



Access Fund for Sustainable Travel Revenue Competition - Application Form

Applicant Information

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SECTION A - Project description and funding profile

A1. Project name: Pedal and Stride to Economic Growth

A2. Headline description: North East Lincolnshire's economy has strong prospects for growth with major opportunities in offshore wind, port and logistics and other sectors. The Council's Local Plan aims to create almost 9,000 jobs by 2032, with growth focused on the South Humber Bank Enterprise Zone.

Building on previous LSTF and Sustainable Travel Transition Year funded programmes, 'Pedal and Stride to Economic Growth' will connect our most deprived communities with areas of economic opportunity. The programme promotes sustainable travel with an emphasis on supporting cycling, walking, local bus services and delivering a platform to ensure the long-term viability of these initiatives.

A3. Type of bid

☒ **Contains Local Growth Fund contribution, but not reliant on it.** This bid contains a local contribution from the Local Growth Fund, but the work can still progress as planned if LGF funding is not secured.

A4. Total package cost (£m): £2.599

A5. Total DfT revenue funding contribution sought (£m): £1.388

A6. Local contribution (£m): £1.211m - including 1.050m capital (C) and 0.161m revenue (R)

Organisation	Details	Contribution (£000s)
North East Lincolnshire Council	Capital infrastructure allocation from Local Transport Plan - Integrated Transport Block (Cycling, Walking and Public Transport)	1050 (C)

North East Lincolnshire Council / ENGIE	Revenue support –staff resources for project management/delivery via delivery partner ENGIE	60(R)
Job Centre Plus	Staff Resources for travel planning	13 (R)
HWRCC	Wheels 2 Work contribution	6 (R)
Stagecoach East Midlands	Commuter Plans	43(R)
Stagecoach East Midlands	Taster Tickets	3(R)
Stagecoach East Midlands	Vehicle Branding	14(R)
Stagecoach East Midlands	Marketing and Promotion	20 (R)
Cycle Hub (Social Enterprise)	Staff time and resources to support the delivery of the project	3(R)

A7. Equality Analysis

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

☒ Yes ☐ No

A8. Partnership bodies: A transformational Regeneration Partnership has been established between North East Lincolnshire Council and ENGIE to increase the pace of change in North East Lincolnshire. The Partnership will be the budget holder with responsibility for financial management, project management and will lead the delivery of the programme. The project will be supported by a range of partners as indicated below, letters confirming support are included within Appendix 3.

Partner	Role
Grimsby Cycle Hub (Social Enterprise)	Scheme Provider
Love to Ride	Scheme Provider
Picarock - ebike provider	Scheme Provider
ENGIE	Scheme Delivery
Lincs Inspire	Scheme Provider
North East Lincolnshire Breeze team	Scheme Provider
Liftshare / MYP2P	Scheme Provider
Humber & Wolds Rural Community Council (voluntary organisation)	Scheme Provider
Stagecoach East Midlands	Scheme Provider
Community Rail Humber	Scheme supporter
Diana Princess of Wales Hospital, Grimsby	Scheme supporter
HCF Catch	Scheme supporter
Immingham Town Council	Scheme supporter
Greater Lincolnshire LEP	Scheme supporter
Humber LEP	Scheme supporter
Humber Chamber of Commerce	Scheme supporter
Sustrans	Strategic direction and support
Job Centre Plus	Strategic direction and support

SECTION B – The Business Case

B1. Project Summary

Below we present seven packages of schemes and initiatives which when viewed holistically make up our bid to the Sustainable Travel Access Fund “Pedal and Stride to Economic Growth”. There are strong synergies between the funds objectives and the local transport challenges and between them the packages aim to support the local economy by enabling access to new and existing employment sites, training facilities and education

opportunities. Through a range of measures aimed at engaging and encouraging people into cycling, the bid will also begin to address the low levels of physical activity seen amongst our local population. Inactivity, which is not only resulting in higher costs to the NHS and other healthcare bodies but also results in direct costs to local businesses and employers in term of sickness absence and reduced productivity. The table below summarises links between the Access fund objectives, our local transport challenges and the proposed packages. Further details regarding each package is presented following the table. Appendix 2 provides more detailed information relating to key package outputs.

Access fund objectives	LTP Transport Challenges	Access Fund Packages						
		Pedal to Work	Pedal for Health & Equality	Pedal for School	Get connected through Travel Planning	Get to Work	Get on Board	Delivery
To support the local economy by supporting access to new and existing employment, education and training.	Challenge A: Enable sustainable growth through effective transport provision.	✓			✓	✓	✓	✓
	Challenge C: Support regeneration and employment by connecting people to education, training and jobs.	✓			✓	✓	✓	✓
	Challenge D: Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, health, social and leisure opportunities.	✓		✓	✓	✓	✓	✓
To actively promote increased levels of physical activity through walking and cycling.	Challenge F – Improve the health of individuals by encouraging and enabling more physically active travel.	✓	✓	✓				✓

As well as the revenue projects outlined in the packages below we will seek to co-ordinate the Pedal and Stride to Economic Growth programme with our LTP capital programme to achieve the maximum level impact from both. LTP capital funding will be used to invest in infrastructure projects that support economic growth, accessibility and safety which will directly help deliver the outcomes of the Access fund.

Feedback from people taking part in Packages 1-3 identified the schemes will help to shape and develop new and improved cycle route infrastructure which will subsequently be delivered through the LTP capital programme or if appropriate they will be the subject of a bid to the LEP (or other funding body) for future external funding.

Package 1; Pedal to Work (1 April 2017 to 31 March 2020) (* = Sustainable Travel Transition Year Project)

Anticipated number of new regular cycling journeys resulting from this package: 430

***Love to Ride (1 April 2017 to 31 March 2020) – £135,000 (Project Lead: Love to Ride)**

- The Love to Ride programme has a core focus on supporting local employers including those located within Enterprise Zones and along the South Humber Bank to enable more people to ride to work and education. The workplace based Cycle Challenge has proven to be very effective at engaging local employers and helping them to become more bike friendly. In North East Lincolnshire, since 2013, Love to Ride have engaged more than 100 organisations and 2,845 people, including 1,010 'new riders'. At 35%, this proportion of new riders is one of the highest in England. The behaviour change outcomes in NE Lincs have already been very good, and have brought benefits in a number of ways, from improving health to improving air quality, economic development and access to employment. The Love to Ride platform and programme is a proven behaviour change approach for both encouraging riding and increasing levels of physical activity. At time of submission we are currently delivering the 2016 Cycle Challenge which has been funded through the previous round of Sustainable Travel Transition Year funding secured in 2016/17. By rolling out the

programme across a 3 year period, we will be able to measure the behavioural impact of the programme.

The continued funding of the project for a further three years will allow the roll-out of the project to more businesses and will allow new developments including the integration of the MOVES app to provide data about local cycling trips which will monitor and analyse barriers, motivators and levels of change, including the modal shift and the levels of physical activity achieved. The data collected will also help network planning and infrastructure improvements.

Cycle Mapping (1 April 2017 to 31 March 2020) - £15,000 (Project Lead; NELC/ ENGIE)

- The provision of good quality, easily understood information about cycle routes and their use is a key tool in encouraging more people to make more journeys. There is already an existing network of dedicated cycle routes across many parts of North East Lincolnshire with improvements to key routes and junctions identified through the Local Transport Plan and Local Enterprise Partnership Local Growth Fund Capital Programmes. In line with the Council's move towards making all its information available via the website this project will seek to improve local cycle information electronically and we will work with Sustrans to provide information about the new NCN link (between Beelsby & Cleethorpes) due to be delivered later this year.

***Doctor Bike / Try-a-bike (1 April 2017 to 31 March 2020) - £35,000 (Project Lead: Grimsby Cycle Hub)**

- An on-going programme of up to 100 workplace and community based events to be delivered through the existing partnership with the Grimsby Cycle Hub team. Previous events have proved successful and are an effective tool to address some of the simple bike related barriers that are often cited as reasons why people don't cycle. A programme of events is currently being delivered using the existing partnership with the Grimsby Cycle Hub team in five key Wards which feature highly in the Indices of Multiple Deprivation index. Funding is sought to roll out the existing programme of regular events to more locations with the location of these additional events being closely aligned with the uptake of wider travel planning initiatives at workplaces and in the community. Events will run throughout the summer each year and will support the delivery of other packages and national programmes such as Bike Week and Ride to Work day.

***Cycle maintenance training (1 April 2017 to 31 March 2020) - £15,000 (Project Lead: Grimsby Cycle Hub)**

- Delivery of free basic cycle maintenance training through small group sessions at the Grimsby Cycle Hub and in community settings. Up to 100 funded places each year would be made available to people on low incomes, students and young people looking to begin training or employment opportunities. Those individuals who are identified as showing a particular aptitude towards cycle maintenance may be offered places on more advanced maintenance courses in return for agreeing to volunteer their skills at local events. In 2016/17, over 50 people have already attended one of these events, places funded through the Sustainable Travel Transition Year fund.

Re-cycle (1 April 2017 to 31 March 2020) - £10,000 (Project Lead: Grimsby Cycle Hub)-

This new initiative will help set up and deliver a bicycle recycling schemes to improve access to affordable cycles for local people. A programme of marketing and promotional activities will encourage people to recycle old bikes run by the Grimsby Cycle Hub team. Bikes are reconditioned and then either sold with the profits going to help cover the cost of the Hub or given to people on low incomes to enable them to access education, training or volunteering opportunities.

Package 2 - Pedal for Equality & Health (1 April 2017 to 31 March 2020)

Anticipated number of new regular cycling journeys resulting from this package: 70

This element specifically looks at engaging women in cycling and those people with certain health conditions, who would benefit from small increases in their levels of physical activity. These initiatives would mainly focus on activities to engage who do not cycle currently as an initial step along the road to becoming regular cyclists.

