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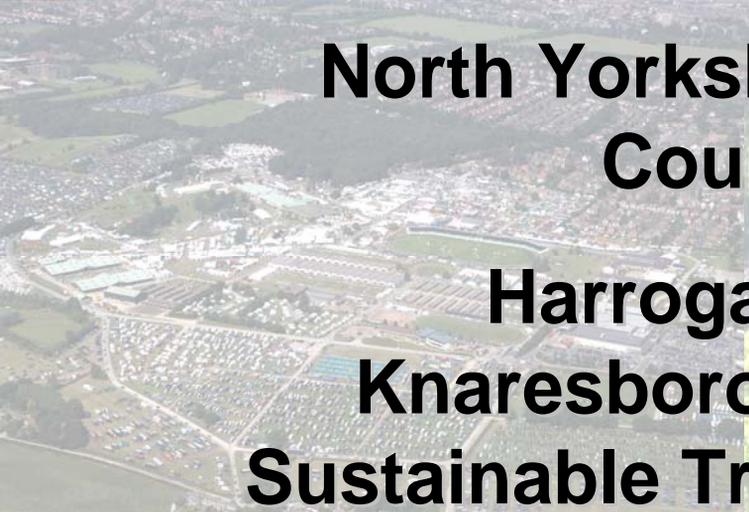
Yorkshire County Council



North Yorkshire County Council

Harrogate and Knaresborough Local Sustainable Transport Fund Bid

February 2012



Local Sustainable Transport Fund - Application Form

Applicant Information

Local transport authority name(s)*:

North Yorkshire County Council

Senior Responsible Owner name and position:

David Bowe - Corporate Director, Business and Environmental Services

Bid Manager Name and position:

James Gilroy – Transport Planning Officer

Contact telephone number: 08458 727374

Email address: ltp@northyorks.gov.uk

Postal address: Business and Environmental Services
North Yorkshire County Council
County Hall
Northallerton
DL7 8AH

Website address for published bid: www.northyorks.gov.uk/ltp

SECTION A - Project description and funding profile

A1. Project name

Harrogate and Knaresborough Sustainable Transport Package

A2. Headline description

A package of measures and initiatives to support the continued economic development of Harrogate and Knaresborough through the reduction in traffic congestion and the promotion and implementation of sustainable travel options to improve;

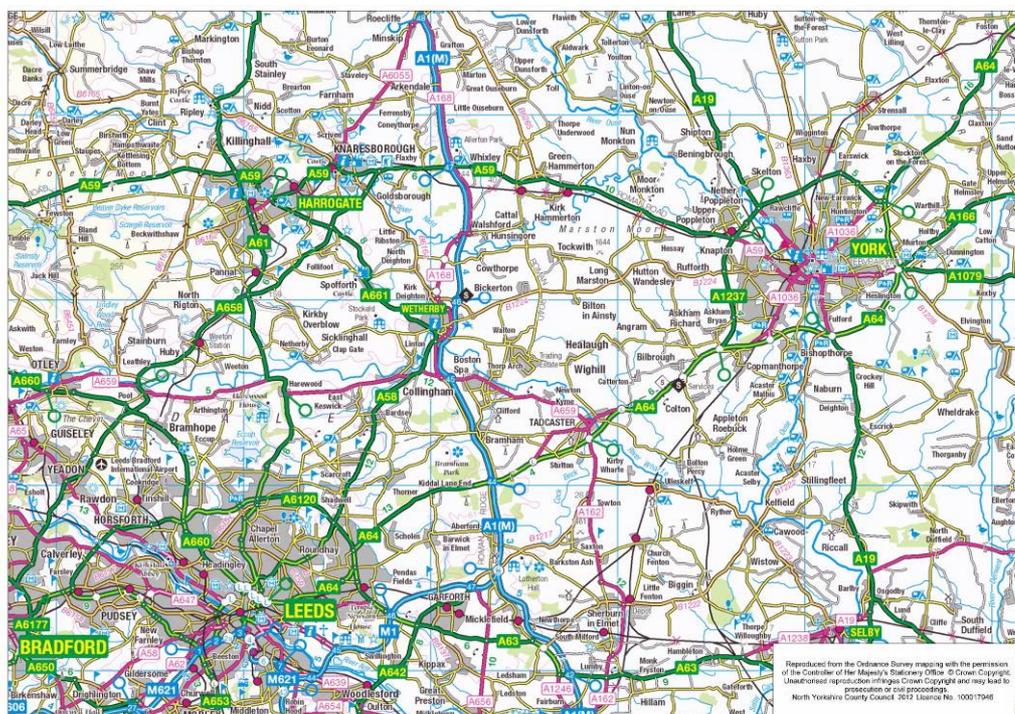
- Access to employment opportunities in existing business areas and also in new business developments
- Access to major conference and exhibition facilities in the town
- Access to key retail and visitor attractions

This will be achieved by implementing the following package components

- PC1 Improvements to local bus infrastructure and technology.
- PC2 Improving the public transport ticketing offer, including smart ticketing.
- PC3 Improvements to traffic signals
- PC4 Improved cycle links and complementary cycle training schemes
- PC5 Improved pedestrian facilities in the town centre
- PC6 Enhancing car share provision and the introduction of an electric taxi service in the town centre.
- PC7 Work place travel planning
- PC8 Area wide travel planning and marketing

A3. Geographical area

Figure 1 below shows the location Harrogate and Knaresborough The package is focused on the urban area of Harrogate and Knaresborough.



Further more detailed maps are included in appendix A, showing Harrogate and Knaresborough in a regional context, the areas and radial routes addressed in the package and key locations on the local transport network.

Due to the two tier local government arrangement in North Yorkshire, Harrogate Borough Council is the planning authority for this area and North Yorkshire County Council is the transport authority. The County Council has worked closely with the Borough Council in the development of this package.

A4. Type of bid (please tick relevant box)

Small project bids

Tranche 1 bid
 Expression of interest for Tranche 2 (please complete sections A and B only)
 Tranche 2 bid

A5. Total package cost

£ 9.301 million

A6. Total DfT funding contribution sought

£ 3.938 million

A7. Spend profile

£K	2011-12	2012-13	2013-14	2014-15	2015-16	Total
Revenue funding sought		472	591	575		1638
Capital funding sought		335	1440	525		2300
Local contribution	2185	1986	1038	1013		6228
Total	2000	3584.5	2401	1315		10160

Table 1.0 LSTF spend profile

A8. Local contribution

Local Contributions have been categorised as either direct (where funding will be made available only as part of LSTF) and indirect, where expenditure that is already planned, but which the LSTF funding will significantly compliment helping to provide a greater benefit for transport users in Harrogate and Knaresborough.

Direct Local Contributions (contributions dependent on LSTF funding)

£500K North Yorkshire County Council Integrated Transport funding
 £10K NYCC Travel Awareness contribution

Indirect Local Contributions (contributions not dependent on LSTF funding)

£ 3.5million Transdev new buses in Harrogate (£2.050 million in 2011/12)
 £135K Transdev smart ticketing system (2011/12)
 £210k NYCC Contribution to Yorcard (Smart Ticketing) Back Office
 £ 95K S106 funding for travel awareness measures and infrastructure improvements in Cardale Park / Harlow Carr area

£1.6 million	S106 funding for RTPI information at Harrogate Bus Station and the town centre and Jennyfield area improvements ¹
£160K	S106 funding for transport improvements on Wetherby Road
£12K	Harrogate Borough Council contribution for car share management.

In addition to these local contributions, North Yorkshire County Council is finalising plans a programme of works from other budgets. £1.1million of this funding has already been used on transport projects in Harrogate (including the Stray Cycle way and basic traffic signal “quick win” improvements). Plans for the remaining £1.4million of this funding currently being finalised. Implemented measures will significantly compliment the LSTF proposals.

A9. Partnership bodies

Harrogate Borough Council
 Bus operators (Transdev, Eddie Browns and Harrogate Coach Travel)
 Harrogate Liftshare
 Harrogate cycling group
 Harrogate Wheel Easy
 Harrogate College
 Covance Laboratories
 Harrogate International Centre
 Yorkshire Agricultural Society - Great Yorkshire Showground
 Welcome to Yorkshire

SECTION B – The local challenge

B1. Local Context

Harrogate Borough has a population of approximately 160,000 of which over 90,000 people live within the Harrogate and Knaresborough Urban area. The area has strong links with Leeds and Bradford as well as York and acts as key service centre for a wide hinterland.

The economy of Harrogate and Knaresborough is predominantly service based with the hotel and leisure (28.1%), finance and insurance (27.7%) and the public sector (29.1%)² dominating. Together these three sectors account for 83% of all employees. Maintaining its competitiveness in these sectors with other nearby conurbations such as York and Leeds is key for the economic growth of the town.

