



## Sustainable Travel Transition Year Revenue Competition 16/17 - Application Form

### Applicant Information

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### SECTION A - Project description and funding profile

**A1. Project name:** Delivering Growth Through Sustainable Travel

#### **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 the earlier LSTF programme, 'Delivering Growth through Sustainable Travel' will connect our most deprived communities with areas of economic opportunity. The programme promotes sustainable travel modes with a strong emphasis on supporting cycling and walking and enhancing key bus routes. The programme creates the platform to ensure the long-term viability of these initiatives.

**A3. Total package cost (£m):** £1.411m

**A4. Total DfT revenue funding contribution sought (£m):** 0.441m

**A5. Local contribution (£m):** 0.970m inc £0.908m capital (C) and £0.062m 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 – more detail in Appendix 6)	488 (C)
North East Lincolnshire Council	Revenue support –staff resources for project management/delivery via delivery partner ENGIE	20(R)
Job Centre Plus	Staff Resources for travel planning	13 (R)
HWRCC	Wheels 2 Work contribution	6 (R)
Stagecoach East Midlands	Marketing and promotion	20 (R)

Stagecoach East Midlands	Provision of two low floor accessible buses,	150 (C)
Cycle Hub (Social Enterprise)	Staff time and resources to support the delivery of the project	3 (R)
National Station Improvement Programme, Heritage Rail Fund, Coastal Revival Fund and Big Local team (Big Lottery Fund).	Cleethorpes Station Cycle Hub Scheme	270 (C)

#### A6. Equality Analysis

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

☒ Yes ☐ No

**A7. 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. It 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 and Responsibility
First TransPennine Express	Delivery Partner
Stagecoach East Midlands	Delivery Provider
Sustrans	Strategic direction and support
ENGIE	Delivery Partner & Scheme provider
Humber Chamber of Commerce	Strategic direction
Job Centre Plus	Strategic Direction and Support
Humber & Wolds Rural Community Council (voluntary organisation)	Scheme Provider
Cycle Hub Community Interest Company	Scheme Provider
City of Hull and Humber Environmental Forum (voluntary organisation)	Scheme Provider
Big Local North Cleethorpes	Delivery partner
Heritage Rail Fund	Delivery partner
Northern Rail & Barton Cleethorpes Community Rail Partnership	Scheme supporter
Immingham Town Council	Scheme supporter

## **SECTION B – The Business Case**

### **B1. The Strategic Case –**

#### **Background**

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 draft 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 3.6%, 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.

Further details on the socio-economic context are presented later in Section B.

#### **'Delivering Growth through Sustainable Travel': objectives**

'Delivering Growth through Sustainable Travel' will build firmly on the cycling, walking and public transport initiatives delivered through the Local Sustainable Transport Fund (LSTF) programme for North East Lincolnshire (NEL). The LSTF programme 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 overleaf; further analysis of specific elements of the LSTF programme are set out in Section C' Economic Case.'

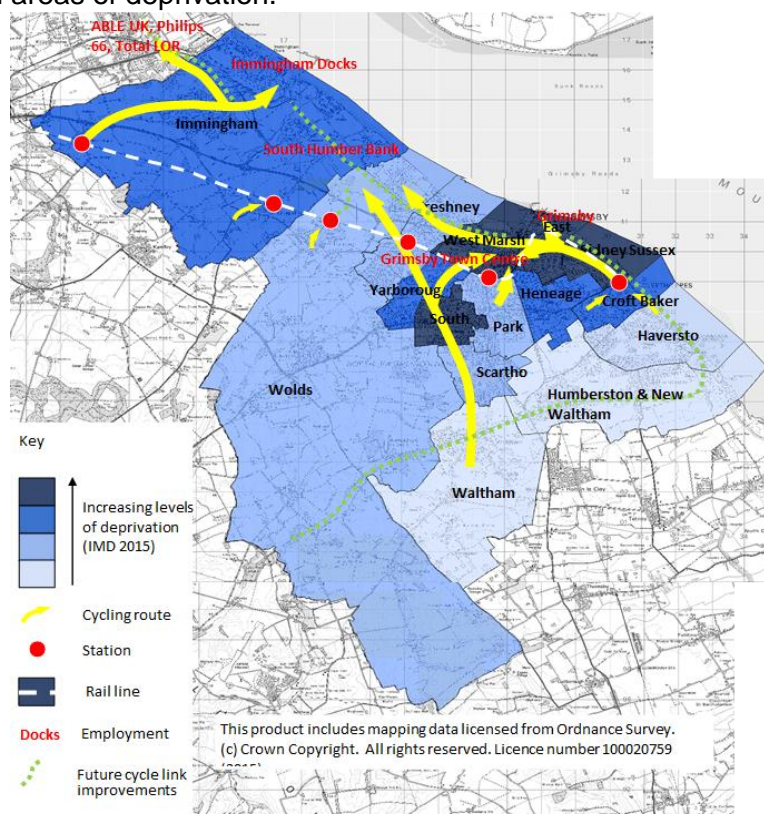
Previous LSTF schemes	Contribution to the local economy	Delivering Growth Through Sustainable Travel Schemes	Expected Performance	Performance Trajectory
Grimsby Town Centre Superstop	Increase access to employment and training	Cycle Challenge 2016	1250 participants	↑
Cycle Hub	Increase access to employment and training, increase good health and social mobility	Active Travel Initiatives & Cycle Training	150 sessions	↑
Wheels to Work scheme	Improve accessibility to employment and social mobility	Wheels to Work	16 scooters allocated	↑
Move more through active travel	Increase access to employment and training, increase good health and social mobility	Area Wide Travel Planning & Travel Plan Grants	2,000 personalised Travel Plans and 5 business travel plans	↑
Travel Voucher Scheme	Improving accessibility to employment opportunities	Kick Start 5 Bus Service	128,000 additional trips	↑
Real Time Bus Information	Improving accessibility to employment opportunities	Cycle Hub at Cleethorpes Train Station	An additional Cycle Hub facility	↑

Building on these outcomes, the objectives of the 'Delivering Growth' programme are to:

- connect our most deprived communities with areas of economic opportunity
- 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.

'Delivering Growth' will establish a Borough-wide programme to raise awareness of and reduce barriers to participation in sustainable travel, working with the area's major 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.

Plan 1 highlights the current and planned initiatives to connect areas of economic opportunity with areas of deprivation.



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.

The 'Delivering 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, Stagecoach East Midlands and the Heritage Rail Fund.

The programme includes the following schemes:

**Cycle Challenge 2016 (£45,000 Bid)** - North East Lincolnshire Council has worked successfully with Love to Ride for the last three years to deliver the annual NEL Cycle Challenge. In that time the project has engaged with over 150 organisations and encouraged over 2,500 people to get on their bikes. Love to Ride Cycle Challenge results summary (2013-2015).

Headline results	2013	2014	2015
Organisations participating	47	58	54
Participants (% of new riders)	829 (40%)	1,069 (36.7%)	752 (32.8%)
Total trips (miles cycled)	4,340 (41,577)	4,075 (41,222)	4,257 (42,288)

The continued success of the scheme has been down to a co-ordinated and well planned approach to business engagement with many of the area's largest employers taking part in each of the three years and nearly 90% of people who registered taking part and recorded a ride in 2015. In 2016, the intention is to build on existing partnerships and expand the opportunity to other local companies and once again run the NEL Cycle Challenge as part of the National Cycle Challenge in partnership with Love to Ride. There will be a year round programme of engagement with intensive periods of work in June to support Bike Week, September for the National Cycle Challenge and in March for Ride to Work Week.

**Active Travel initiatives, promotions and events (£20,000 Bid)** - A programme of community and workplace events led by the Grimsby Cycle Hub team. The programme has three themes aimed at addressing some of the most frequently raised reasons for not cycling. Doctor Bike sessions offer free basic bike repairs at local businesses, colleges & community locations. These sessions help overcome the problem of people owning bikes but being unable to use them by often quite simple problems. Building on this, the Cycle Hub has been offering small maintenance workshop sessions to local cyclists to give them the skills and confidence they need to be able to undertake simple repairs and bike maintenance. This is particularly important for people whose main form of transport to get to work is a bike.