Guided e-bike rides (1 April 2017 to 31 March 2020) - £15,000 (Project Lead: PicaRock the Electric Bike Shop) - A small scale pilot project is currently being run by a local organisation to provide local guided rides using e-bikes specifically for people who are not physically comfortable using a conventional bike or have been referred from local healthcare professionals. The funding would enable an expansion of the scheme and increase the number of available electric bikes and places available on each guided e-bike ride. A small budget for the marketing of these events would be made available to ensure that people who may benefit from the scheme would be able to do so.

Data from the 2011 Census shows that only 1 in 5 of the people cycling to work each day is female and whilst the number of women who cycle for leisure purposes is higher cycling is still mainly dominated by the men. The following initiatives are based upon local analysis of travel patterns and gender from both the 2011 Census and locally collated information and will build upon the successful local British Cycling Breeze initiative that was established during the period of LSTF and continued by local volunteers since.

This Girl Can (1 April 2017 to 31 March 2020) - £24,000 (Project Lead: Breeze Bike Rides : North East Lincolnshire Team) “This Girl Can” initiative is a national campaign developed by Sport England to celebrate and encourage women’s participation in sport and physical activity. Building upon a successful trial undertaken by local Breeze ride leaders earlier in the year the “This Girl Can... Cycle” project in North East Lincolnshire will comprise a five week structured programme of activities including basic cycle maintenance, cycle confidence training, route planning and practical examples of safe cycling practices. The programme will be delivered by cycle trainers recruited through a local Social Enterprise organisation.

Family Cycling Activities (1 April 2017 to 31 March 2020) - £15,000 (Project Lead: Lincs Inspire) - Until children start to become more independent travellers their mode of travel is generally dictated by their parents, decisions on how children get to school and where they are allowed to go are made by parents. Family focussed training to encourage parents to take children on ‘family bike rides’ will include confidence training for adults along with ‘learn to ride’ training for the younger family members. Five sessions per year will run in local parks across North East Lincolnshire. Events will be timed to coincide with school holidays and will typically include help and advice about choosing appropriate routes and about purchasing the right bike and equipment for individual family circumstances as well as hands on help with riding a bike for the whole family.

Package 3: Pedal for School (1 April 2017 to 31 March 2020)

Anticipated number of new regular cycling journeys resulting from this package: 150

Around 1 in 10 local trips in the morning peak hour (8am-9am) are on the “school run”. This places significant demand on the local road network at a time when many people are trying to access their jobs. The “school run” has a major impact on traffic congestion which in turn negatively affects bus punctuality, journey times for commercial traffic, air quality and carbon emission from stationary traffic.

The focus of this package of measures will be on short local journeys where cycling and or walking may be a realistic alternative to car journeys and on schools sites which suffer from safety, environmental or quality of life issues associated with the “school run”.

One of the earliest transition points in anyone's life is the move from primary to secondary school. The average trip to school for primary school pupils in North East Lincolnshire is 0.9 miles compared to 1.7 miles for their older counterparts. Children also tend to become more independent travellers once they reach this point. Around 1,900 pupils a year make the transition from Year 6 to Year 7. By working with local schools the Sustainable Travel Team will engage with the Head Teacher, Governors and Senior Managers at local schools and academies to ensure that as many of these children and their families as possible are provided with appropriate information and advice about sustainable school travel modes choices.

***Bikeability (1 April 2017 to 31 March 2020) - £60,000 (Project Lead: Lincs Inspire) -**

The funding would help to roll-out the current Bikeability Level 1&2 programme with all local Primary Schools being offered the training for pupils in Year 5. Each year, up to an additional 400 places would be delivered utilising the existing partnership between the Council and Lincs Inspire. In addition pupils in KS1 will receive ScooterSMART training which proved to be very popular with pupils and teachers when the programme ran in 2012-2015. The programme enables road safety, road craft and health messages to be delivered in a fun and engaging way. It is also an excellent precursor to Bikeability.

Finally, the funding will allow a trial of Bikeability Level 3 courses to be offered to selected pupils in Year 7-8 classes at Secondary school also utilising the existing framework. Courses will be targeted to specific individuals at specific schools and overall this element will build on the existing provision of Bikeability training being delivered annually.

Package 4 – Get Connected through Travel Planning (1 April 2017 to 31 March 2020)

Journey planning initiatives targeted at local residents and major local employers to identify existing travel patterns and how these journeys can be made using more sustainable modes. By providing access to transport choice information, incentives and alternatives to travelling by car and giving people the confidence that they do have an attractive sustainable transport mode choice for regular journeys at a time when they are experiencing change and have yet to form habits, the success rate is greatly increased. This will produce health benefits by encouraging active travel and reduce carbon emissions and congestion. This package includes:

Anticipated 15 Business Travel Plans & 8,500 Personalised Travel Plans

***Area Wide Travel Planning (1 April 2017 to 31 March 2020) - £236,000 total (Project Lead: NELC/ ENGIE) -** A team would be appointed (ENGIE to recruit and manage resource on behalf of NELC) to undertake the delivery of this new package of initiatives. Based within the Transport Team at the Council's delivery partner ENGIE, the team will liaise with local business and external suppliers to plan, deliver and evaluate sustainable travel initiatives. The team would be responsible for the day to day running of the project under the stewardship of Senior Transport Officers within ENGIE.

The team will work with local employers and schools to ensure the delivery of Travel Plans. Significant efforts will be made to remove barriers to travelling more sustainably and introduce measures and initiatives which will enable more people to use non-car modes. This bid will enable the Council to improve access to employment opportunities for unemployed residents of deprived and rural neighbourhoods, facilitating better connectivity between people, places and economic opportunities, supporting the link between economic growth and social inclusion. A continuation of the programme of Travel Planning being delivered through the existing Sustainable Travel Transition Year (STTY) funding in partnership with local organisations. The existing arrangements will be widened from the

South Humber Bank, Europarc and Great Grimsby Business Park areas to the other significant existing and new employment sites across North East Lincolnshire.

The Sustainable Travel Team will also engage with local developers, house builders and estate agents to provide an individualised travel planning service to people moving home that identifies travel patterns and makes suggestions on how these could be made using more sustainable methods. In addition the team will work with Job Centre Plus and other employment agencies to target local people who are starting new jobs with sustainable transport and travel information. Why? It is widely acknowledged that the best time to affect a change in an individual's travel behaviour is when they are going through a significant change in their normal life. This strand of the project would look to provide individualised travel planning and information for people moving home or getting a new job.

***Workplace Sustainable Travel Grants (1 April 2017 to 31 March 2020) - £75,000 total (Project Lead: NELC/ ENGIE)**

Anticipated 15 Workplace Travel Plan Grants Issued

To support our Travel Planning initiatives, businesses who engage with the process will be eligible to submit an application for a grant of up to £5,000 to undertake initiatives (e.g installation of electric car charging points, purchase of pool bikes (electric bikes), new or improved cycle parking facilities or bus passes for staff to encourage public transport use), that support sustainable travel to work. The team will work with organisations to plan, deliver, monitor and review these programmes so that their effectiveness can be evaluated.

Package 5 – Get to Work (1 April 2017 to 31 March 2020)

Anticipated performance; 57 people assisted into work through Wheels to Work

***Wheels to Work (1 April 2017 to 31 March 2020) - £53,000 (Project Lead: HWRCC) –** Humber and Wolds Rural Community Council (HWRCC) will continue to build upon the success of the North East Lincolnshire Wheels to Work scheme which has loaned 50cc scooters to residents for over 10 years enabling individuals to gain employment and/or increase their skill set by attending courses at training establishments throughout North East Lincolnshire.

The scheme has been reviewed and has evolved over time to respond to the changing needs of customers (increased maturity, over 24 years old) and employers (shiftwork, multiple based, flexibility) there is now an opportunity to totally revamp the Wheels to Work provision to make it appropriate for the future:

- Increase the range of 'wheels' available including alignment with the Cycle Hub to introduce people to, and provide for hire or purchase, pedal cycles for people travelling short distances to work or wanting a healthier transport option. This would include access to cycle safety and maintenance opportunities to increase knowledge and skills and link people (particularly men) into potential social activities and networks.

- Work with local businesses to develop a range of e-bike options, meeting training, employment and environmental objectives whilst introducing the person to a mode of transport that has potential health benefits. This would include cycle safety and maintenance for the hirer and, introduce the concept of electric charging points to employers to encourage greener travel.

- The purchase and introduction of E-scooters will provide a more substantial vehicle particularly for those who have to carry equipment (eg security or domiciliary care providers). Once again this package includes safety and maintenance training and work with employers to create electric charging points.

-Gradual reduction in the number of 50cc petrol scooters which are restricted to 30mph. this was a necessary precaution for younger riders but is no longer required for the more mature riders and can be unsafe on many main roads

HWRCC will continue to have a small fleet of 50cc petrol scooters and will monitor the hire rate of these and the 125cc petrol scooters which were introduced through the transition year. As a result we will be able to identify demand for the range of transport options and adapt and develop the scheme accordingly. As part of the package we also intend to increase the infrastructure by exploring the potential for businesses, educational establishments and community buildings to create solar powered charging points utilising existing expertise within the area. HWRCC will work with partners (such as Job Centre Plus) to explore opportunities for joint working, provision and shared resources.

Working together we can increase the transport options available (to key strategic employment zones highlighted within this bid) through travel planning, supporting people in financial management, (budgeting, setting up standing orders etc.) and understanding their responsibilities (safety, security of equipment, servicing schedule etc.). Through this process, residents are assisted to find an affordable transport solution, particularly those who are rurally isolated, on low incomes and often undertaking shift work away from transport links particularly along the South Humber Bank Region.