Whilst unemployment levels in the Harrogate District are below the national and county average at 2%, there are several wards within the area where employment is above the County and National Average.

Employment within Harrogate is forecast to grow over the next 5 years by 3.95%³. Part time employment will increase faster with an increase of 4.85%. This is likely to have an impact on the movement of labour – typically journeys to lower paid and part time jobs are shorter.

Harrogate is a leading European destination for conferences and exhibitions. This market plays a significant part of the overall economy of Harrogate attracting over 500,000 visitors per annum, contributing over £160 million per annum to the local economy and supporting about 21,000 jobs throughout Harrogate District⁴. The

¹ Subject to the confirmation of planning following a judicial review

² Employment by Industry (workplace based) 2008- Annual Business Enquiry.

³ Regional Econometric Model Autumn 2011, Regional Economic Intelligence Unit/Experian Business Strategies

⁴ Section 1.32 Harrogate District LDF Core Strategy

Town is home to the Harrogate International Centre (HIC), which is one of the largest conference facilities in the UK and the Great Yorkshire Showground and Yorkshire Events Centre which hosts the annual Great Yorkshire Show, which is the largest agricultural show in the UK attracting 130000 visitors over 4 days. These venues play hosts to numerous conferences and exhibitions throughout the year attracting both UK wide and international delegates

The success of the conference and exhibition sector has a knock on effect on the town centre, enabling the development of businesses and a wider retail and leisure offer (with a wider range of facilities) than would normally be expected for a town the size of Harrogate. The town has a broad retail and leisure offer alongside a rich cultural and natural heritage. The town is home to a range of tourist attractions such as Betty's tea rooms, Harlow Carr Gardens and the Spa. It is close to the Nidderdale AONB and Yorkshire Dales National Park. These factors has resulted in the town becoming both a popular tourist destination, both for day trips and overnight stays, but also an important sub regional centre for shopping and leisure.

It is estimated that tourist expenditure on non food retail products in the town is worth £33million per year to the town's economy and that about £26million is spent annually by tourists "eating out" in Harrogate⁵. The town centre also provides a range of employment opportunities in the financial services, public sector and support service sector. Improving the economic vitality and viability of the town centre is therefore a key component of the economic success of Harrogate and Knaresborough.

In addition to the town centre, business parks at Cardale Park (to the west of Harrogate) and Hornbeam Park (to the south) provide significant employment space and are home to several major employers in the science and pharmaceutical sector.

Harrogate faces significant competition from the nearby major settlements of Leeds and York. Both these settlements are larger and offer a wider range of employment opportunities, facilities and attractions. It is essential that Harrogate is in a position to compete with these settlements and is able to continue to attract employment opportunities, visitors and shoppers to sustain and develop the economy of the town.

The Harrogate District Local Development Core Strategy adopted in February 2009 sets out the number and distribution of new homes to be built from 2004-2024. In Harrogate this is 3744 (48% of the district total) and in Knaresborough 1092(14% of the District total). The Core Strategy indicates that this would involve the development of greenfield land. Within Harrogate and Knaresborough this is likely to involve extensions to the existing built up areas in the broad locations of west Harrogate and East Knaresborough and smaller land releases in the built up areas of the two towns. Harrogate Borough Council undertook consultation on site options for Harrogate, and Knaresborough from September to November 2011.

Most of the currently allocated land within the area's business parks is now fully developed. Other sites within Harrogate and Knaresborough are being considered for new employment growth including an extension to Cardale Park, redevelopment of areas of the town centre and new employment sites in Knaresborough. Alongside these proposed new employment sites it is essential that Harrogate and Knaresborough's existing employment sites retain their competitiveness to support continued economic sustainability in the area.

Encouraging and developing sustainable travel is identified in the LDF as a key element of the ability of Harrogate and Knaresborough to be able to cope with the additional trips that this proposed level of development would deliver.

⁵ Based on FSP Report Harrogate Market Appraisal for Lateral Property Group May 2011

Congestion in Harrogate and Knaresborough has been identified as a barrier to future growth and development. Congestion can already be acute during peak times, with regular delays on the key radial approaches (A59, A661, and A61) in to and out of the town centre. This traffic congestion is a constraint to further economic growth and can impact on both visitors attending conference and events in the town but also on people accessing employment and the retail and leisure offers in the town.

B2. Evidence

Economy

Harrogate and Knaresborough faces a range of economic challenges. Strong competition exists between the towns and nearby Leeds and York; both in terms of its ability maintain current employment levels and its ability to attract new employment opportunities. The significant reliance on the tourist and visitor economy, which is becoming increasingly competitive, means that Harrogate must sustain its strong tourist and visitor offer. The overall economic downturn has impacted upon the number of conferences and business events being held in the area. As businesses review expenditure, conferencing and business travel is often an element of expenditure that is reduced.

Due to the relatively heavy reliance on the public sector, and as part of rebalancing of the local economy and promoting sustained economic growth, it is important that the private sector continues to develop in Harrogate. Both the town centre and Cardale Park have been identified as potential growth points for employment and business.

Potential also exists for further economic growth within the town centre. The estimated potential non food expenditure in Harrogate Town Centre is £460 million; however the annual turnover in the town centre is in the region of £170million. This means that there is an unexploited trading gap of £290million⁶.

Maintaining the viability of existing businesses through improving access for employees and deliveries / collections is key to ensuring the ongoing success of businesses in the town. Moving people in, out and around Harrogate efficiently and sustainably will significantly help to benefit the local economy.

Carbon

Facilitating the economic growth in a carbon friendly manner is a significant challenge. Encouraging more people to visit Harrogate and more people to live and work in the area will generate more trips and journeys in the town. Without further intervention, these trips would typically be taken by car. Encouraging the use of more sustainable modes will help to stimulate the economy by allowing more trips, whilst reducing the amount of carbon emissions.

Harrogate Borough Council has developed an action plan to reduce Carbon emissions by 40% by 2020 and 80% by 2050. Transport interventions have the potential to contribute significantly towards achieving the action plan targets, with best case scenario modelled projections suggesting that Car Sharing and smarter choices measures could generate up to 50% of Harrogate Borough Council promoted CO2 reductions.

Transport Challenges

The key local transport challenges are:

- Traffic congestion and poor journey time reliability
- Managing the impact of visitors to the area
- Improving passenger transport patronage and reliability

⁶ Based on FSP Report Harrogate Market Appraisal for Lateral Property Group May 2011

- Encouraging more people to cycle, walk and car share
- Making people aware of their travel options both for commuting and recreational visits.
- Future housing and employment growth as outlined in the Harrogate LDF

Traffic Congestion

As has already been identified localised traffic congestion within Harrogate and Knaresborough is one of the main constraints on the ability of the area to remain competitive. Congestion on the key radial routes and within the town centre impacts on journey times for through traffic, commuters, visitors and tourists.

Serving an urban and rural population of over 160,000 with a range of facilities including employment, retail and visitor attractions the towns generate and attract a high number of trips. In addition to traffic with an origin or destination within the area, there is a relatively high level of through traffic on the A61 (Ripon to Leeds corridor) and A661/A59 (York to Skipton corridor). Congestion is particularly prevalent on the radial routes linking to the town centre,

- A59 Knaresborough to Harrogate
- A661 Wetherby Road
- A61 Ripon Road and Leeds Road.

A major contributing factor to these high traffic levels is the high number of short commuter trips within Harrogate and Knaresborough. Journey to work data from the 2001 census shows that in the region of 70% of commuter trips (approx 34,500) are contained within the urban area. These short trips are typically less than 5 miles with a significant proportion below 3 miles which is often seen as the “tipping point” at which people will start to consider cycling instead of the private car. Similarly trips for shopping within Harrogate⁷ are generally less than 8.5 minutes driving time with almost 90% of shoppers driving for less than 15 minutes to go shopping in Harrogate.

These figures strongly suggest that there are a high number of trips where modal shift to more sustainable modes of transport could be possible. This is the “target market” for interventions in the LSTF package. By removing some of these short distance trips it will help to reduce traffic levels along the key routes helping to reduce journey times and improve journey reliability, additionally opening up capacity for longer distance inbound trips for tourists and exhibition visitors

Whilst traffic levels are high in the traditional peak hours (0700-0900) and (1600-1800), the inter peak volumes on key radial approaches remain high throughout the day. In some cases the highest flows are between the “traditional peak” times. Figure 2.0 below illustrates average hourly traffic flows in 2011 for the A661, A59 and A61

⁷ Based on FSP Report Harrogate Market Appraisal for Lateral Property Group May 2011

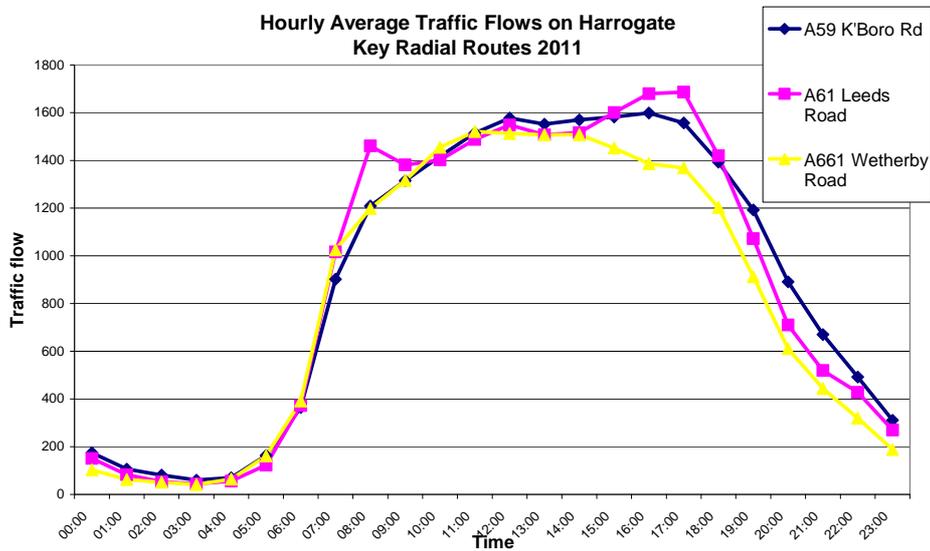


Figure 2.0 average hourly traffic flows in 2011 (A661, A59 and A61)

Modelled traffic speeds⁸ on the key corridors in Harrogate in Harrogate are on average 59% lower than the free flow speed on these corridors. Journey times on radial routes in Harrogate are significantly higher than what would be anticipated in free flow traffic conditions with journey times up to 3 times longer than free flow conditions.

	A59 Harrogate to Knaresborough	A661 Wetherby Road	A61 Leeds Road	A61 Ripon Road	B6162 Otley Road
% increase in journey time in PM Peak compared to free flow conditions	207%	250%	213%	300%	282%

Table 2.0 Increase in journey time in PM peak Compared to free flow conditions

These lower traffic speed and higher traffic volumes can result in significant queuing on these routes throughout the day. For example inbound queues on the A661 frequently stretch back beyond the Great Yorkshire Showground from the Empress Roundabout, a distance of 1.5miles, with queues sometimes stretching back towards the A658 Harrogate Southern bypass.

In addition to high traffic levels, several junctions on the network in Harrogate experience particularly high levels of congestion many of which operate over or at capacity⁹. These are typically approaches to busy junctions including.

- A6055 / A59 / B6164 Bond End Knaresborough
- A61 Hookstone Road junction.
- A661 Woodland Junction

Demand to employment and education locations

Three of the main employment locations, Cardale Park, Hornbeam Park and the Town Centre, both contribute to and are affected by this congestion. There is a high dependency on for the use of private cars to access employment in these areas. This is demonstrated by a travel survey carried out at a major employer in Cardale

⁸ Based on Harrogate Traffic Model 2009

⁹ Based on Practical Reserve Capacity Figures. NYCC 2011 Harrogate Traffic signals health check. This demonstrated that these junctions are over saturated.

Park, which identified that 90% of employees travelled to work by car compared to only 7% who either walked, cycled or took the bus to work.

Harrogate College is located within Hornbeam Park. The College provides a range of educational and vocational courses, and provides education and training for 900 full time and 4000 part time students. Despite some sustainable travel options being available, there is still room for improvement. Student application data, suggests that the bulk of students access the College by private car. A full travel survey is being conducted by the College in March 2012, the results of which will be used to assist in the implementation of LSTF projects.

Air Quality

As a result of traffic congestion and related NO₂ emissions, an Air Quality Management Area (AQMA) has been declared on the A59 at Bond End Knaresborough. North Yorkshire County Council is supporting Harrogate Borough Council in the preparation of an air quality action plan. This will identify the need to achieve modal shift to help reduce traffic levels as one of the potential interventions, including improvements to traffic signals at Bond End, public transport improvements and travel awareness measures. There are also other locations on the A59 and A661 where air quality levels are close to the threshold for formal intervention. Measures in this package will help to stop these areas becoming AQMAs.

Transport impact of events and visitors to the area

Harrogate hosts a range of events throughout the year at the Harrogate International Centre, Great Yorkshire Showground and various hotels across the town. These range from small conferences in hotels for under 100 delegates through to large shows, such as the Great Yorkshire Show which attracts over 130,000 visitors over 4 days. These are crucial to the economic success and prosperity of the town. In addition to major events tourist locations such as RHS Harlow Carr Gardens and Betty's Tea rooms each attract over 200,000 visitors per annum.

The average travel time to Harrogate for tourists¹⁰ is 49 minutes with nearly half of tourists visiting the area travelling in excess of 90 minutes to reach Harrogate. 50% of day visitors to the area originate at least 30 minutes travelling from Harrogate. 63% of all visitors to the area are from the Yorkshire and Humber region. This clearly demonstrates the importance of Harrogate as a tourist and visitor destination and also suggests that modal shift opportunities potentially exist for visitors to the town.

Visitors to popular tourist locations and conference facilities have a significant impact on the transport network in Harrogate. Traffic levels on key radial approaches can increase significantly on event days. For example traffic levels between 0800 and 1000 on the A661 on an event day at the Great Yorkshire Showground can be in excess of 25% higher than average traffic flows. There are over 200 events days per year in Harrogate, ranging from small scale events through to large national type shows as the Great Yorkshire Show. Whilst the impact is not always as severe as a 25% increase in traffic levels, traffic from events does have a significant impact on the highway. The major event and conference facilities offer a range of temporary measures such as park and ride and free shuttle bus services from the bus and rail station to events, to help ease the impact on the local transport network. Nevertheless the potential exists to further encourage more sustainable travel options for visitors to events.

Increasing Passenger Transport patronage

Over the past decade, contrary to national trends, investment, in public transport by North Yorkshire County Council and the bus and rail operators has resulted in a marked growth in patronage growth of 80% and 45% has been achieved on two key

¹⁰ Based on FSP Report Harrogate Market Appraisal for Lateral Property Group May 2011

corridors over an 8 year period. This past success shows that where the “product” is right, there is a willingness to change and use public transport,

Harrogate already has a well established local bus network providing a range of high quality frequent services on main corridors. This is provided largely on a commercial basis with the market being dominated by a single operator (Transdev Harrogate and District), with other smaller operators providing other intra urban services and a range of services linking Harrogate and its rural hinterland. NYCC have had a long and positive working relationship with bus operators in the local area. Experience from this relationship has shown that by working together to ensure that the public transport offer is right in terms of quality and frequency, sustained growth in patronage can be achieved.

High frequency services operate on the A59 (Harrogate to Knaresborough) and A61 (Ripon- Harrogate- Leeds) corridors. Other services operate with a 30 min or better frequency, linking residential areas to the town centre. This includes direct links to Cardale Park (Otley Road) and Wetherby Road. Bus services to Hornbeam Park are limited; however a 30 min frequency rail service links this area with Harrogate’s main railway station and to other stations on the Leeds – Harrogate – York Line and the national rail network.

Whilst patronage levels have increased, capacity exists on bus services in Harrogate to support further increased patronage. In particular services to Cardale Park and along Wetherby Road, have significant potential for more passengers.

Growth in patronage from previous investment has slowed over the past few years. It is evident that further investment is now needed to continue to enhance bus travel and continue to make bus transport easier to choose and easier to use. Whilst bus punctuality is generally high with levels on key corridors currently between 80% - 90%, there are specific locations where journey times are inconsistent and congestion contributes to delays for bus services.

Sustaining Growth in Cycling

Investment in cycling infrastructure during LTP1 and LTP2 has resulted in a good cycling network being developed in Harrogate. The network is a mixture of dedicated off and on road cycle routes. Over the past five years there has been growth in cycling levels of upwards of 8%; however on some routes the number of users remains under 50 per day. In view of the town’s hilly terrain, progress made in cycling has been good, but there is clearly still room for improvement. Much of this growth has been embryonic, and there is a need to encourage more people to use the existing facilities whilst also providing further targeted improvements to the network.

Working closely with local stakeholders a range of potential cycling routes and infrastructure improvements has been identified, which are intended to compliment the existing network. East- west links across the town, particularly towards the Cardale Park area to support potential future settlement and employment growth alongside improving access to the town centre, are identified within the LDF as being key priorities.

Car Sharing

Harrogate lift share has been in operation since 2005, and now has over 1200 members. Membership has increased by 9% since the year end 2010/11. This increase has occurred without any significant investment. Almost 50% members have made contact with potential sharers in 2010/11. It is estimated that this sharing currently saves in the region of 420 tonnes of CO2 per year¹¹.

