

Emergency Active Travel Fund - tranche 2 survey

General

Q1. What is your local transport authority name?
North Yorkshire County Council

Strategic case

Q2. Please set out the context for the bid by briefly explaining the local transport problem, challenge or needs that your bid will help to address. These should be consistent with the objectives of the Fund set out in the bid invitation letter.

North Yorkshire covers an area of 3,200 sq. miles and has a population of approximately 600,000 residents. The population largely resides in one of 28 main settlements but there is also a significant rural population.

North Yorkshire Local Transport Plan (LTP4) (2016-2045) - identifies five key objectives regarding transport in the county:

- Economic Growth – Contributing to economic growth by delivering reliable and efficient transport networks;
- Road Safety – Improving road and transport safety
- Access to Services – Improving equality of opportunity by facilitating access to services;
- Environment and Climate Change – Managing the adverse impact of transport on the environment; and
- Healthier Travel – Promoting healthier travel opportunities

The LTP4 states that the County Council will promote sustainable travel and encourage travel to work by walking, cycling, bus, rail and car sharing. It also highlights that, where possible, NYCC will provide additional infrastructure to support sustainable travel, with improvements provided through transport grants. The County Council will also seek to ensure that provision of suitable facilities to encourage healthier travel choices is made within any new development. The adoption of LCWIP's in a number of areas across North Yorkshire has highlighted the areas that will benefit the most from improved infrastructure for both pedestrians and cyclists.

In the second tranche of the Emergency Active Travel Fund we aim to implement measures which have been designed to allow pedestrians and cyclists more space to move around more freely and safely, using active modes, to town centre locations in particular. The rural nature of North Yorkshire presents us with challenges in delivering quality, coherent infrastructure to enable us to better connect outlying areas with the main service centre via active modes. The topography of the County often makes it difficult to travel by foot or bicycle, particularly for those with disabilities or health issues, and we want to help those people to get around more easily. Many trips in North Yorkshire would currently require movement along busy A/B roads on which the perception of safety to walk or cycle will deter people from using that route. To facilitate the reopening of services following lockdown NYCC introduced measures linked to the key dates as set out by central government following the announcement by the Prime Minister on Monday 23 March 2020 and the subsequent publication of the Government's Recovery Strategy. Throughout this process we looked to adopt a gradual approach to the implementation of traffic management measures for social distancing linked to the steps and phases in the Government's strategy and working closely with partners.

This second round of the EATF will enable us to build upon the short term measures that have been introduced already. The measures set out in the bid will allow people to social distance and to travel with greater confidence whilst avoiding the need to overload the public transport network so that those who have no alternative to public transport can still safely use it.

With the reduction in capacity on public transport there is the possibility that there could be an increase in car journeys which would have a negative effect on those people that already walk or cycle or those people that would consider walking and cycling as an alternative to public transport or the private car. Switching from private vehicles or giving public transport users suitable alternatives in the form of walking and cycling, reduces the number of cars on the road which provides multiple benefits for the user, the economy and the environment including:

- o Improved air quality and reduced congestion from reduced use of cars and vans in the towns
- o Increasing access to training and employment opportunities with full journey solution & support
- o More children and young people are able to cycle or walk to school or college.
- o Reduced obesity, and better health, is linked to better attainment
- o Business efficiency improvements by reducing congestion
- o Health benefits of active transport lead to better health, staff are more productive & take less time off sick
- o Town centre retail benefits from the 'pedestrian pound'
- o Provides access to jobs for hard to reach people, who don't have the use of a car

Whitby has a population of 14,000 and Helmsley has a population of 1500 but both have a large number of visitors particularly in the summer, and Harrogate/Knaresborough has a population of around 90,000. These three areas are the focus of our bid.

Across these areas there are a number of issues that were prevalent before the COVID19 pandemic and these could be exacerbated by people's reluctance to cycle or walk if there aren't appropriate facilities and a lack of public transport due to reduced capacity and public confidence in the service.

Congestion

Congestion in Harrogate was identified prior to COVID19 as a barrier to future growth and development and should the traffic levels return to pre-Covid19 levels this would also be a barrier to walking and cycling.

In Harrogate, there is significant peak hour congestion on the main arterial routes into and through the town, including the A59, A61 and A661. Unlike many places, research also shows that Harrogate and Knaresborough experience traffic congestion issues on some main roads throughout the day as well as in

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the morning and evening peak hours.

The A59 through Knaresborough carries around 12,000 two-way trips per day, which increases significantly when moving toward the Harrogate urban area. A number of the main routes, some passing close to Harrogate town centre, carry very high traffic volumes for the standard of the roads (generally single 7.3m carriageway) resulting in the capacity issues that are characteristic of the town.