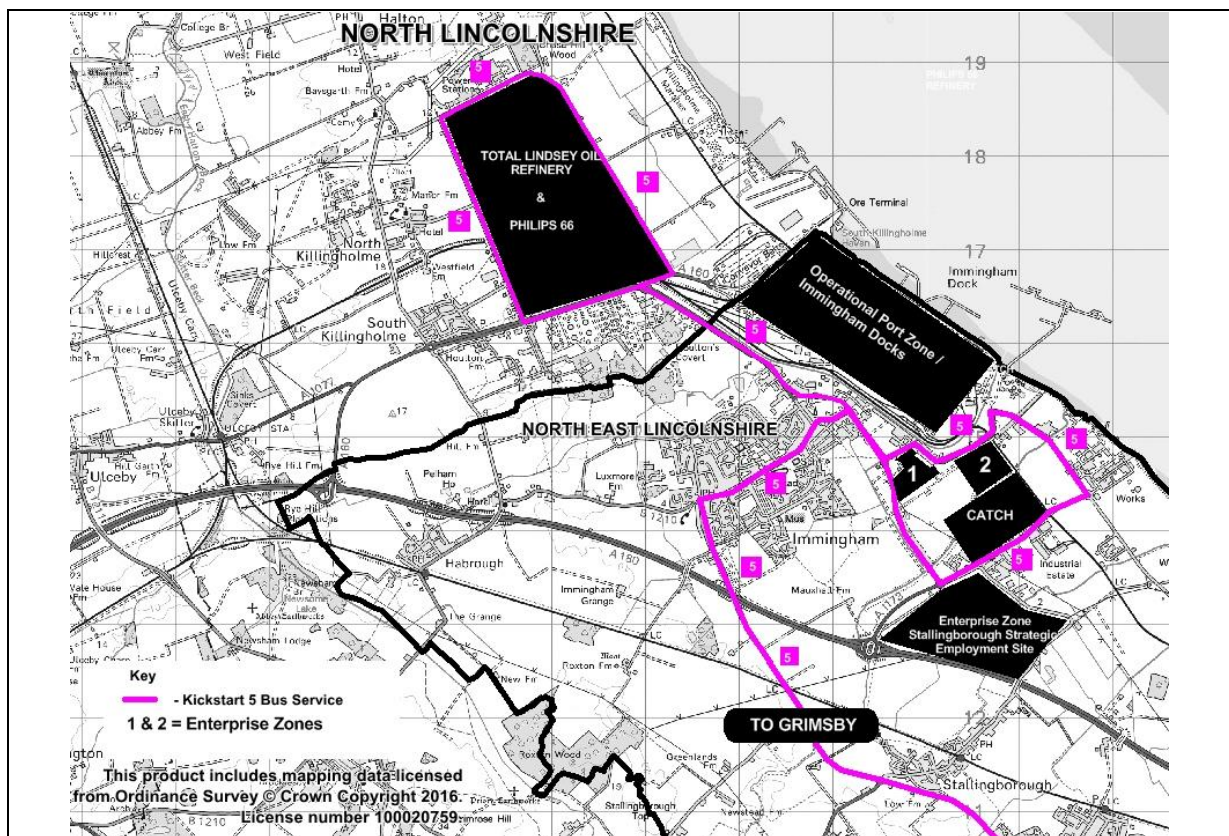
Package 6 - Get on Board (1 April 2017 to 31 March 2020)

***Kick Start 5 Bus Service (1 April 2017 to 31 March 2020) - £540,000 (Project Lead: Stagecoach East Midlands)**

Anticipated number of new bus passengers; 127,663

A new bus service has been provided through the Sustainable Travel Transition Year Fund and the intention is to continue to pump prime the Kick Start 5 Bus Service through this project in order to deliver a financially sustainable bus service by 31 March 2020. The Council has an excellent track record in pump priming local bus services which is demonstrated by the Kick Start 13 &14 route. The scheme delivered a 10 minute frequency in 2006 and to date the frequency and services have been maintained by the commercial bus operator. Kick Start 5 Bus Service will deliver accessibility to the South Humber Bank, CATCH, Philips 66, Total Oil Refinery, Enterprise Zones including Stallingborough Strategic Employment site.

To complement the project Stagecoach East Midlands will provide 500 discounted annual tickets in order to develop Commuter Plans for employees representing a £43,000 contribution To help promote the Kick Start 5 bus service, Stagecoach East Midlands will provide 750 free taster tickets at the value of £2,400 and contribution of £34,000 towards marketing and branding. The Council will work in partnership to review the financial sustainability of the bus service. The map below demonstrates the Kick Start 5 Bus Service route.



Get on Board – Information (1 April 2017 to 31 March 2020) - £100,000 (Project Lead; NELC/ ENGIE)

It is important to improve local bus service information and introduce measures which will ultimately make public transport more attractive to use. Public transport information must be comprehensive, accurate, complete and in formats that people can readily understand in order to encourage modal shift. As part of this project at least ten Real Time Bus Information displays will be provided in order to deliver a network of on street displays. The displays will provide up to the minute bus arrival times at bus stops along the Kick Start 5 Bus Route. 'Real Time' information is particularly valuable in providing reassurance – confirming that passengers are at the right bus stop, that a bus is on its way, and how long they have to wait. Therefore, as well as giving information, the system can significantly increase the perceived quality of service on offer and enhance feelings of security

Package 7 – Delivery (1 April 2017 to 31 March 2020)

***Staff Supervision, Management, Programme support, monitoring and evaluation (1 April 2017 to 31 March 2020 - £60,000 (Project Lead; NELC/ ENGIE)** - Administration support supplied by existing teams across the partnership to organise and undertake appropriate cycling and walking counts that monitor the impact of individual schemes and the programme as a whole.

Note

* = Sustainable Travel Transition Year Project.

B2. The Strategic Case

Access Fund & NELC Local Transport Plan objectives - North East Lincolnshire Council supports the objectives set out in the Sustainable Travel Revenue Competition guidance and feel that the fund has a strong strategic fit for North East Lincolnshire as it's aims are

closely aligned to the Council Plan objectives of enabling and delivering a stronger local economy and stronger communities. They are also strong synergies between the objectives of the Access Fund and our local transport challenges as set out in the Local Transport Plan.

Primary objectives of the Access Fund	North East Lincolnshire Local Transport Plan “Transport Challenges”
	Challenge A: Enable sustainable growth through effective transport provision
To support the local economy by supporting access to new and existing employment, education and training.	Challenge C: Support regeneration and employment by connecting people to education, training and jobs. Challenge D: Enable disadvantaged groups or people living in disadvantaged areas to connect with employment, health, social and leisure opportunities.
To actively promote increased levels of physical activity through walking and cycling.	Challenge F – Improve the health of individuals by encouraging and enabling more physically active travel.

Pedal and Stride to Economic Growth: Project objectives - This bid will build firmly on the cycling, walking and public transport initiatives delivered through our previous Local Sustainable Transport Fund (LSTF) programme and the Sustainable Travel Transition Year Funding (STAF). These programmes played a vital role in raising awareness of sustainable travel modes across NEL and in supporting participation through initiatives including the Grimsby Cycle hub and Move More Through Active Travel which demonstrated the health benefits of walking and cycling activity. The headline outcomes of the previous programme are summarised in the table below;

Previous LSTF / Transition Year schemes	Contribution to LSTF/Transition Year objectives	Pedal & Stride to Economic Growth Package(s)	Anticipated performance	Performance trajectory
Cycle Challenge 2016	<ul style="list-style-type: none"> Support the local economy and facilitate economic development. Helping to deliver wider social and economic benefits (e.g. access to employment, education and services). 	Package 1: Pedal to work	<ul style="list-style-type: none"> More than 4000 participants over the three years. Engagement with over 200 local businesses. 	↑
Move More through Active Travel	<ul style="list-style-type: none"> Support the local economy and facilitate economic development. Reduce carbon emissions. Reduce obesity and promote health and physical activity. 	Package 2: Pedal for equality & health Package 3: Pedal to school	<ul style="list-style-type: none"> Improved provision of cycle route information. 	↑
Active travel initiatives and Cycle training	<ul style="list-style-type: none"> Actively promoting increased levels of physical activity through walking and cycling. 		<ul style="list-style-type: none"> 75 Dr Bike sessions per year. 20 Try-a-bike sessions per year. 5 Be safe, be seen events per year. 	↑
Area wide travel planning and	<ul style="list-style-type: none"> Support the local economy and facilitate economic development. Reduce carbon emissions. Actively promoting increased levels of physical activity through walking and cycling. 	Package 4: Get connected through travel planning	<ul style="list-style-type: none"> 5 business travel plans delivered per year. Up to 3000 individuals receiving travel planning advice per year. 	↑
Wheels to work	<ul style="list-style-type: none"> Support the local economy and facilitate economic development. Helping to deliver wider social and economic benefits (e.g. access to employment, education and services) 	Package 5: Get to work	<ul style="list-style-type: none"> 15 people per year supported to access employment opportunities. 	↑
Kickstart 5 Bus Service	<ul style="list-style-type: none"> Support the local economy and facilitate economic development 		<ul style="list-style-type: none"> 127,663 additional bus passengers 500 Commuter Plans Commercial Bus Service 	↑
Real Time Information at bus stops	<ul style="list-style-type: none"> Helping to deliver wider social and economic benefits (e.g. access to employment, education and services) 	Package 6: Get on board	<ul style="list-style-type: none"> Inclusion of RTI information along Kickstart 5 route. 	↑
“Next stop employment” travel voucher scheme	<ul style="list-style-type: none"> Support the local economy and facilitate economic development Reduce carbon emissions 		<ul style="list-style-type: none"> 500 commuter plans developed for bus users 750 “Taster tickets” issued per year. 	↑

Building previous outcomes, success and schemes, the objectives of “Pedal and Stride to Economic Growth’ programme are to:

- Connect our most deprived communities with areas of economic opportunity (South Humber Bank Region),

- To support sustainable local economic growth by improving access to education, training and employment opportunities for people living in our local communities,
- Promote sustainable travel modes as an affordable alternative to the car,
- Promote health and wellbeing through raising awareness of and participation in cycling and walking,
- Reduce carbon emissions,
- Create the conditions to ensure the long-term viability of sustainable travel initiatives,
- Empower local residents of all ages and backgrounds with the skills and confidence they need to be able to more walking and cycling journeys,
- Reduce the number of cyclists who are involved in road traffic incidents,
- Empowering local people with the skills, confidence and knowledge they need to be able make cycling and walking the modes of choice for local journeys, in doing so help to increase physical activity and address the long-term life limiting effects of inactivity,
- Deliver mode shift away from single occupancy car journeys to cycling, walking, public transport and other sustainable modes to help address local congestion, air quality and environmental problems.