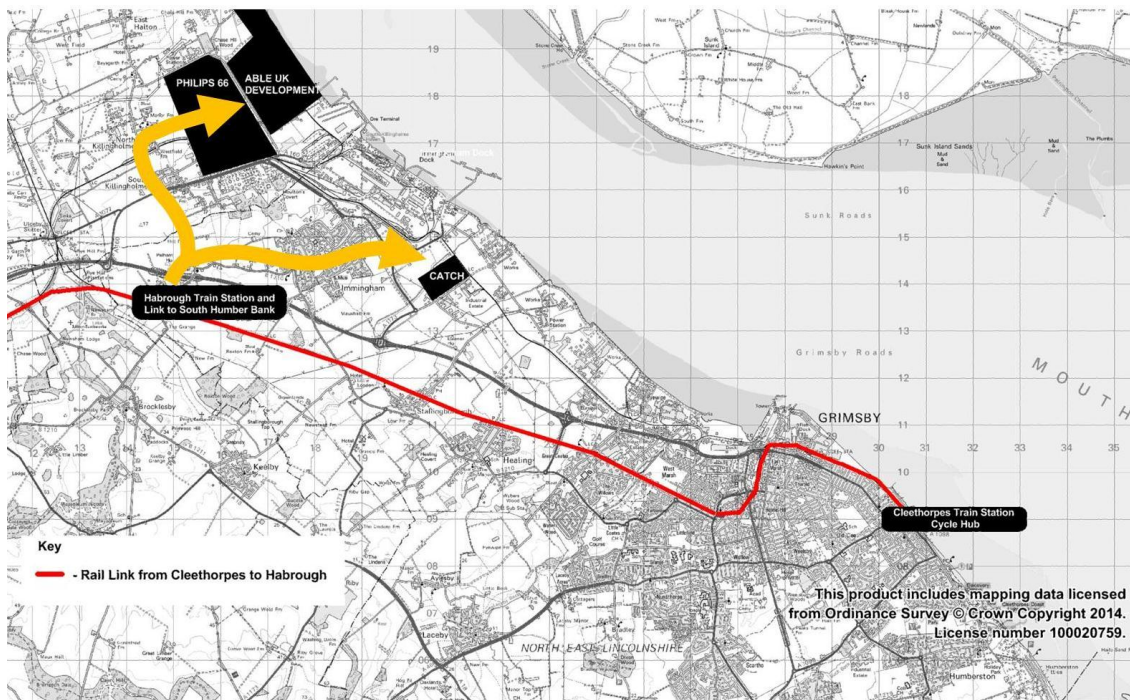
Try-a-bike sessions give people the opportunity to give cycling a go and realise the fun that they can have on two wheels. Previous try-a-bike events have been well received by those taking part and through partnership working with the Community Learning Disability Team we have been able to use a variety of adapted cycles to make the events fully inclusive. Finally a programme of cycle safety events would be delivered in the autumn at prominent workplace locations and residential settings providing free cycle lights, hi-viz clothing and safety information. These events encourage people to be safe when cycling after dark. In the last three years over 1,500 people have received safety productions and information.



These sessions would form part of Travel Plan offer supporting sustainable access to employment, education and training.

**Cycle training (£5,000 Bid)** - Supports the ongoing provision of adult and school based cycle Bikeability and Cycle Confidence training. This helps address further barriers to people making cycling their default mode of travel for short local trips by empowering them with the skills and confidence they need to make every day journeys on their bikes. Training will be delivered through local Bikeability accredited trainers.

### **Cycle Hub at Cleethorpes Train Station (£50,000 Bid + £270,000 local contribution)**



The Cleethorpes Cycle Hub will build upon the success of the Grimsby Cycle Hub that was delivered through LSTF funding in 2012/13. Following revenue support to get established the Grimsby Hub is now run on a long-term sustainable not-for-profit basis by a local community interest company. The company employs three members of staff and offer a range of volunteering and training opportunities for local people.

The new facility will offer cycle hire, maintenance and storage facilities at Cleethorpes Railway Station. The station is immediately adjacent to the seafront providing a great opportunity for visitors to arrive at the resort by train / at the nearby Grant Street car park, pick up a hire bike for the day and enjoy cycling along the seafront. The Cleethorpes Hub also provides a link via the train service between Cleethorpes and Habrough for employees accessing the South Humber Bank. Bikes can either be stored or picked up from the station, carried on board the train to Habrough where they can alight and cycle the final distance to work on the Humber Bank. The refurbished First Group trains offer additional cycle storage which will make this option more feasible in the future as the trains come on stream.

The Hub will occupy the former ticket office adjacent to Platform 1. The building is currently the subject of a renovation project funded by the National Station Improvement Programme, Heritage Rail Fund, Coastal Revival Fund and local contributions. Once building works are complete the revenue funding in this bid will support the initial years operation of the facility by paying for the training of staff members, staff costs, procurement of resources, marketing and promotion. The following year, the facility will be taken on as a part of the local Community Interest Company.

**Involve, Inform and Encourage (£20,000 Bid)** - Information forms the foundation of delivering growth through sustainable travel, with targeted marketing and promotion playing a vital role in its success. A blend of soft measures combined with sustainable revenue related improvements will enable positive progress to be made towards a sustainable transport network in North East Lincolnshire.

**Wheels to Work (£16,100 Bid + £6,000 local contribution)** - Humber and Wolds Rural Community Council (HWRCC) has operated a successful and cost effective Wheels to Work scheme for North East Lincolnshire residents for over 10 years. During the past three years over 80 individuals have been offered employment support, 30 have successfully passed their CBT test and been awarded their certificates and 41 have benefited from the loan of a scooter. This has enabled individuals to gain employment and/or increase their skill set by attending courses at training establishments throughout North East Lincolnshire.

The success of the scheme has been the holistic assessment and flexible implementation, assisting residents to explore appropriate transport options 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 shiftwork away from transport links particularly along the South Humber Bank Region. This bid will enable Wheels to Work to explore and expand the range of 'wheels' available, closing the gap between public transport, scooter and pedal cycles. Working with the cycle hub, identifying the right transport for the individual's needs, providing opportunities for residents to undertake adult cycle confidence training and create safe, independent travel. By issuing an electric cycle it meets training, employment and environmental objectives whilst introducing the person to a mode of transport that has potential health benefits. It is envisaged that the Wheels to Work scheme will deliver a key element of the future Access bid through the delivery of electric bikes and electric changing points.

**Area Wide Travel Planning (£40,000 Bid)** – North East Lincolnshire Council (NELC) will work with key partners such as large employers within the South Humber bank (ABP, CATCH and Philips 66) region 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. Also, to complement the travel plans, personalised journey planning will be provided by visiting businesses individually to understand people's travel needs, responding to barriers to change and to provide bespoke information and incentives to travel more sustainably. 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.

As a result of increased partnership work with local Jobcentre Plus (through our previous LSTF project), Work Programme Providers, Training Providers and Education Facilities we can better understand where local public transport accessibility issues exist. For many people in North East Lincolnshire the cost of transport can be a barrier to returning to work. This key element of the project will expand on this increasing awareness and in turn the number of individuals who will benefit from the scheme. It is envisaged that data obtained through the Travel Planning process will be utilised as part of a future bid to the Access Fund.