It is recognised in NYCC's Local Transport Plan 4 (LTP4), which covers the period 2016-2045, that tackling congestion is a significant and growing issue in North Yorkshire. Traffic congestion, as well as creating environmental problems, also leads to long and unreliable journey times for business travel and commuters. This results in lost and unproductive time sitting in traffic queues as well as unpredictable arrival times for deliveries and workers. Scarborough and Harrogate are noted as being areas where tackling congestion is a priority. One of the main measures identified in LTP4 to address this, is to encourage a modal shift to walking and cycling.

Poor Health

Scarborough district has a number of issues associated with health and social deprivation, these include high levels of obesity (particularly in children) and high levels of adult heart disease. General health within Scarborough is of notable concern. Census data from March 2011 shows that more people in Scarborough were categorised as being in 'very bad health' than in the North Yorkshire region and the nation as a whole. Over 1,500 people fell into the 'very bad health' bracket equating to 1.4% of the Scarborough district population in comparison to the respective figures of 1% and 1.2% for North Yorkshire and England. A further 5,700 people were categorised as being in 'bad health' equalling over 5% of the population, compared to 3.6% of North Yorkshire's population and 4.2% of England's population; a marginal yet significant difference.

Obesity in children is also noticeably high in Scarborough. Almost 9% of children in reception year and 16% of children in year 6 are classified as obese, which is above the representative regional figures. Childhood obesity rates increase significantly between 4-5 year olds and 10-11 year olds, with local obesity rates increasing year on year. The number of 4 to 5 year old children measured as overweight is also above the national average. The prevalence of obese children in Harrogate is significantly lower than in Scarborough, however, there are still more children classified as being overweight in Harrogate than regionally or nationally.

High Car Mode Share

A major contributing factor to the high traffic levels is the high number of car based commuter trips, particularly within Harrogate. Analysis of the 2011 Census Method of Travel to Work Data demonstrates that, of those people in work, 62% and 68% of residents in Scarborough and Harrogate respectively travel to work by car or motorcycle (average for England is 63%). Furthermore, the proportion of commuting journeys undertaken by bicycle in Scarborough (2.3%) and Harrogate (2.2%) is lower than the national average of 3.0%.

58% of commuting trips in Scarborough and 64% of commuting trips in Harrogate are made by car, whilst only 3% and 4% respectively are made by bicycle; which is lower than England's average of 5%.

Localised Air Quality Problems

Transport is one of the major contributors to poor air quality and so transport interventions have the potential to contribute significantly towards achieving action plan targets. North Yorkshire County Council has an aspiration to become carbon neutral by as close as possible to 2030 through the delivery of an action plan that contains an Air Quality Strategy. Scarborough Borough Council has an aim to reduce carbon emissions by 2% year-on-year and has a range of policies and objectives to achieve this. Harrogate Borough Council has developed an action plan to reduce carbon emissions by 40% by 2020 and 80% by 2050. A modal shift from car to more sustainable modes, in particularly walking and cycling, can aid the achievement of these carbon reduction aims.

Rural nature of North Yorkshire County Council

Unlike other larger urban areas in the country the main barrier to increased cycle use in North Yorkshire is the relatively under developed network of safe and convenient cycle routes particularly between small settlements and larger local towns. As most of the towns within North Yorkshire are relatively small, walking is a good mode choice and the longer connections between settlements are more suited to cycling. Providing these rural connections is just as key in North Yorkshire as improvements in towns as smaller villages could become isolated without viable alternatives to the car and public transport particularly whilst capacity on public transport is reduced.

Providing cycle infrastructure can be challenging in rural areas due to the nature of the roads and the space available. NYCC have taken a coordinated approach to producing LCWIP's for the main settlement in each of the boroughs or districts within North Yorkshire to tackle this issue. The completed LCWIP's have identified priority corridors that will have the most impact for the local residents and provide meaningful connections to facilities and services that local people need to access. This is even more important during the COVID19 pandemic that residents have the ability to access facilities independently.

Opportunities

There has been investment in cycling infrastructure and active travel promotion during the current and the previous Local Transport Plan periods and as a result of previous government funding. (6) Funding received via the LSTF provided upgrades to pedestrian/cyclist crossing facilities at Knaresborough Road/Church Square, York Place/Oatlands Drive and East Parade/Park View in Harrogate as well as 44

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cycle parking spaces that were either introduced or upgraded. The work carried out through the LSTF project was built upon in the subsequent Access Fund bid with an extensive package of behaviour change and travel planning measures across parts of the County.

The Open Harrogate website and App was developed as part of the LSTF fund and is in operation, providing visitors and residents with information on how to travel through the town. Both the website and the App provides a journey planner travel advice and hints and tips on how best to access the main venues and attractions in the town and encourage cycling in the town. Following the success of the Open Harrogate project this was replicated with the Open Scarborough project.