‘Pedal and Stride to Economic Growth will further establish a Borough-wide programme to raise awareness of and reduce barriers to participation in sustainable travel, working with the area’s employers, schools, colleges and other stakeholders. Within this framework, the programme will include a particular focus on the South Humber Bank Enterprise Zone, with awareness raising and related activities, including support for rail/cycle connectivity, to encourage sustainable travel modes in the early phase of Enterprise Zone development.

The package of measures contained within this bid support the Government’s aim of making walking and cycling normal parts of everyday life by 2040, and the preferred choice for short local journeys such as the commute to school, college, work or leisure trips.

By 2025, the Government has set a bold target to double the number of “bicycle stages”, the initiatives set out in packages 1 to 3 will contribute to achieving this goal by encouraging modal shift away from cars for short local journeys. The bid seeks to get more people cycling and in doing so transform it into an everyday normal activity whatever people’s background or characteristics.

A key theme running through many of the packages is rider and pedestrian safety which is an often cited barrier to people taking up cycling. Cyclists are amongst the most vulnerable road users but by delivering initiatives with a strong focus on safe cycling (including widening the reach of Bikeability training and adult confidence training) the project helps address these concerns another of the Government’s goals in the Cycling & Walking Investment Strategy to reduce the rate of cyclists killed or seriously injured as a result of road traffic incidents.

As well as packages that specifically look to get people into cycling the bid also contains a range of travel planning initiatives that will help identify and support people to make sustainable travel journeys including walking trips. These measures will help address a the decline in walking activity overall and specifically amongst Primary school aged children.

North East Lincolnshire

North East Lincolnshire (NEL) lies on the east coast of England, at the mouth of the River Humber – the UK’s ‘Energy Estuary’ and the gateway to Europe for the economies of the ‘Northern Powerhouse’ and ‘Midlands Engine’. Our location and the growth of the Ports of Grimsby and Immingham, have played a major role in our industrial development and continue to underpin our economy today.

Home to 160,000 people and over 5,000 businesses, the growth prospects for our economy over the next decade are stronger than at any point in its recent past. The area stands on the brink of unprecedented levels of investment in the offshore wind industry - up to £60bn by 2030 – with the potential to create long-term, skilled and well paid jobs in engineering and supporting sectors.

Other sectors including port and logistics - the Ports of Grimsby and Immingham are the largest by tonnage in the UK; food – North East Lincolnshire currently produces over 70% of the UK's frozen and chilled seafood – and our chemicals/process industries all demonstrate strong growth potential or will continue to provide vital employment for the area in future.

The Local Plan sets out proposals to create over 8,800 jobs in NEL over the period to 2032. The South Humber Bank will be a strong focus for employment growth, with over 190 hectares of land now benefitting from Enterprise Zone status and a long-term investment programme, led by the Council, to bring land forward for development.

Despite these opportunities, we face a very real challenge in ensuring that all North East Lincolnshire residents can benefit from future growth and prosperity. Levels of multiple deprivation remain high – 30% of Lower Super Output Areas (LSOAs) in NEL are in the worst 10% in England, and some LSOAs in the East and West Marsh wards lie in the worst 1%. At 3.4% (July 2016), JSA claimant count unemployment was twice the England average in February 2016.

For those residents facing multiple barriers to returning to the labour market, accessing job opportunities remains a significant factor in securing sustainable employment. Access to frequent, low cost public transport provision or other sustainable travel modes forms an essential part of efforts to ensure all residents are able to access employment opportunities in the future.

North East Lincolnshire Local Plan

North East Lincolnshire Council is focused on creating opportunity for people: opportunity to get a job; to have a home; and to be part of a strong community. This plan shows where we will be helping to create new jobs, where homes will be built and how we are going to protect and enhance those features of our Borough which are special.

We are entering a period of economic growth that has not been seen in a generation. Between 2013 and 2032 we plan to help deliver 8,800 new jobs. A significant proportion of these will be focused around our five key economic sectors:

- Ports and logistics;
- Chemicals;
- Food processing;
- Housing and Development;
- Renewable energy; and,
- Visitor economy, services and retail.

Our Economic Strategy sets out how we are supporting these sectors to create sustained employment for people in North East Lincolnshire. This Local Plan shows where we want those jobs to be created, and what that means for our Borough. It gives us a picture of what our growth plans will look like by 2032.

Our thriving economy will encourage more people to choose to live here. The evidence shows that more than 13,000 homes will be needed to meet the demands of our growing population. This will mean change for all parts of the Borough. That change comes with

great opportunities as well as challenges. New housing in our area will attract more investment from Government.

New housing creates jobs and develops skills. New homes help attract and retain our young people, giving them a chance to have a home of their own in communities they feel a part of, and where they can access good employment. Supporting Stronger Communities is one of the key ambitions of the Council, along with enabling a Stronger Economy.

This Plan shows how communities will be supported by protecting our world class environments, such as the coast and the Lincolnshire Wolds Area of Outstanding Natural Beauty, for everyone to enjoy now and into the future. It also shows how new development will help enhance the area through regeneration of our town centres.

Delivery of this ambition means working together across council departments and political parties. We will also work with our partners to deliver the best outcomes in the most effective and efficient ways.

Renewables Industry & South Humber Industrial Investment Plan

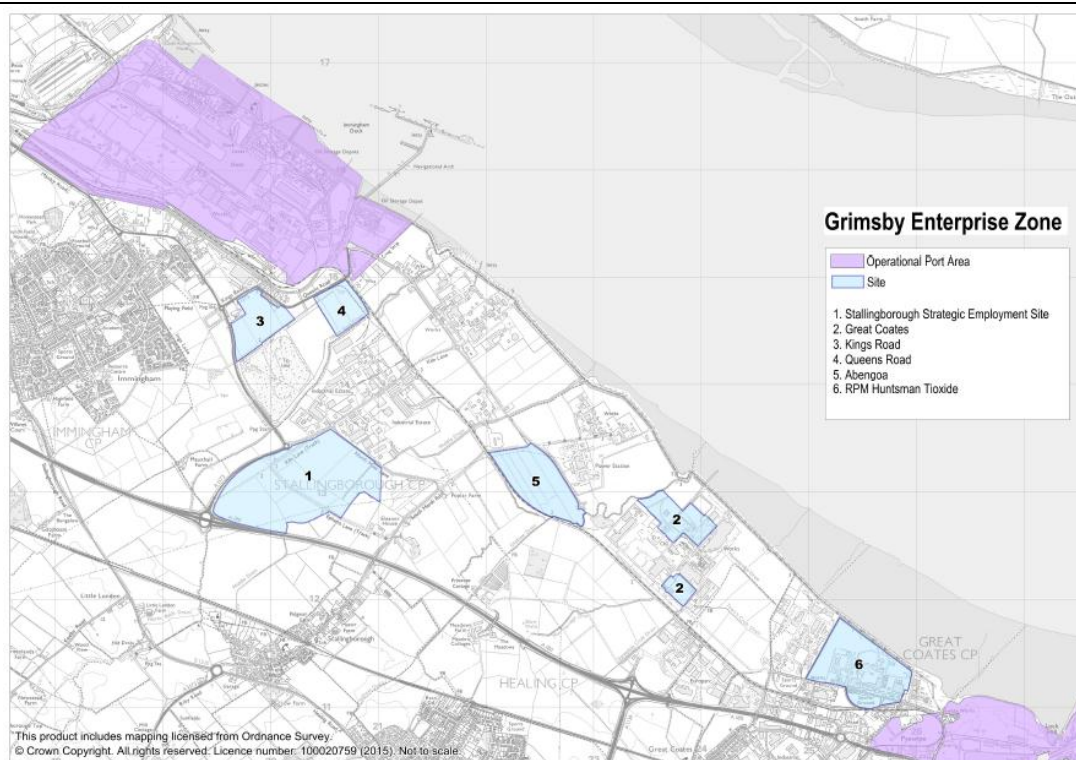
The Humber renewable energy super cluster Enterprise Zone has the potential to create up to 12,500 direct jobs. This fast growing renewables sector forms a key strand in the government's ambition to renew British engineering and manufacturing capability. The scale of the Humber developments could see the area being an internationally important hub for the offshore wind energy sector.

This is the basis for the bid. Supporting the development and growth of this sector will see an influx of work force who will need to access the key sites being developed. Already over 400 jobs have been delivered in the offshore wind operations and maintenance sector in Grimsby Docks, a number fully expected to grow with investors showing a keen interest in setting up their main operations and maintenance teams in Grimsby.

The Council are supporting growth in the ports and logistics, manufacturing and renewable energy sectors by working in partnership with the private sector to deliver the South Humber Industrial Investment Programme which is a scheme that will see the release of 200ha of employment sites alongside enabling infrastructure, including sites around Stallingborough, Immingham and Grimsby. Supported by Enterprise Zone business incentives and grants from the Local Growth Fund, the Council is investing £15m in accelerating the development of existing Enterprise Zone sites and the provision of related infrastructure including the proposed Humber Link Road that will provide a new road link between the ports of Immingham and Grimsby. This development needs to be supported by the transport infrastructure that will give people the opportunity to access work opportunities using sustainable transport.