¹¹ Liftshare.com figures for Harrogate Borough Council 2011

The final steps on journeys to Harrogate

Walking as a mode of transport is more suited to shorter trips and often forms the final part of a journey. Harrogate town centre is relatively compact and easy to get around. Most of the key visitor attractions within the town centre, including the Harrogate International Centre, are within a 10min walk of the bus and rail station. However information and signage for pedestrians in the town centre is limited. The ability to move around the town centre easily in a sustainable manner is key to improving the visitor experience to Harrogate¹².

Guiding visitors and improving pedestrian facilities particularly in the town centre will help to increase footfall at shops and attractions, helping to increase visitor spend

Making the public aware of what is available

A range of more sustainable transport options (cycling, bus services) currently exist in Harrogate. A key challenge is making sure that the public is aware of their available travel choices. It is clear that there is significant scope to encourage more sustainable modes of transport, with 90% of visitors to the area using cars to travel to Harrogate and the high level of commuter trips under 5 miles. The relative dominance of the private car as a mode of choice is a challenge; however targeted travel awareness type interventions have been successful in the past in the Harrogate area.

Future Settlement and Employment Growth

Through the provision of additional employment and settlement land in the town, the number of trips on the network will grow. Based on an average additional number of settlements per year of 254¹³ in Harrogate and Knaresborough between 2008-2026, and each settlement generating 6 trips per day, this will result in an additional year on year increase of 1520 trips per day on the local network. By 2026, this will mean an additional 28,600 trips per day on the local network. This trip growth needs to be managed in a way that promotes sustainable travel options, helping to make the most efficient use out of the network.

B3. Objectives

Promoting more sustainable travel fits closely to the hierarchy of “Manage, Maintain and Improve” as outlined within LTP3. Increasing the use of sustainable transport measures helps to manage the transport network more effectively, getting the most out of existing assets. Improvements identified within the LSTF package are designed to increase sustainable transport options for transport users and will help to compliment existing infrastructure and services.

In relation to the key objective areas within LTP3, the contribution of each LSTF package components to the 5 LTP objectives is identified in table 3.0.

¹² Welcome to Yorkshire – Yorkshire Regional Visitor Survey 2010/11

¹³ North Yorkshire LTP3 Scheme Identification Appendix

	<u>Supporting local economies</u>	<u>Impact on natural and built environment</u>	<u>Improving transport safety and security</u>	<u>Equality of opportunity</u>	<u>Quality of life</u>
PC1 Improvements to local bus infrastructure and technology.	High	High	Medium	High	Medium
PC2 Improving the public transport ticketing offer, including smart and multi operator and younger person specific ticketing.	High	High	Medium	High	Medium
PC3 Improvements to infrastructure to better manage traffic flow	High	Medium	Medium	Medium	Medium
PC4 Improved cycle links across the town and complementary cycle training schemes to both business and education establishments.	High	High	High	High	Medium
PC5 Improved sustainable transport links in the town centre	High	Medium	Medium	Medium	High
PC6 Promoting sustainable car use through enhancing car share provision and information and the introduction of electric vehicle charging points in the town.	High	Medium	Medium	High	Medium
PC7 Extension of partnership working with larger employers and organisations in the area to develop workable travel plans.	High	High	Medium	High	High
PC8 Development and introduction of travel planning and marketing initiatives to support and encourage more sustainable travel choices	High	Medium	Medium	High	High

Table 3.0 LSTF Package components links to LTP3 objectives.

SECTION C – The package bid

C1. Package description

The delivery of measures is targeted at specific geographic and thematic areas in Harrogate which will have the most impact in reducing congestion and affecting modal shift achieving the objectives of the LSTF bid.

- Access to employment opportunities in existing business areas and also in new business developments
- Access to major conference and exhibition facilities in the town
- Access to key retail and visitor attractions.

Area based projects are aimed at reducing congestion and improving sustainable access to the following key employment areas

- Area 1 Cardale Park and Otley Road
- Area 2 Hornbeam Park
- Area 3 Harrogate town centre

Radial Route projects are focused on reducing congestion and improving sustainable access along the following radial corridors

- Radial 1 A59 Harrogate to Knaresborough
- Radial 2 A661 Wetherby Road
- Radial 3 A61 Leeds Road and Ripon Road

In addition to specific area and radial based measures, thematic based projects will be introduced. These are aimed at promoting sustainable travel modes for transport users in Harrogate and Knaresborough, no matter what their journey purpose or destination. These are as follows;

- Thematic 1 Encouraging public transport usage
- Thematic 2 Encouraging more sustainable travel
- Thematic 3 Encouraging more sustainable car use

Each project employs a range of package components (see section A2) to work towards achieving the LSTF objectives.

Area 1 Improving sustainable access to Otley Road and Cardale Park

PC1/2 The introduction by Transdev of new buses on services between the town centre and Cardale Park, supplemented by the introduction of smart ticketing within Harrogate will help to encourage more people to use this service. In addition we will use LSTF funding to improve bus infrastructure in the area, through upgrading shelters and timetable displays. At traffic signals on the route we will implement bus pre-emption measures to ensure that bus reliability and punctuality is improved.

PC3 Traffic signal control systems will be upgraded. Management and control systems such as MOVA and SCOOT will be introduced to more effectively control these junctions,

PC4 Improvements to cycling links in the area from the town centre and wider cycle route network, including links via Hornbeam Park to Starbeck and the eastern part area of Harrogate. This will focus on providing safe well designed, high quality routes, which will help to make cycling a more viable alternative. Measures will be focussed on using existing infrastructure, supplemented by new cycling facilities. Suitable cycling storage will also be introduced in Cardale Park, enabling cycles to be parked safely and securely

PC4 Due to the concentration of secondary schools in this area, the opportunity for additional benefits and traffic reduction over and above providing access to employment exists. We expect to increase cycling to schools in this area through the improvements to cycling infrastructure; this will compliment our existing bikeability projects and cycling training in schools in Harrogate

PC6 Promotion of car sharing as a way to travel to and from the area working closely with local businesses, helping to introduce site specific car sharing programmes.

PC7 Providing travel awareness and travel planning guidance to businesses in Cardale Park will help to encourage employees to travel more sustainably. Initiatives will include providing sustainable travel advice and guidance to employees, providing practical cycling training, one to one, guidance from travel planning advisors and support through the provision of online travel planning material.

Local Contributions

The local bus operator is funding the introduction of new buses on local routes in Harrogate. Some of these new vehicles will be used on the Cardale Park services, significantly improving the journey experience for bus users.

S106 contributions have been secured from new developments in the area to the value of £70,000 for new transport infrastructure, which will be used to assist on the introduction of new cycling infrastructure. A contribution of £25,000 has been secured for travel awareness initiatives to encourage sustainable access to Cardale Park

Covance laboratories, a major employer in Cardale Park, have agreed to become a sustainable transport champion in this area, helping to promote and encourage sustainable transport for businesses in Cardale Park. This will involve helping to coordinate sustainable transport measures with other local businesses and acting as a best practice example for sustainable transport in Harrogate.

Area 2 Improving sustainable access to Hornbeam Park

PC4 Improving cycling links and facilities linking Hornbeam Park to the town centre and the east and west of the town- which will link up to the existing cycle network in Harrogate. Links to the east of the town will join with the existing network and will help to provide a designated cycle route linking Cardale Park, Hornbeam Park and Starbeck / Knaresborough.

PC6 Promotion of car sharing as a way to travel to and from the area working closely with local businesses, helping to introduce site specific car sharing programmes.

PC7 Providing travel awareness and travel planning guidance to businesses in Hornbeam Park and Harrogate College. This will help to encourage employees and students to travel more sustainably. Initiatives will include providing sustainable travel advice and guidance to employees and students, providing practical cycling training, one to one, guidance from travel planning advisors and support through the provision of online travel planning material.

Area 3 Improving sustainable access to Harrogate town centre

PC1 At traffic signals in and around the town centre we will look at upgrading bus pre-emption measures to ensure that bus reliability and punctuality is maintained.

PC3 Traffic management measures at junctions in the town centre to improve traffic flows. This will involve upgrading traffic signal management and control systems to SCOOT and MOVA. This will provide benefits for all users, particularly helping to improve bus punctuality and reliability.

PC4 Improvements to cycling infrastructure in and around the town centre to improve links with the existing network

PC4 Increase the safe and secure cycling storage in the town centre, particularly close to the bus and rail stations.

PC5 Improving pedestrian links from the bus and rail stations to other areas of the town centre, particularly the Harrogate International Centre and the key retail and commerce areas of the town.

PC5 Improving signing and links from the HIC to the rest of the town will raise awareness of the other attractions in Harrogate, encouraging visitors and

delegates to explore Harrogate further; helping to increase footfall and visitor spend in the town centre.

- PC5** Improving information provision and way finding for pedestrians and cyclists in and around the town centre making it easier to walk and cycle in this area.
- PC6** Provision of a pilot electric taxi / taxibus to provide a quality, low carbon, direct transport link for delegates and visitors around the town centre. This will provide links from the bus and rail stations to hotels and conference facilities across the town. The service will be a pilot service helping to demonstrate the affordability and practicability of electric vehicles operating commercially in a town centre environment.
- PC6** Provision of electric car charging points in town centre car parks to encourage electric car use.
- PC8** Developing information and materials and associated branding to promote sustainable access to the Harrogate International Centre, Great Yorkshire Showground and other conference and business visitor destinations across the town. This will include accurate information on passenger transport options, links to car sharing opportunities and information on event specific temporary park and ride sites and advised traffic routes.

Local Contributions

It is anticipated (subject to a judicial review) that S106 contributions will be secured for improvements to the town centre as part of the planning approval for a major supermarket in the northern part of Harrogate. These contributions will be used to fund real time passenger information displays in the bus station, and a range of public realm style improvements in the town centre. Many of these measures such as footway improvements and way-finding will have significant benefits to sustainable transport in Harrogate Town Centre and will add to and compliment the LSTF proposals

Radial 1 Improving sustainable access between Knaresborough and Harrogate

- PC1** At traffic signals on the route we will upgrade bus pre-emption measures to improve bus reliability and punctuality.
- PC3** Introduction of improved traffic signals management, including SCOOT and MOVA to improve traffic flows at traffic signals on bus routes improving bus punctuality and reliability and provide benefits for other road users including pedestrians and cyclists.
- PC4** Improving existing cycling links between Harrogate and Knaresborough to encourage more cycling between the towns. This will involve upgrading surfacing and signage. These routes link in to other routes in Harrogate, providing cyclists of all abilities the opportunity to travel on designated off and on road routes between Harrogate and Knaresborough.
- PC8** Promotion of bus services and cycling travel options to encourage further sustainable travel amongst employees and residents of Harrogate and Knaresborough.

Local Contributions

The local bus operator is funding the introduction of new buses on the Harrogate to Knaresborough route. As with the current vehicle fleet they will be branded to maintain a brand identity and increase user recognition. The introduction of new buses will significantly improve the journey experience for bus users, helping to further increase patronage levels and help to reduce congestion levels on this route.

Over the past 10 years this partnership approach has provided large and sustained increases in patronage.

Radial 2 improving sustainable access on A661 Wetherby Road

- PC3** Improvements to the junctions on Wetherby Road that allow access to the Great Yorkshire Showground that will improve traffic flow on Wetherby Road itself.
- PC4** Improving cycling links from the Great Yorkshire Showground to the town centre, which will help to link to the south eastern areas of Harrogate to the town centre.
- PC4** Improving cycling links from the Great Yorkshire Showground to Hornbeam Park, providing improved access to Hornbeam Park and also improving east west links across the south of Harrogate.
- PC7** Working with major employers such as Harrogate and District Hospital, and traffic generators in the area to implement personal travel planning initiatives
- PC8** Developing information, promotional material and associated branding to promote sustainable access to the Harrogate International Centre, Great Yorkshire Showground and other conference and business visitor destinations across the town. This will include accurate information on passenger transport options, links to car sharing opportunities and information on event specific temporary park and ride sites and advisory traffic routes.

Local Contributions

The local bus operator is funding the introduction of newer buses on the Harrogate to Wetherby route. It is anticipated that these will be branded to reflect their use on this route. The introduction of these buses will significantly improve the journey experience for bus users, helping to further increase patronage levels and help to reduce congestion levels on this route.

We will be working closely with major employers and attractions on this corridor including Harrogate and District Hospital and the Great Yorkshire Showground to encourage sustainable transport, through the implementation of travel planning initiatives and new infrastructure. £160K of S106 funding has been secured for transport infrastructure improvements on Wetherby Road.

Radial 3 Improving sustainable access on A61 Leeds Road

- PC1** At traffic signals on the route we will look at upgrading bus pre-emption measures to ensure that bus reliability and punctuality is maintained. Additionally we will look at ways of improving traffic flows at traffic signals on bus routes to improve bus punctuality and reliability and provide benefits for other road users including cyclists and pedestrians.
- PC8** Promotion of bus services and cycling travel options to encourage further sustainable travel amongst employees and residents along the A61 Corridor

Local Contributions

A local bus operator has funded a refurbishment programme on vehicles on the Ripon – Harrogate – Leeds service. This has helped to further improve the journey experience for bus users on this corridor. The operator is committed to ongoing marketing and promotion of this service.

It is anticipated (subject to a judicial review) that as part of the planning approval for a major supermarket development in the north of Harrogate. S106 contributions will be

secured for improvements to public and community transport services in the northern area of Harrogate linking closely to the Ripon Road A61 corridor.

Thematic 1 Initiatives to promote public transport usage

Measures to be implemented will help to improve the “whole journey experience” (quality, information, convenience, reliability). This essentially makes public transport “easy to choose easy to use” Measures will include the following;

- PC1** Further develop the provision of passenger transport information through improving printed media, the public transport website and further development of applications including mobile phone timetable and real time passenger information.

- PC2** Introduction of an integrated and smart ticketing system allowing for payment by smart cards, mobile phone ticketing and contactless bankcards. This will simplify the passenger experience allowing easier and more flexible payment and will help to reduce boarding times. Smart ticketing will allow multi operator journey’s to be conveniently made and will significantly help to increase the flexibility of public transport services in Harrogate and Knaresborough. The aim is to ensure that all operators in the area are equipped with smart ticket machines, enabling passengers to use smart ticketing methods on all services in the town. This will be compatible with ITSO and the regional HOPS provider, YORCARD allowing cross boundary travel throughout the Yorkshire and Humber area.

- .PC2** Working with bus operators in the area, establishing multi operator area tickets to allow travelers greater flexibility and ease of use when they are using bus services in Harrogate and Knaresborough.

- PC2** Targeting young adults to incentivise the use of public transport and improve the perception of public transport. By targeting younger people, working alongside partners in schools and at Harrogate College, we aim to change attitudes and influence their behavior to defer their acquisition of a private car and to make the use of public transport more of a positive lifestyle choice amongst Harrogate young adults.

- PC2** Establishing appropriate retailing channels, to allow transport users to purchase the new types of tickets. This will involve working closely with operators in the area to roll out the new types of ticket across a wide range of retail outlets and channels, at local shops, attractions, and business and information points.

- PC6** Introduce a pilot electric taxi/taxibus delivering low carbon reliable transport from the bus and rail stations to conference facilities and venues across the town centre.

- PC8** A promotional and advertising strategy in partnership with bus operators to demonstrate that passenger transport is now easier to choose and easier to use highlighting the convenience of the new ticketing measures and the range of services currently on offer across the area.

Local Contributions

Transdev, one of the major bus operators in Harrogate is installing a smart ticketing system on all of its vehicles across the area. LSTF funding will be used to support this installation program, assist with the installation on other smaller operators’ vehicles and contribute towards the set up costs of the necessary back office functions- allowing for a fully integrated ticketing offer across all bus services in the Harrogate and Knaresborough area.

North Yorkshire County Council has allocated £0.5million towards funding signal and junction improvements to support the LSTF bid. This will help to ensure bus punctuality, reliability and reduce traffic congestion.

Thematic 2 Initiatives to promote more sustainable travel

Building on the targeted measures to promote sustainable travel within each of the specific area based LSTF projects, the following measures are aimed at encouraging sustainable transport across the whole of the Harrogate area. They are designed to compliment the area based projects. Measures to be introduced are as follows;

PC4 Provision of a cycling map for Harrogate detailing all off and on road cycling links and advisory cycle routes. This will be hosted online and will also provide a range of good practice, hints and tips to encourage cycling in the town. This is being provided in partnership with the Harrogate Cycling Group.

PC4/5 Upgrade and refresh of pedestrian and cycling signage across the cycling / pedestrian network outside of the town centre.

PC7 Provision of sustainable travel information to enable transport users traveling in Harrogate to make informed choices about what travel options are open to them.

PC7 Training in schools to increase awareness of sustainable travel and its impact upon in respect of contributing to reducing carbon emissions, reducing congestion and promoting a healthier lifestyle. This will be targeted at secondary school pupils to influence their own travel choice when they become car drivers / owners.

Thematic 3 Initiatives to promote more sustainable car use

Whilst much of the focus of the Harrogate LSTF projects is targeted at encouraging and facilitating modal shift, it is recognized that not all transport users will be able to shift travel modes from the private car. As such it is important to ensure that any car use is as sustainable as possible. Measures to be funded are as follows

PC6 Improve the Harrogate Car Share website, to increase awareness of car sharing and the number of people using the site and sharing journeys. Increased marketing and promotional activities to attract business and individuals to car sharing. Measures will be targeted at car users from the rural hinterlands where alternative modes are not available.