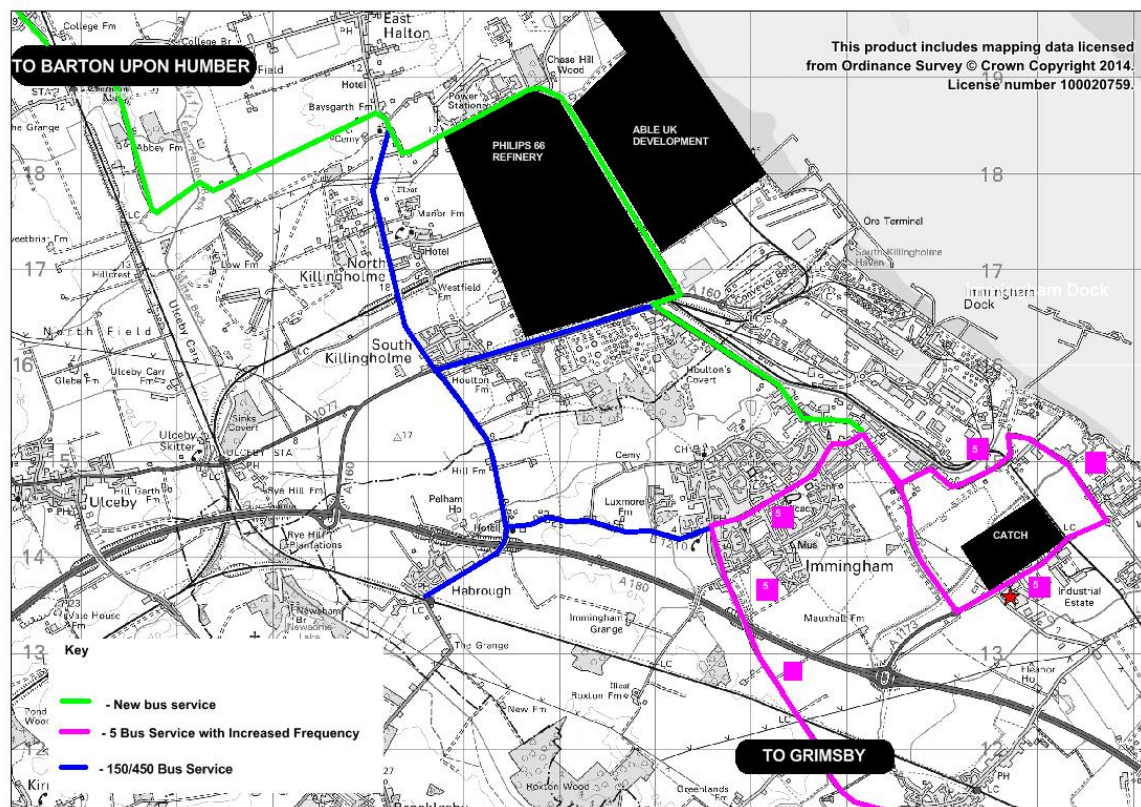
**Sustainable Travel Grants (£25,000 Bid)** - Grants of up to £5,000 will be made available to local companies and organisations to undertake initiatives that support sustainable travel

as part the delivery of their Travel Plans. Staff will work with these organisations to plan, deliver, monitor and evaluate these programmes so that their effect can be evaluated.

**Kick Start 5 Bus Service (£200,000 Bid + £170,000 local contribution)** - The proposal would, as a Bus Quality Partnership project, increase the daytime frequency of the existing Stagecoach Immingham to Grimsby bus service 45 from 30 minutes to every 15 minutes. The Council has an excellent track record in pump priming local bus services which is demonstrated by the Kick Start (13 & 14) 3 & 4 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 would provide a new half hourly extension to the existing South Humber employment areas and serve the ABLE UK development, CATCH and Philips 66 which would require two additional low floor accessible vehicles. The service would be 'kick-started' with the first year of subsidy funding and would be expected to become sustainable in future years with a combination of fare income and developer contributions.

The wide area Stagecoach network tickets would be available on the new bus services, offering integrated travel opportunities to and from the rest of the Stagecoach bus network. Discounted annual tickets will be provided to develop commuter plans for employees at the businesses. Stagecoach East Midlands would provide marketing design services to a value of £20K towards the promotion of the new route and a £150,000 in vehicles as part of the Stagecoach fleet. Once delivered the scheme would enable access to training and employment and Stagecoach. The Council will work in partnership to review the financial sustainability of the bus service. It is envisaged this element of the bid will provide a future capital and revenue scheme (Future Access Fund bid) in order to compliment the bus service.

The map below demonstrates the Kick Start 5 Bus Service route;



**Programme support, monitoring and evaluation (£20,000 Bid + £20,000 local contribution)** - 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.

**Forward Plan** - This Transition Year Revenue Competition 16/17 bid not only seeks to build on the successes delivered through existing LSTF and LTP infrastructure projects but also sets the scene for a future Access Fund bid. Through the Access Fund we will create enhanced cycling and walking 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.

### **Strategic framework**

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 sector 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. Supported by Enterprise Zone status and grants from the Local Growth Fund, the Council is investing £15m in enabling existing Enterprise Zones, the council is driving forward a competitive growth agenda. This all needs to be supported by the transport infrastructure that will give people the opportunity to access work opportunities sustainably.

The Council led a strong campaign to retain the Cleethorpes to Manchester Airport rail service. The retention of the service within the new franchise demonstrates DfT's commitment to the area as much of the argument made was based on business feedback about the need for direct routes to key cities like Manchester and London. This is one area where sustainable transport options have been retained by the DfT and can help to maintain a well-connected offer of public transport – crucial to achieving any modal shift.

North East Lincolnshire Council have focused the priority areas of focus as '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.

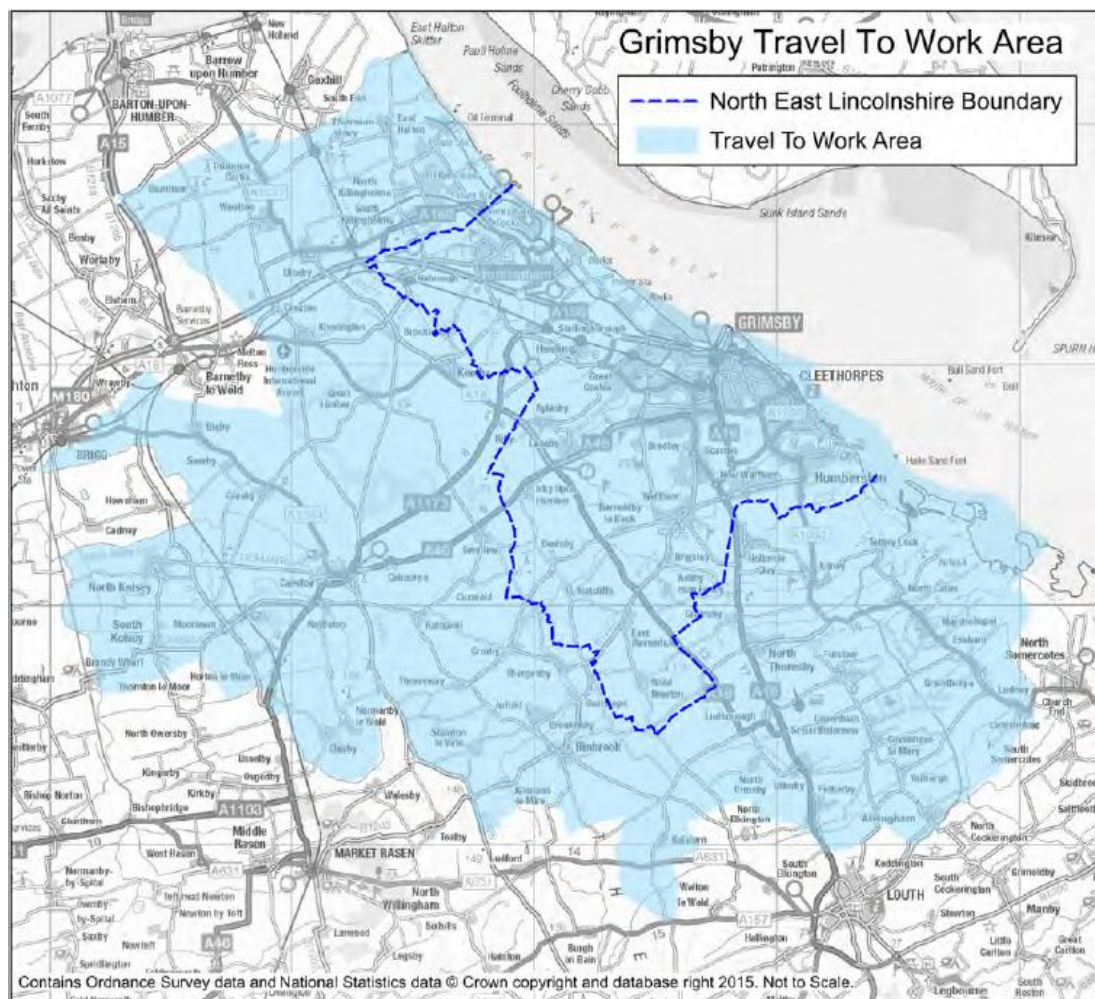
**North East Lincolnshire Local Transport Plan (LTP)** - The Council's LTP reflects our ambition as a leading area attracting investment in the renewables sector, capitalising on private sector investment opportunities within the renewables and other key industries. The plan provides the framework for the investment that will be required across all the various transport networks that allow the economic growth opportunities in the area to be realised.