Harrogate was the venue for the finish of the first stage of the Grand Depart for the 2014 Tour de France. The event attracted 2.5m visitors into Yorkshire, mostly in North Yorkshire, and it has left a legacy of raised interest in, and a higher profile of leisure cycling in North Yorkshire. 2m of those who saw the race said that it had inspired them to ride more frequently, and a follow-up study found that half of those had actually got on their bikes more often. The legacy continues with the Tour de Yorkshire event, which began in 2015 and attracted 1.5m roadside spectators. Since 2015 at least 50% of the total race route lengths were within North Yorkshire passing through many of its popular towns and villages including Harrogate, Knaresborough, Scarborough, Whitby, Helmsley, Pickering and Bedale. Harrogate also hosted the UCI Road World Cycling Championships in September 2019, the races started in Beverley, Doncaster, Leeds, Northallerton, Ripon and Bradford and each race concluded with laps of a 14km circuit around Harrogate. Both races are broadcast nationally and internationally and the organisers of the Road World Cycling Championships cited 329 million people in 124 countries watched coverage of the nine-day long event in September 2019.

The package of measures we are proposing aims to build upon and develop the interest in cycling for both leisure and commuting trips and allow us to deal with the pressures, particularly on public transport, during the COVID19 pandemic. With reduced capacity on public transport due to social distancing our priority with the schemes we are submitting is to provide a viable alternative to the residents of North Yorkshire both in urban settings and providing essential links for those in more rural areas. Additionally, it will complement existing work, undertaken by NYCC, promoting cycling for children through the Bikeability cyclist training in schools.

Q3. Please provide a summary of the proposed scheme(s). For example, locations, measures to be adopted, and whether they are temporary or permanent measures. Please explain how the scheme(s) will help to address the local challenges you have set out above, consistent with the objectives of the Fund. This should include how you have considered any mitigating impacts on other transport modes.

In a number of locations, we are proposing to install a number of permanent improvements which include fully segregated cycle ways that link up to existing cycle routes as well as segregated pedestrian walkways with improved crossing facilities for both cyclists and pedestrians and ultimately provide connectivity to a key service centre.

The schemes we intend to implement are as follows:

Scheme 1

Oatlands Drive, Harrogate (from A6040 to Hookstone Drive)

This scheme will improve and segregate cycle lanes along an existing cycle route, enable improvements to crossing facilities to connect existing cycle routes and also facilitate safe passage for the pupils of two high schools. Traffic signal improvements will be made to improve efficiency outside of project extents. 'Tiger crossings' will also be installed. All improvements will be permanent.

This scheme will provide a safe route of passage to link Hornbeam Park (which includes a rail station and business park) and the residential areas of Oatlands and Woodlands with Harrogate town centre. It will also enable more children and young people who live in the North of Harrogate to access St Aidens and St John Fisher schools via active modes, negating the need to use public transport where they previously would have. As previously outlined Harrogate suffers poor congestion, by providing safe passage and encouraging people to walk or cycle we can reduce congestion and deliver business efficiency improvements. Being more active also links to reduced levels of obesity, better health, greater attainment levels and greater productivity. Oatlands Drive featured on the recommended route for spectators and participants in the Yorkshire 2019 Sportive (a mass cycling event which sees amateur riders taking on similar routes to the professionals taking part in the UCI Road World Cycling Championships 2019) to walk or cycle from the Yorkshire Showground, where they had parked their vehicles, to the start line, again, negating the need for use of public transport. The Yorkshire Showground attracts millions of visitors each year to events such as the Great Yorkshire Show and Tough Mudder, this is a great opportunity provide a more coherent route for those wishing to access the town centre where they would add benefit spending the 'pedestrian pound'.

Scheme 2

A59 (Bilton Lane, Harrogate to Knaresborough)

This scheme will involve placement of fully segregated cycle lanes along an existing cycle route (highlighted for improvements in WSP's Harrogate Transport Improvement Plan analysis which is a continuation of the Harrogate Congestion Study which made recommendations to positively impact the poor congestion situation in Harrogate). Improved crossing facilities will be installed to enable the safe passage of pedestrians and cyclists which will also provide connectivity to existing cycle routes and Knaresborough shopping centre/station. This is a key corridor which will offer greater opportunities to use active travel modes to move between two key areas of employment, reducing the need to use public transport or car. It is noted that the junction of High Street and Bond End in Knaresborough is subject to an Air Quality Management Area designation so a reduction in the number of vehicles using this corridor will have a positive impact on this, this will support and enhance the successful scheme North Yorkshire County Council delivered which involved constructing two mini roundabouts and removing traffic signals to improve traffic flow and decrease congestion.

It is documented that there is a high proportion of low value employment sectors in the Harrogate district; primarily driven by the local service industry as a result of direct and indirect tourism employment which means that residents commute out to access high value employment and workers travel in from areas with more affordable housing (Knaresborough to Harrogate for example) therefore delivery of this scheme will enable increased access to employment and training opportunities. A reduction in congestion will also deliver business efficiency improvements (greater productivity levels) and health benefits to users of active modes which will lead to a happier workforce with greater attainment levels. A healthier workforce would also reduce pressure on the heavily utilised hospital in Harrogate which serves the Harrogate District and is the nearest hospital to Knaresborough.

Scheme 3

Victoria Avenue (Princes Square to Station Parade)

This scheme will include public realm and pedestrian crossing improvements at points with high levels of

Q3. Please provide a summary of the proposed scheme(s). For example, locations, measures to be adopted, and whether they are temporary or permanent measures. Please explain how the scheme(s) will help to address the local challenges you have set out above, consistent with the objectives of the Fund. This should include how you have considered any mitigating impacts on other transport modes.

footfall. Segregated cycling infrastructure will be installed for safe passage of riders and secure cycle storage facilities will be delivered. Victoria Avenue is located in an area rich in employment opportunities and key services such as Harrogate Justice Centre and a library with a car dominant environment. Delivering walking and cycling improvements in this location will enable users to feel safe and improve air quality and reduce the demand on public transport or private vehicle, therefore reducing congestion in a poorly congested town centre. A reduction in congestion will deliver business efficiency improvements, including improved attainment levels, and health benefits to users which will improve levels of obesity.

This link will improve walking and cycling connectivity to the station and shopping centres in central Harrogate, offering the benefits of spend of the "pedestrian pound", whilst utilising existing recognised routes.

Scheme 4

Guisborough Road, Whitby (Park and Ride Site to Prospect Hill)

This scheme provides segregated cycling and walking connectivity adjacent to a derestricted road, where currently there is no provision for the majority of its length, connecting Whitby park and ride site at the western extremity of Whitby, eastwards along Guisborough Road, to the junction with Ruswarp Lane which will minimise demand on this very popular public transport facility. New crossing facilities will also be provided to make it safer to cross the busy A road. A bike hire facility will be delivered at the Park and Ride site to provide an opportunity for people that do not have access to a cycle bike, or cannot take theirs with them, to cycle into Whitby making this site an enhanced transport interchange facility

Providing improved safety for non-motorised users to and between attractions located along the derestricted Guisborough Road and to quieter routes within urban Whitby (30mph) which are more suitable for cycling and walking. Existing attractions located along Guisborough Road, which attract tourists and locals alike are; NYCC's park and ride site, a garden centre, a restaurant/wedding/events venue, a caravan/camping site and car boot sale venue. There are currently no footways linking these sites to the urban area and pedestrians currently walk on the grass verge. The route will also create a link to Whitby town centre, which is a key service centre, and from there, onward to existing walking/cycling routes southwards, for example, to Robin Hoods Bay, Ravenscar and onwards from Whitby to Scarborough. Greater opportunity to walk and cycle for both leisure and commuting will reduce obesity and improve health, both of which are linked to better attainment.

Scheme 5

Market Place, Helmsley to Kirkdale Lane

This is a larger package of works which provides a fully segregated pedestrian/cycle route alongside a derestricted road where there currently is no provision for the majority of the extent, connecting Helmsley, which is a historic market town that attracts many visitors each year and the villages of Beadlam and Nawton. Reducing the number of vehicles using this route, because of a lack of existing facility, will improve air quality. Providing this link will also increase access to employment opportunities for those that do not have access to a private vehicle and rely on the use of public transport. It also provides an opportunity for walking/cycling to Ryedale School reducing pressure on school transport and travel to school by private vehicle.

This scheme will provide improved safety for non-motorised users to and from the villages of Beadlam and Nawton both of which have residents that are reliant on cars or frequent bus services to take them to the market place for key services such as shopping and medical services. There are a number of key attractions along the route including holiday homes, a farm shop and tea room and a gifts and interiors store that people currently have to travel to by car or walk along the grass verge. Helmsley would see an even greater benefit from the pedestrian pound. Greater opportunity to walk and cycle for both leisure and commuting will reduce obesity and improve health, both of which are linked to better attainment.

In summary the key benefits anticipated from all of these schemes include:

- o Improved air quality and reduced congestion from reduced use of cars and vans in the towns
- o Increasing access to training and employment opportunities with full journey solution & support
- o More children and young people are able to cycle or walk to school or college and in particular reducing pressure of school transport.
- o Reduced obesity, and better health, is linked to better attainment
- o Business efficiency improvements by reducing congestion
- o Health benefits of active transport lead to better health, staff are more productive & take less time off sick
- o 'Town centre' retail benefits from the 'pedestrian pound'

Q3. Please provide a summary of the proposed scheme(s). For example, locations, measures to be adopted, and whether they are temporary or permanent measures. Please explain how the scheme(s) will help to address the local challenges you have set out above, consistent with the objectives of the Fund. This should include how you have considered any mitigating impacts on other transport modes.