North East Lincolnshire Enterprise Zones

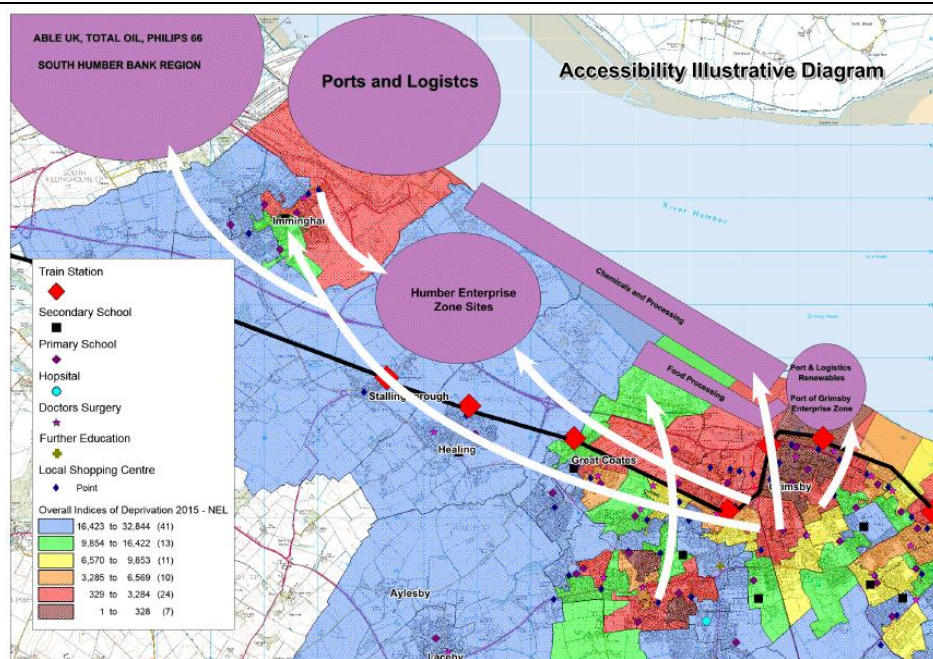
The Humber Estuary Enterprise Zone was extended in November 2015 to incorporate a number of sites within North East Lincolnshire, which are also incorporated into the SHIIP programme. The zone extends to 199ha (gross), and became effective from April 2016. The designation of the Enterprise Zone will provide incentives to attract occupiers to the sites, including either a reduction in business rates for a period of up to five years (subject to a maximum figure), or for larger firms with significant capital outlay, enhanced capital allowances. Elements of this funding bid (such as Travel Planning) will aim to support the Enterprise Zones in North East Lincolnshire.



North East Lincolnshire Council has a dual focus on the corporate priorities of 'Stronger Economy' and 'Stronger Communities'. This bid supports the drive to achieving a stronger economy and which can only be realised by having high quality infrastructure that enables sustainable door to door journeys for all the people needing to access the area for work purposes.

Map highlighting how Pedal and Stride to Economic Growth will connect areas of economic opportunity to areas of deprivation.

The map below aims to display how we will connect local residents throughout their life to local Primary Schools, Secondary Schools, Further Education, doctors/ hospitals, local shopping centres and to key strategic employment zones. Schemes contained within the bid such as Travel Planning aim to increase the uptake of sustainable travel (cycling, walking and public transport) to local schools or doctors by getting people into the habit of using sustainable travel for everyday journeys while continuing the use of sustainable travel when moving into employment (South Humber Bank & North East Lincolnshire Enterprise Zones).



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Link between Pedal and Stride to Economic Growth and the Local Growth Fund

Fund	Scheme	Link with Access Fund bid
Local Growth Fund - £1m secured via LGF Rd 2(Humber LEP) and £4.6m sought from LGF Round 3	Stallingborough Enterprise Zone	LGF funding secured for phase 1 infrastructure and sought for phase 2 Access Fund bid not dependent on LGF fund but will complement infrastructure works on site by extending public transport provision to the site
Local Growth Fund - £2m secured from LGF Rd 2 via Greater Lincolnshire LEP	Humber Link Road	Link Road will provide new link between Moody Lane and Hobson Way and bring Moody Lane up to adoptable standard. This will create a new link between the ports of Immingham and Grimsby, improve access to the Great Coates and Abengoa Enterprise Zone sites and create further opportunities to extend public transport provision, complementing the Access Fund proposals.

Bid Alignment and Partnership Working

Our bid is also closely aligned with other wider Government objectives (see table below) with each package of measures helping to deliver a broad range of benefits. Each element of the bid has been developed with input and expertise from local partners who share the a

common local goal to make North East Lincolnshire an attractive and vibrant place in which to live, work and welcome visitors. Our programmes are designed to achieve realistic outcomes and build upon excellent pre-existing partnership working across the public, private and voluntary sectors. The bid is underpinned by strong evidence that clearly identifies the local challenges and the measures being put in place to address them.

Government objective *	How Pedal and Stride to Economic Growth contributes to Government Objectives
Boosting economic growth and opportunity	Connecting our most deprived wards in North East Lincolnshire to key strategic employment sites through Package 1
Building a One Nation Britain	Increasing the number of women cycling through Package 2
Improving journeys	Making local bus journeys more attractive through Package 7
Safe, secure and sustainable transport	Helping local people to understand how to use our network of sustainable transport through Package 5
Delivering Transport Accessibility	Ensuring local people can access work, training and education by delivering Package 6
Improving Transport Integration	Connecting local bus service with our local rail network through Package 7
Reducing Killed or Seriously Injured and Improving Road Safety	Working with local schools to improve road safety through Package 4
To make bus services more punctual, inter-connected, green and accessible	High quality and frequent Kick Start 5 Bus Service delivered through Package 7
To encourage more people to cycle more safely and more often	Various initiatives aimed at reducing barriers to cycling and increasing participation rates through Packages 1, 2 & 3
To make local transport more customer-friendly and to encourage people to use it	Helping local people to understand how to use our network of sustainable transport through Package 5

* Source – www.gov.uk

The “Pedal and Stride to Economic Growth” programme aligns with the Government’s Door to Door Strategy, facilitating complete journeys and improving knowledge of available routes and modes. It includes a core package of revenue activity, aligned with complementary capital investment through the Council’s LTP programme, Network Rail and Stagecoach East Midlands.

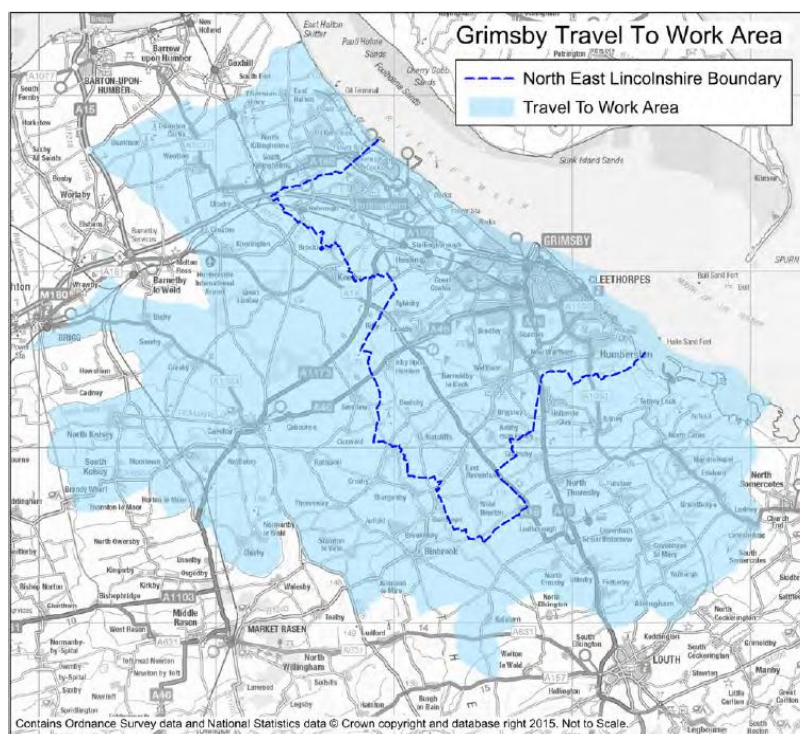
The Council is currently working with Sustrans to create a new link to the National Cycle Network that runs through the south of the Borough between Beelsby and Cleethorpes. This new route and associated marketing and promotional activity will build awareness of cycling across the Borough, encourage the development of cycle touring and tourism activities in the resort and help link people to employment opportunities along the resort front. Further enhancements to the route are currently being investigated including the possibility of extending the route to Grimsby and onwards through Immingham and the South Humber Bank sites and the Humber villages north of Immingham.

Greater Lincolnshire Access Fund Bids - In preparing our bid we have also worked in close collaboration with the local authorities of North Lincolnshire and Lincolnshire County Council, with whom we have reached a devolution agreement that paves the way for establishing a Greater Lincolnshire Combined Authority. We plan to continue this collaboration through our delivery of Access Fund projects to 2020 – holding quarterly

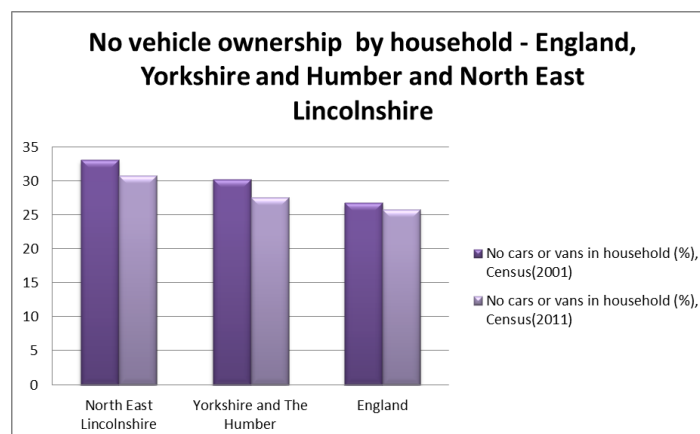
workshops to facilitate close alignment of projects and interventions, and knowledge-sharing across project delivery teams.

Socio-economic context

North East Lincolnshire Travel to Work Area - Geographically, the North East Lincolnshire 'travel to work area' extends beyond the Borough boundary (see map below); a reflection of the small geographical size of the Borough and the employment opportunities available, particularly along the South Humber Bank.

