivering these schemes. We have had to acknowledge that it has only been possible to consider landscape impacts in a qualitative sense. In effect, congestion and emissions are useful proxy indicators of other landscape impacts.

B3. The Economic Case – Value for Money

Appendix B2 sets out the detail of the Economic Case and Value for Money of the proposals. Appendix B3 detail the impacts proformas for those parts of the proposal to which the format can be applied.

The following table summarises how the package of schemes will have impacts on the economy, emissions, health and congestion.

	Local economy	Carbon/pollution	Health	Congestion
Leisure visitors				
International new	Moderate benefit	Small disbenefit*	N/A	Small disbenefit*
International existing	Neutral	Small benefit	N/A	Neutral
UK new	Moderate benefit	Small disbenefit*	Moderate benefit	Small disbenefit*
UK existing	Neutral	Small benefit	Moderate benefit	Small benefit
Other travellers				
New employment	Moderate benefit	Neutral	Moderate benefit	Small disbenefit*
Existing travel (all purposes)	Moderate benefit	Small benefit	Moderate benefit	Small benefit

* Small overall disbenefit from extra travel but reduction caused by package is counted as a benefit

In innovative revenue-based bids such as this one, not all of the usual elements of costs and benefits are present. Where they are, they have been identified and put through Webtag compliant processes as far as possible. There is also an indication of areas of uncertainty, but the aim was to produce

- Benefit to Cost Ratios for monetised elements and
- a qualitative assessment for other costs and benefits

Along with assumptions and approaches used, this is explained in detail in Appendix B2.

Four packages of schemes have been used to derive the BCRs included here:

- LEV hire (Projects 1 & 2) 2.92 (10 year appraisal)
- Cumbria Cycleway (Project 5 (part)) 8.73 (20 year appraisal)
- Travel planning/marketing (Projects 3 (part) & 6) 8.1 (4 year appraisal)
- Cycle events (Project 6 (part))
This is mainly visitor spend + synergy with travel planning, but the benefits for 2013 were in excess of £1million and the contribution sought is £75,000.
- **Overall BCR:** **4.3** (Low of 3.8, High of 4.5)

Appraisal periods of between 4 and 20 years have been used to reflect more appropriately the reasonable lifespan of the initiatives. Build up and fade factors have been included where appropriate.

The appraisal probably leads to conservative estimates of benefits as:

- The approach taken to the Cumbria Cycleway is cautious as it should have longer term impacts more comparable to other infrastructure schemes;
- It has not been possible to include all elements of the proposals in the formal appraisals; those elements excluded (such as quality of information or water-based travel) would probably increase the benefits, but evidence and method do not allow these to be captured;
- They do not take into account associated investment from complementary projects. For example, networks of EV charge points are being installed through a separate OLEV funded CCC initiative which will have impacts broader than those resulting from this

proposal. We do not want to risk double counting these impacts, but acknowledge that there will be agglomeration benefits of both projects happening that are captured by neither;

- They do not include the benefits from accident reduction resulting from reduction in traffic;
- The main missing benefit is the economic uplift resulting from an improved image of the area as an international visitor destination. We have tried to find robust evidence to quantify this, but looked at from a tourism perspective, we can only make a qualitative assessment of the competitive advantage of Cumbria and the Lake District resulting from better quality and distinctive travel and access.

B4. The Financial Case – Project Costs

Table A: Funding profile (Nominal terms)

£000s	2015-16	2016-17	2017-18	2018 - 19	2019 - 20	2020 - 21	Total
DfT funding sought	999						999
Local Authority contribution	391						
Third Party contribution including LGF	2,150						
TOTAL	3,540						

NB: Although future years haven't been forecast, bids will be made through the LEP for LGF and European funding to further deliver the Optimising Connectivity sustainable transport programme (one of three elements of the World Class Visitor Destination programme) as set out in the SEP Infrastructure Plan.

B5. Management Case - Delivery

Delivery will be managed by a partnership of public sector bodies, primarily Cumbria County Council and the Lake District National Park Authority. Delivery will be through a combination of private and public sector.

A Project Plan is included as Appendix B4.

No land acquisition required as part of this LSTF package.

No infrastructure required as part of this LSTF package, but the LSTF measures proposed compliment capital measures to be funded through LGF and ESIF.

B6. Management Case – Statutory Powers and Consents

Not applicable

B7. Management Case – Governance

The programme will be managed by Cumbria County Council in partnership with the Lake District National Park Authority and Cumbria Tourism.

The Programme Board, set up to manage the 2011-2015 LSTF funded GoLakes Travel programme will be used as basis to oversee this programme. The Board will consist of senior managers from the three key partners, and will be chaired by Cumbria County Council.

The LEP Board provides the strategic direction for investment to deliver the SEP priorities. The LEP Board has delegated responsibility for transport infrastructure to the Cumbria Local Transport Body (CLTB). CLTB is responsible for making decisions on the programme of highways and infrastructure projects in the SEP. The CLTB infrastructure programme will include devolved major transport schemes, local pinch point and local growth funding. The status and role of the CLTB is set out in Central Assurance Framework approved by the DfT in 2013.

The LSTF projects will be delivered in the same manner as the current GoLakes Travel Programme, with Project Leads for different aspects of the programme, and a Programme Manager co-ordinating the Project Leads, with regular progress meetings. The project will be managed and aligned with Cumbria County Council's Project and Programme Management Toolkit, and will be managed following PRINCE II methodology.

Tolerances for time, cost, scope, risk will be determined by the Project Board and the Programme Manager and Project Leads will operate within those tolerances. Where the project is forecast to exceed tolerances, the Project Lead will escalate to the Programme Board as necessary.

An Organogram setting out the project governance structure is included as Appendix B5, and the programme board terms of reference are included as Appendix B6.

B8. Management Case - Risk Management

The GoLakes Travel programme has established a robust process for risk management which is proving effective in minimising the impact of risks and issues on programme delivery. It is proposed that this process is adopted for the 'See More – Cumbria and the Lake District' programme and risks/issues are managed in the same way. The Risk Management Strategy is included as Appendix B7, and the initial Risk Register is included as Appendix B8.

B9. Management Case - Stakeholder Management

Stakeholders will be managed through the governance arrangements as set out in section B7. The key stakeholders are:

Cumbria County Council	Project lead and accountable body. Responsibility for ensuring the project delivers the identified outcomes and benefits. As local highway authority, responsibility for minimising the disruption to the highway network and ensuring that local residents and businesses are informed of any planned works on the highway
Lake District National Park Authority	A key partner responsible for ensuring the project delivers the identified outcomes and

	benefits. Most of the projects to be delivered fall within the Lake District National Park
Cumbria Tourism	A key partner responsible for delivering the identified marketing and promotion outcomes of the projects to visitors and residents
Allerdale Borough Council Carlisle City Council Copeland Borough Council Eden District Council South Lakeland District Council	The District Councils are involved in cycle route development and promotion, lake jetty management and maintenance; parking measures; and information provision
Cumbria Local Enterprise Partnership	Responsible for associated funding through Strategic Economic Plan and ESIF
Sustrans	Cycle route development and promotion
United Utilities	Thirlmere cycle hub development
British Cycling	Organisation and operation of Sky Rides
Car club operators	Car club vehicles and development
Stagecoach	Bus service developments
Windermere Lake Cruises	Enhancement of boat services
Ullswater Steamers	Enhancement of boat services
Coniston Ferry Services	Enhancement of boat services
Nurture Lakeland	Sustainable travel developments, promotion and marketing
Morecambe Bay Partnership	Health and active travel promotion
Yorkshire Dales National Park Authority	Cumbria Cycleway development and promotion
Cycle Businesses - various	Cycling promotion
Lakes Line Community Rail Partnership	Lakes Line rail improvements
Virgin Trains	Operator of West Coast Mainline railway stations
Local residents and businesses	Engagement and consultation with residents, and developing opportunities with local businesses
Statutory Stakeholders	All statutory stakeholders will be informed of the project
<p>a) Can the scheme be considered as controversial in any way?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>b) Have there been any external campaigns either supporting or opposing the scheme?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	

B10. The Commercial Case

Cumbria County Council, Lake District National Park Authority and Cumbria Tourism will be using the same procurement strategy currently being used in the GoLakes Travel Programme.

Delivery will be managed through staged delivery plans with risk management strategies in place. Contracts with partners and suppliers will ensure that the scale of single cost components will be minimised and progress will be closely tracked.

The package of measures in the 'See More - Cumbria and the Lake District' programme incorporates the expansion and development of services that have been successfully piloted with operators between 2011 and 2014 as part of the GoLakes Travel Programme such as low emission/ hybrid vehicles and electric twizzys.

This has shown their viability. As these services have been developed to be ongoing interventions, this bid sets out their expansion in new directions and locations

Any ongoing maintenance obligations and liabilities will be determined during the detailed project development.

Staff are in place with identified project leads for the measures within the 'See More - Cumbria and The Lake District' Programme so that delivery can begin at the start of 2015/16 thereby ensuring a seamless transition.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

In association with the 2011-2015 LSTF GoLakes Travel programme, we are leading on one of the LSTF Monitoring & Evaluation case studies, focussing on the impacts of changing visitor travel on the rural economy. This project focusses on the visitor travel LSTF programmes in the Lake District, New Forest and South Downs National Parks.

Through this, we have worked with the DfT's economic modelling team to design a methodology that will allow us to describe outcomes, and attribute - as well as is feasible – impacts to the programme interventions. We intend not only to learn from this when working on the detailed design of scheme implementation for 'See More – Cumbria and the Lake District', but will adapt the tested methodology to monitor and evaluate the new programme.

The method comprises four components:

- *Project monitoring*: tracking basic metrics that allow us to describe the scheme outputs. This also includes counts of users. This is informed by the imperative to be able to subsequently evaluate these in relation to trade-off and rebound effects, as well as to provide robust evidence to evaluate resultant changes in carbon emissions.
- *Visitor surveys*: these allow us to understand formally visitor behaviour (mode choice, spend, travel patterns) so that we are better equipped to evaluate impacts of schemes.
- *User surveys*: providing more detailed information behind why people made a certain travel choice, understand more clearly the behavioural response of different user segments, and understand more clearly how users would otherwise have travelled. This provides for a more robust evaluation of behaviour change impacts.
- *Business surveys*: surveying businesses to find out quantitative impacts (such as jobs created or uplift in business resulting from the programme interventions) as well as qualitative responses – how different types of business identify and get involved with travel initiatives, and how this changes as awareness is raised through the programme.

We are fortunate to have been able to test and finesse these components, and that businesses have become aware of the value of this approach.

In doing this work, we are now better placed to be more pragmatic about knowing what works and what doesn't, and to know where to direct resources to optimise the quality of monitoring.

Some of the component projects lend themselves to setting targets – such as numbers of Twizy users or of a kick-started shuttle service against a business plan. Other components – such as the impacts of marketing – are less easy to formally evaluate. We will therefore be using a pragmatic mixed methodology to ensure that evaluation is based on *appropriate* monitoring and analysis.

Costs for monitoring have been included in the budget lines for the six schemes. We will be keen to continue our work with the DfT to ensure that we can build on the findings that emerge from the existing monitoring and evaluation project.

Appendices

A1 Letters of support
A2 Equality Analysis
A3 Letter of support from Local Enterprise Partnership

B1 Logic Map
B2 Economic Appraisal Report
B3 Scheme Proformas
B4 Project Plan
B5 Organogram – project governance
B6 Programme Board terms of reference
B7 Risk Management Strategy
B8 Risk Register

D1 Joint S151 Officer and Head of Procurement letter

SECTION D - Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for 'See More – Cumbria and the Lake District' I hereby submit this request for approval to DfT on behalf of Cumbria County Council and confirm that I have the necessary authority to do so.

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

Name: Andrew Moss

Signed:

Position: Assistant Director, Highways and Transportation



D2. Section 151 Officer Declaration

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

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2015/16;
- confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name: Julie Crellin

Signed:



JULIE WILLIAMS CRELLIN



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

Appendices

Appendix A1

Letters of support

25 March 2014

Paul Marriot
Cumbria County Council
Parkhouse Building
Kingmoor Business Park
CARLISLE
Cumbria
CA64SJ



Dear Paul,

‘SEE MORE CUMBRIA AND THE LAKE DISTRICT’ LSTF APPLICATION

Cumbria Tourism is the Destination Management Organisation (DMO) for the whole of Cumbria and is tasked with attracting more visitors, increasing their spending and enhancing the quality of their experience. We are also a membership organisation representing some 2,800 businesses in the visitor economy. At present we recognise that too many visitors to the area are over dependent on their cars (some 82% used cars to travel to the area and 81% used them as their main mode of travel around the destination - Cumbria Visitor Survey 2012); this is due in part to the absence of alternatives but also because of the general low level of awareness about public transport services, their lack of integration and the wider benefits of using sustainable transport modes.

We are therefore keen to support the application from Cumbria County Council and the Lake District National Park Authority for further resources to improve the quality of visitor travel and to maximise the economic benefits arising from more sustainable transport provision. Clearly as a partner in the Go Lakes Travel Initiative over the last 2-3 years we have learnt a good deal about influencing visitor travel behaviour. Cumbria Tourism will help to deliver the new programme of activity extending northwards into the Northern Lakes and outside the National Park. It complements other programmes which CT is delivering in partnership with other organisations and the tourism industry and forms part of a wider suite of activity which is designed to attract more visitors from overseas and to provide them with world class visitor experiences. This will form one of the key strands of the Cumbria Local Enterprise Partnership's Strategic Economic Plan for the county over the next 5-6 years.

I hope that your application for LSTF resources is successful.

Yours sincerely,

A handwritten signature in black ink that reads 'Richard Greenwood'.

Richard Greenwood
Head of Operations
Cumbria Tourism

Your Reference:

Our Reference:

Enquiries to: Sally Hemsley
Direct Dial: (01768) 212167
Email: sally.hemsley@eden.gov.uk
Date: 25 March 2014



Mansion House, Penrith, Cumbria CA11 7YG
Tel: 01768 817817
Fax: 01768 890732

Paul Marriott
Project Manager
Cumbria County Council
Parkhouse Building
Kingmoor Business Park
Carlisle
Cumbria CA6 4SJ

Alistair Kirkbride
Sustainable Transport Adviser
Lake District National Park Authority
Murley Moss
Oxenholme Road
Kendal
Cumbria LA9 7RL

Dear Paul Marriott and Alistair Kirkbride,

Cumbria County Council and Lake District National Park Authority Joint Bid to the Local Sustainable Transport Fund 2015 – 16

I am writing in my capacity as Tourism Manager for Eden District Council to offer my support of your joint bid to the Department of Transport for revenue funding from the Local Sustainable Transport Fund 2015 – 16 for phase two of the GoLakes Travel programme which looks to expand the initiatives across a wider area of Cumbria.

Eden District Council is a partner in the Cumbria Cycleway signage and promotion project, one of the initiatives included in the bid and has committed £15,000 as match funding to the project. Securing extra funding will enable partners to progress this valuable initiative.

Penrith, the main town in Eden District, is named in the bid as one of four key gateways in to Cumbria which will bring clear economic benefits not only to the town, but the wider Eden district and cycling is a key promotional theme in the marketing of Eden as a visitor destination.

I look forward to working with both Cumbria County Council and the Lake District National Park Authority should the bid be successful, which I hope will be the case.

Yours Sincerely,

Sally Hemsley
Tourism Manager



Mr Paul Marriott
Project Manager
Cumbria County Council
Parkhouse Building
Kingmoor Business Park
Carlisle
Cumbria
CA6 4SJ

South Lakeland District Council
South Lakeland House
Lowther Street
Kendal
Cumbria
LA9 4DQ

Tel: 0845 050 4434
www.southlakeland.gov.uk

Our Ref:

Your Ref:

Date: 25 March 2014

Dear Paul

Funding Bid - Local Sustainable Transport Fund 2015/16

Thank you for your message of the 21st March regarding the opportunity Cumbria County Council in partnership with the Lake District National Park Authority has in bidding to the Department for Transport for further revenue funding from the Local Sustainable Transport Fund for 2015/16.

The summary of the proposals to improve both the quality of visitor travel and also maximise the economic benefit of visitors travelling within Cumbria and in particular the Lake District are ones that this authority can fully support.

I would make the observation that one of the proposed gateways into Cumbria of Oxenholme could perhaps be better described as Kendal (Oxenholme) as this would generally be recognised more readily than perhaps Oxenholme on its own.

If your bid is successful we look forward to working alongside you to realise the proposals for the benefit of both visitors and our communities.

Yours sincerely

Simon Rowley
Assistant Director Neighbourhood Services
Email: s.rowley@southlakeland.gov.uk
Direct line: 01539 793110

From: Rowley, Simon [<mailto:S.Rowley@southlakeland.gov.uk>]
Sent: 28 March 2014 09:10
To: Brierley, Mark
Subject: Cumbria Cycle Way

Hi Mark ,

Thanks for you for your message of yesterday regarding the report you are completing regarding the LSTF Funding .

I can confirm that £15,000 of the South Lakeland District Council's "Promoting South Lakeland "budget was assigned to the Cumbria Cycleway Signage and Promotion Project in this year 13/14 . As the project has not been delivered within this financial year I have requested that this budget is carried forward for the same purpose into 14/15 .