- o Provides access to jobs for hard to reach people, who don't have the use of a car
- o Reductions in congestion and delay for non-motorised users
- o Improved safety for non-motorised users aiding in a reduction in accidents

Q4. What prioritisation has been undertaken to identify these proposed scheme(s)? Please tick all that apply

Scheme(s) identified in Local Cycling and Walking Investment Plan (LCWIP)

Scheme(s) identified by the Rapid Cycleway Prioritisation Tool (<https://www.cyipt.bike/rapid/>)

Scheme(s) identified through consultation with stakeholders

LCWIPs

Q5. Which LCWIP does the scheme(s) fall under?

Schemes 1-3 which include Oatlands Drive, the A59 and Victoria avenue are all included within the Harrogate Cycling and Walking Infrastructure Plans

Q6. Please provide a URL to the LCWIP if available

<https://www.northyorks.gov.uk/lcwip>

Scheme 1

Q7. Scheme name

Oatlands Drive, Harrogate

Q8. Total scheme cost (£)

£215,000

Q9. Please provide a clear description of the scheme, including :• the location of new cycle lanes proposed to be introduced;• types of road that they are located on;• the location of any junction improvements and point closures; • the location of any area-wide measures such as school streets, point closures or modal filters; • whether interventions are temporary or permanent. If possible, a map should be emailed separately to Walking.Cycling@df.gov.uk.

Implementation of a permanent one-way system for vehicles on the southbound carriageway on Oatlands Drive (unclassified road). Placement of permanent fully segregated (with wands or similar) 1.5m width, one with flow, one against flow, mandatory cycle lane. Installation of Tiger Crossings at 4 locations (Slingsby Walk, Outside St Aidens School, Hookstone Road and Knaresborough Road) to connect existing cycle routes and enable safe passage for the pupils of two high schools (St Aiden's and St John Fisher). Introduction of Temporary Traffic Regulation Order (TTRO) to mitigate safety concerns on current un-protected cycle lane (northbound carriageway) with a view to becoming permanent in future. Proposed one way filter at St Winifred's Drive prohibiting access onto Oatlands Drive and St Hilda's junction to prevent entry onto St Hilda's Road. Traffic signal improvements to improve efficiency outside of project extents which brings benefits to the Victoria Avenue scheme. Installation of raised tables at Slingsby Walk and Wheatlands Road to regulate vehicle speeds.

Q10. What measures are included in your proposed scheme(s)? Please select all that apply. Please note that for all measures, appropriate access for freight deliveries, bus routes, taxis and disabled people needs to be appropriately considered.

New segregated cycleway (permanent)

Installing segregation to make an existing cycle route safer

Point closures of main roads to through traffic, apart from buses, access and disabled

Widening existing footway

Area wide interventions (e.g. pedestrian and cycling zones and modal filters / filtered permeability)

Provision for monitoring and evaluation of schemes

Q11. For corridor schemes, please provide the route length in miles

0.6m

Q12. For area-wide schemes, please provide the number of units proposed (e.g. no. of junction improvements)

3

Scheme 2

Q13. Scheme name

A59 (Bilton Lane, Harrogate to Knaresborough)

Q14. Total scheme cost (£)

£250,000

Q15. Please provide a clear description of the scheme, including :• the location of new cycle lanes proposed to be introduced;• types of road that they are located on;• the location of any junction improvements and point closures; • the location of any area-wide measures such as school streets, point closures or modal filters; • whether interventions are temporary or permanent. If possible, a map should be emailed separately to Walking.Cycling@dft.gov.uk.

Construction of permanent fully segregated (with wands or similar) 1.5m width, with flow, mandatory cycle lanes on the A59 Bilton Lane, Harrogate to Knaresborough. Placement of permanent new footway and Improved crossing facilities at two locations (Forest Lane Head to Bilton Drive and)to improve safe crossing points for pedestrians. Existing road markings/studs to be removed and new road markings to be installed. The scheme will also provide connectivity to existing cycle routes and Knaresborough shopping centres/station. Relocation of street furniture to improve passage for riders. Siding out required at two locations.

Q16. What measures are included in your proposed scheme(s)? Please select all that apply. Please note that for all measures, appropriate access for freight deliveries, bus routes, taxis and disabled people needs to be appropriately considered.

New segregated cycleway (permanent)

Installing segregation to make an existing cycle route safer

New permanent footway

Area wide interventions (e.g. pedestrian and cycling zones and modal filters / filtered permeability)

Provision for monitoring and evaluation of schemes

Q17. For corridor schemes, please provide the route length in miles

0.8m

Scheme 3

Q19. Scheme name

Victoria Avenue Eastern Extent (Princes Square to Station Parade)

Q20. Total scheme cost (£)

£250,000

Q21. Please provide a clear description of the scheme, including :• the location of new cycle lanes proposed to be introduced;• types of road that they are located on;• the location of any junction improvements and point closures; • the location of any area-wide measures such as school streets, point closures or modal filters; • whether interventions are temporary or permanent. If possible, a map should be emailed separately to Walking.Cycling@dft.gov.uk.

Construction of permanent segregated cycling infrastructure with 1.5m wide, with flow, mandatory cycle lanes (east and westbound) with buffer zone for full extent. Bike storage facilities will be provided. Improves cycling connectivity to the station and shopping centres for pedestrians and cyclists, whilst utilising existing recognised routes. Segregated pedestrian crossing improvements including new crossing facilities at points with high levels of footfall (Belford Road and Parliament Street). Junction and kerb line remodelling at the junction with West Park with new build outs and improvements to the existing controlled crossing with a cycle parking area and new traffic signals. Removal of some existing parking and central refuges with removal and relocation of pay and display machines and lighting columns.

Q22. What measures are included in your proposed scheme(s)? Please select all that apply. Please note that for all measures, appropriate access for freight deliveries, bus routes, taxis and disabled people needs to be appropriately considered.

New segregated cycleway (permanent)

New permanent footway

Area wide interventions (e.g. pedestrian and cycling zones and modal filters / filtered permeability)

Provision for monitoring and evaluation of schemes

Q23. For corridor schemes, please provide the route length in miles

0..07m

Scheme 4

Q25. Scheme name

Guisborough Road, Whitby (Park and Ride Site to Prospect Hill)

Q26. Total scheme cost (£)

£250,000

Q27. Please provide a clear description of the scheme, including :• the location of new cycle lanes proposed to be introduced;• types of road that they are located on;• the location of any junction improvements and point closures; • the location of any area-wide measures such as school streets, point closures or modal filters; • whether interventions are temporary or permanent. If possible, a map should be emailed separately to Walking.Cycling@dft.gov.uk.

Construction of a segregated pedestrian and cycle lane in verge along Guisborough Road (A171), which is connecting an existing P&R route, adjacent to a derestricted road, where there is currently no provision for full extent. Improves connectivity to Whitby town centre from the west to the junction with Ruswarp Lane which then links to quieter routes within urban Whitby (30mph) which are more suitable for cycling and walking. The route would be physically segregated from traffic between Whitby Park & Ride site and the junction with Ruswarp Avenue, with new crossing facilities where the route crosses the A171 at Holmstead avenue. A bike hire facility will be delivered at the Park and Ride site to provide an opportunity for people that do not have access to a cycle bike, or cannot take theirs with them, to cycle into Whitby making this site an enhanced transport interchange facility.

Q28. What measures are included in your proposed scheme(s)? Please select all that apply. Please note that for all measures, appropriate access for freight deliveries, bus routes, taxis and disabled people needs to be appropriately considered.

New segregated cycleway (permanent)

New permanent footway

Provision for monitoring and evaluation of schemes

Q29. For corridor schemes, please provide the route length in miles

0.65

Scheme 5

Q31. Scheme name

Market Place, Helmsley to Kirkdale Lane

Q32. Total scheme cost (£)

£500,000

Q33. Please provide a clear description of the scheme, including :• the location of new cycle lanes proposed to be introduced;• types of road that they are located on;• the location of any junction improvements and point closures; • the location of any area-wide measures such as school streets, point closures or modal filters; • whether interventions are temporary or permanent. If possible, a map should be emailed separately to Walking.Cycling@dft.gov.uk.

Construction of 2.2 miles of segregated pedestrian/cycle lane on the eastbound carriageway, in the verge with a buffer zone between the carriageway and pedestrian/cycle lane for full extent between Helmsley Market Place and Snape Hill. Dropped kerbs required at crossing points. Improves cycling and walking connectivity to the main service centre in this area along a busy A road.

Q34. What measures are included in your proposed scheme(s)? Please select all that apply. Please note that for all measures, appropriate access for freight deliveries, bus routes, taxis and disabled people needs to be appropriately considered.

New segregated cycleway (permanent)

New permanent footway

Provision for monitoring and evaluation of schemes

Q35. For corridor schemes, please provide the route length in miles

2.2

Finance case

Q37. Total DfT funding sought (£)

£1,565,000

Q38. Total DfT capital funding sought (£)

£1,465,000

Q39. Total DfT revenue funding sought (£)

£100,000

Management case

Q41. When do you expect to commence construction? (DD/MM/YY)

01/01/21

Q42. When do you expect to have completed the work? (DD/MM/YY)

31/03/21

Q43. Please describe the project review and governance arrangements in place, and any assurance arrangements, e.g. to ensure that accessibility requirements will be met

The delivery of the projects will be managed through the County Council's long established Highways North Yorkshire governance structure which has a long track record of successful delivery of work programmes of approximately £50m per year. A Project Manager from each relevant local area highway office will be appointed and will coordinate the various elements of each of the project/s, they are responsible for to ensure a local focus which will be overseen, led and supported by the Project Sponsor, Head of Network Strategy, Allan McVeigh and the senior Highways and Transportation Management Team within the and the Business and Environment Services Directorate of the County Council. The Project Sponsor and Project Managers will constitute the nucleus of the project team which will be able to call on the various specialisms across the H&T service unit and beyond. The team will liaise with various consultation groups including local Councillors, borough, district, town and parish councils, cycling forums and groups, travel awareness, road safety, and public health bodies and will programme and monitor the design work conducted by NYCC partner consultants, WSP and following this the construction of the scheme by the appointed contractor. The Project Sponsor will report regularly, on behalf of the project team, to the Business and Environmental Service Executive Members meetings, chaired by the Senior Responsible Owner, the Corporate Director, Business and Environmental Services, David Bowe, where the key decisions for the project will be made.

Q44. Please indicate what community engagement will be undertaken as part of the scheme development and that stakeholders have been consulted on matters such as accessibility issues, impacts on local businesses, freight deliveries and bus and taxi operators

Requests for various improvements for pedestrians and cyclists were received from members of the public, County Councillors and other interest groups. These suggested schemes were collated along with schemes identified through the Local Cycling and Walking Improvement Plan (LCWIP) process and assessed according to the EATF criteria. This information was then circulated to all County Councillors and around 100 cycling and walking groups across the county for their comments and suggestions on priorities. An online tool was subsequently launched on the NYCC website on 21 July 2020 for further walking and cycling suggestions to be made. By Monday 27 July a total of 290 submissions had been made using the online tool and these were then also assessed against the EATF criteria.

Schemes that require a TRO will follow the formal TRO consultation process. In addition to this local consultation will be held with residents, businesses and other stakeholders.

Q45. Please state which design standards have been followed in developing your scheme (s)

LTN 1/20 will form the basis for all of the schemes that will be delivered ensuring that they are delivered to a high standard. Schemes are also designed with reference to the London Cycle Design Standards

Q46. Consultancy spend should be limited and where needed, existing framework contractors should be used. Are you intending to use consultants?

Yes

If yes, please provide details

NYCC framework and partner consultants WSP will be engaged to deliver detailed designs for the schemes under the management arrangements associated with our long established Highways North Yorkshire governance structure. WSP have a proven track record and can be engaged quickly through the framework agreement which is already in place and was the subject of a competitive tender process as recently as last year (2019).

Commercial case

Q47. Is the authority ready to commence work and, if applicable, are contractors/ procurement / delivery partners in place?

Yes

Please provide details

Framework partners WSP are ready to commence work on the detailed design and revenue funded work. Whilst this process gets underway a tender will be let to procure contractors to deliver the schemes on the ground. The tender process will take 3 months and so we anticipate to be able to start construction in early January 2021. We also have the option to procure the works directly through our partner contractor, Ringway, as an alternative option to the tender process should that prove necessary.

Monitoring and Evaluation

Q48. Has monitoring and evaluation been considered for all scheme(s)?

Yes

If yes please provide details

Each site will be monitored prior to construction beginning via video survey to give a baseline of pedestrians and cyclists. This will be repeated immediately after construction, 3 months after and 6 months after. This will give an idea of the uplift in pedestrians and cyclists due to the new infrastructure.

Q49. Using the monitoring and evaluation guidance provided, please outline briefly how you will monitor and evaluate each permanent scheme costing at least £2m. (If no individual scheme is expected to cost over £2m, please state "not applicable")

Not Applicable

Declaration

Q50. Reporting Officer details

Name

Telephone number

Email address

Q51. Senior Responsible Officer details

Name

Telephone number

Email address

Q52. Section 151 Officer (or equivalent) details

Name

Telephone number

Email address

Q53. Please add further details or clarification

In our bid we have over programmed the capital element. Schemes 1 to 4 are the priority schemes but we also feel that Scheme 5 would meet the criteria of the EATF should we be given additional funding.

Revenue Funding Capital Scheme Support Revenue Funding Overview

To support the proposed package of capital schemes, as part of North Yorkshire County Council's (NYCC) Emergency Active Travel Fund (EATF) Bid, NYCC is seeking 10% of the total fund as revenue funding; this will be used to undertake a behaviour change and promotional programme.

Revenue funding will be used to support the delivery and implementation of capital funded projects in Harrogate and Whitby. It is understood that any revenue funding, made available through the EATF must be deployed locally to the proposed capital schemes; it should also be noted that these areas have also been engaged through the Department for Transport Access Fund programme 'Open North Yorkshire' (2017 – 2020). The contacts, tools, literature and delivery methods, developed as part of the Open North Yorkshire project, will be used wherever possible in order to maximise efficiencies and deliver greatest value for money.

With regards to the proposed revenue funding, NYCC propose to use this for the following, which are then discussed in turn below:

- Information provision, to areas benefiting locally from EATF funding;
- Promotion of Walking and Cycling as a viable alternative option to public transport and the private car; and
- Promoting the benefits of working from home, to employers and employees, to assist in maintaining local highway network resilience wherever possible; this element includes a proposal for an offering of matched funding for eligible businesses.

Information Provision

The COVID-19 pandemic has had a significant impact on travel behaviour, and modal choices; active travel modes, such as walking and cycling, have experienced significant growth whilst public transport use has declined. Also, the proportion of employees adopting home and flexible working practices has seen dramatic increases. In addition to the active travel infrastructure and accessibility enhancements planned as part of EATF funding, there is a unique opportunity to utilise information provision and promotional tools to provide information on schemes ahead of them being delivered, promote their use to maximise benefits, and retain the positive behaviour change (increased rates of active travel and home/flexible working) which delivers a range of benefits, including helping to manage the demands placed on the local highway network.

Following the successful delivery of Sustainable Travel Information Packs (STIPs) as part of the DfT Access Fund Open North Yorkshire project, and the unique opportunities presented by the COVID-19 pandemic and EATF funding opportunities described above, it is proposed that new STIPs are developed focused on the promotion of walking and cycling as modal choices, promoting new and improved active travel infrastructure and access options, and providing information on the benefits of home and flexible working. The packs will be tailored to provide information on the respective capital scheme locations and also include content on local active travel retailers, offers, useful tips and a wealth of information aimed at inspiring behaviour change and locking in positive changes in travel choices.

An example of the STIPs used as part of the Open North Yorkshire programme has been included for reference, below. The designs will be updated to focus on the key issues of active travel, promoting the new emergency infrastructure (including clearly marking this on updated active travel maps) and promoting remote working. These information guides will target residential and employment areas that are within proximity to the location of the proposed capital schemes, but will also be made available via social media and online websites.

In addition to the use of STIPs, existing social media pages, established as part of the DfT Access Fund Open North Yorkshire project, will be used as a key communication medium. Updated social media content plans will be developed, with distinct campaign periods focused on the key focus areas of promoting active travel, new infrastructure enhancements and home working as the 'new normal'.

Promotion of Walking and Cycling

Active travel modes (walking and cycling) will be more actively promoted to both residents and businesses using STIPs, engagement with local businesses, existing social media channels and printed literature. As noted above, distinct campaigns will be integrated into updated social media content plans, clearly conveying the benefits and drawing on the recent increased uptake in walking and cycling, and access/infrastructure improvements to be delivered in the local area.

Geo-targeted social media advertising, which was successfully deployed as part of the later stages of Open North Yorkshire, will be used, focusing on areas within proximity to improvements, or existing walking and cycling infrastructure. Promotional messages will be focused on raising awareness of the benefits of active travel modes and updates on local schemes and improvements being delivered, which may make walking and cycling more attractive and viable modal choices.

Outcomes from the behaviour change strand of the ongoing Harrogate Transport Improvements Programme (HTIP) will be considered in terms of any recommended interventions related to the promotion of active and alternative travel modes, in addition to home and flexible working.

Promoting Benefits of Home Working

Q53. Please add further details or clarification

Using the business engagement programme, developed as part of the Open North Yorkshire project, and the contacts obtained, an additional, targeted engagement programme will be developed focused on SME's and facilitating home and flexible working practices. Existing literature (including a business engagement pack) will be updated to reflect the focus on enabling home and remote working, and the value this can bring to SMEs. A new match funding offer will be developed, whereby businesses can apply for 50% of their investment in tools, equipment or services to facilitate home and remote working (up to a maximum value of £1,000 per business). The match funding incentive will be used as a key offer for on-boarding businesses.

Indicative Programme 5-6 months

An indicative, high-level proposed programme has been set out below. It is envisioned that a concentrated delivery programme over a period of 5-6 months will yield the best results in terms of level of engagement, and subsequent behaviour change and/or 'locking in' of positive behavioural changes, such as increased cycling and walking and more use of remote and flexible working.

The programme will align with the capital programme (shown below as 'scheme delivery'); this will allow for planning, promotional and information collateral to be prepared ahead of the delivery of schemes and, following delivery, the focus will be on promoting the improvements delivered through information provision, engagement and promotional tools, including social media activity.