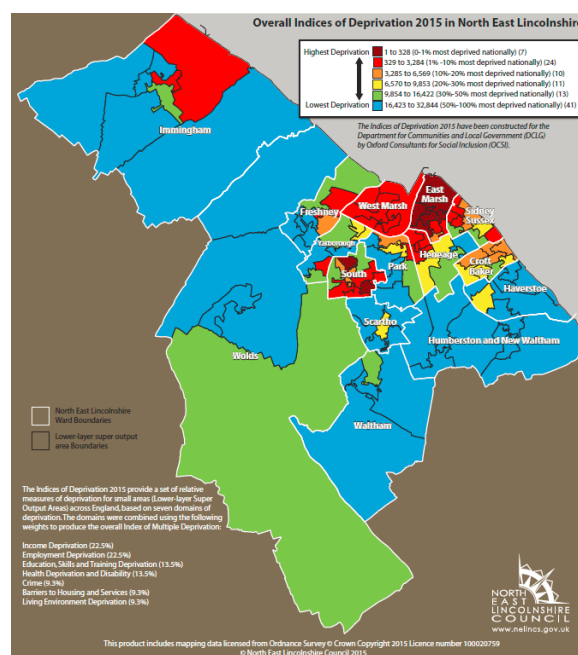


Car ownership in North East Lincolnshire - Car ownership has a direct impact on the ability of individuals to access employment. This is particularly apparent where there is limited provision of suitable public transport. It is also important to consider those households where the availability of a single car maybe restricted to just one user to access employment, leaving other members of the household reliant on alternative means of transport. This can be particularly so for women, who are often left without access to the family car during normal working hours.



From 2001 to 2011 vehicle ownership has slightly increased in North East Lincolnshire. In 2001 33.1% of households did not have access to a vehicle in the borough, in 2011 this has

slightly decreased to 30.8%. This is above the average in the Yorkshire and Humber Region and within England. These figures demonstrate the need to provide high quality public transport services within North East Lincolnshire and the South Humber Bank Region.



In 2015, North East Lincolnshire was ranked 65th most deprived, out of 326 local authorities in England, with an average score of on the Indices of Deprivation(32). Relative deprivation levels worsened between 2007 and 2015. The number of LSOA's in the most deprived 10% in North East Lincolnshire increased from 27 to 31 between 2010 and 2015, equivalent to almost 30% of all LSOAs in NEL; only fourteen English local authorities now have a higher proportion of neighbourhoods in the worst 10% for deprivation and some LSOAs in the East Marsh and West Marsh wards lie in the worst 1% of deprived neighbourhoods in England.

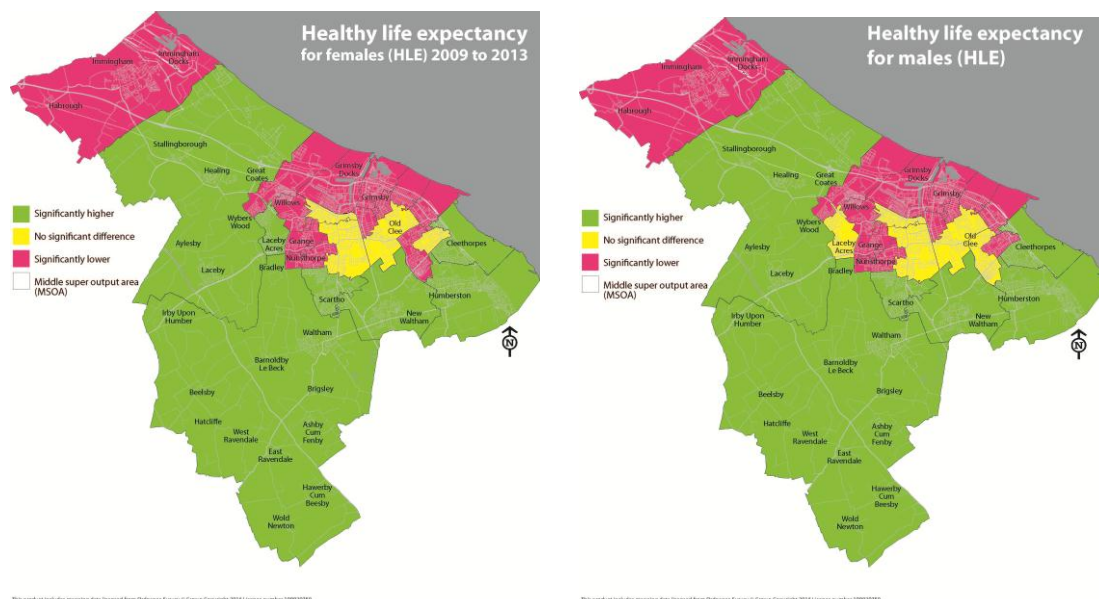
Pedal and Stride to Economic Growth: Health challenges in North East Lincolnshire and the contribution of cycling and walking

Overall, health outcomes for North East Lincolnshire residents are slowly improving with most major indices showing an improvement over the last decade. However, figures for life expectancy, obesity, the prevalence of preventable diseases and mental wellbeing are all well behind regional and national comparators. Even within the geographical area of North East Lincolnshire there are significant health inequalities between the most deprived and most affluent wards.

The NHS choices website highlights cycling and walking as the easiest ways to fit exercise into your daily lifestyle which is a key feature of this project. It also identifies that they can have other benefits including saving you money and reducing your carbon footprint.

Typically, life expectancy decreases as deprivation increases. East Marsh is the most deprived ward in the Borough and amongst the most deprived 10% nationally, it also has the lowest life expectancy locally at 74.9 years compared to the national average of 81.4 years. In addition healthy life expectancy is lower for both men (61.4 years) and women (63.0 years) in North East Lincolnshire than in the wider Yorkshire and Humber region (men 61.9 years, women 63.3 years) and nationally (men 63.5 years, women 64.8 years). As identified in the maps below, there are significant differences between areas within North

East Lincolnshire. Parts of the East Marsh, Immingham, Sidney Sussex, South and West Marsh wards all have significantly lower healthy life expectancy than averages.



From the Active People Survey (2014) it was identified that in North East Lincolnshire, 69.6% of adults were classified as overweight or obese. This is higher than the regional average of 67.1% and significantly higher than the England average of 64.6%. This pattern is mirrored in children at both Reception (4-5 year olds) and Year 6 (10-11 year olds) stages where the national Child Measurement Programme identifies the percentage of children in North East Lincolnshire classified as overweight or obese to be higher than regional and national levels.

Three year pooled data for 2012-2014 shows that within the Yorkshire and Humber region, North East Lincolnshire has the second highest preventable mortality rate with 230.4 deaths per 100,000 population, significantly higher than both the England (182.7) and regional (197.8) figures. Even within North East Lincolnshire there are variations between the most deprived and affluent wards with residents in the East Marsh, West Marsh and Sidney Sussex wards suffering much higher rates of preventable mortality than residents living in the most affluent wards.

The prevalence of diseases and conditions exasperated by low levels of physical activity such as Cardio Vascular Disease (CVD), respiratory diseases and Type-2 diabetes are all higher in North East Lincolnshire than in comparable areas across the country.

Physical inactivity is a major contributory factor with just 57.5% of the adult population identified as physically active, achieving the recommended 150 minutes of moderate physical exercise a week. Using data from Public Health England identifies that more than 1 in 4 local people are physically inactive and do no regular physical activity.

Data from 2009/10 demonstrates the cost of physical inactivity to PCTs in England is estimated at over of £940m annually. Local estimations by the Northern Lincolnshire and Goole NHS trust put the cost of inactivity at over £2.5million to them in 2009/10, Compared to our closest statistical neighbour, the figure of £2.5m is nearly 50% higher than the estimated £1.7million cost in Hartlepool.

Public Health England identify that encouraging adults aged 40-79 to be 50% more active will prevent 50 deaths a year in the North East Lincolnshire area.

In addition to physical ill-health, increasing local levels of cycling and walking can have a positive effect on mental wellbeing. In 2014/15, over 1 in 7 adults locally reported themselves through the “Happiness Survey” as having low self-esteem. Again North East Lincolnshire favours poorly with national and regional comparators.

Encouraging greater levels of cycling and walking is therefore imperative to increasing physical activity amongst our residents ensuring that they benefit from good health.