**North East Lincolnshire Local Plan** - The Local Plan sets out the Council's vision and strategy for development, including why, where and how the Borough will grow. The Plan is

a plan for growth and aims to ensure North East Lincolnshire becomes a sustainable location in which people can live, work, and enjoy their recreation, both now and in the future. Within the sustainable travel choices element of the plan it is specifically identified that effective transport provision for the South Humber Bank region is required and this highlights that the bid is aligned with this key strategic plan

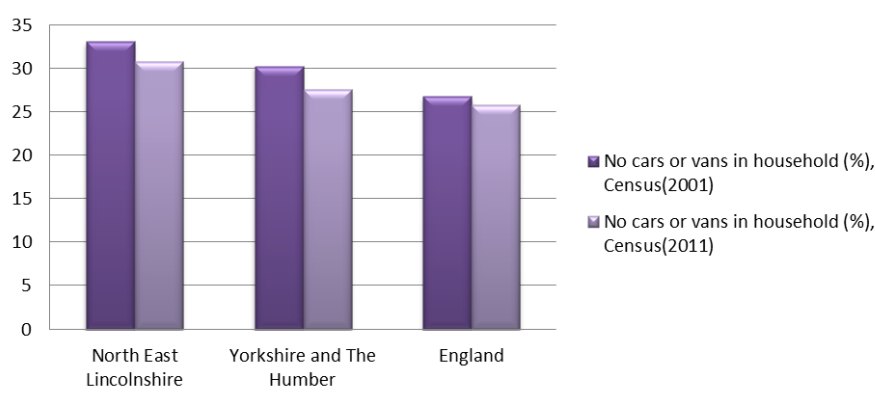
## Socio-economic context

**Travel to Work Area** - Geographically, Grimsby's '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.

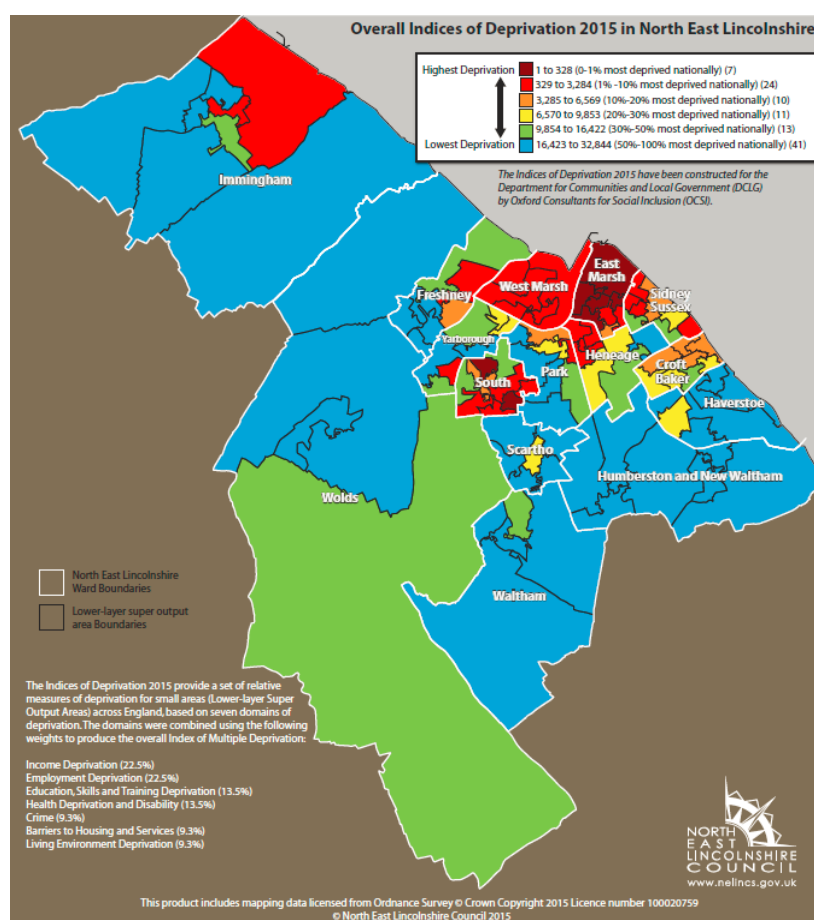


**Car ownership** - Car ownership has a direct impact on the ability of individuals to access employment. This is particularly apparent where there is limited provision of suitable public transport. It is also important to consider those households where the availability of a single car maybe restricted 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.

### No vehicle ownership by household - England, Yorkshire and Humber and North East Lincolnshire



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.

### **B3. The Economic Case – Value for Money**

Our earlier Local Sustainable Transport Fund programme 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.

**Cycling and walking interventions** – The economic case for investment in cycling infrastructure and initiatives has been enhanced recently with several new publications from the DfT and others that put a value to getting more people cycling and walking, making it easier to assess these schemes against other transport appraisal techniques. It broadly encompasses four themes; health benefits from being more physically active, pollution reduction resulting from more journeys being made by cycling and walking rather than by car, decongestion as a result of less car journeys at peak times and a final “other” category which includes elements of road safety, accessibility, regeneration and tourism.

Estimates from the 2008 Cycling England report “Valuing the benefits of cycling” indicate that all the assessed cycling initiatives analysed in the report returned a BCR of better than 2:1 with cycle training and other soft measures typically returning a BCR of above 7:1, offering very good value for money.

Analysis of the Sustainable Travel Town initiative in 2010 and data collected as a result of the three annual North East Lincolnshire Cycle Challenges we are estimating increases of 6% in the number of recorded cycling trips and 0.5% in the number of recorded walking trips. This takes into account that although most of these initiatives are aimed at increasing the uptake of cycling there is likely to be a small secondary benefit to the number of walking trip too.

Using baseline data collected locally and inputting that and the anticipated increase in cycling and walking trips into the DfT Active mode appraisal toolkit gives a BCR of 4.79:1 (using a 5 year appraisal period and the “Other urban” area type). This level of BCR is classified by the DfT as offering very good value for money and is in line with other BCR calculations for similar projects. Other assumptions regarding cycle speed, average distance, background growth rate and days usage are as default

**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 <sup>1</sup> (16–25 yrs)	57.35	248.52	1491.12
Job seeker's Allowance <sup>1</sup> (25+ yrs)	72.4	313.73	1882.4
Council Tax <sup>2</sup> Benefit	4.67	20.24	121.44
Housing <sup>3</sup> 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 May 2016 to 31 March 2017 the Wheels to Work scheme will allocate up to 16 scooters. Based on the above figures this can be further explained by the data below;

- 8 scooters hired for 6 months (hired out twice) = 16 scooter loans @ £16,100 (scheme costs) = £1,006.25 (cost per scooter loan).
- This represents a saving of £2,376.31 per Job Seeker (16–25 year olds) or a saving to the public sector of 70%
- This represents a saving of £2,767.59 per Job Seeker (25 year olds plus) or a saving of to the public sector 73%

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	6	£2,376.31	£14,257.86
25 year olds plus	10	£2,767.59	£27,675.90
<b>Total</b>	<b>16</b>		<b><u>£41,933.76</u></b>

This evidence demonstrates that for the unemployed, a considerable saving to the public sector can be made through Wheels to Work scheme.