I hope this assist's with the completion of your report.

Thank s

Simon

Simon Rowley | Assistant Director Neighbourhood Services
South Lakeland District Council, South Lakeland House, Lowther Street, Kendal, Cumbria
LA9 4DQ
Tel: 0845 050 4434 | Direct Tel: 01539 793110 | Email: s.rowley@southlakeland.gov.uk
Website: www.southlakeland.gov.uk

South Lakeland District Council *Making South Lakeland the best place to live,
work and explore*

Our Ref:
Your Ref:

This matter is being dealt by:

Kevin Kerrigan

Direct Line: 01900 702799

E-Mail: Kevin.kerrigan@allerdale.gov.uk



Andy Brown
Senior Manager Strategic Asset Management
Cumbria County Council
Parkhouse Building
Kingsmoor Park
Carlisle

26 March 2014

Dear Andy,

Local Sustainable Transport Fund Bid- See More Cumbria and the Lake District

I am writing on behalf of Allerdale Borough Council in support of Cumbria County Council and the Lake District National Park Authority's bid to the Department for Transport Local Sustainable Transport Fund for the See More Cumbria and the Lake District project.

The tourism industry is a vital part of the local economy in Allerdale, with the National Park and Keswick providing a particular draw for visitors. This initiative not only would make the area more accessible for visitors but does so in a sustainable way. This is particularly important given the National Park's sensitive environment.

We look forward to being kept informed on the progress of the bid.

Yours sincerely,

Kevin Kerrigan
Head of Development Services



**Allerdale - a great
place to live,
work and visit**

**Allerdale Borough Council
Allerdale House
Workington
Cumbria CA14 3YJ
Tel: 01900 702702
Fax: 01900 702507**

Allan McNichol
Transport Planning Officer,
Cumbria County Council,
Parkhouse Building,
Carlisle

26 March 2014

Dear Allan

Local Sustainable Transport Fund – See More Cumbria and the Lake District

We are pleased to support the 'See More Cumbria and the Lake District' LSTF partnership bid developed by Cumbria County Council and The Lake District National Park Authority. It's purpose, to improve both the quality of visitor travel and also maximise the economic benefit of visitors travelling within Cumbria and in particular the Lake District, fits well with Yorkshire Dales National Park Authority Policies, Sustainable Tourism objectives and aspirations which apply to the Yorkshire and Cumbrian areas of the Yorkshire Dales National Park.

The proposal within the bid in respect of visitor information provision and promotional campaigns will complement work in the Yorkshire Dales aimed at promoting active travel whilst encouraging visitors to stay longer and make more contribution to the local economy. In addition, this project makes strong links with the LSTF 'Increasing Returns' bid, which is currently in development with North York Moors and Yorkshire Dales National Park Authorities and North Yorkshire County Council Highways Authority.

Two of the key gateways which will be developed in the bid, serve the Yorkshire Dales as entry and exit points from the north west of the area and there will be mutual benefits from this project with development of more options for visitors wishing to stay longer and contribute more to these special areas.

I look forward to hearing the outcome of your bid.

Yours Sincerely



Julie Barker
Head of Recreation, Tourism and Outreach

WINDERMERE LAKE CRUISES

26th March 2014

Paul Marriott, Cumbria County Council
& Alistair Kirkbride, LDNPA

Dear Sirs

Local Sustainable Transport Fund – 2015/16

We write in support of your application re the above.

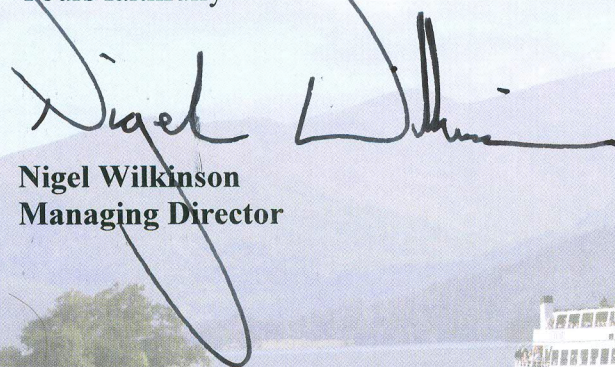
Windermere Lake Cruises Limited is a sustainable public transport operator running scheduled passenger services on Windermere. In 2013 more than 1.4 million passenger journeys were made on our services, many of those by international visitors.

We have actively participated in the GoLakes Travel programme and have provided matched funding and have assisted with the delivery of several of projects within that programme. As a result of the GoLakes Travel programme we have introduced additional services and new facilities to encourage the uptake of sustainable transport options in the Lake District.

We consider the Go Lakes Travel programme to be tremendous success and would wholeheartedly support the current bid to the Local Sustainable Transport Fund, as it can build on the established strengths of the GoLakes Travel programme and spread the benefits to a wider traveller base.

Should there be the opportunity for our company to participate in any successful bid and to provide further match funding, we would be pleased to consider how we are best able to assist.

Yours faithfully



Nigel Wilkinson
Managing Director





MAUDLANDS
MAUDE STREET
KENDAL
CUMBRIA
LA9 4QD

Tel: (01539) 721626

Fax: (01539) 732048

mail@lakedistrictstates.co.uk

Jim Walker BA (Hons),
Dip HCA, FTS, MILAM
Chief Executive

Ref: JW/US/G15

27th March 2014

Mr Alistair Kirkbride
Sustainable Transport Adviser
Lake District National Park
Murley Moss
Oxenholve Road
Kendal LA9 7RL

Dear Alistair

Local Sustainable Transport Fund Bid

I write on behalf of Ullswater 'Steamers' which is a heritage passenger boat operator on Ullswater Lake. We operate five heritage vessels all year round daily (with the exception of Christmas Eve and Christmas Day). Our classic vessels currently provide transport between three points around the Lake and we are proud to own and operate one of the most prestigious groups of heritage vessels in Europe.

This bid is judged as especially important to us because of the opportunity it creates to improve connectivity between the main gateways of Penrith Railway Station and the M6 with Pooley Bridge and the Ullswater Valley.

Currently there are a range of attractions and places to visit around the Ullswater Valley area but the connectivity with public transport is not good. We need to recreate better opportunities for people to travel by public transport arriving at Penrith Station and freely and easily find their way around the Valley.

While the domestic market better understands the opportunities Ullswater has to offer, and in many cases approaches this with a level of exploration, our overseas visitors require better structures of public transport to encourage them to visit. This project could make a really big difference with the overseas market and improve viability and therefore the further investment opportunities of company's like ourselves in the Valley.

All of us at Ullswater 'Steamers' very much hope this bid will be successful and we will certainly play our part to ensure this is so, providing funding can be made available.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Jim Walker', with a stylized, cursive script.

Jim Walker
Chief Executive



Coniston Ferry Services Ltd

29 Manor park

Keswick

Cumbria

CA12 4AB

25/3/2014

Dear Sir/Madam

Local Sustainable Transport Fund

Coniston launch has benefitted from the Go lakes travel Programme. We have been pleased with the success of the project allowing people to access a wider range of environmentally viable transport.

We fully support the request for continued funding.

Yours Faithfully

Gillian Hodgson

Douglas Hodgson



Dear Alistair,

26 March, 2014

On behalf of the Lakes Line Community Rail Partnership, I would like to offer my support for the bid to the Department for Transport for additional GoLakes Funding. The Lakes Line CRP has already benefitted from GoLakes funding for initiatives including the Welcome signs, the Discover Cumbria leaflets and the important enhancements to integrated transport at Windermere railway station.

The Lakes Line CRP is keen to improve both the quality of visitor travel and also maximise the economic benefit of visitors travelling within Cumbria. Passengers on our trains include international visitors to the area as well as visitors from as far as the London and Manchester areas.

From a CRP point of view, it is important to see future developments including more "Pay as you Drive" low emission car hire at key visitor arrival points, visitor information provision and marketing campaigns. Improved onward travel and "Seamless travel" are key messages from the passengers surveyed by the CRP and the Rail User Group.

The CRP fully also supports development at the four key gateways in to Cumbria i.e. Oxenholme, Penrith, Keswick, and Carlisle, and the visitor corridors and transport hubs from these gateways that serve the major visitor destinations within the county. Rail services in the County stop at three of these gateways and the CRPs are working with the County Council and Train Operating Companies to develop better facilities at the stations and better train services.

Therefore, I am very happy to support your bid for additional funding.

Kind regards,

Jim Trotman

CRP Officer

Furness & Lakes Lines

07795507263



Craig Harrop
Client & Stakeholder Manager
Northern Rail Ltd
4 Travis Street, Ground Floor
Manchester
M1 2NF

Gemma Procter
Visitor Travel Marketing Executive
Windermere Road
Staveley
Kendal
LA8 9PL

25 March 2014

Dear Gemma,

Local Sustainable Transport Fund – See More Cumbria and the Lake District

I am writing on behalf of Northern Rail in support of Cumbria County Council and The Lake District National Park Authority's Local Sustainable Transport Fund bid.

We are particularly pleased that if successful this bid will be build on the successful Go Lakes Travel programme and expand the travel initiatives across a wide area of Cumbria and the Lake District.

We look forward to being kept informed on the progress of the bid.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Craig'.

Craig Harrop
Client & Stakeholder Manager
Northern Rail

MORECAMBE BAY PARTNERSHIP

32 Market Place, Kendal, LA9 4TN
www.morecambebay.org.uk

26 March 2014

Mark Brierley
Cycling Development Coordinator
Cumbria County Council
By email

Dear Sir/Madam

Letter in support of Local Sustainable Transport Fund See More Cumbria and the Lake District

We are delighted to write in support of your very welcome proposals to enhance sustainable travel options around Cumbria and promote the shift to low emission travel.

Cumbria has much to offer the visitor and yet there is clear evidence that visitors are more distressed by congested roads than by lousy weather. It is commendable that your bid will also offer opportunities to improve the health and quality of life for thousands of local people and visitors.

Clearly it is important for us to encourage a modal shift towards low emission travel so that visitors and locals can travel sustainably.

Your proposals to make this happen are realistic and deliverable.

We agree that the best way to encourage sustainable transport is by providing a great range of high quality options for visitors and local people.

Your proposals will deliver

- Exceptional opportunities to promote Cumbria as a green destination, and green brand enjoy great customer loyalty.
- Leadership on low-carbon travel in the region and beyond.
- A tremendous boost to the confidence and economy of the whole region.

It will bring benefits for the economy and communities.

We are pleased to have played a small part as advocates for aspects of your proposals. In developing your bid, in spite of challenging timescales, there has been really strong and sincere engagement with a wide range of interests.

We have witnessed the commitment and energy of the team behind this proposal. Their dedication is impressive and, in short, the application deserves to succeed.

The way that these proposals dovetail with other exciting programmes means that they will deliver exceptional value and offer a transformational legacy for Cumbria and the whole region.

We are proud to support this application and will be delighted to help when we can.

Yours faithfully

A handwritten signature in dark ink, appearing to read 'Susannah', followed by a long horizontal line and a small dot at the end.

Susannah Bleakley

Executive Director, Morecambe Bay Partnership

STATEMENT OF SUPPORT FOR THE LOCAL SUSTAINABLE TRANSPORT FUND – SEE MORE CUMBRIA AND THE LAKE DISTRICT BID

The Lake District landscape has many unique and special characteristics, attracting millions of visitors from far and wide each year. Our experience of working within the tourism and conservation sectors in the Lake District is that a partnership approach is essential to looking after and protecting this landscape.

We know that sustainable travel plays a key part in delivering quality visitor experiences and in keeping our landscape special for years to come.

This partnership project draws in the key stakeholder organisations in the area and tackles the need to change visitor behaviour, invest in infrastructure, provide quality information and successfully market sustainable travel opportunities. Cumbria and the Lake District is a prime area in which to develop such projects, taking in the existing and spectacular cycling offer, strong public transport links and high levels of visitor engagement. The current Go Lakes Travel Programme has gained support from a wide cross section of businesses, organisations and visitors, making real changes to how people get around the Lake District – to see this work extended across Cumbria would spread the benefits across many more businesses and help to embed sustainable travel at the heart of the responsible tourism offer in Cumbria.

Nurture Lakeland would be very happy to support further development in sustainable travel and welcomes any opportunities to collaborate in delivery on future projects. For all these reasons I fully support and endorse the See More Cumbria and the Lake District LSTF bid.



Sophie Cade
Sustainable Development Officer
March 2014



Windermere Road, Staveley, Cumbria LA8 9PL t: 01539 822622

STATEMENT OF SUPPORT FOR THE LOCAL SUSTAINABLE TRANSPORT FUND

SEE MORE CUMBRIA AND THE LAKE DISTRICT BID

As Project Development Manager for Nurture Eden I am very happy to support the bid for further revenue to build on progress made through the Go Lakes Travel Programme, especially the expansion of initiatives across the whole of Cumbria.

We have recently completed a sustainable tourism project in Eden district and believe that sustainable travel plays a key part in offering a quality visitor experience whilst conserving the special qualities of the countryside and communities in the area.

This partnership project will help to build on work already started in Eden and provide much needed funds to invest in infrastructure, provide quality information and to continue to promote sustainable travel opportunities to visitors. In particular, Eden is an ideal place for cycling with its quiet country lanes but further investment is needed to develop the cycling offer and make it accessible for more people.

I have been very impressed with the current Go Lakes Travel Programme which has supported a wide range of businesses, organisations and visitors, making real changes to people's travel options. Nurture Eden would benefit greatly from similar support so I fully support and endorse the See More Cumbria and the Lake District LSTF bid.

Karen Bentley-Brown
Project Development Manager
Nurture Eden
March 2014



British Cycling
Stuart Street
Manchester M11 4DQ

T: +44 (0) 161 274 2000
F: +44 (0) 161 274 2001
E: info@britishcycling.org.uk
britishcycling.org.uk

20th March 2014

Mr Mark Brierley
Cycling Development Coordinator
Cumbria County Council
Parkhouse Building, Kingmoor Business Park
Carlisle
CA6 4SJ

Dear Mark

Support of Cumbria and Lake District National Park LSTF bid 2015/16

This letter is to express our support of Cumbria's and the Lake District National Park's bid for funding through the Local Sustainable Transport Fund (LSTF).

British Cycling has been formally working in partnership in Cumbria since 2013 with the Go Lakes Travel programme (the Lake District National Park Authority, Cumbria County Council and Cumbria Tourism) to increase recreational cycling participation in the Lake District National Park, specifically in the Go Lakes Travel area. Through working closely with these partners, along with local tourist operators and attractions, hospitality providers, council sports development teams and the County Sports Partnership, we have ensured a solid foundation and a joined up approach to cycling promotion to visitors to the National Park.

Following a very successful first year we have expanded the programme to include new partners such as the National Trust and more local tourist attractions. As a result, the 2014 programme in the Go Lakes Travel area will grow by 25% to include more rides and more routes. In 2014/15 we will also work for the first time with Carlisle Council through a partnership with Groundwork and the Target:Wellbeing Fund. We would like to continue with our successful partnership in future years as part of this bid.

With the Olympic & Paralympic success of 2012 and Tour de France successes of 2012 & 2013, along with major events in Cumbria such as the Tour of Britain and the Tour Series, and key outdoor festivals, such as the Keswick Mountain Festival, we continue to successfully inspire further participation at grass-roots level. British Cycling will continue to work alongside partners in Cumbria in the strategic planning for cycling in the area. Therefore, a sustained partnership during 2015/16 will capitalise on the momentum and inspiration we have already and will continue to create.



LOTTERY FUNDED



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

Therefore our approach of mobilising a range of recreational cycling initiatives - such as Guided Rides, Breeze rides for women, and Social Cycling Groups - is uniquely placed to increase and sustain visitor cycling participation, sustainable travel by visitors, resident commuting and a healthy local cycling economy.

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

Yours sincerely,

Caroline Gilbert
Recreation Manager (North West)
British Cycling



Dear Mark,

I would like to formally offer our support towards LSTF bid 15/16. I think the measures put forward will build on the fantastic results already achieved by the current scheme and the ongoing projects to improve sustainable travel around the National Park.

This bid is taking the next steps to improve those essential travel corridors linking in to major transport hubs and I hope this will encourage people not only to reduce the numbers of car journeys made within the area but also offer better opportunities for people to actually travel to the area sustainably too.

Further improvements to information available and good signage are especially key areas to work on. In the 20 years Sustrans have been creating long distance routes and National Cycleway Network we understand this as being core to any change in behaviour and so we are especially pleased to see this included.

I wish you all the best with your bid.

Nikki Wingfield

Sustrans
Hanover House
30-32 Charlotte St
Manchester
M1 4FD
Nikki Wingfield
Sustrans Area Manager – Cumbria

Tel. (01900) 881048
Mobile 07825655160

Sustrans makes smarter travel choices possible, desirable and inevitable. We`re a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day. It`s time we all began making smarter travel choices. Make your move and support Sustrans today.
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Cyclewise Whinlatter Limited

Whinlatter Forest Park

Braithwaite, Keswick

Cumbria CA12 5TW

Tel: 017687-78711

E-mail: whinlatter@cyclewise.co.uk

Web: www.cyclewise.co.uk

To Whom it may Concern,

As the founder of Cyclewise with business's in both Penrith and Keswick I would like to fully endorse the Cumbria County Council DFT grant application.

Over the past 10 years our cycle training business has grown alongside the "Boom" of Cycling and we now employ over 20 staff members, have a very successful bike shop and hire centre at the best trail centre in England (Altura trail , Whinlatter Forest) are the first UK delivery centre for British Cycling and deliver Bikeability training to over 4000 children each year.

Without doubt from my own experiences of working in this industry for over a decade the whole cycling fraternity seem to be descending on Cumbria on a huge variety of bikes and we are experiencing a cycling cultural phenomenon but it needs to be sustained and managed to reach it's full potential.

A successful grant application will help achieve this and with a proven track record of aiming high and succeeding in Cycling related initiative within Cumbria not only could we continue to see the Tour of Britain riding through this beautiful part of the UK but whose knows with your help possibly the Tour de France!!

Regards

Rich Martin

Director

Gill Cycles Ltd
1 The Gill
Ulverston
Cumbria
LA12 7BJ

Tel: 01229 581116
24 March 2014

Mark Brierley
Cycling Development Coordinator
Cumbria County Council

Cumbria CC & LDNPA Local Sustainable Transport Fund Bid

Dear Mark,

We are pleased to hear of the new bid for LSTF funding, which will build on the good use made of previous LSTF funding.

Activities such as The Tour of Britain Stage in Cumbria and Sky Rides have significantly increased interest in cycling in our area. We have seen both an increase in the number of customers returning to cycling and visitors to the area using bikes, either their own, or hire bikes.

As a local cycle shop, we would like to see continued support for this type of promotion, along with revival of the Cumbria Cycleway, which in the past offered an achievable cycling challenge to less experienced cyclists, as well as showing the best of road cycling in Cumbria to visitors.

People getting about by bike tend to use cafes and pubs, as well as stopping at visitor attractions, all of which helps the tourist economy of the Lake District at much less environmental cost than touring about by car.

Yours sincerely,

Chris Stevens

Director, Gill Cycles



Project Manager
Cumbria County Council
Parkhouse Building
Kingmoor Business Park
Carlisle
Cumbria
CA6 4SJ

Arragons Cycle Centre
2 Brunswick Road
Penrith
Cumbria
CA11 7LU

Paul Marriott

As a cycle retail store in Penrith, I hear every day of the wish for safer cycle routes for families and those people who are nervous of the busy roads. If Cumbria were to receive funding for Local Sustainable Transport, I believe it will not only get more people cycling for leisure, but will enable a greater number of people to commute daily.

It is clear the Sky Rides and Breeze rides have encouraged a greater participation and a heightened sense of community, particularly in those rural areas that may be cut off from similar initiatives. There's a buzz in my shop when the new rides are published and I am seeing 'non' cyclists enjoying riding several times a week now.

Having been lucky enough to stage Tour of Britain ride in our area, it's proven there is great support in Cumbria and would be beneficial to build on this support, interest and enthusiasm from the sport to ride our wonderful and most scenic routes.

It has been great to see initiatives and spectacles such as the Tour in our area; with more support I can only see our area flourish with a healthier people as well as a greater influx of visitors to enjoy our scenic routes, take advantage of safer roads and be part of events to attract an international audience.

Yours sincerely

Sarah Graham

Arragons Cycle Centre

26th March 2014

Dear Paul and Alistair,

We support the proposals listed in your letter in relation to improving both the quality of visitor travel and to maximise the economic benefit to visitors travelling in Cumbria and the Lake District.

If we can be of further assistance then please get in touch.

Kind Regards,

Mark Loveridge
The Electric Bicycle Network

Dear Alistair,

Please accept this as a letter of our full support for the proposed Local Sustainable Transport Fund (LSTF) funding application.

Visitors (both domestic and international) to the lakes is an ever developing market and contribute significantly to Cumbria's economy. As the existing Car club operator across Cumbria – we are very supportive of this project as we firmly believe that this project will unlock the ability for visitors not to drive to the lakes and to make smarter choices about the best ways of travelling once they are there.

We are also confident that this bid will significantly help to unlock opportunities for the private sector for example through the proposed expansion of the innovative visitor 'pay as you go' model and Twizy hire network.

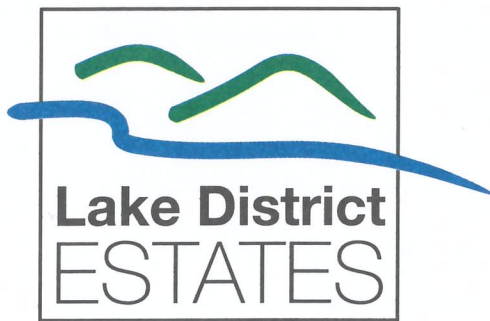
We give full consent for this letter to be used to support Lakes District National Parks and Cumbria County Council application for Local Sustainable Transport Fund.

Kind regards

A handwritten signature in black ink, appearing to read 'R.M. Falconer', is placed over a white rectangular background.

Richard Falconer

Director



MAUDLANDS
MAUDE STREET
KENDAL
CUMBRIA
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Tel: (01539) 721626

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mail@lakedistrictstates.co.uk

Rachel Bell
Marketing Manager

Ref: JW/LDE/G15

27th March 2014

Mr Alistair Kirkbride
Sustainable Transport Adviser
Lake District National Park
Murley Moss
Oxenholme Road
Kendal
LA9 7RL

Dear Alistair

Local Sustainable Transport Fund Bid

I write in strong support on behalf of Lake District Estates Co Ltd for the Local Sustainable Transport Fund Bid to extend the Go-Lakes Travel Programme Area.

Lake District Estates operates a caravan park in the Ullswater Valley, Waterfoot Park, and is currently heavily investing in improving facilities including self-catering pods, seeking to attract families and individuals for short and medium stay breaks.

The reason why Lake District Estates is so enthusiastic about this proposal is that currently our customers can only really arrive easily by car. The camping pods we have put in place at Waterfoot now provide facilities for people to come without a car as they include en-suite facilities and we have food services available. If better connectivity can be provided between Penrith Railway Station with holiday parks like ours at Waterfoot then this will significantly increase the number of overseas visitors we can attract who can arrive in the Ullswater Valley with confidence bearing in mind these improved transport links.

The Ullswater Valley is one of the most beautiful in the Lake District and whilst it has many attractions and facilities, is hampered by the limited public transport services available. We really support the need to improve the access corridor from Penrith and will play our part to encourage visitors to use these services should they be provided and should a Bid be successful.

Yours sincerely

Rachel Bell
Marketing Manager

Appendix A2

Equality Analysis



Equality Impact Assessment ' See More – Cumbria and the Lake District'

Directorate	Environment
Unit/Team	Highways and Transport
Assistant Director Responsible for EIA	Andrew Moss
Service EIA or Proposal	Proposal

Aims of the EIA

Purpose of the EIA	This EIA identifies the impact of access improvements to the project See More – Cumbria and the Lake District on gender, disability, ethnicity, age, sexual orientation, religion, socio economic status and rurality to ensure that when the strategy is implemented the scheme is usable for all.
Summary of findings	The scheme is likely to have positive or neutral impact on the different characteristics in the equality act. Any potential negative impacts will be addressed through the design and consultation process. The designs will comply with current highway design standards which address DDA issues.
Scope of the EIA: <ul style="list-style-type: none"> • One directorate • Cross directorate • Outsourced organisation 	Cumbria County Council (Environment directorate) as the highways and transport authority and Eden District Council as a scheme funding partner.

Phase 1: Gathering information

List examples of background information that you think are relevant. If carrying out an assessment of a proposal this section should include the data used to establish whether the proposal has an impact.

Type of information	Findings
Equality and Diversity Toolkit	The evidence of the Toolkit suggests little statistically significant differentiation between the areas affected by the scheme and the rest of Cumbria in relation to the equality strands.

Phase 2: Impacts

From the evidence above use this section to identify the risks and benefits according to the different characteristics protected by the Equality Act.

All/general: Any issue that cuts across a number of protected characteristics

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
Use of sustainable transport for journeys.	The project improves access to visitor journeys by sustainable transport.	Any risks will be negated at the design and implementation stages	Ensure the measures are accessible for all

Disability and health and wellbeing: All forms of disability recognised under the Disability Discrimination Act including sensory impairment, mental health, learning disabilities, mobility related conditions, conditions such as heart disease, diabetes, asthma. This also covers any impact on health and well being

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
Design of transport infrastructure	Designs will ensure that the facilities meet current DDA design standards ensuring that all users can access the facilities.	The introduction of new infrastructure may deter disabled users if inadequate provision is provided.	Ensure designs comply with DDA regulations and 'Access for all' best practice.

Gender, Transgender and Marital Status

Issue	Positive Impact or benefits	Negative impact or risks	Action Required

Ethnicity: All ethnic groups including Asian, Black, East Asian and white minority ethnic groups, including Eastern Europeans and Gypsy and Travellers.

Issue	Positive Impact or benefits	Negative impact or risks	Action Required

Sexual Orientation: including heterosexual, gay, lesbian and bisexual people

Issue	Positive Impact or benefits	Negative impact or risks	Action Required

Age: Where a person is at risk of unfair treatment because of their age group

Issue	Positive Impact or benefits	Negative impact or risks	Action Required

Religion/belief: all faiths including Christianity, Islam, Judaism, Hinduism, Buddhism, Sikhism and non religious beliefs such as Humanism

Issue	Positive Impact or benefits	Negative impact or risks	Action Required

Socio-Economic Status: This can include people on low incomes, as well as issues around rural and urban deprivation

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
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Low income groups – no access to a vehicle to travel around Cumbria	Provision of sustainable transport options at key gateways and along key corridors will provide more choice, allowing such groups to access a greater range of destinations.	Travel by non-car mode may still be too expensive.	Liaise with transport operators to offer reduced prices / discounted tickets.
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Community Cohesion: This is where a decision or a change to services may risk creating tensions between community groups in a local area.

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
New infrastructure e.g. cycle routes	Brings people in to an area, resulting in benefits such as increasing spend and creating jobs.	Could cause tension between community members/groups, leading to difficulty in implementing schemes.	Early consultation with local community.

Phase 3: Action Planning

Based on actions raised in the action required box above

Area for further action	Actions proposed	Lead officer	When	Resource implications	Outcome
Liaison with transport operators	Consultation over reduced / discounted tickets to allow more people to travel sustainably	Project Lead	Early on in the programme	All included in the programme and budget estimates.	Aim for more people across the socio-economic groupings to access sustainable transport
Consultation	Consult with residents and businesses	Project Lead	Early in scheme design / development	All included in the programme and budget estimates.	Concerns of residents and visitors are considered in the design and the risks of poor

					community cohesion are minimised.
DDA compliance	Ensure designs comply with DDA regulations and 'Access for all' best practice.	Project Lead	Start of scheme design	All included in the programme and budget estimates.	No access issues. Measures are inclusive for all.

Quality Assurance and EIA completion

Date completed	12 th March 2014
Lead officer	Allan McNicoll
EIA taken through Directorate Equality Group/or DMT	Tba
Have staff been involved in developing the EIA?	Yes
Have community organisations been involved?	No
Date of latest update of EIA	12 th March 2014

Appendix A3

Cumbria Local Enterprise Partnership – letter of support

Andy Brown,
Senior Manager Strategic Asset Management,
Cumbria County Council,
Parkhouse Building,
Baron Way,
Kingmoor Business Park,
Carlisle, CA6 4SJ

28 March 2014

Dear Andy,

2015/16 LSTF Revenue Bid – See More Cumbria and the Lake District

I am pleased to offer the LEP's support for your LSTF partnership bid with the Lake District National Park Authority for the See More Cumbria and the Lake District project.

The bid strongly aligns with Priority 3 of the LEPs Strategic Economic Plan; "Vibrant Visitor and Rural Economy" and will help to grow the visitor economy particularly for international visitors through significantly improving the quality of connectivity by sustainable transport between the key transport gateways in Cumbria and the international visitor destinations. As highlighted in the SEP there is a need to ensure that Cumbria and the Lake Districts growth as a world class visitor destination can continue, without detrimental impact on its outstanding natural environment.

Please keep us informed of progress.

If you do require anything further, please do not hesitate to contact us.

Yours sincerely

A handwritten signature in black ink, appearing to read "George Beveridge". The signature is fluid and cursive, with the first name "George" and the last name "Beveridge" clearly distinguishable.

GEORGE BEVERIDGE
Chair

Cc: Stephen Broughton, Katie Milbourn, Stewart Young

Appendix B1

Logic Map

Barrier or problem		Solution	Scheme					
			1. PAYD low -e vehicle hire	2. Twizy hire network	3. Corridor travel plans	4. Corridor transport service support	5. Visitor information and signage	6. Marketing & promotion
Pre-planning access to main destinations & attractions in the Lake District & Cumbria	Recognising the Lake District & Cumbria as a destination where transport and access is high quality	Ensuring that marketing and promotion give the right image, comprise appropriate elements and sell the offer effectively						✓
	Promotion & marketing generally focusses on attractions rather than how to get to them	Balance marketing & promotion materials to ensure the whole visitor offer is represented						✓
	Promotion & marketing generally focusses on individual attractions rather than clusters for a day out or extended visit	Ensure promotion & marketing is designed to "sell" high quality experience that starts from visitor demands						✓
	Style and brand of promotion & marketing inconsistent and confusing	Critically evaluate the branding used so that it contributes to positive messaging about travel and access						✓
Approaching the Lake District & Cumbria	Fragmented transport services	Integrate services; present services as better integrated through ticketing and joint promotions			✓	✓		✓
	Lack of appropriate infrastructure & facilities at gateways	Ensure infrastructure, facilities and information is appropriate to enable and promote seamless travel to destinations	Included in complementary LEP & ESIF proposals					
	Poor quality, absence or wrongly focussed information & orientation on approach and at gateways	Ensure orientation (about the location relative to possible destinations) & information (relating to onward travel and destination exploration) is appropriate for the demands of the target visitor markets					✓	
	Poor quality of transport services	Enhance quality (frequency, routing, vehicle age and fit-out, vehicle type etc)	✓	✓		✓		

	Ticketing: fragmented & deals not generally designed for international visitors	Ensure ticketing (route via different services; assemblage of transport & attractions) reflects visitor demands			✓			✓
	Ticketing: Lack of information about ticketing and costs	Ensure ticketing options and costs are simple and clearly presented in promotion & marketing					✓	✓
Traveling around and exploring the destinations	Poor quality, incomplete or fragmented infrastructure	Ensure infrastructure is appropriate and of high quality to attract visitors to use it and hence enable and promote seamless travel to destinations	Included in complementary LEP & ESIF proposals					
	Poor quality information (design & branding)	Ensure information (design, branding, content, method of communicating) is what the target user markets demand			✓		✓	
	Lack of information about services, costs & deals	Ensure information includes clearly presented costs and suggested experiences that are tailored to the target markets			✓		✓	✓
	Poor quality local transport services	Enhance quality (routing, vehicle age and fit-out, vehicle type etc)	✓	✓	✓	✓		
	High cost of transport services	Creation of market-targeted integrated "experience" ticket deals Clear marketing of deals;			✓			✓
	Perceived high cost of services							
	Perception that travelling around destinations is dangerous due to narrow, twisting lanes	Provide safe, continuous routes; develop events and guiding			✓		✓	
	Difficulty in route-finding or knowing best routes in a non-familiar place	Well-designed, user-led information design & route signage			✓		✓	
	Lack of confidence in using unfamiliar transport modes	Guided rides & guiding; good quality information	✓		✓			✓

Appendix B2

Economic Appraisal Report

Economic Appraisal Report

1 Introduction and overall project aims

The proposed package builds on current LSTF programmes and expands them to address the issue of international visitors. The aim is to encourage sustainable means of travel for existing overseas visitors and to encourage and cater for growth while minimising environmental impact. To this end there are a series of key objectives for this bid which have guided this appraisal:

- 1 Provide and market sustainable travel for international visitors, given the need to improve the tourism balance of payments account nationally and locally, and the LEP aims for economic growth.
- 2 Provide sustainable transport choices which enable such growth without damaging the special environment of the LDNP.
- 3 Build on the work of the original LSTF projects to ensure that UK visitors and local communities have maximum access to high quality alternatives to car use.
- 4 Support flagship projects on cycling, both in terms of the routes available and a range of events to break down the barriers to cycling, including the Tour of Britain and 30 Skyrides.
- 5 Create and promote a quality margin in terms of the visitor experience of transport.
- 6 Ensure that the employment generated by increased tourist spending is serviced by sustainable means, including travel to work.
- 7 Ensure that the collateral benefits from improving the international visitor experience and making it more sustainable are captured for local communities.

To reflect this, the following table summarises the benefits (and potential disbenefits) to the different user groups which will be included in the appraisal.

Abbreviated Assessment Summary Table

	Local economy	Carbon/pollution	Health	Congestion
Leisure visitors				
International new	Moderate benefit	Small disbenefit *	N/A	Small disbenefit *
International existing	Neutral	Small benefit	N/A	Neutral
UK new	Moderate benefit	Small disbenefit *	Moderate benefit	Small disbenefit *
UK existing	Neutral	Small benefit	Moderate benefit	Small benefit
Other travellers				
New employment	Moderate benefit	Neutral	Moderate benefit	Small disbenefit *
Existing travel (all purposes)	Moderate benefit	Small benefit	Moderate benefit	Small benefit

* Small overall disbenefit from extra travel but reduction caused by package is counted as a benefit

The LSTF guidance says that the DfT wishes to have information where possible to calculate BCRs for individual elements and for the overall package, and this report is designed to meet this requirement. In innovative revenue-based bids such as this one, not all of the usual elements of costs and benefits are present. Where they are, they have been identified and put through Webtag compliant processes as far as possible. There is also an indication of areas of uncertainty, but the aim was to produce Benefit to Cost Ratios for monetised elements and a qualitative assessment for

other costs and benefits. The results follow Webtag guidelines and provide support for the scheme impact proformas.

There are four broad categories of scheme in the bid in terms of appraisal:

- 1 Attractive Low Emission Vehicle (LEV) hire both for standard size cars and smaller local runabouts (Twizys), especially for visitors from overseas. Many of these will be based in London or another city and be looking for a more rural destination as part of their stay. They are unlikely to have a car for their longer distance travel, but could be attracted to hire points at the main rail hubs and more locally for the option that the Twizy offers. This is useful in terms of moving between a number of attractions in a limited time using a unique form of travel.
- 2 The first stage of creating and marketing an attractive new cycle route – the Cumbria Way – initially signing quiet roads and other routes together, but capable of incremental improvement in future years.
- 3 Sustainable travel planning in relation to the new and existing schemes, including information based on the hubs and corridors developed for LSTF Phase 1, marketing of new and existing cycle schemes, creating travel plans based on the three corridors in Phase 1: Windermere, Ullswater, and Borrowdale.
- 4 Support for one large scale (Tour of Britain) and a range of smaller scale cycling events (Skyrides) which have:
 - i. Direct local economic benefits through spend during the event
 - ii. Indirect benefits in terms of improved marketing of cycling and the area as a whole
 - iii. Benefits in terms of supporting other policies, for example helping to improve the image of cycling within the context of the travel planning package.

As well as the bid document and the proformas, this report sets out the monetised costs and benefits in a way compatible with other transport appraisals. It should be noted we have not used 60 year appraisals as is usually the case, but different periods between 4 and 20 years, to reflect the reasonable lifespan of the initiatives. Build up and fade factors have been included where appropriate. This is a cautious approach in relation to the cycle route, which may well have longer term impacts more comparable to other infrastructure schemes.

On this basis, the four packages of schemes have benefits as set out below in terms of BCRs. It should be noted that no additional economic impacts have been calculated, although there will be significant local economic benefits from increased visitor spend. These are discussed in each section below. A summary of the BCRs is as follows:

LEV hire	2.92	(10 year appraisal)
Cumbria Way	8.73	(20 year appraisal)
Travel planning/marketing	8.1	(4 year appraisal)
Cycle events	This is mainly visitor spend + synergy with travel planning, but the benefits for 2013 were in excess of £1million and the contribution sought is £75,000.	
Overall	4.3	(Low of 3.8, High of 4.5)

2 Benefits from the proposed electric vehicle hire fleet

Introduction

Identifying benefits from this in a way comparable to more conventional transport schemes is difficult because time savings are not the key component of the analysis. Instead, there are two main sources of benefit:

- Savings in fuel/energy costs to the user (capable of inclusion in a Transport Economic Efficiency (TEE) table, or a Benefit to Cost Ratio (BCR), using Webtag values)
- The impact on the local economy (in terms of enabling increased spend from users who hire vehicles, in particular overseas visitors who will not have their own car available). These will be translated into jobs and thus Gross Value Added (GVA). According to Webtag advice (for example see guidance on dependent development, Unit A2.3) any money values for this benefit are not to be included in the TEE/BCR, but should be included in the Assessment Summary Table (AST).

This is a complex area and the more so because this is an innovative project, however it is possible to work using Webtag guidance to produce some monetised benefits under both headings.

All terms are taken from a standard TEE Table.

Underlying assumptions for this appraisal

1 Delivery partners (transport providers) will be existing hire companies. They will make a financial contribution of £100,000 to the standard sized LEV hire vehicles and £50,000 to the Twizy fleet. The latter reflects the higher level of uncertainty.

2 Annualisation factors and assumed use has been calculated as follows. Allowance has been made for seasonality reducing the distance travelled per year per hire vehicle to:

- Standard LEV: 15,000 kms (150 day hires @ 100 kms)
- Twizy: 8,000 kms (100 days @ 2 hires of 40 kms each)

Given the innovative nature of the scheme this is a conservative approach – for example the LEV which replaces a standard hire vehicle is assumed to undertake significantly fewer annual kilometres than most car hires. While exact figures are difficult to obtain for commercial reasons, the average for all company owned cars is over twice that assumed (31,000 kms p.a.).

The Twizys have a different pattern of use, for example are currently hired at Coniston by the hour. We have assumed a shorter season due to the open nature of the vehicle and an average of two hires a day, one of 1 hour, 1 of 2 hours. This allows for full utilisation on busy summer weekends and some zero hires on the shoulders of the season. The range is about 55 kilometres but there is a network of recharging points if hired for longer journeys. Given the distances between attraction points in the National Park (local authority calculations estimate around 25 kms), the annual kilometres above are considered reasonable. The current Twizy use data over a year shows a slightly different pattern, with more full half day hires. This would result in higher benefits - the distance travelled is in line with the spreadsheet estimates, but the income is significantly higher. This is largely because of occasional hires outside the season we have assumed. Again this indicates a conservative estimate.

3 Non-fuel vehicle operating costs are assumed to be recouped as part of the hire charge, plus the cost of one full time equivalent job and a margin for profit. In terms of appraisal, there will be a benefit to private providers and a balancing cost to private users. Similarly there will be a profit element for providers and a balancing loss for users.

4 Fuel/energy costs can be calculated using Webtag formulae, however these were not compatible with the calculations for lost tax revenue which the TEE table needs to be shown separately. Therefore a simpler method using current market prices averaged across petrol and diesel was used. This produced more realistic estimates of fuel cost savings of £435,325 with tax losses of £261,850 (2015 prices undiscounted). For the BCR the benefits have been discounted at the standard rate of 3.5% per year.

5 Carbon savings were calculated on the basis that low emission vehicles would be purchased in 2015 and operated for 10 years. The comparator vehicle was thus assumed to achieve current levels of efficiency for new vehicles (not the UK fleet average which would have exaggerated the savings) as in the latest SMMT report. It is thus a conservative estimate.

6 Since the bid and most of the inputs were in current prices, rather than reducing prices to 2010 for the Net Present Benefit (NPV) calculations, the carbon cost was uprated from 2010 to 2015. This used the GDP predictions in the latest GDP deflator tables.

7 The capital cost of the vehicles and setting up the programme is clearly recouped at least in part through the hire scheme charges. The closest equivalent is the Webtag "provider income" entry. One issue is predicting the provider costs other than the vehicle (which is included in the scheme costs) and avoiding double counting. The main investment is treated as capital for the purposes of assessing a BCR, but could also be considered as a revenue payment to the provider.

8 There is an additional 10% gross cost deduction for overheads despite the low operating costs of electric vehicles (for example the Twizy usually comes with a 4 year warranty/maintenance package included).

9 For calculating the hire charge and total income, local rates (including Windermere and Coniston) for conventional cars and the existing Twizys have been used. A conservative approach has been used to calculate income with a short hire season and hourly hire pattern of use for the Twizys.

10 One Full Time Equivalent (FTE) job is created and the cost (including overheads) has been deducted from provider income for the TEE, but should reappear as a dependent employment benefit in any consideration of wider economic impacts and GVA. This should have the appropriate multiplier applied.

11 In terms of build up of demand, the first season is assumed to operate at 50% of capacity for both EVs, in year 2 the standard LEV is at the full predicted level, Twizys at 75% of forecast, growing to full forecast by year 3.

3 Benefits from the travel planning initiatives

The approach to this has used Webtag guidance, in particular from the following units:

Modelling Smarter Choices, Unit M5.2

Active Mode Appraisal, Unit A 5.1

TAG data book

Marginal External Costs, Unit 5.4.

This element of the bid has a total value of £541,850. It represents 54% of the total bid and contains measures to bring together the individual initiatives and to build on existing LSTF programmes, and the cost of overall programme co-ordination and management.

In assessing the benefits we have not included those directly associated with the LEV hire schemes (mainly greenhouse gas and resource cost savings from lower fuel consumption) or the Cumbria Cycleway (mainly health benefits). These schemes, together with support for local cycle activities, have fed into the assumption made for the effectiveness and benefits profile (build up and fade). On the latter, this part of the bid impact has a different profile and much shorter profile from elements which have a longer lasting programme. Thus the LEV scheme is assessed over 10 years with a build up of two years, the cycle way has a build up of one year but benefits over 20 years and the travel planning element has a 4 year benefit profile as follows:

Year 1	50% impact
Year 2	Full impact
Year 3	50% impact
Year 4	25% impact

A spreadsheet is being supplied with this report showing the full workings, but these are summarised as follows.

1 TEMPRO 6.2 was used to identify relevant zones and car driver trip numbers for 2015 were identified for attractions. These formed the basis of the trip calculations. The TEMPRO Zones used are listed below:

Rural Allerdale
Keswick
Rural Copeland (part)
Eden
Rural South Lakeland
Kendal
Windermere
Ambleside

2 The TAG data book was used to identify proportions of trips by time of day and day of the week. The nearest local equivalent was used (North West region 2015). In order to simplify matters the main recreational impacts were assumed to be at the weekends, the main commuter planning impact in the morning peak (assumed 60% of total am peak traffic).

3 The trips were transformed into kilometres by using NTS averages for commuter (14.49km), and for the other uses we used the overall average (11.7). Comprehensive local values for these trips in the LDNP are not available and would be difficult to collect given the large area to be covered. It might be reasonable to expect a higher value for the leisure trips, but again we have taken a cautious approach.

4 The Modelling Smarter Choices Unit was used to benchmark the impact on car use – we have used a range from 30% to 60% of the maximum effectiveness. For commuters the maximum reduction is 18%, the other measures used the maximum value for travel awareness, 8%. This is the lowest of the three set out in guidance. New full scale variable demand modelling including walking and cycling is clearly not justified in this case since it would almost certainly cost much more than the amount being bid for, and would take years rather than months.

5 Given the need for proportionality in the guidance, the Active Travel Unit method of using average marginal external car costs (MEC) was adopted. This refers to the TAG data book but the tables give some problems for this particular type of area in relation to the following:

- the high impact of congestion (less relevant for many of the LDNP road network at present)
- the even higher impact of loss of indirect tax revenue (i.e. loss of fuel duty and VAT)
- the wide variation between rural road types and between rural roads and non-rural.

6 We consider that using the congestion costs would tend to exaggerate the benefits due to the rural nature of the Park. This is not to say that there is no congestion, or that it will not increase in future if nothing is done. However it is difficult to estimate a figure compatible with conventional appraisals due to the seasonal and daily variability. The use of indirect taxes as a deduction from external costs becomes very important when congestion costs are removed, and deserve further attention.

7 The loss of tax revenue is well understood and occurs because fewer car kilometres mean less fuel bought and less fuel duty and VAT collected on that fuel. This is a loss to central Government and a gain to private users. In conventional appraisal the savings to users are calculated on the basis of the market price of fuel, and then the tax is counting as a cost. In other words only the resource cost saving (the price of the fuel) is actually counted as a benefit. In the TAG data book the market price cost saving to users was not in the marginal cost estimates and would be assumed to be included elsewhere in the appraisal. This would, by definition, be larger than the tax loss – currently the tax loss is about 80p per litre, the resource cost is about 48p per litre. We have therefore counted both the tax loss and resource saving.

8 A summary of the results from the spreadsheet is set out below.

Proportion of total trips (7 days) and total kilometres affected by travel planning measures

Commute @60% + return			0.192
Sat/Sun % total			0.253
9% reduction in car driver commute			1.7%
4% reduction in off peak car driver mode			1.0%
Ave journey length saved using NTS Table 0405-1			
Commute	Ave 14.49	Kms saved	3129234
Weekend	Ave 11.27	Kms saved	1881572

While the exact level of transfer to sustainable modes is not precisely predicted, we have assumed a 25% switch to cycling. This is still modest – for example only 148 extra commuter cyclists across the whole area in the morning peak. Since the routes taken are not modelled, we have only taken health benefits into account. Otherwise the calculation uses the same spreadsheet model as the Cumbria Cycleway.

Monetisation and simplified BCR

Cost		£541,850
Car marginal cost reductions	£1,286,212	
Cycling health benefits	£3,101,060	
Total	£4,387,271	
	BCR	8.1

With 30% effectiveness for the travel planning measures the BCR falls to 7.1, with 60% effectiveness it rises to 8.6. The package would appear to have a BCR in the Very High category.

4 Benefits from the Cumbria Cycleway

This project has a full feasibility report from 2009 which has formed the basis for the assessment. Since this is mainly a leisure route which will form part of an active travel package, we have assessed it by transforming the annual usage figure into a daily figure and then using conventional health benefit calculations based on HEAT. There are also a small number of benefits from journey quality, in line with guidance, these have been reduced using the rule of half. There were no details of how far alternative tourist activities involving other modes would have reduced accidents, nor a detailed route survey which would allow for changes in accidents to cyclists to be calculated. For this reason both were omitted.

Given that the cycle route is intended to be developed in the longer term with capital infrastructure, we have assumed a 20 year benefit stream, with all benefits discounted at the standard rate of 3.5%, and with a build up profile as follows:

Benefit build up			
Year 1	2	3	4
0	35%	75%	100%

The overall BCR from the spreadsheet is 8.73.

5 Benefits from the Cycling Events

Tour of Britain (ToB)

As might be expected this has been subject to a thoroughgoing economic analysis which includes both spending and a Gross Value Added (GVA) approach. The Carlisle to Kendal section has its own

analysis (Economic Impact of the 2013 Tour of Britain Stage 2 – Carlisle to Kendal: Frontline Economics) which includes deductions for:

- Leakage (non-local expenditure)
- Displacement (an allowance for reductions in expenditure elsewhere in the UK economy)
- Deadweight (an allowance for displacement from expenditure in the local economy)

For Carlisle and Kendal it also uses a multiplier at the lower end of the range (1.3). It did not include any traffic assessment for congestion.

The overall conclusions are that the Kendal section alone achieved economic benefits of £511,000, and Cumbria wide benefits (including that figure) of £4,125,000. GVA calculations showed a net employment gain of 7 jobs in the Kendal area and 55 across Cumbria as a whole.

Given that this has additional unquantified marketing benefits in association with other cycling and travel plan initiatives, the expenditure of £75,000 will have an economic return which would put any BCR in the “Very High” category.

Skyrides

These are typical of the supporting activities which are critical to capturing the longer term mode switch benefits of an event such as ToB. Such long term transport benefits were not calculated by the ToB economics report. In the same year as the 2013 ToB, 30 such rides were undertaken with an average attendance of 11 cyclists per ride.

Such initiatives provide an important link between major events and local peoples’ progression from occasional cycling to regular, and hopefully to frequent (including commuter) bike use. Unpicking individual elements of a package are always difficult, however the British Cycling analysis is that even without synergy with other travel planning and cycling initiatives, the benefits exceed the costs. To refine this value further we have included it to improve the level of achievement of the other elements in the package in the benchmarking approach above.

Conclusions

Overall the package has a number of elements which are mutually supportive, and extend the reach of the LSTF programme towards sustainable international tourism. There are many economic benefits to this, especially visitor spend, which are not included in normal transport appraisal. However, realistic assessments of savings for carbon, reduced transport costs, and health benefits are sufficient to provide confidence of the high value for money of the 2015/16 package. There are no time saving benefits included.

Since all the costs and benefits are discounted to a common base year (in this case 2015), an overall BCR can be calculated, despite different benefit periods. The overall central estimate is 4.3. The travel planning benefits, which have some uncertainty attached to them, have been tested at lower and slightly higher levels of achievement (30% and 60% of benchmark, rather than 50% for the central estimate). This produces a low BCR estimate of 3.8, and a high of 4.5.

The report and associated spreadsheets give confidence that monetised benefits alone provide a strong economic case for the package and its individual elements.

Marginal cost reductions from travel planning
Based on benchmarking and marginal cost tables from Webtag

Ave marginal cost per km NW region			Ave Weekday	TEMPRO data	Prods	Attracts	Compare to Cumbria total	
	2015	2020		Rural Allerdale	34640	28602		
Non M or A Rural Road	0.03	1.6		Keswick	4184	4906		TEMPRO Ave weekday
Webtag data book A5.4.4				Rural Copeland (part)	3490	2569		
				Eden	48069	52481	416114	422341
New daily cycle trips @25% of transfers				Rural South Lakeland	44846	45042	0.410091946	0.422999425
Commute	148			Kendal	25575	32633		
Leisure	114			Windermere	7164	8939		
	262			Ambleside	2677	3478		
					170645	178650		
Regional time of day/day of week proportions				Extract	Detailed marginal costs from Webtag data book A5.4.4			
Webtag data book A5.4.3				2015 @ 2010 prices	Rural			
2015 % total am peak		0.160		Cost type	Motorways	A roads	Other Rds	
Commute @60% + return		0.192			0	0.4	0.2	
Sat/Sun % total		0.253			0	1.2	1.4	
9% reduction in car driver commute			1.7%					
4% reduction in off peak car driver mode			1.0%	Congestion: 5	0.7	3.5	7.2	
Ave journey length saved NTS Table 0405-1				categories	17.5	47.8	32.7	
Annual Commute	14.49	Kms	3129234		74.8	124.6	139.2	
Annual Weekend	11.27	Kms	1881572		1.1	2.4	3.2	
Use Non-M, A rural road Savings Es	Commute		93877	Infrastructure	0	0.1	0.1	
	Weekend		56447	Accident	0	0.7	0.7	
			150324	Local Air Quality	0	0	0	
				Noise	0	0	0.1	
				Greenhouse Gases	0.9	0.8	0.8	
Use Non-M, A rural roads ave				Indirect Taxation	-5.1	-4.7	-4.6	
Adjusted for fuel resource cost			59590307	Total	-3.1	-0.7	0.3	Sum
				Without congestion				Average for appraisal
Travel plan package cost, including all central and local g			541850	or indirect tax	0.9	1.6	1.7	3.3
Excluding Value in kind			Discount rat NPV	Amendments				1.65
	Year 1	50% impact	1.000 29795153	Fuel cost	12.1	12.1	12.1	
		Full impact	0.966 57575176	New total	9.0	11.4	12.4	23.8
		50% impact	0.934 27814095					11.9
		25% impact	0.902 13436761					
			0.871					
			128621185	Fuel resource saving				
				I/km		At market price		
				2015	0.091	0.121		
				2016	0.088	0.117		
				2017	0.085	0.114		
				2018	0.083	0.110		
				2019	0.080	0.107		
BCR	4 years		8.1					
				Cycling benefits				
Range BCR				New daily users				
Low 30% achievement	3,872,787		7.1	Commute	147.9165542			
High 60% achievement	4,644,514		8.6	Leisure	114.3520785			
					262.2686327			
				Health benefits (Discounted)	2813969.882			
				Upated to 2015 prices	3101059.467	1.102		
Overall BCR								
Total bid	1,000,850							
Local contribution	30,000							
	1,030,850	1030850						
Total benefits								
LEV	2,061,700							
Cumbria Cycleway	951,842							
Travel planning	4,387,271	4387271						
BCR			4.3					
Low	3,872,787		3.8					
High	4,644,514		4.5					

Scheme Information

	Distance (km)	Time
Overall Length (in km)	n/a	
Scheme Type		
Length per type of facility	Distance	
Off-Road Cycle Track		0.00
Off Carraigeway Cycle Path	0.000	
On Carraigeway Cycle Lane	0.000	
Signed only		0.00
Length per Location		
Urban		
Rural		0.00

Scheme Name	Travel planning			
	Moderate	High	Very High	
Negative scores	x	xx	xxx	
Neutral/slight	-			
Positive scores	✓	✓✓	✓✓✓	

Meeting Policy Objectives

LSTF	Economic Growth	Climate Change	Wider Economic Benefits	Promoting Health & Physical Activity	Total
	✓	✓✓✓	✓✓	✓✓✓	✓✓
	Promoting Safety	Improving Local Environment			
Level of Service	✓	✓✓			

Value for Money

			1st Year Benefits		Annual growth first 5 years		Annual growth to 20 years		
Objective Categories, Benefits			Daily Users	Annual Users	2nd Year	5th Year	10th year	20th year	60th Year
	Annual Users Benefits								
Estimated Number of Cycling trips (average per day)	New users		262	14,000	14,140	14,700	15,400	16,800	
	Existing users		0	0	0	0	0	0	
	Total users		262	14,000	14,140	14,700	15,400	16,800	22,400
Accident savings on new cycling facilities (No. per year)	Existing Number of								
	Fatal		0.00	£ -	£ -	£ -	£ -	£ -	£0
	Serious		0.00	£0.00	£ -	£ -	£ -	£ -	£0
	Slight		0.00	£0.00	£ -	£ -	£ -	£ -	£0
Health savings of cyclists	NHS Savings			£7,414.60	£ 7,488.75	£ 7,785.33	£ 8,156.06	£ 8,897.52	£11,863
	Productivity Gains			£12,492.16	£ 12,617.08	£ 13,116.77	£ 13,741.38	£ 14,990.59	£19,987
	Reduced Mortality			£127,063.81	£ 128,334.45	£ 133,417.00	£ 139,770.19	£ 152,476.57	£203,302
Pollution (reductin in single car trips per km)	Urban		£0.00	£0.00	£ -	£ -	£ -	£ -	£0
	Rural		£0.00	£0.00	£ -	£ -	£ -	£ -	£0
Congestion (reduction in single car trips per km)	Urban		£0.00	£0.00	£ -	£ -	£ -	£ -	£0
	Rural		£0.00	£0.00	£ -	£ -	£ -	£ -	£0
Estimating the Journey Ambience impacts of new cycling facilities	segregated cycle track	New						£ -	£0
		Existing						£ -	£0
	Off-Road shared use path	New						£ -	£0
		Existing						£ -	£0
	On-road cycle lane	New						£ -	£0
		Existing						£ -	£0
	Signed	New						£ -	£0
		Existing						£ -	£0
	Bus lane	New	£0.00	£0.00	£ -	£ -	£ -	£ -	£0
		Existing	£0.00	£0.00	£ -	£ -	£ -	£ -	£0
			£0.00	£146,970.57	£148,440.28	£154,319.10	£161,667.63	£176,364.68	£235,152.91

BCR calcs in travel plan work sheet

Costs	Growth rates	1.01	1.05	1.10	1.20	1.60
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Construction
Maintenance
Total Net Present Costs

Discounting and BCR

Mortality benefits
Conversion to 2010 prices

Convert to 2010

GDP deflator	
2010	97.978
2002	80.757
Conversion factor	1.213244672

Cost to Benefit Ratio 20 yr

Discount PVB +
Uprate for GDP growth

Uprate for trip growth

GDP uprate
(TAG unit 3.5.6)
Updated Jan 2014

Overall Scoring

BCR						2.4%
Policy Objectives	2035	£123,386.41	20%	£148,063.69		2.4%
Level of Service	2034	£124,758.75	19%	£148,462.92		2.3%
	2033	£126,274.04	18%	£149,003.37		2.4%
	2032	£127,678.51	17%	£149,383.85		2.4%
	2031	£129,098.59	16%	£149,754.37		2.4%
	2030	£130,534.47	15%	£150,114.64		2.5%
	2029	£131,853.00	14%	£150,312.42		2.5%
	2028	£133,184.85	13%	£150,498.88		2.5%
	2027	£134,530.15	12%	£150,673.77		2.5%
	2026	£135,889.04	11%	£150,836.83		2.5%
	2025	£137,261.66	10%	£150,987.82		2.5%
	2024	£138,648.14	9%	£151,126.47		2.4%
	2023	£140,190.23	8%	£151,405.45		2.4%
	2022	£141,749.47	7%	£151,671.94		2.4%
	2021	£143,326.06	6%	£151,925.63		2.4%
	2020	£144,920.18	5%	£152,166.19		2.8%
	2019	£145,941.78	4%	£151,779.45		2.8%
	2018	£146,970.57	3%	£151,379.69		2.8%
	2017	£51,439.70	2%	£52,468.49		2.8%
	2016	£51,439.70	1%	£51,954.10		2.7%
Total PVB		£2,539,075.30		£2,813,969.96		

Benefit build up

Year 1	2	3	4
	35%	75%	100%

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Count	202	203	203	203	203	203	203	207	207	208	208	204	206
points													
Pedal	4,578	4,092	3,790	3,815	3,448	3,083	3,816	3,608	4,406	4,844	4,721	4,740	4,554
Cycles													
Motorcycl	17,676	17,259	20,416	23,857	21,145	20,646	20,423	18,213	18,113	18,070	15,677	15,957	15,251
es													
Cars	1,830,116	1,822,184	1,884,437	1,924,030	1,944,177	1,926,273	1,930,662	1,906,605	1,880,287	1,922,180	1,872,279	1,854,091	1,880,978
Buses &													
Coaches	20,006	19,965	19,701	19,160	18,325	17,689	23,160	18,014	17,812	19,199	20,144	20,333	21,996
Light													
Goods	245,877	250,018	259,614	276,922	290,288	302,604	309,556	323,188	311,312	319,206	321,281	328,167	342,521
Vehicles													
All HGVs	315,790	321,977	311,583	282,477	310,133	303,966	301,381	315,322	317,698	295,071	292,510	292,570	276,586
All Motor													
Vehicles	2,429,464	2,431,401	2,495,737	2,526,426	2,584,059	2,571,165	2,585,183	2,581,347	2,545,238	2,573,729	2,521,870	2,511,100	2,537,281

All Motor Vehicles traffic on major roads, 2000 to 2012

Overall Length (in km)		Distance (km)	Time
		305.000	19.06
Scheme Type			
Length per type of facility		Distance	
Off-Road Cycle Track			0.00
Off Carriageway Cycle Path		0.000	
On Carriageway Cycle Lane		0.000	
Signed only		305.000	19.06
			19.06
Length per Location			
Urban			
Rural		305.000	19.06

	Moderate	High	Very High
Negative scores	x	xx	xxx
Neutral/slight	-		
Positive scores	✓	✓✓	✓✓✓

LSTF	Economic Growth	Climate Change	Wider Economic Benefits	Promoting Health & Physical Activity	Total
	✓	✓✓✓	✓✓	✓✓✓	✓✓
	Promoting Safety	Improving Local Environment			
	✓✓	✓			
Level of Service	✓✓				

			1st Year Benefits		Annual growth first 5 years		Annual growth to 20 years		60th Year		
Objective Categories, Benefits			Daily Users	Annual Users	2nd Year	5th Year	10th Year	20th year			
	Annual Users Benefits										
Estimated Number of Cycling trips (average per day)	New users		88	14,000	14,140	14,700	15,400	16,800			
	Existing users		0	0	0	0	0	0			
	Total users		88	14,000	14,140	14,700	15,400	16,800	22,400		
Accident savings on new cycling facilities (No. per year)	Existing Number of										
	Fatal		0.00	£ -	£ -	£ -	£ -	£ -	£ -	£0	
	Serious		0.00	£0.00	£ -	£ -	£ -	£ -	£ -	£0	
	Slight		0.00	£0.00	£ -	£ -	£ -	£ -	£ -	£0	
Health savings of cyclists	NHS Savings			£2,476.25	£ 2,501.01	£ 2,600.06	£ 2,723.88	£ 2,971.50	£3,962		
	Productivity Gains			£4,172.00	£ 4,213.72	£ 4,380.60	£ 4,589.20	£ 5,006.40	£6,675		
	Reduced Mortality			£42,435.43	£ 42,859.79	£ 44,557.20	£ 46,678.97	£ 50,922.52	£67,897		
Pollution (reductin in single car trips per km)	Urban		£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
	Rural		£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
Congestion (reduction in single car trips per km)	Urban		£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
	Rural		£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
Estimating the Journey Ambience impacts of new cycling facilities	Off-road segregated cycle track	New	£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
		Existing	£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
		New	£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
		Existing	£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
	Off-Road shared use path	New	£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
		Existing	£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
		New	£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
		Existing	£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
	On-road cycle lane	Existing	£0.00	£0.00	£ -	£ -	£ -	£ -	£0		
		New	£3.94	£630.00	£ 636.30	£ 661.50	£ 693.00	£ 756.00	£1,008		
		Signed	New	£0.00	£0.00	£ -	£ -	£ -	£ -	£0	
		Existing	New	£0.00	£0.00	£ -	£ -	£ -	£ -	£0	
Bus lane	Existing	£0.00	£0.00	£ -	£ -	£ -	£ -	£0			
			£866.25	£49,713.68	£50,210.82	£52,199.37	£54,685.05	£59,656.42	£79,541.89		

0

Construction	£135,000.00
Maintenance	
Total Net Present Costs	£135,000.00
Convert to 2010	<u>£109,017.86</u>
Cost to Benefit Ratio 20 yr	8.73

2015	£130,275.00
2014	£125,715.38
2013	£121,315.34
2012	£117,069.30
2011	£112,971.87
2010	£109,017.86

GDP deflator	
2010	97.978
2002	80.757
Conversion factor	1.213244672

BCR	8.73	Very High
Policy Objectives	✓✓	High
Level of Service	✓✓	High

Year 1	2	3	4
	35%	75%	100%

2035	£41,736.20	20%	£50,083.44	2.4%
2034	£42,200.40	19%	£50,218.48	2.3%
2033	£42,712.96	18%	£50,401.29	2.4%
2032	£43,188.02	17%	£50,529.99	2.4%
2031	£43,668.38	16%	£50,655.32	2.4%
2030	£44,154.07	15%	£50,777.18	2.5%
2029	£44,637.07	14%	£50,898.88	2.5%
2028	£45,050.58	13%	£50,907.15	2.5%
2027	£45,505.63	12%	£50,966.31	2.5%
2026	£45,965.29	11%	£51,021.47	2.5%
2025	£46,428.58	10%	£51,072.54	2.5%
2024	£46,898.57	9%	£51,119.44	2.4%
2023	£47,420.19	8%	£51,213.81	2.4%
2022	£47,947.61	7%	£51,303.95	2.4%
2021	£48,480.90	6%	£51,389.76	2.4%
2020	£49,020.13	5%	£51,471.13	2.8%
2019	£49,365.69	4%	£51,340.31	2.8%
2018	£49,713.68	3%	£51,205.09	2.8%
2017	£17,399.79	2%	£17,747.78	2.8%
2016	£17,399.79	1%	£17,573.79	2.7%
Total PVB	£858,857.53		£951,842.30	
BCR	7.9		8.7	

Estimating the Demand for New cycling/walking trips

Utility of changes to cycle facilities Source: Webtag		
Change	Interpretation	Coefficient
Change in time on off-road cycle track	Minutes	-0.033
Change in time on segregated off-road cycle track	Minutes	-0.036
Change in time on non-segregated on-road cycle lane	Minutes	-0.055
Change in time on no facilities	Minutes	-0.115
Outdoor parking facilities	present/not present	0.291
Indoor cycle parking	present/not present	0.499
Shower/changing facilities plus indoor cycle parking	present/not present	0.699
Payment to cycle	one way payment in pence	0.013

First, consider the proportion of commuters who would consider using a bicycle.

eg 40%

Calculating the change in Utility of cycling

Change in utility = $t(C_n - C_w)$
 0.82 = e.g. 10mins (0.115-0.033)

t is the travel time

C_w is the coefficient of utility on routes with facilities (ie the do something, with-intervention case)

C_n is the coefficient of utility on routes with no facilities (ie do nothing, without-intervention case)

The proportion of the population across all towns who cycle is 5% we assume that a maximum of 40% would cycle, we derive this equates to 5% (0.05)
 Therefore the model predicts a potential 10.7% of the (local) population will be cycling after the scheme intervention.

$$0.107 = 0.05 * \exp(0.82) / (0.05 * \exp(0.82) + (1 - 0.05)) \quad \exp(0.82) = 2.27$$

Change in Utility	coefficients	travel time	change in utility	potential uptake	change of modal share	total mode share
Existing Condition		0.115	19.06			
Off-Road Cycle Path (segregated)	-0.033	0.00	0	0.05	5.00%	2.00%
Off Road Cycle Path (shared)	-0.036	0.00	0	0.05	5.00%	2.00%
On Road Cycle Lane	-0.055	0.00	0	0.05	5.00%	2.00%
Signed Only	-0.115	19.06	0	0.05	5.00%	2.00%

Estimating the Impact on Accidents of New cycling/walking facilities

There is good evidence to suggest that increasing levels of cycling does not result in an equivalent increase in the numbers of accidents involving cyclists (Jacobsen 2003) created the model below

$$I = aE^b$$

Where

I = injury measure

E = measure of walking and cycling

a = a constant

b = a constant and was found to be approximately 0.4

This implies a doubling of cycling would lead to a 32% increase in the number of cycling accidents ($2^{0.4} = 1.32$)

Severity Cost	2005	2006	2007	2008	2009	2010
All Cyclist	£ 44,810.00	£ 45,706.20	£ 46,620.32	£ 47,552.73	£ 48,503.79	£ 49,473.86
Fatal	£ 39,432.80	£ 40,221.46	£ 41,025.89	£ 41,846.40	£ 42,683.33	£ 43,537.00
Serious	£ 4,481.00	£ 4,570.62	£ 4,662.03	£ 4,755.27	£ 4,850.38	£ 4,947.39
Slight	£ 896.20	£ 914.12	£ 932.41	£ 951.05	£ 970.08	£ 989.48
		2%	2%	2%	2%	2%

Note: figures derived from accident cost in 2005 from Highway Economics Note 1.

eg 5 slight accidents

5 = 5*989.48 £ 4,947.39

Calculating the accident rates

Method 1 - Probability of accidents per car kms reduced

Reduced number of car kms

Values assigned to each category of injury

Severity	Incidences	Billion car km	Million car km per incident
Killed	1059		378.3
Seriously Injured	10711	400.7	37.4
Slightly Injured	137220		2.9

Calculate the number of car kms saved by the scheme for a year

e.g. a scheme saves 50m km therefore saves there is a reduction in accidents of

Fatal	0.13
Serious	1.34
Slight	17.24

Multiple this by the serverity cost (2010 prices)

Fatal	0.13	£43,537.00	£0.00
Serious	1.34	£4,947.39	£6,629.50
Slight	17.24	£989.48	£17,058.64

this gives a saving benefit

Method 2 - Reduction in accidents per 1,000 trips

Number of accidents per year on current route 'no change'

Current Trips on Routes

Cycle	0	0
Car	#REF!	#REF!

Current No of Accidents per year

	No of Accidents	Trips/Accident	per 1,000 trips	Cost/year
Fatal	0.00	#DIV/0!	#DIV/0!	£ -
Serious	0.00	#DIV/0!	#DIV/0!	£ -
Slight	0.00	#DIV/0!	#DIV/0!	£ -

Projected Trips on Route

Increase in cycle

Cycle	87.5	14000
-------	------	-------

Number of accidents per year on proposed route 'do something'

Project No of accidents per year

	Reduction	Change	Cost
Fatal	0	0	£ -
Serious	0	0	£ -
Slight	0	0	£ -
			£ -

	2009 Values			
	Cyclists		All Traffic	
Bn Km Travelled	3,100,000,000		400,700,000,000	
Killed	104	29,807,692	1059	378,375,826
Serious	2606	1,189,563	10711	37,410,139
Slight	14354	215,968	137220	2,920,128

Estimating the Journey Ambience impacts of New cycling/walking facilities

Summary of Value of Journey ambience benefit of different types of cycling facility relative to no facilities		
Scheme type	Value	Source
Cycling Schemes		
Off-road segregated cycle track	4.73p/min	Hopkinson & Wardman (1996)
On-road segregated cycle track	2.01p/min	Hopkinson & Wardman (1996)
On-road non-segregated cycle track	2p/min	Wardman et al (1997)
Wider Lane	1.22p/min	Hopkinson & Wardman (1996)
Shared bus lane	0.52p/min	Hopkinson & Wardman (1996)
Secure cycle parking facilities	66p	Wardman et al (2005)
Changing and shower facilities	14p	Wardman et al (2005)

There is evidence to suggest that non cyclists value cycle facilities more highly than existing cyclists.

It is suggested that the total journey ambience benefits for cyclists can be calculated by:

1. Estimating the total time that existing cyclists will make use of the new facilities
2. Multiplying this by a value for the benefits of the facility for existing cyclists from the table which gives the total benefits for existing cyclists.
3. Estimating the total time that new cyclists will make use of the new facilities.
4. Multiplying this by a value for the benefits of the facility for new cyclists and halving to give the total benefits for new cyclists.
5. Summing the two results.

Note - the journey ambience benefit for new cyclists should be divided by 2.

Current users of the route will experience the full benefit of any improvements to ambience.

Estimating the Health Benefits of New cycling/walking facilities

(Calculation on a commuting to work basis)

Calculate mean distance travelled per year

Mean distance travelled on route	4.67 km	
Mean speed on route	20 kph	Speed is not a specific consideration, being relatively constant.
Proportion of users who make return trip	90%	
Average days travelled on route per year	220 days	
Mean distance travelled per year per cyclist	1951.64 km	

The Copenhagen Centre for Prospective Population Studies found individuals that cycle for three hours per week reduce their relative risk of all-cause mortality to 72% compared to those who do not commute by cycle (Anderson et al, 2000) For weekday trips this accounts for 36 minutes per day.

Calculate relative risk for scheme study area

Mean distance travelled per year per cyclist in Copenhagen study	347 km
Relative Risk (Copenhagen)	0.72
1 - Relative Journey Risk	0.28
1 - Relative Risk (Scheme Study area)	0.14

What is the mean distance travelled per year per cyclist in UK/West Sussex?
For average travel times less than 36 minutes a linear measure is used between 0.72 and 1

Calculate reduced mortality benefit

Mean proportion of England and Wales population aged 15-64 who die each year from all causes (Source ONS, 2007)		0.00235
Extra cyclists encouraged by scheme relative to "without intervention" case		87.5
Expected deaths in this population		0.205625
Lives saved (in year x)	0.235*0.15	0.0287875
Cost of life (Source DfT, 2002 cost at 2002 prices) £1.215M		1215000
Reduced mortality benefits (in year 2002)	0.0329*1.215M	£ 34,977

Health (physical fitness) This is based on averages for full year of cycling (160 days average) for each user

NHS Savings	£28.30
Productivity Gains	£47.68
Total Health Benefits	£159.48

Pollution	reduction in single user car trips				
Urban	2006 price: annual inflation		2007	2008	2009
mid point petrol & diesel	£0.183	£0.006	£0.189	£0.195	£0.202
	Stern (2006)				

Rural					
mid point petrol & diesel	£0.020	£0.001	£0.021	£0.021	£0.022
	Stern (2006)				

Congestion	2008	2009	2010	2011
reduction in congestion and relief by alternative modes				

Urban	£0.190	£0.007	£0.197	£0.203	£0.210
Rural	£0.110	£0.004	£0.114	£0.118	£0.122
	economic benefit in reduce congestion of 1 person switching from				
	Switch from car	1341.8798			

Journey Ambience

Based on 3 factors - care, views, stress

	per trip
On Road Cycle Lane	£0.24
Shared Use Cycle Path	£0.40
Advisory Signage	£0.09
Segregated/Off Road Cycle Path	£0.94
Bus Lane	£0.00

Variables

No of additional cyclists

Profile of target group

No of trips that replace car trips

New trips in rural/urban

GVA 1 FTE	32500
Local economy	

	Average g/km All new cars UK	Average g/km UK fleet model	EV savings	Scrap rate for fleet average		
1989	Estimated	199.3				
1990		198.1			Year	
1991		196.9		20.00	0.00	0.00
1992		195.8		19.00	0.06	0.06
1993		194.6		18.00	0.12	0.12
1994		193.4		17.00	0.19	0.19
1995		192.3		16.00	0.25	0.25
1996		191.1		15.00	0.35	0.35
1997	Actual	190.0	198	14.00	0.45	0.45
1998		188.0	197	13.00	0.55	0.55
1999		185.0	195	12.00	0.66	0.66
2000		181.0	193	11.00	0.76	0.76
2001		178.0	192	10.00	0.86	0.86
2002		174.0	190	9.00	0.88	0.88
2003		172.0	188	8.00	0.91	0.91
2004		171.0	187	7.00	0.93	0.93
2005		169.4	186	6.00	0.96	0.96
2006		167.2	184	5.00	0.98	0.98
2007	Ave	164.9	181	4.00	1.00	1.00
2008	2007_2013	158.0	179	3.00	1.00	1.00
2009	5.23	149.5	177	2.00	1.00	1.00
2010		144.2	174	1.00	1.00	1.00
2011		138.1	170		12.92	
2012		133.1	167		0.68	
2013		128.3	162		1.47	
2014	Estimated	123.1	158 EV savings	Tonnes CO2	Value £2010	Tot val
2015	EU limit 130	117.8	153	43	5.14	58.30 299.7291
2016				43	5.14	59.17 304.225
2017				43	5.14	60.06 308.7884
2018				43	5.14	60.96 313.4202
2019				43	5.14	61.88 318.1215
2020	EU limit 95			43	5.14	62.81 322.8933
2021				43	5.14	63.85 328.2749
2022				43	5.14	64.90 333.6565
2023				43	5.14	65.95 339.038
2024				43	5.14	66.99 344.4196
2025						
2026						3212.567
2027						
2028						
2029						
2030						
2031						
2032						
2033						
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2047						
2048						
2049						
2050						

Estimate of total vehicle efficiency

	Average g/km All new cars UK	Average g/km UK fleet model	EV savings	Scrap rate for fleet average		
1989	Estimated	199.3				
1990		198.1				
1991		196.9		Year		
1992		195.8		20.00	0.00	0.00
1993		194.6		19.00	0.06	0.06
1994		193.4		18.00	0.12	0.12
1995		192.3		17.00	0.19	0.19
1996		191.1		16.00	0.25	0.25
1997	Actual	190.0		15.00	0.35	0.35
1998		188.0	198	14.00	0.45	0.45
1999		185.0	197	13.00	0.55	0.55
2000		181.0	195	12.00	0.66	0.66
2001		178.0	193	11.00	0.76	0.76
2002		174.0	192	10.00	0.86	0.86
2003		172.0	190	9.00	0.88	0.88
2004		171.0	188	8.00	0.91	0.91
2005		169.4	187	7.00	0.93	0.93
2006		167.2	186	6.00	0.96	0.96
2007	Ave	164.9	184	5.00	0.98	0.98
2008	2007_2013	158.0	181	4.00	1.00	1.00
2009	5.23	149.5	179	3.00	1.00	1.00
2010		144.2	177	2.00	1.00	1.00
2011		138.1	174	1.00	1.00	1.00
2012		133.1	170		12.92	
2013		128.3	167		0.68	
2014	Estimated	123.1	162		1.47	
2015	EU limit 130	117.8	158 Savings	Tonnes CO2	Value £2010	Tot val
2016			153	103	24.68	58.30 1438.979
2017				103	24.72	59.17 1462.796
2018				103	24.72	60.06 1484.738
2019				103	24.72	60.96 1507.009
2020	EU limit 95			103	24.72	61.88 1529.614
2021				103	24.72	62.81 1552.558
2022				103	24.72	63.85 1578.434
2023				103	24.72	64.90 1604.31
2024				103	24.72	65.95 1630.186
2025				103	24.72	66.99 1656.062
2026					247.16	15444.69
2027						
2028						
2029						
2030						
2031						
2032						
2033						
2034						
2035						
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2047						
2048						
2049						
2050						

Trips=assumed car hire trip days / 5.7 (Cumbria average)
Thus 200/5.7
35.08772
Ave distance kms

Trips=assumed car hire trip days / 5.7 (Cumbria average)					Scrap rate for fleet average					
Thus 200/5.7										
35.08772										
Ave distance kms		Year								
150					20	0.00	0.00			
Total (2 way)					19	0.06	0.06			
10526.32					18	0.12	0.12			
Say half avoid using car		Average g/km			17	0.19	0.19			
5263.158		UK fleet model			16	0.25	0.25			
Year 1					15	0.35	0.35			
Tonnes CO2 saved per LEV		198.0			14	0.45	0.45			
0.807286		196.5			13	0.55	0.55			
Total savings LEV		195.0			12	0.66	0.66			
6.458292		192.8			11	0.76	0.76			
Total savings LEV Twizy		192.1			10	0.86	0.86			
24.21859		190.0			9	0.88	0.88			
		188.3			8	0.91	0.91			
		186.9			7	0.93	0.93			
		185.8			6	0.96	0.96			
		184.0			5	0.98	0.98			
		181.5			4	1.00	1.00			
		179.4			3	1.00	1.00			
		176.8			2	1.00	1.00			
		173.7			1	1.00	1.00			
		170.4				12.92				
		166.7				0.68				
		161.6				1.47				
	2015	157.6	EV savings	Twizy savings	Value £2010tn	Value 2015	Tot val	Local travel	Tot £ CO2	Discounted @ 3.5%
	2016	153.4	6.5	24.2	58.30	64.2	1970.9	1738.7	3709.6	1.000 3709.638
	2017	149.0	6.3	23.5	59.17	65.2	1942.8	1767.0	3709.9	0.966 3584.399
	2018	144.4	6.1	22.8	60.06	66.2	1911.3	1793.5	3704.8	0.934 3458.505
	2019	139.6	5.9	22.0	60.96	67.2	1876.1	1820.4	3696.5	0.902 3334.049
	2020	134.7	5.7	21.3	61.88	68.2	1837.4	1847.7	3685.1	0.871 3211.356
	2021	129.7	5.5	20.5	62.81	69.2	1795.6	1875.5	3671.0	0.842 3090.907
	2022	124.9	5.3	19.7	63.85	70.4	1757.3	1906.7	3664.1	0.814 2980.709
	2023	120.0	5.1	18.9	64.90	71.5	1716.5	1938.0	3654.5	0.786 2872.4
	2024	115.2	4.9	18.2	65.95	72.7	1674.6	1969.2	3643.9	0.759 2767.198
		110.4	4.7	17.4	66.99	73.8	1630.7	2000.5	3631.2	0.734 2664.331
			55.6	208.6			18113.4		36770.6	
					2015.0	1.102				Note: carbon is already at 2010 prices
			GDP deflator		2010.0	1.0				31673.49

Appendix B3

Scheme Proformas

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma
Cumbria Cycle Way

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
The Cumbria Cycle Way will be a way marked long distance cycle route passing through the Lake District and Yorkshire Dales National Parks	Without the scheme the option of challenging cycle routes are only open to experienced cyclists	The route would offer an accessible challenge cycle route to a wide range of users	The Cumbria Cycle Way feasibility study 2009, Section 4 of the Economic Assessment Report sets out monetised benefits. New route is based on quiet lanes and other routes, opportunity for further investment in future.
Route length = 305km	None	A 305km way marked cycle route	Cumbria Cycle Way map
Average trip length = 305km (estimate)	None	It is expected that users will complete the entire route in 3/4 days	The Cumbria Cycle Way feasibility study 2009
Average cycling speed (kph)	None	16kph (estimate)	The Cumbria Cycle Way feasibility study 2009
Number of users = 14,000 per year	None	14,000 per year	The Cumbria Cycle Way feasibility study 2009
Percentage of additional users that would have driven a car otherwise.	N.A.	N.A.	N.A.

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area			Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions
Traffic levels (Vehicle hours) in the affected area			
Average Speed in the Morning Peak			
Mode share (in person trips)			
Car Driver			
Car Passenger			
Bus passenger			
Rail Passenger			
Cyclist			
Walking			

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips			Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions
Average trip distance (km)			
Average wait time (mins)			
Average fare per trip (£)			
Average in-vehicle time (mins)			
Description of your intervention	E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boars, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time		

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma
Sky Ride Local

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
As part of the Go Lakes programme, a series of led cycle rides, Sky Ride Local, have been held in partnership with British Cycling to promote more journeys to be made by cycle.	The opportunities to encourage new cyclists would be reduced	Inspired by the scheme, numbers of journeys made by cycle would continue to increase in Cumbria	Impact of this project in Go lakes Travel and British Cycling Partnership report December 2013
Route length N/A	N.A.	N.A.	Impact of this project in Go lakes Travel and British Cycling Partnership report December 2013
Average trip length = N/A	N.A.	N.A.	Impact of this project in Go lakes Travel and British Cycling Partnership report December 2013
Average cycling speed (kph) = N/A	N.A.	N.A.	Impact of this project in Go lakes Travel and British Cycling Partnership report December 2013
Number of users = 364	N.A.	1200	Impact of this project in Go lakes Travel and British Cycling Partnership report December 2013
Percentage of additional users that would have driven a car otherwise.	N.A.	N.A.	N.A.

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area			Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions
Traffic levels (Vehicle hours) in the affected area			
Average Speed in the Morning Peak			
Mode share (in person trips)			
Car Driver			
Car Passenger			
Bus passenger			
Rail Passenger			
Cyclist			
Walking			

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips			Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions
Average trip distance (km)			
Average wait time (mins)			
Average fare per trip (£)			
Average in-vehicle time (mins)			
Description of your intervention	E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boards, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time		

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma
Tour of Britain in Cumbria

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
The Tour of Britain professional cycle race held its first stage solely in Cumbria in 2013 as part of the raft of promotional activity to increase cycling journeys in Cumbria	Without the scheme promotional schemes would lack the dramatic impact and success of 2013	Inspired by the event, numbers of journeys made by cycle would continue to increase in Cumbria	The Tour brought £4.1m to the Cumbrian economy - EIA report Journeys made by cycling increased by 51% between 2012-13 (2013 after Tour of Britain in September 2013)
Route length N/A	N.A.	N.A.	The Tour brought £4.1m to the Cumbrian economy - EIA report Journeys made by cycling increased by 51% between 2012-13 (2013 after Tour of Britain in September 2013)
Average trip length = N/A	N.A.	N.A.	The Tour brought £4.1m to the Cumbrian economy - EIA report Journeys made by cycling increased by 51% between 2012-13 (2013 after Tour of Britain in September 2013)
Average cycling speed (kph) = N/A	N.A.	N.A.	The Tour brought £4.1m to the Cumbrian economy - EIA report Journeys made by cycling increased by 51% between 2012-13 (2013 after Tour of Britain in September 2013)
Number of users = N/A	N.A.	N.A.	The Tour brought £4.1m to the Cumbrian economy - EIA report Journeys made by cycling increased by 51% between 2012-13 (2013 after Tour of Britain in September 2013)
Percentage of additional users that would have driven a car otherwise.	N.A.	N.A.	N.A.

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area			Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions
Traffic levels (Vehicle hours) in the affected area			
Average Speed in the Morning Peak			
Mode share (in person trips)			
Car Driver			
Car Passenger			
Bus passenger			
Rail Passenger			
Cyclist			
Walking			

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips			Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions
Average trip distance (km)			
Average wait time (mins)			
Average fare per trip (£)			
Average in-vehicle time (mins)			
Description of your intervention	E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boards, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time		

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma
LEV hire package

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	Describe the experience of cyclists without implementation of the scheme	Describe the experience of cyclists after implementation of the scheme	
Route length (km)			Refer for more detailed description (incl maps etc). Not expected to change unless new routes provided.
Average trip length (km)			In the absence of local data (e.g. from survey), National Travel Survey has average trip lengths and trips times: https://www.gov.uk/government/statistical-data-sets/nts03-modal-comparisons Table nts0306 has average distance per cycle trip. Again, not expected to change unless users re-route onto new/improved route.
Average cycling speed (kph)			E.g. from visual inspection/ automatic count/ speed cameras - please note the NTS data on distance and time are not sufficiently robust to be combined to get a robust estimate for average speed.
Number of users (per day)			E.g. from Automatic Cycling Counters or an appropriate sample of manual counts. Given cycling is highly seasonal, adjustments might be needed to account for that if e.g. a survey was undertaken in winter.
Percentage of additional users that would have driven a car otherwise.	N.A.		Refer to evidence for this assumption.

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area	Current levels plus visitor growth	No change but transfer to low carbon vehicles	Details given in Section 2 of the Economic Assessment Report - benefits are lower greenhouse gas emissions and reduced fuel resource costs (net of indirect tax losses). Location of attractions and hubs, and existing patterns of use for hire used to predict veh kms transferred.
Traffic levels (Vehicle hours) in the affected area		No change but transfer to low carbon vehicles	
Average Speed in the Morning Peak		No change	
Mode share (in person trips)		No change	
Car Driver			
Car Passenger			
Bus passenger			
Rail Passenger			
Cyclist			
Walking			

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips			Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions
Average trip distance (km)			
Average wait time (mins)			
Average fare per trip (£)			
Average in-vehicle time (mins)			
Description of your intervention	E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boards, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time		

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma
Travel planning package

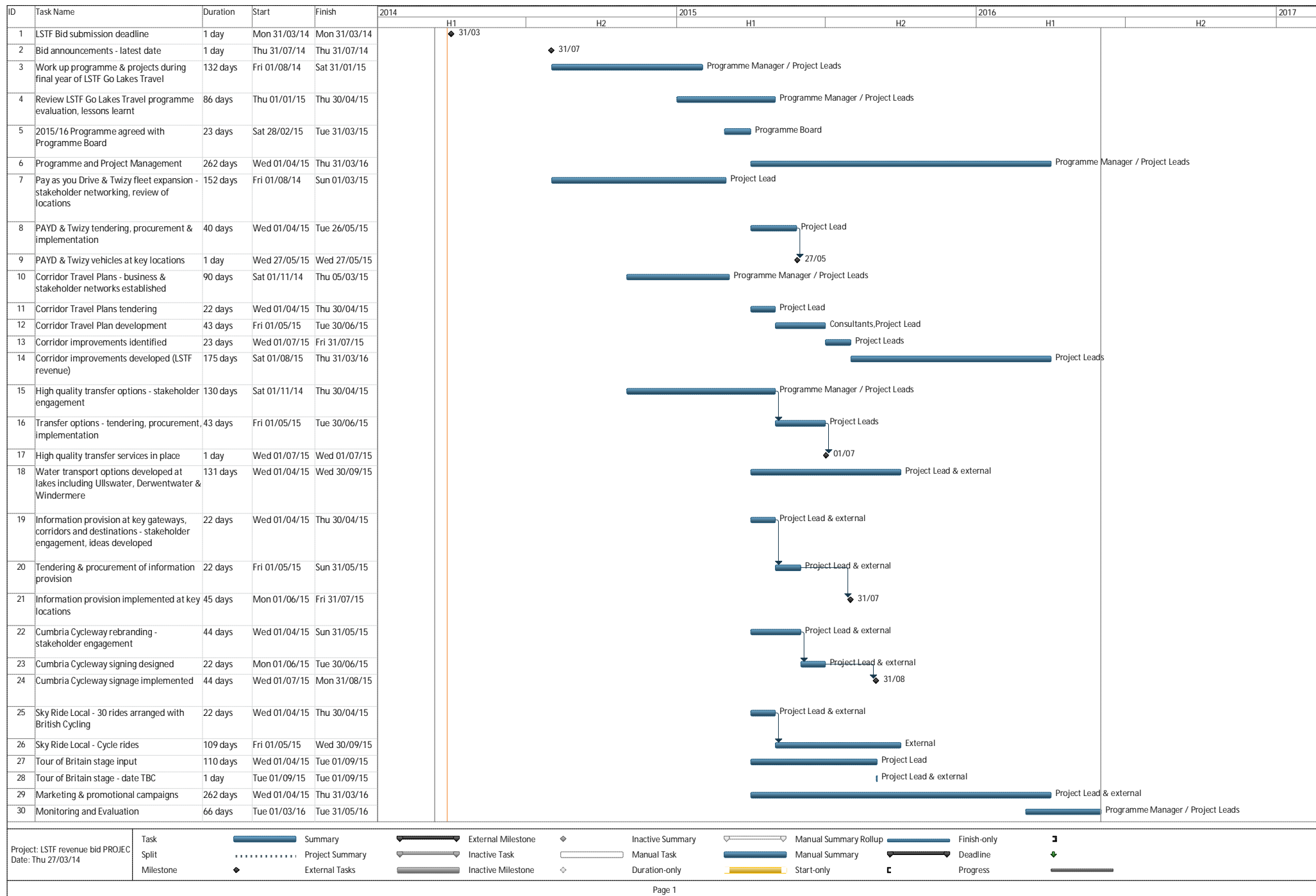
For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Benchmarking is in terms of car driver reduction, this bid is to maximise use of existing facilities. See Cumbria Cycleway pro forma for new cycling scheme impacts	Describe the experience of cyclists without implementation of the scheme	Describe the experience of cyclists after implementation of the scheme	See Section 3 of the Economic Assessment Report
Route length (km)			Refer for more detailed description (incl maps etc). Not expected to change unless new routes provided.
Average trip length (km)			In the absence of local data (e.g. from survey), National Travel Survey has average trip lengths and trips times: https://www.gov.uk/government/statistical-data-sets/nts03-modal-comparisons Table nts0306 has average distance per cycle trip. Again, not expected to change unless users re-route onto new/improved route.
Average cycling speed (kph)			E.g. from visual inspection/ automatic count/ speed cameras - please note the NTS data on distance and time are not sufficiently robust to be combined to get a robust estimate for average speed.
Number of users (per day)			E.g. from Automatic Cycling Counters or an appropriate sample of manual counts. Given cycling is highly seasonal, adjustments might be needed to account for that if e.g. a survey was undertaken in winter.
Percentage of additional users that would have driven a car otherwise.	N.A.		Refer to evidence for this assumption.

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area		-9% commuter; -4% leisure in corridors	Details given in Section 3 of the Economic Assessment Report. Trip data for Area of Influence of the travel plan initiatives based on TEMPRO and Webtag Smarter Choices Unit. Journey purpose trip lengths from NTS used to produce vehicle kilometres. Marginal cost savings from reduced car use estimated using Webtag Active Travel Unit and TAG data book
Traffic levels (Vehicle hours) in the affected area		N/A	
Average Speed in the Morning Peak		N/A	
Mode share (in person trips)			
Car Driver			
Car Passenger			
Bus passenger			
Rail Passenger			
Cyclist			
Walking			

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips			Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions
Average trip distance (km)			
Average wait time (mins)			
Average fare per trip (£)			
Average in-vehicle time (mins)			
Description of your intervention	E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boards, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time		

Appendix B4

Project Plan



Appendix B5

Organogram – project governance

Local Transport Body (LTB)

LSTF Programme Board

Communications
CCC

Finance
CCC

Chair
CCC

**Senior
Owner**
CCC

**Senior
Supplier**
LDNPA

**Senior
User**
Cumbria Tourism

Project lead
PAYD

Project lead
Twizy network

Project lead
Corridor Travel Plans

**LSTF
Programme
Manager**

Project lead
Corridor Transport Services

Project lead
Visitor Information & Signage

Project lead
Marketing & Promotion

Appendix B6

Programme Board terms of reference

**See More – Cumbria and the Lake District
Programme Board Terms of Reference**

Constitution:

The Programme Board is to be made up from:

- (i) CCC Assistant Director, Highways and Transportation (Senior Owner)
- (ii) CCC Senior Manager, Highways and Transportation (Chair)
- (iii) LDNPA Director of Planning & Partnerships (Senior Supplier)
- (iv) Cumbria Tourism Head of Operations (Senior User)
- (v) CCC Strategic Communications Advisor (Communications)
- (vi) CCC Principal Finance Officer (Finance)

Purpose:

The purpose of the Programme Board is to ensure the successful delivery of the project.

The Programme Board is also responsible for the communications between the Programme Manager and the Project Leads.

Terms of reference:

The Board will:

- Approve the commencement and completion of each project phase (initiation, definition, delivery and closure phases).
- Agree the project programme.
- Ensure risks are being monitored and manage or escalate as required.
- Make decisions on escalated issues.
- Approve changes to the project brief / scope of works.
- Ensure the communications strategy is in place and appropriate for the type and scale of project.
- Ensure appropriate resources are available to deliver the project.
- Authorise project closure, review lessons learned and agree forward responsibilities.
- Agree reporting and tolerances levels for the project such as any financial variances and approve any changes as requested.
- Approve scheme designs.
- Make technical decisions when appropriate.

The following specific responsibilities relate to the individual roles on the Programme Board.

The Senior Owner is ultimately responsible for the successful delivery of the project and will:

- Ensure that the project achieves the objectives and associated benefits.
- Ensure the project is value for money
- Balances the demands of the senior user and senior supplier.

The Senior Supplier will:

- Represent the interests of those designing, developing, procuring and implementing the project.
- Be responsible for the quality of the final scheme (alignment with design standards, use of appropriate materials etc).

The Senior User will

- Represent the interests of those who will use the products of the project (i.e. local community).
- Be responsible for ensuring the scheme meets the objectives in terms of quality, functionality and ease of use.

Working Approach:

The Programme Board will be updated at least on a monthly basis via Programme Checkpoint Reports from the Programme Manager.

Programme Board meetings will be held at least quarterly to ensure progress is monitored. Meetings will be held more frequently if necessary.

Any interim communication will be as necessary and in agreement with other members of the Programme Board.

Appendix B7

Risk Management Strategy

See More- Cumbria and the Lake District Risk Management Strategy

1. Introduction

A robust Risk Management Strategy is essential for the successful delivery of LSTF funded programmes. This Risk Management Strategy builds on what has been learned from the GoLakes Travel LSTF programme and provides a systematic, effective and efficient way for programme and projects risks to be identified and managed. The basis for the strategy is summarised in figure 1 below:

Figure 1: Risk Management Summary



For the See More programme, the essential elements will be:

- Ensuring a risk register is opened and maintained to identify and record risks.
- Assign a project owner to each risk
- Mitigate or eliminate identified risks
- Minimise the number of risks that become project issues
- Periodically review the above

Programme and project risks have been identified for See More and a comprehensive risk register has been compiled.

2. Risk Identification

The quantified risk register will enable the effective management and communication of potential conflicts, ensuring appropriate mitigation is incorporated into the subsequent design process.

The Risk Register identifies the potential causes and consequences of each risk, the owner and dependencies. The register is a 'live' document which will be maintained and owned by the programme. Project Leads will be responsible on a monthly basis for ensuring that all risks to their project are identified, logged, and where appropriate reviewed. Where the severity of a particular risk impact changes, the Project Leads will recalculate the likely cost and programme implications and agree future actions in accordance with appropriate change management procedures.

3. Risk Assessment

Once a potential risk has been identified it is the responsibility of the Project Lead to appoint a Risk Owner to undertake the Impact Analysis and identify the Mitigation Measures. This analysis will include identifying the following:

- Risk description
- Risk impact: Negligible, Marginal, Critical, Castastrophic
- Risk likelihood: Almost Impossible, Very Low, Low, Significant, High, Very High
- Countermeasures
- Status

The 'Risk Score' is a combination of impact (1-4) and likelihood (1-6) to produce a Risk Score with a maximum of 24.

4. Risk Treatment

The Risk Log will identify the owner of the risk, for example the Project Lead. The risk owner is tasked with either stopping the activity associated with the risk, reducing the risk, transferring the risk to a third party, sharing the risk with a third party, or decide to carry the risk as part of normal operations.

Any changes this has on the overall project will be reflected in the project programme and budget.

Within this framework, management of risk will be undertaken through:

- maintenance and updating of the risk register;
- formal reporting on risks to the project through monthly Checkpoint reports
- raising risks which cannot be resolved by the Project Lead, with the Programme Manager for discussion
- raising risks which the Project Lead and/or Programme Manager cannot resolve, with the Programme Board for the Board to decide course of action.
- .

5. Risk Monitoring and Reporting

An ongoing review process is essential to proactive risk management to ensure the risk is still current and the controls are still relevant and are achieving the desired outcomes. Within the project management framework the following roles and responsibilities are identified in relation to risk management:

Role	Responsibility
Project Board	<ul style="list-style-type: none">- Manage risks escalated by the Project Lead and Programme Manager within project tolerances.- Report all risks that exceed Cumbria County Council corporate risk tolerance levels.
Project Lead	<ul style="list-style-type: none">- Update and review of the risk management strategy and risk register.- Ensure all risks are being identified, assessed and controlled throughout the project life cycle.- Report all risks that exceed the risk tolerance levels set by the Programme Board at the beginning of the project.- Raises any risks which require intervention by Programme Manager or ultimately, Programme Board.

6. Risk Closure

A risk shall be closed in the following circumstances:

- When the probability or the impact of the risk as reflected by its score had been reduced to nil.
- When two or more risks are recognised as being closely related and are and are merged into a single risk. The original risks should be closed and the circumstances recorded in the risk log. The single risk is to be treated as a new risk and will be assessed, treated and monitored in accordance with this plan.
- When the risk had occurred and contingency measures have been implemented.

Appendix B8

Risk Register

See More - Cumbria and The Lake District
Risk Log: Programme

Key:

CCC Cumbria County Council
LDNP Lake District National Park
CT Cumbria Tourism

Risk No.	Description	Impact	Likelihood	Risk Score (max. 24)	Owner	Countermeasures	Status	Date Identified	Date Last Updated
1	LSTF 2015-16 'See More' bid unsuccessful. Lack of revenue funding to progress 'See More' programme.	4: Catastrophic	3: Low	12	CCC/LDNP/ CT	See More is a package of revenue schemes which will kickstart longer term growth as outlined in the Strategic Economic Plan (SEP) and Infrastructure Plan (IP). If not successful, this will reduce the benefit in the short-medium term but partners will remain committed to delivering the SEP and IP.	Amber	24/03/2014	
2	CCC as Accountable Body does not accept LSTF 2015-16 funding for 'See More' programme.	4: Catastrophic	2: Very Low	8	CCC	CCC will secure the support of senior officers, the chief finance officer, and members prior to submitting the final bid.	Green	24/03/2014	
3	Local Growth Fund (LGF) bid 'Optimising Connectivity' which contains schemes linked to 'See More' is not successful. Lack of funding to progress complementary LGF programme.	2: Marginal	3: Low	6	CCC/LDNP/ CT	LGF Optimising Connectivity bid is for a single year (2015/16). £2m programme of capital schemes. The greatest benefits come from both programmes being implemented however it is possible for either to proceed independently.	Amber	24/03/2014	
4	CCC LDNP and CT fail to agree & implement revised management structures (building on GoLakes Travel) for 'See More' programme	2: Marginal	2: Very Low	4	CCC/LDNP/ CT	See More programme can be governed and administered through existing GoLakes Travel structures and Programme Board if required.	Green	24/03/2014	
5	District Councils fail to engage on 'See More' programme. Unable to secure their support as delivery partners.	2: Marginal	3: Low	6	CCC/LDNP/ CT	Risk Owners will seek early engagement of District Councils. Draft bid is being shared with them and letters of support sought.	Green	24/03/2014	
6	Delivery Partners (National Trust, CoWheels, United Utilities, Sustrans, British Cycling, Bus Operators, Boat Operators, Train Operators) fail to engage on 'See More' programme. Unable to	3: Critical	3: Low	9	CCC/LDNP/ CT	Risk Owners will seek early engagement of Delivery Partners. Draft bid is being shared with them and letters of support sought.	Green	24/03/2014	
7	See More' delivery utilises different staff resource to GoLakes Travel team: loss of expertise and continuity.	3: Critical	3: Low	9	CCC/LDNP/ CT	Impact would normally be classed as lower as this a 12 month programme, any loss of staff and/or expertise would potentially have a greater impact. Risk Owners to consider extension of existing staff contracts once funding decision is known.	Green	24/03/2014	
8	Staff restructures at CCC, LDNP, CT over intervening period reduce availability of in-house staff resources.	2: Marginal	4: Significant	8	CCC/LDNP/ CT	Core staff restructures are ongoing but new structures will hopefully be in place by end Dec 2014. Bringing in external resource on a consultancy basis may be a possible mitigating measure if required but will impact on scheme budgets.	Green	24/03/2014	
9	Corridor Travel Plans process is not well established or fails to deliver robust action plans.	3: Critical	3: Low	9	CCC/LDNP/ CT	The period between funding announcement and start of programme (9 months) will be utilised to formulate development process for the Corridor Travel Plans. Links will be made to partner planning processes such as LDNP Valley Planning and Community Plans.	Green	24/03/2014	
10	Visitor businesses along key corridors fail to engage with 'See More' programme. Private sector involvement and investment in delivery does not materialise.	3: Critical	3: Low	9	CCC/LDNP/ CT	The period between funding announcement and start of programme (9 months) will be utilised to engage with and 'sign up' visitor businesses.	Green	24/03/2014	
11	Private sector lack of interest in developing high frequency, high quality shuttle transfer services.	2: Marginal	3: Low	6	CCC/LDNP/ CT	See More will be testing the market for these services in a similar fashion to how GoLakes Travel has piloted schemes and determined learning for the future from the outcome. The schemes are key part of the programme but other programme schemes and measures can proceed independently if required.	Amber	24/03/2014	
12	Expansion of the low emission pay-as-you-drive car hire does not take place as anticipated	3: Critical	3: Low	9	LDNP/CCC	Low emission PAYD is a key transport option needed for corridors. Early engagement with current operator will be sought to minimise risk.	Green	24/03/2014	
13	Expansion of the electric Twizy hire network does not take place as anticipated.	3: Critical	3: Low	9	LDNP	Twizy network is a key element to making possible exploration at end destinations. Period between funding announcement and start of programme will be used to review currently business model, determine best choice for future expansion, and develop	Green	24/03/2014	
14	Cycling. Insufficient time/investment to position Cumbria The Lake District as a key national and international destination for cycling	2: Marginal	4: Significant	8	CT	One year is a challenging time period in which to seek to position Cumbria The Lake District as a key destination for cycling. Achievable impact will be maximised through careful design of campaign.	Green	24/03/2014	
15	Cycling: Effect of marketing of cycling as a transport choice is diminished by lack of capital funding in 2015-16 to improve cycle facilities along corridors	2: Marginal	4: Significant	8	LDNP/CCC/CT	Marketing will seek to maximise awareness and use of many of the cycling infrastructure improvements implemented through GoLakes Travel.	Green	24/03/2014	
16	Tour of Britain does not have anticipated impact on attractiveness of Cumbria The Lake District as a cycling destination or destination for major cycling events.	2: Marginal	3: Low	6	LDNP/CCC/CT	TOB is a prestigious cycling event and we will seek to maximise opportunities arising from See More providing support and to generate interest from national and international race organisers.	Green	24/03/2014	
17	Refresh of Cumbria Cycleway, new signing and promotion does not have anticipated impact on attractiveness of Cumbria The Lake District as a cycling destination for national and	2: Marginal	4: Significant	8	CCC/CT	We will work with partners to position Cumbria Cycleway as a key route in a portfolio of leisure routes (C2C, Walney to Wear, Hadrian's Cycleway) promoted for Cumbria The Lake District.	Green	24/03/2014	
18	Extension and expansion of Sky Ride Local programme does not have anticipated impact of raising awareness of and participation in cycling	2: Marginal	2: Very Low	4	LNP/CCC	Delivery Partners will develop a marketing plan specifically for the promotion of Sky Ride Local.	Green	24/03/2014	

See More - Cumbria and The Lake District
Risk Log: 1. Corridor Travel Plans

Key: CCC Cumbria County Council
LDNP Lake District National Park
CT Cumbria Tourism

Risk No.	Description	Impact	Likelihood	Risk Score (max. 24)	Owner	Countermeasures	Status	Date Identified	Date Last Updated
1	Short timescale available to develop Corridor Travel Plans . Plans need to be developed ahead of measures being implemented through See More programme. Delay in producing plans will adversely affect programme.	3: Critical	3: Low	9	CCC/LDNP/ CT	The period between funding announcement and start of programme (9 months) will be utilised to establish process for Corridor Travel Plan development.	Green	24/03/2014	
2	Stakeholders and partners fail to engage on Corridor Travel Plans. Unable to secure their support as delivery partners.	3: Critical	4: Significant	12	CCC/LDNP/ CT	Risk Owners will seek early engagement of stakeholders and partners. Links will be made to existing plan processes such as Valley Planning and Community Plans.	Amber	24/03/2014	
3	Communities and local business fail to engage on Corridor Travel Plans. Lack of ownership.	3: Critical	4: Significant	12	CCC/LDNP/ CT	Risk Owners will seek early engagement of communities and businesses. Links will be made to existing community and business groups and forums.	Amber	24/03/2014	
4	Measures identified by the plans can be implemented through See More programme (may require capital investment or investment of greater scale)	2: Marginal	4: Significant	8	CCC/LDNP/ CT	The Local Growth Fund bid 'Optimising Connectivity' if successful will improve infrastructure along the key A591 corridor between Kendal and Keswick.	Amber	24/03/2014	
5	Corridor Travel plan process fails to produce viable and effective action plans.	4: Catastrophic	3: Low	12	CCC/LDNP/ CT	Early development of process and engagement with stakeholders, partners, communities and businesses will minimise the risk of non-viable and ineffective Corridor Travel Plans.	Green	24/03/2014	

See More - Cumbria and The Lake District
Risk Log: 3. Low Emission Car Hire & Twizy

Key: CCC Cumbria County Council
LDNP Lake District National Park
CT Cumbria Tourism

Risk No.	Description	Impact	Likelihood	Risk Score (max. 24)	Owner	Countermeasures	Status	Date Identified	Date Last Updated
1	Expansion of low emission car network will need to be secured through a new procurement. Existing operator may not be the successful tenderer.	3: Critical	4: Significant	12	LDNP/CCC	LDNP and CCC will explore options on procurement. If two separate schemes do operate then measures will be taken to ensure that they are compatible.	Amber	24/03/2014	
2	Development of Twizy network will require a robust business case and model of operation. Currently a loss leader for operators and host businesses.	3: Critical	4: Significant	12	LDNP	The period between funding announcement and start of programme (9 months) will be utilised to develop a robust business case and model of operation.	Amber	24/03/2014	
3	Locations required for hosting low emission cars. Can be difficult to secure due to potential loss of revenue if located in car park where parking fee is charged.	2: Marginal	3: Low	6	CCC/LDNP	Alternative types of host locations have already been identified through the GoLakes Travel programme.	Green	24/03/2014	
4	New and existing cars in network require significant promotion 'on-the-ground' to attract visitor, resident use and referrals by businesses.	3: Critical	4: Significant	12	CCC/LDNP/ CT	Lessons learned through GoLakes Travel will be applied and an action plan for promoting cars and use will be developed.	Green	24/03/2014	
5	Sponsorship deal may not be possible for cars hosted at rail stations if agreement cannot be reached between parties.	2: Marginal	4: Significant	8	CT	CT is confident that an agreement should be possible. Timing of re-franchising may help secure rail operator co-operation and contribution.	Green	24/03/2014	
6	Lack of availability of certain cars may put visitors off using the scheme; experience has shown that cars work best when located as a pair but this puts a strain on resources and requires a good base level of use to justify.	3: Critical	3: Low	9	CCC/LDNP/CT	If network can be developed that is sufficiently dense then this will minimise the chance that visitors will be put off using cars due to lack of availability.	Green	24/03/2014	
7	Insufficient use of individual cars may require relocation of vehicles to an area not in accordance with Corridor Travel Plan.	3: Critical	4: Significant	12	CCC/LDNP/CT	Lessons learned through GoLakes Travel will be applied in selecting locations for cars. Locations will be informed through Corridor Travel Plan process.	Green	24/03/2014	

See More - Cumbria and The Lake District
Risk Log: 2. Shuttle Transfer

Key: CCC Cumbria County Council
 LDNP Lake District National Park
 CT Cumbria Tourism

Risk No.	Description	Impact	Likelihood	Risk Score (max. 24)	Owner	Countermeasures	Status	Date Identified	Date Last Updated
1	Provision of high quality, high frequency visitor transport will have to be capable of operating on a purely commercial basis at the end of the See More programme (no ongoing public sector support)	3: Critical	4: Significant	12	LDNP/CCC	LDNP and CCC will explore different operating models for services using the experience gained through GoLakes Travel. Options include a purely commercial 'tour' style service or a 'freerider' style service funded by local businesses.	Amber	24/03/2014	
2	Potential operators may fail to engage with See More programme or not perceive a viable business opportunity.	4: Catastrophic	4: Significant	16	LDNP/CCC/CT	The period between funding announcement and start of programme (9 months) will be utilised to engage effectively with operators in advance of the programme going live.	Amber	24/03/2014	
3	Vehicles or vessels used by operators may not be of sufficient quality to attract international visitors.	2: Marginal	3: Low	6	CCC/LDNP	Operators are already conscious of the need to provide a high quality product for their customers. Risk owners will ensure that quality is a key component in procurement.	Green	24/03/2014	
4	High quality infrastructure may not be in place to support operation of high quality, high frequency services.	2: Marginal	3: Low	6	CCC/LDNP	The Local Growth Fund bid 'Optimising Connectivity' if successful will improve infrastructure along the key A591 corridor between Kendal and Keswick.	Green	24/03/2014	
5	Services have only a limited operation period in which to prove their viability. Marketing needs to be swift and effective.	3: Critical	4: Significant	12	CT	CT will be able to use lessons learned during GoLakes Travel to develop an action plan for a rapid and effective marketing campaign.	Green	24/03/2014	
6	Vehicles or vessels need to support the development of an integrated transport network and able to accommodate cycles.	3: Critical	3: Low	9	CCC/LDNP	GoLakes Travel has already provided grants to operators to install cycle carrying facilities on their vehicles and vessels. Risk owners can expand the grant scheme to encourage more operators to invest in cycle carrying adaptations.	Green	24/03/2014	

See More - Cumbria and The Lake District
Risk Log: 4. Cycling

Key: CCC Cumbria County Council
LDNP Lake District National Park
CT Cumbria Tourism

Risk No.	Description	Impact	Likelihood	Risk Score (max. 24)	Owner	Countermeasures	Status	Date Identified	Date Last Updated
1	Disagreement over detailed route for refreshed Cumbria Cycleway	3: Critical	2: Very Low	0	CCC	CCC will seek early enagement of key partners and stakeholders on route development.	Amber	24/03/2014	
2	Disagreement over rebranding of refreshed Cumbria Cycleway	3: Critical	3: Low	0	CCC/CT	CCC/CT will seek early enagement of key partners and stakeholders on brand development.	Amber	24/03/2014	
3	District Council monetary contributions to Cumbria Cycleway are not forthcoming	4: Catastrophic	3: Low	0	CCC	District Councils are already engaged and have pledged sums. Letters of support are being sought for bid.	Amber	24/03/2014	
4	Development and printing of route guides and leaflets come at end of visitor season.	2: Marginal	3: Low	0	CCC/CT	Development of route guide and leaflets will be embeded early on in project development.	Green	24/03/2014	
5	Refreshed and rebranded Cumbria Cycleway not picked up and used/promoted by local cycle guides, guided holidays, cycling press.	3: Critical	4: Significant	0	CCC/LDNP/ CT	GoLakes Travel has found that face-to-face is the best method of promotion and this will be built into the project utilising staff, volunteers and casual staff acting as Travel Ambassadors.	Amber	24/03/2014	
6	Insufficient time or resources to implement effective campaign to position Cumbria The Lake District as a cycling destination.	3: Critical	4: Significant	0	CT	CT will ensure that campaign is designed to be effective and delivered in a relatively short timescale but will have longer term legacy.	Green	24/03/2014	
7	Tour of Britain: Organisers unable to deliver Cumbria stage of the Tour of Britain.	4: Catastrophic	3: Low	0	CCC/LDNP/ CT	Funding of TOB will be contingent on provision of a Cumbria based stage. If organisers are unable to fulfil then funding will be reallocated within See More programme.	Amber	24/03/2014	
7	Tour of Britain: Fails to attract predicted numbers of spectators and/or businesses fail to use opportunity to attract spectator visitors.	2: Marginal	3: Low	0	CCC/LDNP/ CT	Risk holders will work closely with Tour of Britain in order to maximise publicity and attendance by a wide market of spectators (day visitors, staying visitors and international visitors)	Green	24/03/2014	
8	Mismatch between existing GoLakes Travel cycle Infrastructure improvements and actions/routes identified in Corridor Travel Plans.	2: Marginal	3: Low	0	CCC/LDNP/ CT	Corridor Travel Plans will audit what is already available in the area and which can be promoted swiftly and effectively with minimal investment.	Green	24/03/2014	
9	New Sky Ride local routes required and an increased number of ride leaders. May take longer or not be achieved.	3: Critical	3: Low	0	CCC/LDNP/ CT	British Cycling have not experienced problems in recruiting ride leaders so far. Development of new routes can begin in advance once funding decision is known.	Green	24/03/2014	
10	Participant numbers in Sky Ride Local are lower than predicted.	3: Critical	3: Low	0	CCC/LDNP/ CT	GoLakes Travel has experimented with a number of different promotional activities to support Sky Ride Local and the lessons learned will be applied to the See More programme.	Green	24/03/2014	

See More - Cumbria and The Lake District
Risk Log: 5. Marketing and Visitor Information

Key: CCC Cumbria County Council
 LDNP Lake District National Park
 CT Cumbria Tourism

Risk No.	Description	Impact	Likelihood	Risk Score (max. 24)	Owner	Countermeasures	Status	Date Identified	Date Last Updated
1	Insufficient time or resources to implement effective marketing campaign	3: Critical	4: Significant	12	CT	CT will ensure that campaign is designed to be effective and delivered in a relatively short timescale but will have longer term legacy.	Amber	24/03/2014	
2	Marketing activity forced to take place in advance of completed Corridor Travel plans and measures.	2: Marginal	5: High	10	CT	CT will design campaigns such that elements can be delivered in advance of completion of plans and measures.	Green	24/03/2014	
3	Marketing campaigns are not effective	3: Critical	3: Low	9	CT	CT has considerable experience in development and delivery of campaigns. Lessons learned through GoLakes Travel will be applied.	Green	24/03/2014	
4	Marketing fails to reach or appeal to international visitors.	3: Critical	3: Low	9	CT	CT can draw on experience of stakeholders and businesses currently engaging with international visitors.	Green	24/03/2014	
5	Key partners fail to engage with See More programme on improving visitor information.	4: Catastrophic	4: Significant	16	CCC/LDNP/ CT	opportunities to improve visitor information are not missed and that key partners and stakeholders are engaged.	Green	24/03/2014	

Appendix D1

Joint S151 Officer and Head of Procurement letter

Resources and Finance • The Lonsdale Building • The Courts • English Street • Carlisle • Cumbria • CA3 8NA
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Department for Transport
Great Minister House,
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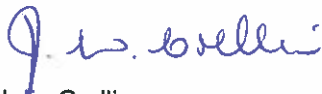
Dear Sir/Madam,

2015/16 LSTF Revenue Bid – See More Cumbria and the Lake District

I would like to confirm that a procurement strategy is in place for the bid being submitted for the See More Cumbria and the Lake District Programme.

The procurement strategy is legally compliant and is likely to achieve the best value for money outcome.

Yours faithfully



Julie Crellin
Assistant Director (Finance)

s151 Officer

Local Sustainable Transport Fund 15/16 Revenue Application Form Checklist



Department
for Transport

Lead authority: Cumbria County Council

Project Name: See More Cumbria and the Lake District

SECTION A

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

Item	Section / page
A3. Have you appended a map?	Section A3
A6. Have you enclosed a letter confirming the commitment of external sources to contribute to the cost of a specific package element(s)?	Appendix A1
A7. Have you included supporting evidence of partnership bodies' willingness to participate in delivering the bid proposals?	Appendix A1
A8. Have you appended a letter from the relevant LEP(s) supporting the proposed scheme?	Appendix A3

SECTION B

B3: Economic Case Assessment

Item	Section / Page
Assessment of Economic impacts	Section B3 & Appendix B2
Assessment of Environmental impacts	Section B3 & Appendix B2
Assessment of the Social and Distributional Impacts	Section B3 & Appendix B2
Have you provided a completed Scheme Impacts Pro Forma?	Appendix B3

B5 - B9: Management Case Assessment

Item	Section / Page
Has a Project Plan been provided?	Appendix B4
Has a letter relating to land acquisition been appended to your bid (if required)?	n/a

Assessment of Statutory Powers and Consents (if required)	n/a
Has an organogram been appended to your bid?	Appendix B5
Has a Risk Management Strategy been provided?	Appendix B7
Assessment of Stakeholder Management	Section B9

B10: Commercial Case Assessment

Item	Section / Page
Have you attached a joint letter from the local authority's Section 151 Officer and Head of Procurement confirming that a procurement strategy is in place that is legally compliant and is likely to achieve the best value for money outcome?	Appendix D1
Have you provided evidence that you are able to begin delivery at the start of the funding period?	Sections B5, B7, Appendices B4 & B8

SECTION D

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