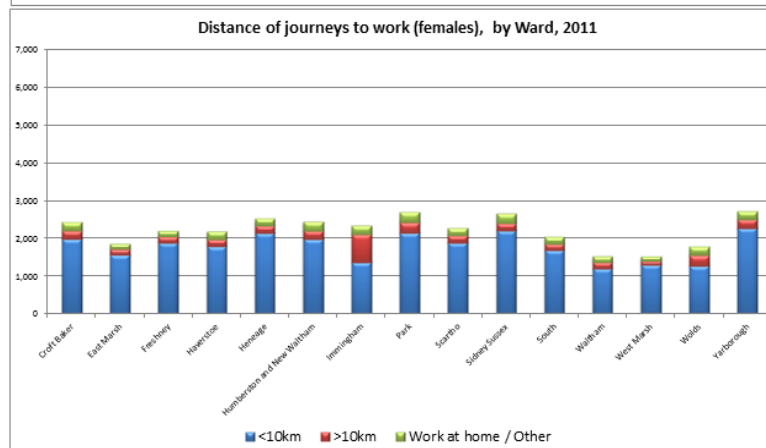
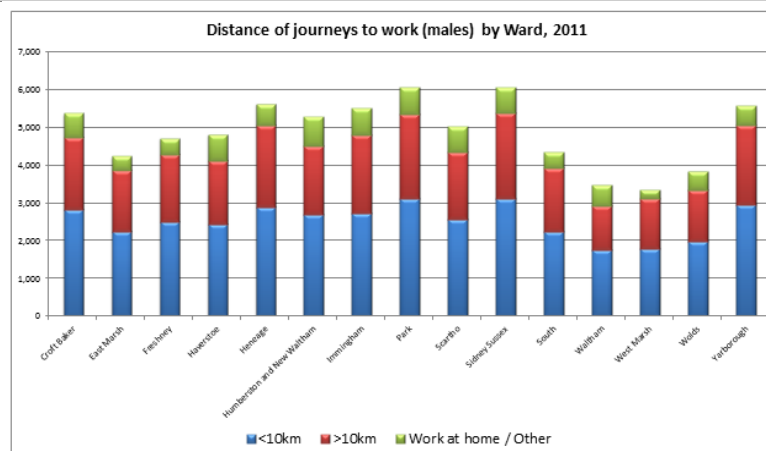
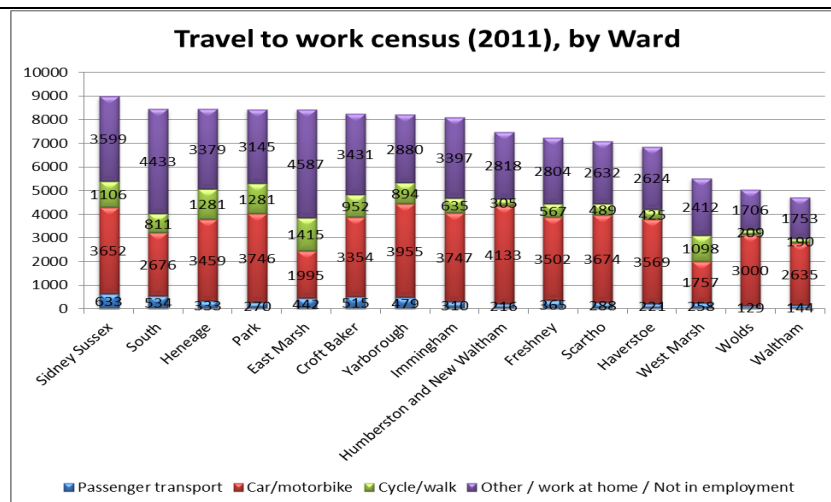
It is widely recognised that cycling and walking are good for our health, good for getting us around and good for the local environment. At a national level the popularity of cycling has increased significantly over the last few years with continued investment by the Government through the LSTF and other programmes added to by sustained success for our athletes on the road and track helping raise the profile of cycling. At a local level, data collected from the 2011 Census and the Active People Survey (2015) show that overall cycling levels in North East Lincolnshire are higher than both the regional and national averages with 4.9% of all people in North East Lincolnshire making 5 or more cycling trips per week compared to just 2.6% across England as a whole and 2.5% in the Yorkshire & Humber region. Nearly 1 in 5 people take to their bike at least once a month compared to around 1 in 7 nationally. This suggests that many of the factors that are needed to get more people cycling are already in place. The area has a compact urban centre with most journeys to work, school or the shops being within cycling distance. There is an existing network of cycle infrastructure and a recent fall in the number of cyclists who are killed or seriously injured in road traffic incidents shows the success of local road safety initiatives.

Our bid to the Sustainable Travel Access Fund will build on the successful delivery of cycling, walking and public transport initiatives delivered through the Council's Local Sustainable Transport Fund (LSTF), Sustainable Travel Transition Year (STTY) Fund and Local Transport Plan (LTP) programmes. Between them they have been vital in raising awareness of sustainable transport across North East Lincolnshire and through initiatives such as the 'Grimsby Cycle Hub' and the 'Move More through Active Travel' programme have increased the number of people walking and cycling in North East Lincolnshire. Building on these outcomes the objectives of our bid are to:

- * Empower local residents of all ages and backgrounds with the skills and confidence they need to be able to more walking and cycling journeys,
- * Reduce the number of cyclists who are involved in road traffic incidents,
- * connect our most deprived communities with areas of economic opportunity

In meeting these objectives, the programmes within the bid will help;

- * Address local health inequalities that result from low levels of physical inactivity,
- * Reduce the impact of transport on the environment by reducing traffic congestion and enabling mode shift away from single occupancy car journeys,
- * Increase accessibility for local residents supporting them to make the most of the forthcoming economic growth in the Borough.



Women's journeys to work tend to be shorter, 80.1% of journeys to work are less than 10km compared to 51.6% of men's journeys to work.

The overall aims of the bid are:

- To support sustainable local economic growth by improving access to education, training and employment opportunities for people living in our local communities
- Empowering local people with the skills, confidence and knowledge they need to be able make cycling and walking the modes of choice for local journeys, in doing so help to increase physical activity and address the long-term life limiting effects of inactivity.
- Deliver mode shift away from single occupancy car journeys to cycling, walking, public transport and other sustainable modes to help address local congestion, air quality and environmental problems.

Forward Plan – This Access Fund Bid for 2017 to 2020 seeks to build on the successes delivered through existing LSTF, Sustainable Travel Transition Year Funding and LTP infrastructure projects. Through the Access Fund we will create enhanced cycling, walking and bus networks necessary support our efforts to support access to our key education, training and employment sites. Infrastructure will also enable increased levels of physical activity to help redress the health inequalities that exist between our most deprived and affluent Wards leading to a stronger local economy and healthier communities.

B3. The Economic Case – Value for Money

Our earlier Local Sustainable Transport Fund and Sustainable Travel Transition Year programmes has provided valuable evidence of the value for money and other positive outcomes achieved by the earlier sustainable travel interventions developed by the Council and its partners. These are summarised in the following paragraphs.

It is accepted that a BCR figure of above 3:1 demonstrates very good value for money. The DfT's own report "Value for money assessments for cycling grants" (August 2014) shows that for the Cycle City Ambition Grant funding returned an average BCR of 5:1 with some elements delivering ratios in excess of 30:1. This is primarily due to the inexpensive nature and effectiveness of many of the projects.

The primary benefits realised from investing in cycling and walking projects come from improved health and physical fitness, congestion relief where mode shift occurs away from private vehicles to cycling and walking and overall journey ambience. In addition there are some benefits associated with a reduction in death and injury due to traffic collisions, reduced absenteeism (although this is mainly accounted for by improvements in people's health) and environmental benefits resulting from a reduction in greenhouse gas emissions,

Packages 1 to 4 – Pedal & Stride

For packages 1 thru 4 the Department for Transport's "Active Mode Appraisal Toolkit" has been used. Baseline data from the 2011 Census showed 3,817 people used a cycle to get to work. The uplift in cycling numbers as a result of each of the packages of measures has been calculated based on local experience & results from other programmes nationally. A BCR figure has been calculated using these statistics. The exception being package 2 as it is felt that using the toolkit would not give an accurate evaluation of the project as it is specifically aimed at improving health outcomes rather than encouraging significant levels of mode shift for transport purposes.

Package	Anticipated BCR
Package 1 : Pedal to work	7.1:1
Package 2: Pedal for health & Equality	25.1:1
Package 3: Pedal % Stride to school	7.2:1

Overall, all four packages offer very good value for money.

Package 4 - Get Connected through Travel Planning

Additional staff will be employed to deliver certain elements of the project, such as the travel planning / promotion. There would be particular emphasis on travel planning staff engaging with South Humber Bank employers to assess existing travel patterns, costs of staff travel, costs of car park management, health / well-being benefits to staff and potential incentives to change travel behaviour. A strong part of travel planning is ensuring that there is appropriate information, tailored to different user groups, and available in a wide range of different media.

Given the initial limited duration of the project we will be looking to draw on the expertise and support which can be provided through the NELC and ENGIE partnership project to provide a Travel Co-ordinator and resources to deliver promotion of Active Travel through Hubs and targeted incentive mechanisms (e.g. Business Travel Grants). The Area Wide Travel Planning has a typical Benefit Cost Ratio of 15:1 and with Personalised Travel Planning at 7.6:1.

Package 5 – Get to Work - Wheels to Work

The scheme is proven to take an unemployed person from Job Seekers allowance and other related benefits into work thus increasing income and individual spending power. For example, the average salary based on National Living wage is £7.20 per hour or £288.00 per week or £14,976.00 per year. In comparison the average income from benefits is £145.14 per week, £7,547.28 per year. This represents a significant increase in income and ability to pay rent and council tax without benefits from the public sector.

The savings which the Wheels to Work scheme can help the public sector achieve (per Job Seeker) is demonstrated by the table below;

Benefit	Cost per week £	Average per month £	Average per 6 months £
Job seeker's Allowance ¹ (16–25 yrs)	57.35	248.52	1491.12
Job seeker's Allowance ¹ (25+ yrs)	72.4	313.73	1882.4
Council Tax ² Benefit	4.67	20.24	121.44
Housing ³ Benefit	68.07	295	1,770.00
Total Benefit Costs (16–25 yrs)	£130.09	£563.76	£3,382.56
Total Benefit Costs (25+ yrs)	£145.14	£628.97	£3,773.84

From 1 April 2017 to 31 March 2020 the Wheels to Work scheme will allocate at least 57, scooters, ebikes or cycles. Based on the above figures this can be further explained by the data below;

* 57 vehicle loans / £52,229 (three year scheme costs) = £916.29 (cost per vehicle loan).

* This represents a saving of £2,466.27 per Job Seeker (16–25 year olds) or a saving to the public sector of 72.9%

* This represents a saving of £2,857.55 per Job Seeker (25 year olds plus) or a saving of to the public sector 75.7%

The total savings the Wheels to Work scheme will deliver to the public sector is demonstrated in the table below;

Age Group	Estimated number of scooters per year	Saving on benefits	Totals savings generated by the Wheels to Work scheme
16-25 year olds	17	£2,466.27	£41,926.59
25 year olds plus	40	£2,857.55	£114,302
Total	57		<u>£156,228.59</u>

Package 6 – Get on Board - Kick Start 5 Bus Service

Making local public transport more attractive, and providing public transport alternatives for the sustainable completion of longer, inter-urban car journeys, will deliver consistent benefits to the South Humber Bank region. The “Roadmap report” published by Greener Journeys in the autumn of 2015, found that every pound invested in bus services delivered seven pounds in economic benefit to the local economy (BCR 7:1).