**Area Wide 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.

**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).

**Involve, Inform and Encourage** - A comprehensive travel awareness campaign will focus on the promotion of walking, cycling, public transport, providing the public with the information that they need to make an informed choice about their mode of travel for different journeys. Awareness campaigns will also be vital to promote the new and improved services which are to be delivered as part of this project and by other means. Measures would include, but not be limited to, business travel grants, targeted travel planning, promotion of walking & cycling, public transport information and marketing, including, workplace travel planning, and area specific measures (e.g. partnership working with local community groups).

The key beneficial outcomes of the campaign would be:

- Increased levels of patronage on new and existing bus services so that over time they become self-financing (or require fewer subsidies).
- Increased usage of walking and cycling – especially for commuting journeys.
- Reduced levels of car commuting to employment sites in the South Humber Bank Region.

Key beneficial outcomes for monitoring and evaluation:

- Greater awareness of travel alternatives.
- Increased levels of patronage on improved bus services so that over time they become self-financing (or require fewer subsidies).
- Increased usage of walking and cycling – especially for commuting journeys.
- Modal split changes as a result of individual travel plans (using “before and after” surveys).
- Reduced levels of car commuting to the South Humber Bank.

**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.

**Note;** A full outputs table is included within Appendix 2

#### **B4. The Financial Case – Project Costs**

**Table A: Funding profile (Nominal terms)**

<b>£000s</b>	<b>2016-17</b>
<b>DfT funding sought</b>	441
<b>Local Authority contribution</b>	508
<b>Third Party contribution including LGF</b>	462
<b>TOTAL</b>	1,411

**B5. Management Case** – ‘Delivering Growth Through Sustainable Travel’ will be implemented using the same approach which has successfully delivered the North East Lincolnshire ‘Local Transport Plan’ programme. This includes working in collaboration with long standing partnerships such as the ‘Bus Quality Partnership’ with Stagecoach and the Transport Accessibility Partnership.

This programme of works will be led by a senior managers using the bid partners and existing teams. Underneath the senior manager, project leads will be responsible for delivering the packages of measures and will use our Prince 2-based approach. The governance structure will feature a project board to help steer and guide the programme to ensure the schemes are implemented in the most effective way possible.

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 where required. 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 schemes.

This delivery partnership involves ENGIE working alongside the Council in the planning and delivery of physical regeneration, property and technical services in North East Lincolnshire. This includes the development and delivery of transportation, highways and connectivity, including the development and delivery of the Local Transport Plan for the duration of the contract. The aim of the Partnership is to speed up progress on regeneration of the borough whilst getting value for money for residents.

A detailed project plan is attached in Appendix 1.

#### **B6. Management Case – Statutory Powers and Consents**

- a) Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.

None required.

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

None required.

## **B7. 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. 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. 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 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.

## **B8. 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.

A summary of the key risks associated to the delivery of the Bid have been summarised in the table below.

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 social enterprises as a means to continue designed intervention	3	4	12	Business advice and support to be given to Social Enterprises 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

Risk matrix scoring;

1-9 = Low risk (green) No further action required if control measures are used.

10-15 = Medium risk (amber) Ensure additional control measures are implemented to reduce the level of risk prior commencing

16-25 = High (red) Activity can not be progresses until discussed at Project Board

### B9. Management Case - Stakeholder Management

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

☐ Yes ☒ No

If yes, please provide a brief summary (in no more than 100 words)

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

☐ Yes ☒ No

If yes, please provide a brief summary (in no more than 100 words)

### B10. 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.

Due to the one year funding period associated with this bid, and 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.

On this basis and with appropriate delivery partners already in place, we can confirm that the project can commence delivery in May 2016. This will optimise delivery timeframes.

## **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 evaluation of impacts.

☒ 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 *"Delivering Growth Through Sustainable Travel"* 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**

Signed:

Position: **Director of Economy and Growth**



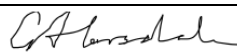
### **D2. Section 151 Officer Declaration**

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;

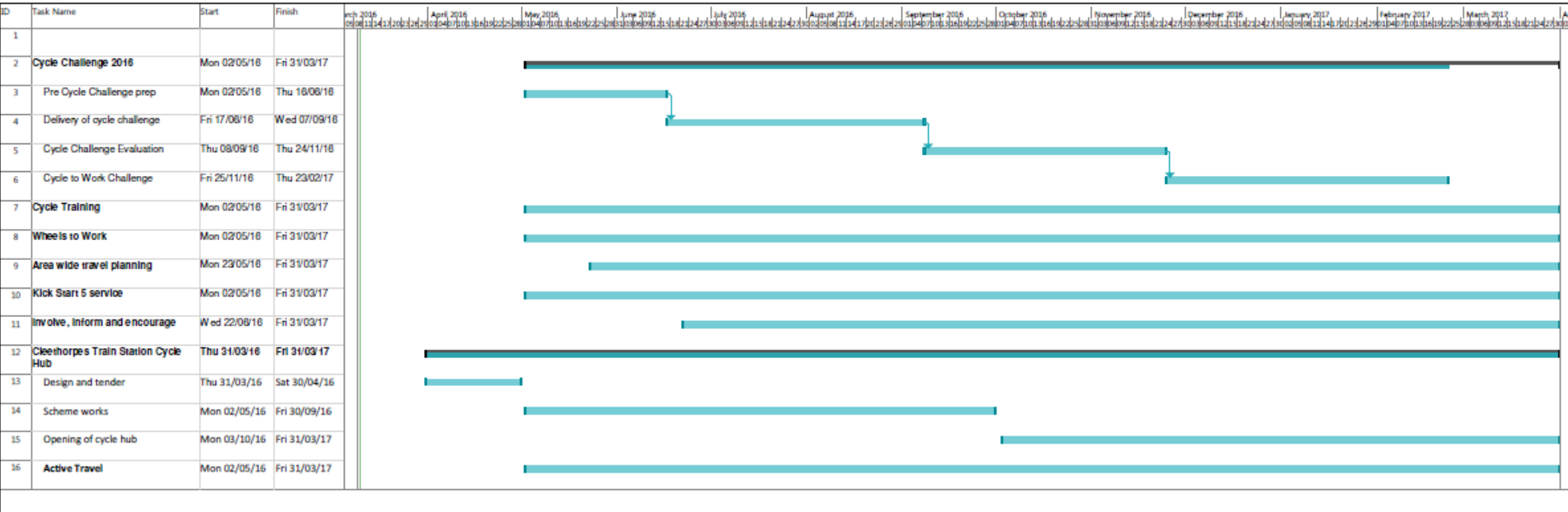
- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third 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 2016/17;
- 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: Guy Lonsdale (Deputy S151 Officer)

Signed:



Appendix 1 – Project Plan



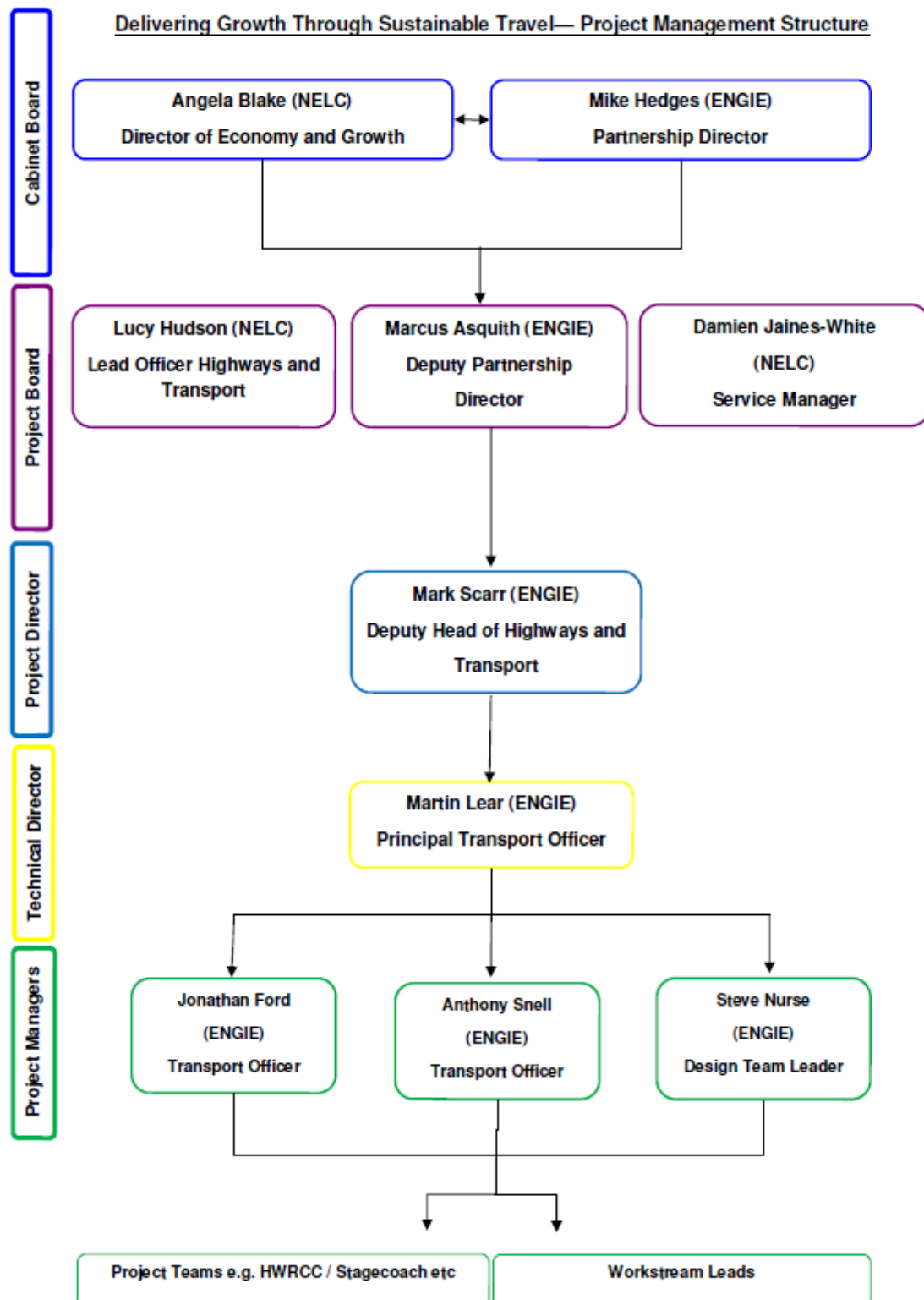
## Appendix 2 – Key outputs

Outputs May 2016 to 31 March 2016	
Scheme	Outputs
<b>Cycle Challenge 2016</b>	
<i>Engagement with number of organisations</i>	75
<i>September Cycle Challenge participants</i>	1250
<i>Additional participants throughout the year</i>	500
<b>Active Travel initiatives, promotions and events</b>	
<i>Doctor Bike Sessions</i>	30
<i>Number of people attending Cycle Maintenance workshops</i>	100
<i>Try a bike sessions</i>	15
<i>Be safe be seen events in the Autumn</i>	5
<b>Cycle training</b>	
<i>Cycle Confidence training</i>	100 places
<b>Wheels to Work</b>	
<i>Number of scooters allocated</i>	16
<b>Area Wide Travel Planning</b>	
<i>Number of business travel plans delivered</i>	5
<i>Number of personalised travel plans</i>	2,000

<b>Sustainable Travel Grants</b>	
<i>Additional business cycle parking facilities delivered</i>	5
<b>Kick Start 5 Bus Service</b>	
<i>New bus services</i>	1
<i>Annual number of passenger trips</i>	638250
<i>Commuter Plans</i>	100
<i>Marketing campaigns</i>	3
<b>Cycle Hub Cleethorpes Train Station</b>	
Cycle Hub Delivered	01 October 2016
<b>Involve, Inform and Encourage</b>	
<i>Guides Printed and distributed</i>	40,000
<b>Programme support, monitoring and evaluation</b>	
<i>Scheme Evaluation report</i>	1



## Appendix 3 – Project Management Structure



## Appendix 4 - Letters of support



HCF CATCH Ltd  
CATCH Facility  
Redwood Park Estate  
Stallingborough  
North East Lincolnshire  
DN41 8TH

Contact Information  
e: [info@hcfcatch.co.uk](mailto:info@hcfcatch.co.uk)  
t: 01469 552828  
w: [hcfcatch.com](http://hcfcatch.com)

Martin Lear  
Principle Transport Officer  
North East Lincolnshire Council  
Origin Two  
Europarc  
Grimsby  
DN37 9TZ

14 March 2016

Dear Martin

**RE: Delivering growth through sustainable travel**

On behalf of HCF CATCH I would like to offer my full support for North East Lincolnshire Council's bid to the Local Sustainable Transport Fund. This much needed support for the South Humber Bank Region which includes the Town of Immingham, ABLE UK, Philips 66, Total, Associated British Ports (ABP) and CATCH, links these key strategic employment and training sites with Grimsby and Cleethorpes.

In particular, we welcome the Area Wide Travel Planning scheme and the Kick Start 5 Bus Service which will directly support the HCF CATCH training centre, our on-site training providers, our learners and our member companies who include some of the large employers within the South Humber bank (such as ABP, Cristal and Philips 66)

HCF CATCH wishes you every success with the bid and I look forward to continuing to work together in partnership with the Council.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'David Talbot', is written over a light blue horizontal line.

David Talbot  
CEO



**"Real industry facilities, real industry training, without real industry risks"**

HCF CATCH is a Limited Company registered in England & Wales No. 3837010. Registered office address shown above



Grimsby Cycle Hub  
Grimsby Town Train Station  
Station Approach  
Grimsby  
NE Lincolnshire  
DN31 1LY

Martin Lear  
Principal Transport Officer  
ENGIE  
Origin Two  
2 Origin Way  
Europarc  
Grimsby  
DN37 9TZ

16<sup>th</sup> March 2016

Dear Martin,

**Re: Delivering Growth Through Sustainable Travel**

My fellow directors and I from the Grimsby Cycle Hub Community Interest Company would like to offer our full support to North East Lincolnshire Council's bid to the Sustainable Travel Transition Year Revenue Competition 16/17 fund.

We have worked with North East Lincolnshire Council and its delivery partner ENGIE for over three years now delivering interventions that have helped thousands of people to engage with cycling, many of whom are now regular visitors to the Cycle Hub.

The schemes contained within the bid will allow us to continue the successful delivery of these projects and expand their reach enabling us to engage with more local people giving them the skills and confidence they need to be able to choose cycling as their preferred method of travel to work, school and college.

The proposed enhancements to Cleethorpes Cycle Hub will support the ongoing viability of the existing Cycle Hub at Grimsby Town railway station and provide visitors to the resort with the opportunity of arriving either by train or car, picking up a bike and going off to explore the resort and surrounding countryside in an environmentally friendly and sustainable manner.

In support of the bid, directors of the Grimsby Cycle Hub are providing project management, staff recruitment & supervision, budget management and monitoring resources to the value of approximately £3,000 to help with the delivery of the project.

On behalf of everyone involved with the Grimsby Cycle Hub we wish you every success with the bid and I look forward to continuing to work together in partnership with the Council.

Yours sincerely,

Janine Walker  
Managing Director

[www.grimsbycyclehub.org.uk](http://www.grimsbycyclehub.org.uk)

01472 354986

[info@grimsbycyclehub.org.uk](mailto:info@grimsbycyclehub.org.uk)



Jonathon Ford  
ENGIE  
Origin 2  
Origin Way  
Europarc  
Grimsby  
DN37 9TZ

Grimsby Jobcentre Plus  
Victoria Street  
Grimsby  
DN31 1NH  
01472 622244

15<sup>th</sup> March 2016

Dear Jonathon

LSTF Bid

With regards to the LSTF Bid, Jobcentre Plus would like to offer their support to the application. We will offer assistance by promoting the various schemes to Jobseekers and businesses.

We will also accommodate the co-location of the transport officer to enable engagement with our customer group. Jobcentre Plus will contribute approximately £12,600 in staff costs to support the promotion of this scheme.

Schemes developed to remove transport barriers to Jobseekers and improve access to local employment hotspots will support economic development and reduce unemployment in the local area.

Yours sincerely

Lorraine Alexander  
Employer Engagement Manager

Email [Lorraine.alexander@dwp.gsi.gov.uk](mailto:Lorraine.alexander@dwp.gsi.gov.uk)  
Direct Line 01472 622244

Sandy Croft,  
Grimsby Road,  
Laceby,  
Grimsby  
DN37 7DY  
March 17<sup>th</sup> 2016

Martin Lear  
Principal Transport Officer  
ENGIE  
Origin Two  
2 Origin Way  
Europarc  
Grimsby  
DN37 9TZ

Dear Martin,

**Re: Delivering Growth Through Sustainable Travel**

I am writing on behalf of the local Cycle Forum to offer support to the Council's bid for funding from the Sustainable Travel Transition Year Revenue Competition 16/17 fund. The Cycle Forum has actively encouraged the Council in the delivery of a wide range of projects to help increase the number of people using their bicycles and other forms of sustainable transport. Forum members continue to believe that the North East Lincolnshire area has many positive characteristics that encourage cycling and would benefit greatly from additional funding.

Projects such as the NEL Cycle Challenge, the Grimsby Cycle Hub and Doctor Bike will help to get more people involved in cycling. Transition Year funding will enable these projects and others with the similar aims of improving access to work and reducing the environmental impact of travel and transport to be rolled out to a much wider audience.

Yours sincerely,

Mr V J Goose  
Chair of the Cycle Forum





**Immingham Town Council**  
Civic Centre, Pelham Road, Immingham,  
North East Lincolnshire, DN40 1QF



---

Jonathan Ford  
Transport Accessibility Officer  
ENGIE  
Origin 2,  
Origin Way,  
Europarc,  
Grimsby,  
DN37 9TZ

17<sup>th</sup> March 2016

Dear Jonathan,

**Delivering Growth through Sustainable Travel**

On behalf of the Town Council I write to offer my full support to North East Lincolnshire Council's bid to the Local Sustainable Transport Fund (LSTF).

We are obviously keen as a Council to support any initiative that benefits our residents and sustainable public transport for the borough is extremely important.

We wish you every success with the application.

Yours sincerely,

David Barton  
Chair



Humber & Wolds  
Rural Community Council



Jonathan Ford, Transport Accessibility Officer  
ENGIE  
Origin 2  
Origin Way  
Europarc  
Grimsby  
DN37 9TZ

17<sup>th</sup> March 2016

**Re: Sustainable Travel Transition Year Revenue Competition 16/17**

Dear Jonathan

I am writing to you regarding the Sustainable Travel Transition Year Revenue Competition 16/17, I wish to offer you and ENGIE/North East Lincolnshire Council our support in respect of your submission.

As a small third sector community transport operator, Humber and Wolds Rural Community Council (HWRCC) has always found you to be willing to work with us to develop the scheme and with your support we have been able to deliver the Wheels to Work scheme successfully over the past nine years.

During this time relationships have developed with employers, colleges, employment agencies, Job Centre Plus/DWP and a range of transport providers across the county. If successful, the transition funding would enable HWRCC to build upon these relationships to create a seamless and expanded transport offer when discussing travel needs with potential participants.

We support your Sustainable Travel Transition application and look forward to a continued relationship and successful and innovative Wheels to Work scheme into the future.

Yours sincerely

Susan Oliver  
Delivery and Development Manager

*Supporting rural communities to thrive*

Registered Office: Registrar's Office, Baysgarth House, Caistor Road,  
Barton upon Humber DN18 6AH  
Tel: 01652 637700 Email: [info@hwrcc.org.uk](mailto:info@hwrcc.org.uk) Website: [www.hwrcc.org.uk](http://www.hwrcc.org.uk)  
Charity No. 1099439 Company No. 4606085

16 March 2016

Mr M Lear  
Principal Public Transport Officer  
North East Lincolnshire Council  
Origin 2, Origin Way  
Europarc  
GRIMSBY  
DN37 9TZ

PO Box 15  
Deacon Road  
Lincoln  
LN2 4JB

T 01522 522255  
F 01522 538229

[stagecoachbus.com](http://stagecoachbus.com)

Customer Services 0345 605 0 605



Dear Martin

**LOCAL SUSTAINABLE TRANSPORT FUND 2016/17:  
SOUTH HUMBER ENTERPRISE LINK**

I write to confirm Stagecoach East Midlands' support for North East Lincolnshire Council's bid to the Local Sustainable Transport Fund to improve bus services to South Humber Enterprise business and marine energy park, which is to be developed and expanded by ABLE UK.

Stagecoach East Midlands has successfully worked with North East Lincolnshire Council through a strong Bus Quality Partnership to consistently improve the quality and frequency of bus services in the Grimsby and Cleethorpes area to grow bus patronage, achieve modal shift away from the private car, reduce congestion and support economic development.

The proposed enhancement to bus services north of Grimsby and Immingham will support the viability of the enlarged business park and the development of new industries by providing better access to jobs. Moreover, better bus services will promote environmentally friendly, sustainable travel.

Stagecoach East Midlands will support North East Lincolnshire Council in the delivery of the LSTF bid through:

- A capital contribution of £150k in the form of two cascaded modern, low floor DDA compliant buses to deliver the enhanced bus service north of Immingham.
- The development of commuter plans for employers on the South Humber Enterprise business park, which offer substantial discounts to staff for bus travel compared to the usual public commercial prices.
- Marketing and design services to the value of £20k to promote the new bus services to users.

Lincolnshire Road Car Company Limited, trading as Stagecoach East Midlands, Stagecoach in Mansfield, Stagecoach in Bassettlaw,  
Stagecoach Grimsby-Cleethorpes, Stagecoach in Hull, Stagecoach in Lincolnshire and Stagecoach in Newark  
Registered Office: Daw Bank, Stockport, Cheshire SK3 0DU (Registered in England & Wales No. 232799)

We hope the North East Lincolnshire Council bid to the Local Sustainable Transport Fund is successful and, if so, we look forward to working with your team on the delivery of this project.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Dave Skepper', with a long horizontal stroke extending to the right.

Dave Skepper  
**COMMERCIAL DIRECTOR**

Anthony Snell  
Senior Transport Officer  
NE Lincolnshire Council (ENGIE)  
Origin Two, 2 Origin Way  
Europarc  
Grimsby  
DN37 9TZ

**LOVE TO RIDE**

Engine Shed, Station Approach, Bristol BS1 6QH  
[www.lovetoride.org](http://www.lovetoride.org)

21 March 2016

Dear Anthony

**Re: Letter of Support – Transition Fund bid 2016**

Love to Ride have been working with North East Lincolnshire council since 2013. Using our proven behaviour change platform and programmes to grow cycling in the region, we have achieved some excellent outcomes.

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 and economic development and access to employment by working with more than 100 employers in the area.

Love to Ride have also worked with the NE Lincs Travel Team to create and support many workplace and community events, three Workplace Cycle Challenges and a Ride to Work Week event. Love to Ride have also helped to support and promote the Bike Hub at Grimsby Station through its development as a community resource to help the promotion of cycling in the area.

Love to Ride are delighted to support the NE Lincolnshire Transition Fund bid through delivering an enhanced programme to promote the continued growth of cycling in the area, specifically working with new riders to help them to overcome their barriers to riding and discover cycling for transportation.

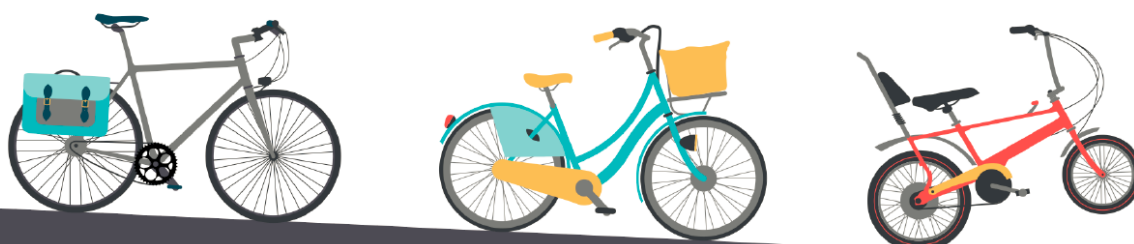
The Love to Ride NE Lincs project has been an excellent case study for other regions around the UK and the world. We welcome the impact that the DfT's investment has had on cycling in the region. This investment should be continued so that the projects that are working well to achieve behaviour change can continue to deliver results in North East Lincolnshire.

Yours sincerely,

Sam Robinson



Sam Robinson  
General Manager  
+447734 833451



Love to Ride is brought to you by Challenge for Change  
[www.challengeforchange.com](http://www.challengeforchange.com)

Martin Lear  
Principal Transport Officer  
ENGIE  
Origin Two, 2 Origin Way, Europarc  
Grimsby DN37 9TZ

22 March 2016

Dear Martin

**2016-17 Sustainable Travel Transition Year Revenue Competition**

Just wanted to add our support to your bid into the above which complements the work we're doing with you on National Cycle Network (NCN) and related infrastructure development.

Sustrans welcomes the ambition in NE Lincs. to invest in enhancing your existing initiatives aimed at encouraging local people to make smarter travel choices, and boost levels of cycling and walking.

The combined towns of Grimsby and Cleethorpes have a population of over 125,000 within a 3 mile radius and the topography is almost completely level. At present around 85% of current journeys made within Grimsby and Cleethorpes begin and end within Grimsby / Cleethorpes, so there is huge potential to create a North Sea locality with levels of walking and cycling comparable to those routinely found on the continent.

We particularly like what you're doing to expand cycle hub provision to include Cleethorpes as well as Grimsby, to get more businesses involved in the Cycle Challenge, and to establish your first Bike Library.

We also welcome your invitation to discuss how we can best work with you on bidding for and helping to deliver both capital and revenue projects funded by the new Access Fund starting in 2016/17 as part of your strategic vision for sustainable travel in relation to accessing jobs, skills, education and training

Kind regards.



Rupert Douglas  
Area Manager for **North and East Yorkshire & the Humber**

**[rupert.douglas@sustrans.org.uk](mailto:rupert.douglas@sustrans.org.uk) | 07720 510023**





## COMMUNITY RAIL HUMBER LTD.

31 Fleetgate, Barton upon Humber, DN18 5QA. Tel 01652 637489 OR MOBILE 07804694076

Gill Simpson  
Community Rail Officer  
Community Rail Humber Ltd.  
31 Fleetgate,  
Barton-upon-Humber,  
North Lincolnshire  
DN18 5QA

Date 29<sup>th</sup> March 2016

Dear Martin

**Re: Grimsby Town Centre Access to Growth - South Humber Bank**

On behalf of Community Rail Humber Ltd. and the Barton - Cleethorpes Community Rail Partnership, I would like to offer our full support to North East Lincolnshire Council's bid to the Local Sustainable Transport Fund (LSTF). The schemes contained within the bid such as the cycling and walking links, improved bus services, travel planning, Wheels to Work initiative and car share system will contribute towards encouraging modal shift, reducing congestion and encouraging sustainable travel across South Humber Bank.

Community Rail Humber wishes you every success with the bid and I look forward to continuing to work together in partnership with the Council.

Regards

*Gill Simpson*

Community Rail Officer  
Community Rail Humber Ltd. & Barton - Cleethorpes Community Rail Partnership

Barton to Cleethorpes  
Community Rail  
Partnership



Humber Community Partnership Ltd. is a Company Limited by Guarantee & Not for Profit Organisation. Company Number 08913013; Registered Office : Business Suite 9, Green Lane Centre, Green Lane, Whitby YO22 4EH Sponsored by:

**First**  TransPennine Express

**AC:RP**  
New life for local lines

 **northern**  
a serco and danielis joint venture



## Appendix 5 – Economic Appraisal Summary Note

Reference number	Input data	Supporting information
1	Description of infrastructure/facilities	<i>The packages of schemes highlighted in the bid seek to encourage more people to cycle more often through softer measures rather than by improving infrastructure. We acknowledge that infrastructure improvements are a key part of encouraging more cycling and these improvements are being delivered through existing LTP funds with larger infrastructure projects being the subject of future external funding opportunities.</i>
2	Route length	<i>There are current around 60km of dedicated cycle infrastructure across North East Lincolnshire, this is mainly made up of shared or segregated paths alongside key highway links between residential areas and commercial or industrial sites. There are no new cycle paths proposed as part of this bid although work is on going to create new and improved cycle links through the Council's LTP Capital Programme.</i>
3	Average trip length	<i>Insufficient local data to be able to provide a robust figure so an average trip length of 3.9km has been used as outlined in the Department's Active Travel Appraisal Toolkit.</i>
4	Average cycling speed	<i>No local data available to provide a robust local estimate of average speed so the default speed of 20km/h used in the Department's Active Travel Appraisal Toolkit. Given the flat topography and relatively short distances between local origins and destinations it is likely that average speeds may be slightly higher but no data is currently available to support that assumption.</i>
5	Number of users	<i>Daily average based on the number of cyclists passing thirteen monitoring sites across North East Lincolnshire. Data is collected throughout the year at 55 individual monitoring periods. At twelve sites monitoring is undertaken manually by a team of local enumerators, one automatic cycle counter is used to monitor on Cleethorpes Seafront.</i>
6	Percentage of additional users that would have driven a car otherwise.	<i>A survey of participants in the 2015 NEL Cycle Challenge included questions about how people usually travelled to work before the intervention and how they travel now. The data collected has been used to estimate the likely number of additional users who would have driven a car otherwise. It is considered appropriate to use this data as those interventions delivered through the NEL Cycle Challenge are similar in nature to those we are seeking funding for through this bid. Of the 721 respondents to the survey, 242 (33.5%) were new riders. 68 of the new riders now report themselves as regular riders and of these 72% (49) used to drive to work. Therefore 6.8% of respondents are people who previously drove to work but thanks to this programme are now regularly cycling to work.</i>
7	Traffic levels in the affected area, Average Speed in the Morning Peak, Mode share.	<i>Based largely on predictions compared with Census data, so represents a pessimistic figure - actual results are likely to be higher than those presented..</i>
8	Annual number of passenger trips	<i>The estimated impact of the improvement in service provision/frequency is based upon experience of where in the past frequencies have been improved where there has been deemed to have been demand. The Kick Start Scheme in North East Lincolnshire in 2006/7 showed similar growth in passenger numbers. This plan not only increases the frequency along the main section of existing route, but extends the service within the development area where no services exist currently.</i>
9	Average trip distance	
10	Total bus kilometres travelled	
11	Average wait time	
12	Average fare per trip	
13	Average in-vehicle time	
14	Description of your intervention	<i>The service intervention within this proposal is based upon an increase in frequency along the key section of route between Immingham and Grimsby Town. There is also an extension of main route into the core development area providing positive links for employment opportunities.</i>

## **Appendix 6 – NELC Capital Programme Contribution**

North East Lincolnshire Council £488,000 LTP capital programme 2016/17 contribution towards the bid;

- £63,000 towards improved bus information including the provision of RTI at stops.
- £57,000 to complete the Rail Station information screens so that all local stations benefit from improved information for passengers.
- £86,000 for improved bus stop infrastructure to ensure routes are attractive, safe and accessible for people with mobility impairments.
- £215,000 to upgrade local cycle network infrastructure.
- £25,000 Council contribution to the Cycle Hub project at Cleethorpes railway station.
- £30,000 to improve pedestrian access to Grimsby Town railway station.
- £12,000 of information, leaflets and promotions to support take-up of the infrastructure projects.