PC6 Increasing awareness of alternative vehicle types such as electric vehicles, providing guidance on these alongside the provision of electric charging points in the town centre.

PC8 Increasing awareness of eco driving methods and journey planning that help to improve fuel efficient driving. This will be completed as part of the wider travel planning work, however we also seek to improve the provision of information through online resources detailing best practice and driving tips.

C2. Package costs

Project	Spend Type	2011/12	2012/13	2013/14	2014/15	Total
Area 1 - Otley Road and Cardale Park	Revenue	0	40	66	85	191
	Capital	0	15	425	100	540
	£K	0	55	491	185	731
Area 2 - Hornbeam Park	Revenue	0	40	66	85	191
	Capital	0	13	50	100	163
	£K	0	53	116	185	354
Area 3 Harrogate Town Centre	Revenue	0	20	125	115	260
	Capital	0	170	295	20	485
	£K	0	190	420	135	745
Radial 1 A59 Harrogate to Knaresborough	Revenue	0	0	0	0	0
	Capital	0	45	250	25	320
	£K	0	45	250	25	320
Radial 2 A661 Wetherby Road	Revenue	0	20	46	65	131
	Capital	0	13	125	100	238
	£K	0	33	171	165	369
Radial 3 A61 Leeds Road and Ripon Road	Revenue	0	20	20	20	60
	Capital	0	0	0	0	0
	£K	0	20	20	20	60
Thematic 1 Initiatives to promote public transport usage	Revenue	0	213	93	93	399
	Capital	0	80	295	150	525
	£K	0	293	388	243	924
Thematic 2 Initiatives to promote more sustainable travel	Revenue	0	95	150	87	332
	Capital	0	0	0	30	30
	£K	0	95	150	117	362
Thematic 3 Initiatives to promote more sustainable car usage	Revenue	0	24	25	25	74
	Capital	0	0	0	0	0
	£K	0	24	25	25	74
Grand Total	Revenue	0	472	591	575	1638
	Capital	0	335	1440	525	2300
	£K	0	807	2031	1100	3938

Table 4.0 LSTF Package costs

C3. Rationale and strategic fit

The rationale of the package is to provide additional infrastructure facilities which enhance the range of alternatives to private car use, encouraging modal shift to more sustainable modes of transport. Use of both new and existing alternatives will be maximized through targeted and area wide “softer” travel planning and awareness type measures.

Achieving modal shift will reduce the congestion which impedes economic growth, through limiting people’s access to jobs, retail services and access to visitor and business destinations in Harrogate and Knaresborough. As congestion becomes a greater issue it is likely that this will have a further detrimental impact on the economy of the town. It is recognized that Harrogate has a well performing economy. Nevertheless as stated in section B2, a potential trading gap of £290 per annum of non food retail has been identified, highlighting the suppressed market share of the local economy. Congestion and further traffic growth will result in a reduction of its competitiveness. This will suppress the ability of the town to fully capitalize on the existing and future opportunities to grow the local economy.

We recognise that there is no “one size fits all” method of sustainable transport. Each LSTF projects aims to provide an appropriate range of sustainable travel options within each geographic or thematic area that address the specific problems and needs in that area. Therefore the LSTF bid is aimed at providing a selection of measures to give transport users the widest possible choice of travel options and information enabling them to access employment and other key services, whilst at the same time helping to reduce congestion and its impacts upon business productivity whilst also helping to reduce Carbon emissions.

The aim is to make “sustainable transport options do-able” for visitors and residents of Harrogate and Knaresborough.

Links to the York, North Yorkshire and East Riding Local Enterprise Partnership

The LSTF bid links closely with the objectives of the York, North Yorkshire and East Riding Local Enterprise Partnership (LEP) particularly in achieving the LEP objective of helping businesses in the visitor economy to become more competitive and succeed. Harrogate is a key component of the visitor economy in North Yorkshire, helping this sector within Harrogate will help to strengthen the overall tourist and visitor offer of the LEP area.

LSTF and links Harrogate Borough Council Climate Change Action Plan

A priority within the Harrogate Borough Council Climate Change Action plan is to continue to raise awareness of actions that residents can take to reduce their own carbon emissions. LSTF links strongly with this priority, through encouraging greater use of more sustainable travel modes across the area. Specific reference is given within the action plan to more widespread use of “smarter” choice initiatives, which are in line with the initiatives in the LSTF.

LSTF linking with Harrogate Borough Council LDF

As identified in section B, significant amounts of housing and employment growth is planned within Harrogate and Knaresborough as part of the Harrogate Borough Council local development framework. The borough council has been closely involved in the development of the LSTF proposal, helping to ensure that the proposed projects target these growth areas. Two of the main potential growth points within the Harrogate LDF being at Cardale Park, for both residential and employment, and also Manse Farm in Knaresborough. LSTF projects Area 1 and Radial 1 will assist in improving sustainable access to these locations. Following the LSTF period, further measures to encourage more sustainable transport will be introduced through working closely with developers. This will help to build on the measures implemented by the LSTF.

LSTF – part of an ongoing commitment to investment in Harrogate and Knaresborough

The LSTF bid for the Harrogate Sustainable Transport Package is one element of a long term strategy aimed at reducing congestion, and its negative impacts on the environment and economy, by providing for and encouraging use of alternatives to private car use. This was started in 2006 through the commencement of the Harrogate and Knaresborough Integrated Transport Strategy, and has been followed by the Service Centre Transportation Strategy (SCTS) / Regional Funding Allocation (RFA) uplift, which is ongoing¹⁴. Following the LSTF, funding will be sought from developers to allow for the delivery of the Harrogate Borough LDF.

¹⁴ www.northyorks.gov.uk/ltp for more details.

Fig 3.0 below illustrates the timescales and approximate financial contributions of this long term strategy.

06/07	HAKITS (£2.6m)				
07/08					
08/09					
09/10		SCTS / RFA (£2.5m)			
10/11					
11/12	LSTF (8.0m)				
12/13					
13\14					
14\15		LDF Transport Initiatives Delivery			
15\16					
onwards to 25/26					

Fig 3.0 LSTF links to other funding sources

LSTF -supporting other policy areas- Health

More active travel modes, such as walking and cycling, has obvious health and well being benefits by increasing exercise, improving health and contributing to reducing obesity levels. Additionally reducing traffic levels and congestion can help to improve air quality across the town but particularly at the AQMA at Bond End junction in Knaresborough and the area of air quality concern at Woodlands Junction on Wetherby Road.

LSTF -supporting other policy areas- Road Safety

The LSTF package helps to educate road users (e.g. cyclists) to help make them safer alongside encouraging the use of more sustainable modes instead of the private car for higher risk groups such as younger drivers. It will also allow engagement with local partners to improve road safety, through business and workplace travel planning. Additionally through new the introduction infrastructure (traffic signal improvements and new cycling facilities) will help to make the transport network safer for all users.

LSTF -supporting other policy areas- Education

Improving access to Hornbeam Park will significantly benefit Harrogate College, significantly improving access to education. This is particularly important in terms of helping younger people to access training to assist them in looking for full time employment. In addition to the access for college education, many of the measures proposed will help improve access to primary and secondary education, particularly through improved cycling infrastructure improvements near Cardale Park and also the town centre

C4. Community support

As part of the development of LTP3, a widespread consultation exercise was undertaken to identify transport users priorities on the LTP3 objectives. Supporting the local economy was identified as being the most important objective by stakeholders, with 34% of respondents in the County identifying this as the top priority.

Within the Harrogate urban area, both protecting the environment and supporting the economy were deemed to be equal joint highest importance, with 20% of all respondents selecting each of these priorities. This helps to confirm that the local community is supportive of the aims of the LSTF process.

There is a strong level of support from a range of stakeholder groups and transport user groups across Harrogate, particularly the Harrogate Cycling group, who have been closely involved in the development of the cycling elements of the bid. The cycling group will be closely involved throughout the implementation of cycling measures

Local businesses, including exhibition and conference facilities, tourist attractions, major employers in the Cardale Park area and Harrogate College, have all expressed support for the proposed measures as they contribute to their respective organisations objectives. Letters of support for the LSTF package can be found in Appendix B.

The local area committee of North Yorkshire County Council were unanimous in their support for the proposals and welcomed the proposed measures. Particular reference was made to the way in which the measures will seek to reduce the negative impact of traffic congestion in the town.

SECTION D – Value for money

D1. Outcomes and value for money

The Harrogate LSTF package is anticipated to reduce traffic levels by between 2.5% and 3 % below what would have been anticipated based on forecast traffic growth using Temprow figures. It will also reduce total vehicle kms between 2% and 5%.

Experience from the sustainable travel towns project (Darlington, Worcester and Peterborough) has demonstrated that this level of traffic reduction is achievable through a range of sustainable travel measures. The Harrogate package incorporates all the 'soft' measures used in the sustainable travel towns as well as a range of 'hard' measure to encourage mode shift. On this basis the expected reductions in Harrogate are regarded as being realistic and achievable.

Traffic and Congestion

Based on 2009 traffic figures in Harrogate^[1] projected forward using Temprow, the following number of trips will be removed from the network in 2016 as a result of the measures proposed in the LSTF package.

	Do Nothing	2.5% reduction in trips		3.0% reduction in Trips	
	Trips	Trips per day	Trips removed vs. do nothing	Trips per day	Trips removed vs. do nothing
2014	372208 (28710)	362903 (27992)	9305 (718)	361042 (27848)	11166 (861)
2015	373138 (28781)	363810 (28062)	9328 (720)	361944 (27918)	11194 (863)
2016	378325 (29182)	368867 (28452)	9458 (730)	366975 (28306)	11350 (875)

Table 5.0 trips removed from the network per day 2014 to 2016 as a result of LSTF. Peak hour figures in brackets.

It is estimated that between **9305** (2.5% reduction) and **11350** (3.0% reduction) vehicle trips per day will be removed from the network in comparison to a do nothing scenario between 2014 and 2016. This equates to a total of between 10.2million and 12.4 million trips being removed from the network between 2014 and 2016

^[1] Harrogate Traffic Model 2009

Reduction in vehicle usage (kms travelled)

Using base data derived from the County Councils 2009 Harrogate Traffic Model and traffic growth projected forward using TEMPRO figures it is estimated that a total reduction of between **26,827,446** (2.5% reduction) and **53654891** (5.0% reduction) vehicle kms using the network in the period from 2014 to 2016. Figures from 2014 to 2016 have been projected, as the impacts of the LSTF projects will start to be realised then. Table 6.0 below illustrates this in more detail.

	Do Nothing	2.5% reduction in vehicle kms		5.5% reduction in vehicle kms	
	Vehicle Km's	Vehicle Kms	Vehicle Km reduction	Vehicle Kms	Vehicle Km reduction
2014	355455787	346569392	8886395	337682998	17772789
2015	356344427	347435816	8908611	338527205	17817221
2016	361297614	352265174	9032440	343232733	18064881
Total	1073097828	1046270382	26827446	1019442936	53654891

Table 6.0 vehicle kms removed from the network

This reduction in vehicle kms significantly help to improve traffic flows in Harrogate, helping to increase journey time reliability and improve access to the key economic areas and also improve journey flows for through traffic.

Public Transport

Experience from similar bus corridor improvements in Harrogate over the past 10 years have demonstrated that significant patronage growth can be achieved. Patronage growth of 40% was recorded on key corridors after 3 years of implementation¹⁵. In contrast County wide patronage increased by 3 % over this period. Based on these figures it is estimated that impact of the measures included in the package on the Wetherby Road and Cardale Park bus corridors will be 18% growth in patronage from 2012 to 2016.

Reducing private car usage for visitors

Much of the focus of sustainable travel town initiatives was on trips by residents within each of the towns. Within Harrogate potential exists to reduce the reliance on the private car to access leisure and tourist attractions in the town. This will result in a 3% reduction in car usage by visitors to key visitor attractions in Harrogate by 2016. A baseline in summer 2012 will established using survey information and data from key sites including the Harrogate International Centre, Harlow Carr Gardens and the Great Yorkshire Showground

Reduction in carbon emissions

The LSTF package will bring about a saving of between 4.11 (low success) and 8.22 (high success) Kilotonnes of CO₂ from 2014 to 2016. These are reductions compared to the do nothing scenario. This has been calculated based on the proposed reduction in vehicle kms from LSTF projects and using the DfT Carbon Tool.

Post LSTF it is estimated that a reduction of Carbon of between 1.5 and 3 kilotonnes of CO₂ will be saved per year as a result of the implemented LSTF projects.

Improvements to Air Quality

An air quality management action plan is in the process of being finalised for the Bond End Junction in Knaresborough. Measures from the LSTF package including

¹⁵ Harrogate and Knaresborough Integrated Traffic Strategy Report 2009 (available on request)

improvements to traffic signals and promoting more sustainable transport modes will be included within this plan as a way of improving air quality to desired levels.

Increase in Cycling in Harrogate.

The Cycling Demonstration Towns programme demonstrated that a combination of improved cycle training, promotion and infrastructure improvements could deliver a significant increase in cycling levels. Across the 6 cycling demonstration towns an increase in cycling levels of 27% was recorded between 2005 and 2009¹⁶. Whilst cycling is an integral part of the LSTF package, the level of investment is lower than that of the cycling demonstration towns and as such an increase in cycling levels of between 15-20% is predicted, from 2012-2016.

Improvements to Safety and Health

Measures to improve traffic signals are targeted at the key junctions in Harrogate. Two of these junctions Railway Road / Wetherby Road next to the Great Yorkshire Showground and Ripon Road / Kings Road next to the Harrogate International Centre have been identified as high risk accident locations (sites where there has been 4 or more personal injury collisions within a 50 m search radius over the last three years). Improvements proposed within the LSTF package will significantly help to improve safety at these locations, and also at other junctions with a lower accident rate.

Between 2008-2010 there have been 83 personal injury accidents involving cyclists. The proposed cycling training and new cycling infrastructure will help to significantly reduce the number of cycling casualties in Harrogate.

Increasing the number of trips through cycling and walking will help to incorporate more exercise into the daily lives of residents and visitors to Harrogate. This will help to improve their personal health, potentially reducing the need for health care.

Access to Services

The range of measures included within the LSTF package will help to make it easier for all residents and visitors in Harrogate to access the key services of employment, education, healthcare and food shopping. Increasing sustainable transport options reduces the reliance on the private car, ensuring equality of opportunity for all transport users in the area.

D2. Financial sustainability

Information

In order to support transport users post LSTF a range of material and resources will be developed during the LSTF period. These resources will include information on the benefits of sustainable travel, how to access the key employment areas of Harrogate and Knaresborough, tips on eco driving, cycling support and guidance alongside links to a range of transport information. These will then be made available on line, and will be maintained by North Yorkshire County Council in partnership with other bodies such as Harrogate Cycling Group, Harrogate Borough Council, Sustrans and local bus operators.

Harrogate Liftshare

During the LSTF period, in partnership with Harrogate Borough Council, we will be seeking long term commitments for businesses to be involved in the Harrogate Liftshare website. By obtaining sufficient support and funding from local businesses, this will enable the car share scheme in Harrogate to further expand and maintain in operation beyond LSTF.

¹⁶ Lift Off for Cycling – Cycling Demonstration towns report 2009 Cycling England

Travel planning for business

A range of resources specific to business travel planning will also be developed during the LSTF period. This will then be made available for businesses in Harrogate and Knaresborough to assist in the development of new, and maintenance of existing travel plans post LSTF.

Smart ticketing

The County Council will continue to support smart ticketing initiatives through a long term contribution to the management and administration of a centralised region wide smart ticketing scheme. This contribution, alongside that of partners from neighboring transport authorities will ensure that the smart ticketing system remains in operation post LSTF. It is anticipated that the establishment of the smart ticketing system, will result in smart ticketing becoming the norm, in a similar style to that of other smart ticketing schemes such as the Oyster Card in London.

Maintaining Traffic Signals and Bus preemption

Additional infrastructure and assets will be added to our transport asset register. The County Council will fund the ongoing operation and maintenance of these assets in line with our traffic signals and bus preemption maintenance policies and programs.

Maintaining Cycling Infrastructure

Cycling infrastructure will be added to the County Councils maintenance program to ensure that they are maintained in line with other routes across the County. In addition the volunteers from local cycling groups will help to assist in ensuring maintenance priorities are identified and will offer support for basic maintenance such as managing hedgerows etc.

Additional Funding

We will also seek to secure some funding from any surplus generated by Civil Parking Enforcement operations in Harrogate to assist in supporting the provision of online information and promotion of more sustainable transport options.

As part of the development of the Harrogate LDF- we are working closely with Harrogate Borough Council to seek developer contributions towards, sustainable travel measures to maintain momentum that has been gained during the LSTF period. This will be particularly relevant for LSTF projects linking to Cardale Park and Knaresborough which are two significant potential settlement and employment growth points in the area.

Sustaining behavioral change

Much of the focus of the LSTF bid is associated with changing the travel behavior of transport users in Harrogate and Knaresborough through the provision of alternative more sustainable transport modes. We have seen in the past that investment in high quality alternatives to the private car does result in behavior change with increased patronage leading to commercial sustainability of bus services. It is anticipated that these behavioral changes will be maintained by transport users, once they have realized that it is possible to travel more sustainably than before. Additionally the capital based elements of the package such as improvements to cycling infrastructure and traffic signals increases the attractiveness of sustainable modes to transport users.

SECTION E – Deliverability

E1. Implementation

NYCC as the Transport Authority for North Yorkshire is the lead authority for preparing this bid and will also be the lead authority, and accountable body, for delivering the package should it be successful.

The business unit of the County Council who will lead on the delivery of the package is Business and Environmental Service (BES). BES is the business unit responsible for delivery of the LTP maintenance and integrated transport programmes (approx £30m p.a.), for implementing major (£5m+) transport schemes and for commissioning school, social services and subsidised public transport services.

The County Council has a strong background in successful delivery of transport initiatives of all types and in partnership with a wide range of different bodies as demonstrated through our 'excellent' rated delivery of LTP2.

Delivery of the successful LSTF packages will be primarily through the use of existing in house resources and expertise supplemented by support from our partner consultants (Jacobs) where necessary. Preparatory / advanced design work for the two elements of the packages that require major procurement such as the Travel Planning / Awareness initiatives and traffic signals improvements has been undertaken to allow early commissioning should the bid be successful.

The County Council are submitting two bids into the LSTF one solo bid (Harrogate) and one joint bid with the North York Moors National Park (Whitby). The basis of the management structure will be the same whether one or both bids are successful. Details of the teams within BES (or the partner organisations) responsible for each component are shown in the structure below.

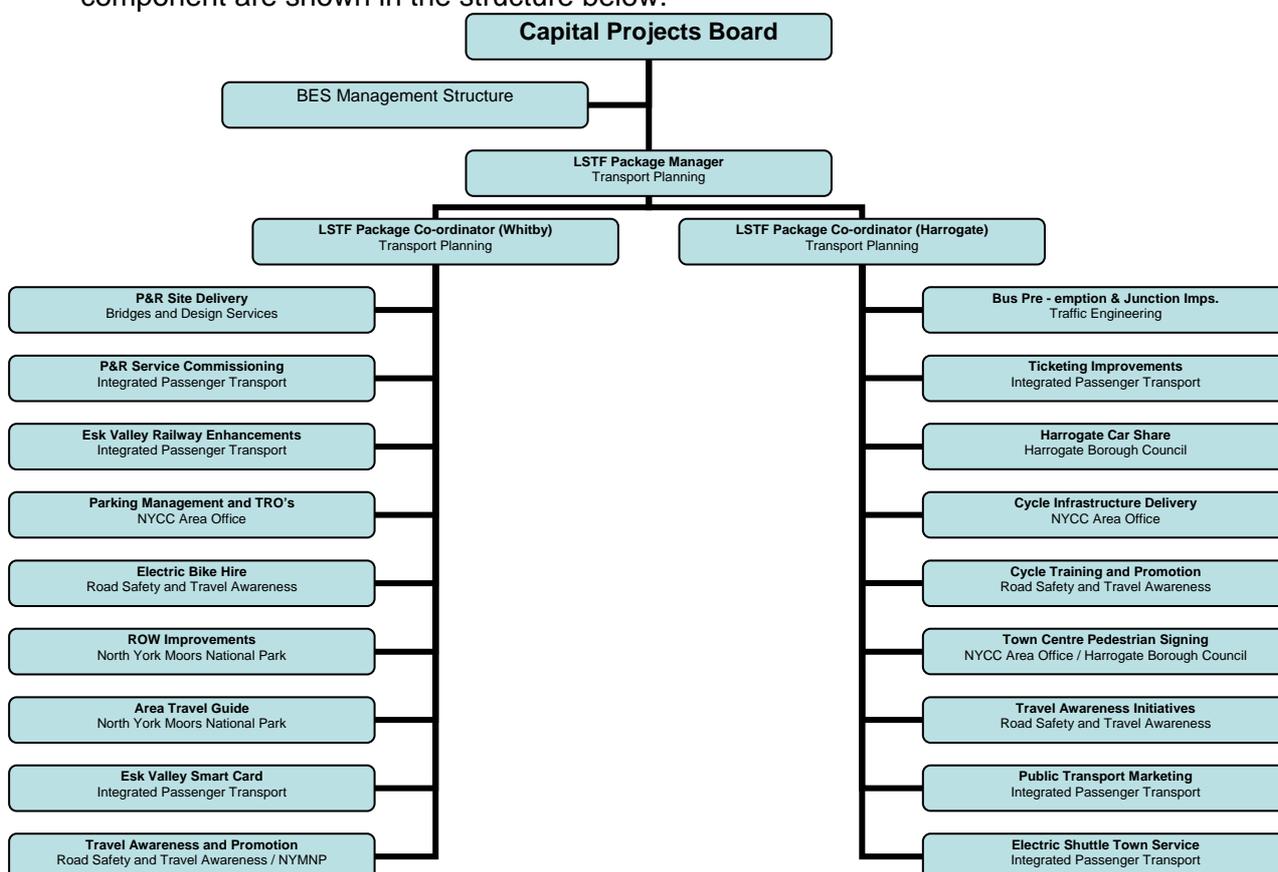


Figure 4.0 NYCC management structure for LSTF packages

BES operates project management on the principles of PRINCE2. The PRINCE2 'Project Board' function is undertaken by our established Capital Projects Board which meets quarterly to review and manage the delivery of all BES capital projects with a value of in excess of £300k. Members of the Board include the Corporate Director of BES and the Assistant Director Resources and Finance. The purpose of the Board is to ensure that projects are delivered within programmed timescales and costs. As with any other major capital project delivery of a successful LSTF package

bid would ultimately be managed by this Board (further details are available on request).

In order to ensure consistency, clarity of brief and to co-ordination the delivery the LSTF Package manager and LSTF Package Co-ordinators are the same staff responsible for co-ordinating the bids.

All management costs for delivery of the packages are incorporated into the individual package component estimates.

E2. Output milestones

Key milestones are as follows; a more detailed overview of milestones can be found in appendix C.

2011/12

Introduction of new buses on Cardale Park Service

2012-13

Commence implementation of improvements to traffic signals / bus pre-emption

Commence personalised travel planning initiatives

New buses introduced on Harrogate to Knaresborough and Wetherby Road services

Expansion of car share

Start cycling training for businesses in Harrogate.

2013/14

Completion of Harrogate to Knaresborough cycle route improvements

Go live for marketing and promotional activities for visitor travel to Harrogate.

First stage of traffic signals and bus pre-emption measures completed, including the A61 / A661 and A59

Continuation of personalised travel planning initiatives

2014/15

Completion of Otley Rd / Cardale Park cycling routes / links

Completion of Hornbeam Park Cycling routes / links

Completion of personalised travelling planning initiatives

Finalisation of travel planning materials for post LSTF use

2015/16

Evaluation of LSTF success

E3. Summary of key risks

The County Council operate a robust risk management regime. In preparing the bid a detailed financial and programme risk assessment was carried out (available on request). This identified some of the key risks and management measures highlighted below. Should the bid be successful a further detailed register of the risks to delivery of the individual components and the package as a whole will be prepared in line with our normal project management practices.

Programme management – ensuring deliverability within the LSTF timescale

- Production of a deliverable programme and regular management of this programme throughout the LSTF process. This will help to ensure that delays and issues are managed appropriately

Rights of access for new cycle routes

- Full consideration will be given to the impact to changes to existing public rights of way that allow for improved access for cyclists. User groups will be

fully consulted and appropriate materials will be used to ensure that access for all is maintained.

Land Issues

- Where possible cycling routes will use existing highways and public land to avoid land purchase. The delivery programme has been planned so that design and planning works for major infrastructure elements (new cycling routes / signals upgrades etc) are carried out in 2012/13 with the delivery of these schemes in the final 2 years of the LSTF period.

Reliance on partners to deliver elements of the bid

- Establishing a partnership agreement with partners prior to implementation will ensure that all involved are fully aware of their roles and responsibilities. Regular liaison will take place with partner bodies to ensure that they are delivering as anticipated.

Slower than anticipated uptake of sustainable travel modes

- Flexibility exists in how the travel planning and behavioural change elements are delivered. This is deliberate so that measures can be changed and adapted to reflect specific needs of target groups. For example if the response from employees in a certain area is negative to a specific type of travel planning then this can be amended to reflect feedback from employees.

E4. Project evaluation

The County Council is willing to co-operate with the Department in evaluating the benefits of the fund.

Regardless of this commitment the County Council would as a matter of course evaluate the project though before and after monitoring of the usage of more sustainable transport modes in the Harrogate and Knaresborough area. In addition to this we will be working closely with delivery partners and businessse involved during the delivery of the measures to establish and evalutae any post initiative trends. This will assist with developing and implementing future measures in the Harrogate and Knaresborough area but aslso elsewhere in North Yorkshire and in other authority areas.