Benefit Cost Ratio (BCR) of Schemes

The table below summarises typical BCRs for a range of sustainable transport interventions;

Intervention	BCR	Methodology
Package 1 – Pedal to Work	7.1:1	Calculated using the DfT Active Mode Appraisal Toolkit
Package 2 – Pedal for Health	n/a	Not calculated but the project could have a significant impact on people's health which in turn will reduce healthcare costs
Package 3 – Pedal for equality	25.5:1	Calculated using the DfT Active Mode Appraisal Toolkit
Package 4 – Pedal & Stride to School	7.2:1	Calculated using the DfT Active Mode Appraisal Toolkit
Package 5 – Travel Planning	15:1	Typical Benefit / Public Service Transformation Network & New Economy (2014)
Package 6 – Wheels to Work	1.59:1	Public Service Transformation Network & New Economy (2014)
Package 7- Kick Start 5 Bus Service	7.1:1	Public Service Transformation Network & New Economy (2014)

See Appendix 5 for explanation of Public Service Transformation Network & New Economy (2014)

Non-quantifiable benefits of the bid – These are likely to include:

- Significant economic benefits resulting from ensuring that planned growth can occur and South Humber Bank remains a location where businesses want to invest and employees want to locate
- Employment growth from the freeing up of road capacity to enable economic development to come forward
- Economic and environmental benefits from ensuring sustainable transport play an important role in growth, making it sustainable and low-carbon

- Improved access to employment by walking, cycling and public transport
- Health and well-being benefits including reduced adult and child obesity and increased physical activity at to workplaces and a possible increase in life expectancy from reductions in obesity, cardiovascular disease and diabetes as a result of increased physical activity.

B4. The Financial Case – Project Costs
Table A: Funding profile (Nominal terms)

£000s	2017/18	2018/19	2019/20
DfT funding sought	483	463	442
Local Authority contribution	350	350	350
Third Party contribution including LGF	53	54	54
TOTAL	886	867	846

B4. Management Case - Delivery

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

Included within Appendix 1

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

Not applicable.

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

Table C: Construction milestones

Not applicable.

B5. Management Case – Statutory Powers and Consents

- a) Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.
None required.

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

None required.

B6. Management Case – Governance

Delivery of this project will use the same approach which has successfully delivered the Local Transport Plan programme over the last 15 years and our two previous successful LSTF projects. North East Lincolnshire Council entered into a public/private partnership with Balfour Beatty Workplace, now ENGIE for the delivery of Regeneration Services including planning, highways, project management, economic development and housing. The Partnership acknowledges the importance of governance by ensuring robust progress reporting systems and performance management systems are in place.

The Partnership enables the Council to bring in specialist resources to assist in the development and delivery of schemes and programmes. It reduces the costs and enables any barriers to scheme delivery to be overcome through the timely availability of additional skilled resources where required. This ensures that a rapid start on the projects can take place following approval of the funding.

The Council and its delivery partner have significant experience of the delivery of capital schemes. Projects delivered through the LSTF are delivered in accordance with the North East Lincolnshire Council Project Management Framework (Prince 2 principles). The framework sets out the key stages and processes for delivering successful projects and is adaptable based on the size, value and complexity of individual projects. The governance structure is already in existence (delivering Grimsby Town Centre Accessibility Improvement Scheme and Sustainable Travel Transition Year Funding schemes) and includes the following:

Project Board - The Project Board has the overall responsibility for delivering the project and represents at managerial level the business, providing any required approvals to scheme delivery and supplier interests of the project. The Project Board is accountable for the success of the project and has responsibility and authority for the project within the instructions set by the Cabinet Board.

Project Director - The Project Director has the authority to direct the project on behalf of the Project Board within the constraints laid down by the Project Board. The Project Director's prime responsibility is to ensure that the project produces the required products, to the required standard of quality and within the specified constraints of time and cost. The Project Director is responsible for delegating the necessary work packages required to deliver the project.

Technical Director - The Technical Director provides technical support to the Project Director, Project Manager and Project Team.

Project Managers - The Project Managers supports the Project Director and has the authority to lead the project on day to day basis. The Project Manager's responsibility includes:

- Directing and motivating the project team
- Producing the Project Initiation Documents
- Organisational Structure
- Roles & Responsibilities
- Project Plan & Timeline
- Publicity & Communications Plan
- Stakeholder Management Plan
- Risk Register
- Financial Commitment System
- Managing the production of the required work packages

- Planning and monitoring the project with regular reports to the project and operations board
- Preparing Project and Stage Plans in conjunction with Team Managers and agree them with the Project Board.
- Managing the risks including the identification of project controls and further actions required to mitigate the risk.
- Taking responsibility for overall progress and use of resources and initiating corrective action where necessary
- Being responsible for change control
- Preparing and reporting to the Project Board through Highlight Reports and End Stage Reports
- Liaising with the Project Board or its appointed Project Assurance roles to assure the overall direction and integrity of the project
- Agreeing technical and quality strategy with appropriate members of the Project Board
- Preparing the Lessons Learned Report
- Preparing any Follow-on Action Recommendations required
- Preparing the End Project Report
- Identifying and obtaining any support and advice required for the management, planning and control of the project
- Project administration

Project Team - The Project Team is responsible for delivering the work packages throughout the lifetime of the project. The Project Team will also be responsible for financial management, risk management, legal arrangements and procurement.

Workstream Lead - A workstream lead is responsible for a group of people who will deliver specific elements of the project such. The composition of the team they will manage is wholly dependent on the project approach being adopted; those appointed should reflect the skills requirements of the tasks to be carried out. Specific responsibilities include:

- Delivering Work Packages as agreed to the Project Director
- Producing Checkpoint Reports for the Project Manager
- Ensuring that their team is performing
- Managing the production of the required products

Workstream Leads should ensure that the Project Plans and Stage Plans are prepared with the Project Team and agreed them with the Project Board. **Note;** A detailed project management structure is included within Appendix 3.

B7. Management Case - Risk Management

Risk management is an important part of how North East Lincolnshire Council achieves its priorities. The Council proactively manages its risks, and this allows us not only to manage current priorities, but meet future challenges. The purpose of the Council's framework is to define how risks will be managed by the Council. It provides guidance on the processes, procedures, roles and responsibilities for risk. It sets the context on how risks are managed. The principles of which are based upon the identification and recording of risks, evaluating their potential to occur, development of mitigating actions and regular monitoring / updating of the current position.

The overall risk assessment of this programme based on the application of these principles is deemed to be low because the main elements that are being proposed have been based upon tried and tested measures which have been successfully delivered locally and elsewhere in the country.

Risk Category	Risk identified	Gross Risk Score			Control Action	Net Risk Score		
		Likelihood	Impact	Risk score		Likelihood	Impact	Risk score
Political	Political resistance to support the proposals presented within our bid.	3	3	9	Early involvement of all political groups during preparation of bid. All groups have confirmed their support for the bid.	1	4	4
Partnership	Support for the proposals from our partners to deliver the programme.	2	4	8	Early involvement of our partners during preparation and design the of bid has ensure that solutions meet joint objectives.	1	4	4
Commercial	Commercial viability of sustaining schemes as a means to continue designed intervention.	3	4	12	Business advice and support to be given to scheme leads from the Regeneration Partnership.	2	4	8
Technical	Risk of technical problems arising during delivery.	3	3	9	Robust cost estimates including appropriate contingency allowance. Regular monitoring of risks will enable mitigation of emerging risk at an early stage.	2	3	6
Financial	Securing all of the match funding required to deliver the project.	3	5	15	Match funding has been identified and outlined within our financial summary table.	1	5	5

B8. Management Case - Stakeholder Management

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

☐ Yes ☒ No

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

☐ Yes ☒ No

B9. The Commercial Case

The North East Lincolnshire Council/ENGIE Partnership enables us to bring in specialist resources to assist in the development and delivery of schemes and programmes. It will reduce costs and enable any barriers to scheme delivery to be overcome through the timely availability of additional skilled resources where required. This will ensure that a rapid start on the projects will take place following approval of the funding. The Council and its partner have significant experience of the delivery of capital schemes.

In order to minimise risk, this project has been designed in a way that means it can be delivered through existing contract or partnership arrangements (carried out in accordance with the Public Contract Regulations 2015 and the 2014 EU Procurement Directives), without the need for additional procurement activity, as follows;

- ENGIE Highways and Transport (for professional and technical support)
- Bus Quality Partnership with Stagecoach East Midlands
- Existing Wheels to Work scheme with HWRCC
- Existing cycle scheme initiatives and partnership with the Grimsby Cycle Hub (Social Enterprise).

On this basis and with appropriate delivery partners already in place, we can confirm that the project can commence delivery from 1 April 2017 to 31 March 2020.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

By submitting this bid, I agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and, where appropriate, evaluation of outcomes.

☒ Yes ☐ No

The Council and its partners will undertake monitoring activities throughout the initiative and is willing to work with DfT on the overall evaluation of the programme.

We will develop an evaluation toolkit to determine more specifically our success criteria. We will be pleased to cooperate with the Department in developing this to ensure we are clearly identifying the benefits achieved by our packages. Projects such as our Local Transport Plan have already developed extensive monitoring and evaluation tools.

Our approach to monitoring and evaluation is based on our experiences of LSTF schemes, school travel interventions and other similar projects. Output evaluation of the overall project would include quantitative figures relating to the travel mode split of people accessing the town centre. Other evaluation would be based on the specific measures such as:

- Pre and post intervention travel surveys as part of participating travel plans.
- Changes in the level of cycling as measured by the automatic cycle counters.
- Number of people taking advantage of the 'Wheels 2 Work' scheme.
- Qualitative figures would be obtained through wider satisfaction surveys such as the 'Place Survey'.

We will report this information via statistics and commentary. We will also prepare a number of case studies highlighting experiences, successes and lessons learnt and report these back to DfT. We envisage at least one detailed case study for each of the scheme elements.

SECTION D - Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for *Pedal and Stride to Economic Growth* I hereby submit this request for approval to DfT on behalf of North East Lincolnshire Council and confirm that I have the necessary authority to do so.

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

Name: Angela Blake

Position: Director of Economy and Growth

Signed:



D2. Section 151 Officer Declaration

As Section 151 Officer for *North East Lincolnshire Council* I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that *North East Lincolnshire 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 2019/20;
- 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: Sharon Wroot (Director of Finances, Resources and Operations – Section 151 Officer)

Signed:

