

Linking Communities – Grants to support cycling in National Parks

Application Form



Department
for Transport

Applicant Information

Applicant name: **Derbyshire County Council (Lead)**

Other participating local authorities and national park authority include:
**Peak District National Park Authority,
Staffordshire County Council,
Barnsley Metropolitan Borough Council,
Sheffield City Council.**

Bid Manager Name and position:

Mike Ashworth
Deputy Strategic Director – Environmental Services

Contact telephone number: **01629 538512**

Email address: **Mike.Ashworth@Derbyshire.gov.uk**

Postal address: **Environmental Services
County Hall
Matlock
Derbyshire
DE4 3AG**

This bid will be published:

www.derbyshire.gov.uk/transport_roads/transport_plans/transport_funding_bids/default.asp

SECTION A - Project description and funding profile

A1. Project name:

Pedal Peak Phase II – Moving Up A Gear

A2. Headline description:

Pedal Peak Phase II (PPPII) includes four main infrastructure schemes and is enhanced by a new National Park Cycle Fund. PPPII will connect the already first class network of traffic-free trails in the Peak District National Park with important gateway stations for visitors from Greater Manchester, Derby and Nottingham, supported by Northern Rail and Derwent Valley Community Rail Partnership. They will also provide new feeder cycle ways directly into the national park from Sheffield and Stoke-on-Trent. Our package will enable 3.5 million people in the surrounding urban areas of Greater Manchester, Sheffield, Derby, Nottingham and Stoke-on-Trent to enjoy a day out cycling in the national park, either directly by bike into the national park in less than an hour or by a short train ride of 30 – 70 minutes.

A3. Geographical area:

The Peak District lies at the centre of England, surrounded by five large cities that are home to approximately one quarter of England's population, offering a unique opportunity among the UK's national parks to connect directly to a very large population. This upland national park has a good network of multi-user trails, but limited onward connectivity. The White Peak Loop will connect the Monsal and High Peak Trails with railway stations at Matlock and Buxton. The Little Don Link skirts the edge of the Peak District from Sheffield along a disused railway to access the Trans Pennine Trail. The Staffordshire Moorlands Link utilises



a canal towpath and a signed on-road route to link Stoke-on-Trent with the Manifold Trail and the Roaches. The Hope Valley Link complements a Sustrans signed Sheffield to Manchester route across the National Park by providing a new off-road section. The National Park Cycle Fund will add value to the infrastructure elements across the Peak District but will be especially targeted at gateway towns and villages that support the new infrastructure.

It is estimated that over 3.5 million people live within one hours cycle time (10 miles) of the national park (see Figure 1).

OS Grid Reference:

White Peak Loop – Matlock SK2960 (2930 6050); Coombes Road, Bakewell SK2367 (2300 6780); Ladmanlow SK0471 (0402 7180); Earl Sterndale Road SK0669 (0602 6940)

Little Don Link – Beeley Wood SK3192 (3183 9211); Winscar Reservoir SK1502 (1537 0239)

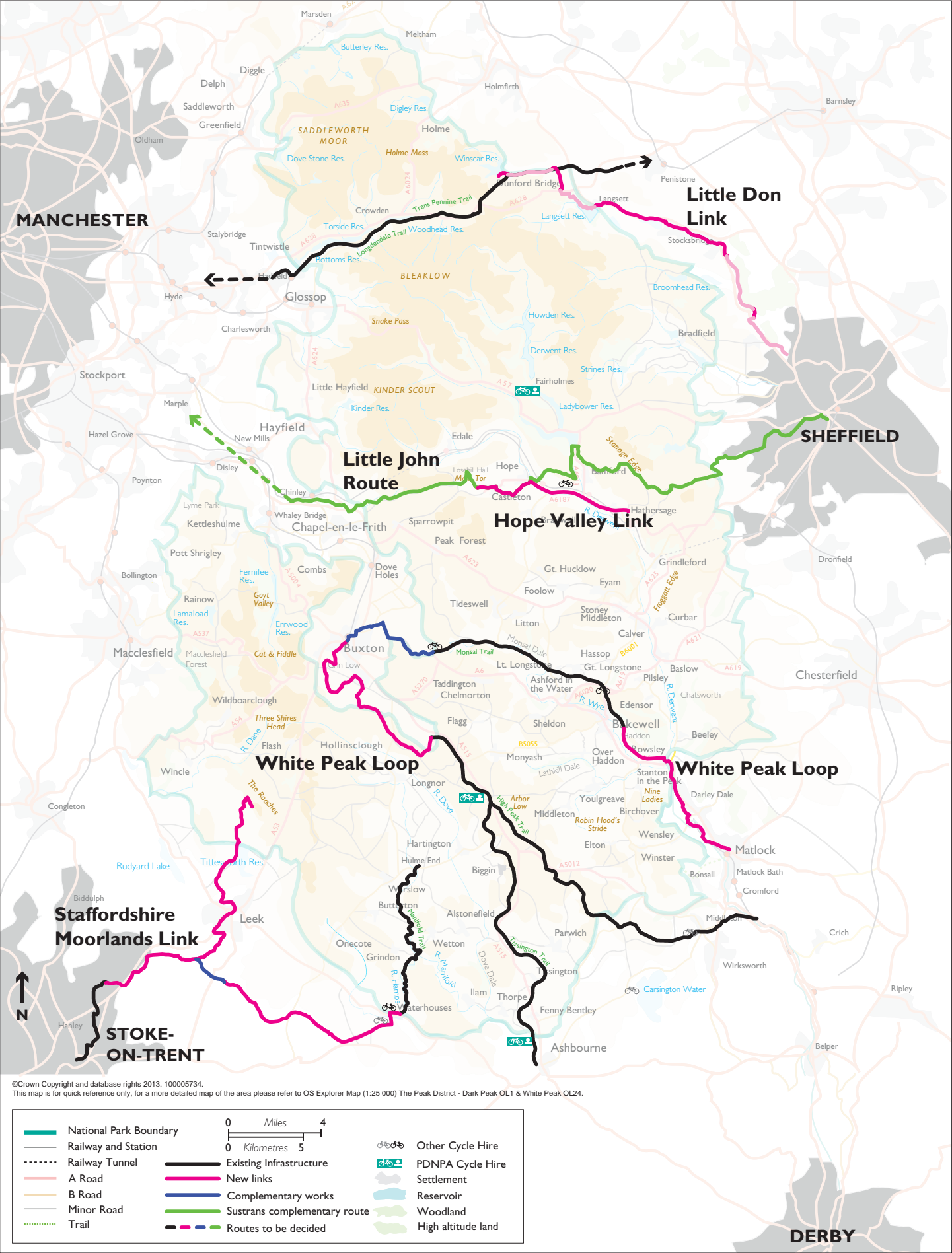
Staffordshire Moorlands Link – Stockton Brook SJ9152 (9177 5203), Waterhouses SK0750 (0797 5044), The Roaches SK0063 (0085 6305)

Hope Valley Link – Hathersage SK2282 (2200 8280); Castleon SK1583 (1505 8330)

A plan showing the location and routes of the proposed schemes, existing transport infrastructure, centres of population and other points of particular interest to the bid is shown in Map 1

Before photos at key locations:	Yes (Please see Annex 1)
Web link:	No
Other:	No

Map 1 - Cycle Bid Elements



A4. Scheme Elements

The bid comprises the following elements that will significantly contribute to the Peak District cycling network. These are briefly described and shown below and in detailed map format in Annex 2.

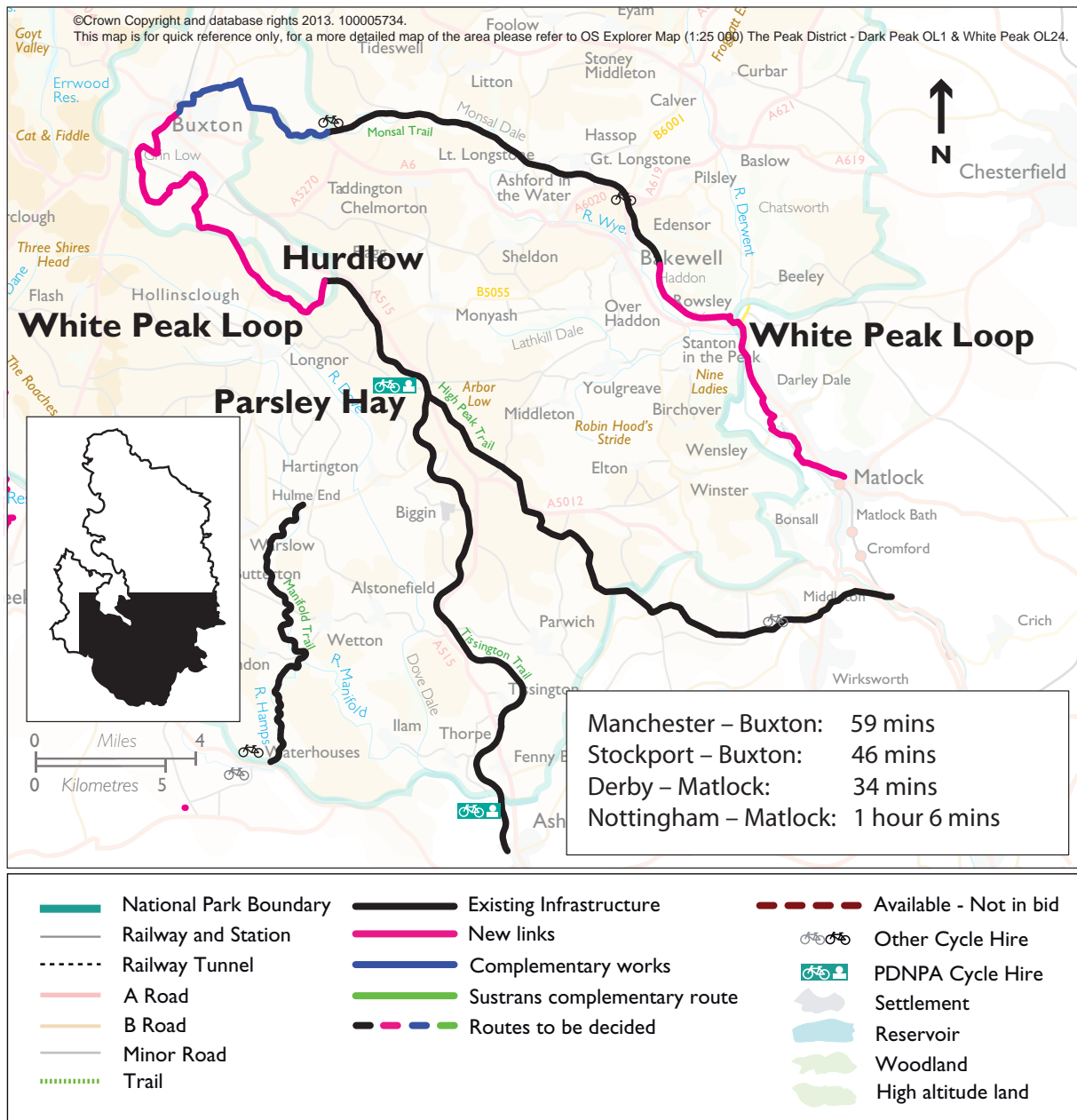
1. The White Peak Loop

- a) The eastern section will enable residents of Derby and Nottingham to gain direct rail access to the spectacular Monsal Trail via Matlock, and the Pennine Bridleway at Blackwell Mill. It will run 12km of new trail from Matlock along a combination of the Peak Rail preserved railway and the Derwent Valley Heritage Way involving the re-opening of the former railway tunnel through the beautiful Haddon Estate and a newly constructed viaduct at Rowsley offering an iconic gateway to the national park, connecting to Bakewell, the Monsal Trail, and nearby Chatsworth House.
- b) The western section will provide rail access enabling residents of Greater Manchester to access some of the best cycle trails in the national park via Buxton. It will run 6km from Buxton via new off-road sections and minor roads to connect with the High Peak Trail at Hurdlow and 27km of continuous family friendly trail to Cromford and the Derwent Valley World Heritage Site in the South. There are plans for a national park cycling centre specialising in cycling access for all at Parsley Hay near the junction of the High Peak and Tissington Trails. It is intended that in the future a complementary signed route on minor roads linking the Tissington and Manifold Trails will be introduced providing a connection to the Staffordshire Moorlands Link.
- c) The completion of the northern part of the project would require an onward connection from the end of the current Monsal Trail towards Wyedale Car Park, along the River Wye westwards to Woo Dale, through Woo Dale and then onwards into the North East of Buxton. It is intended to pursue this onward link, but separately and consecutively to the delivery of the other elements. This is due to the high conservation designation of Woo Dale and the sensitive nature of the creation of a new route through it. This approach will ensure that consultation and negotiations can be undertaken without the pressure of a deadline for delivery. However, as there is an existing footpath designated as a public right of way, a minimalist approach focussing on an upgrade of this right of way to a bridleway would offer an onward cycle route to Buxton via Woo Dale.



There are some concerns safety relating to the route from Wyedale Car Park to Woo Dale. Again this above approach will enable these to be addressed in an appropriate manner without the constraints of a delivery deadline.

White Peak Loop



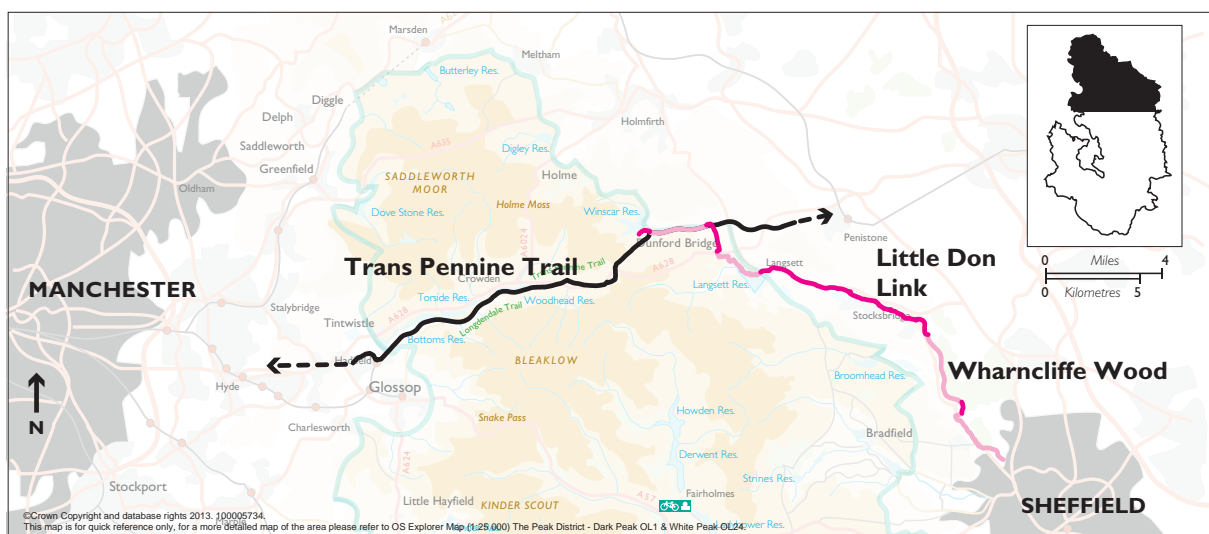
Finally there are some issues related to safety on the road between the current end of the Monsal Trail and Wyedale Car Park. It is anticipated that these will be dealt with as part of the bid element of the White Peak loop, with £20,000 of match funding pledged from the Peak District National Park Authority.



2. The Little Don Link

This 19 km route runs from Beeley Wood in Sheffield to Wincar Reservoir near Penistone will enable residents of north Sheffield and Barnsley to access the northern part of the national park and the Trans Pennine Trail and will itself become a further link within the Trans Pennine Trail. The route crosses and runs parallel to part of the 2014 route of the Tour de France and will help to provide a permanent legacy from the event. The new cycling route will be created using material made from recycled tyres along a disused railway line that skirts Langsett and Underbank reservoirs and existing public rights of way.

Little Don Link

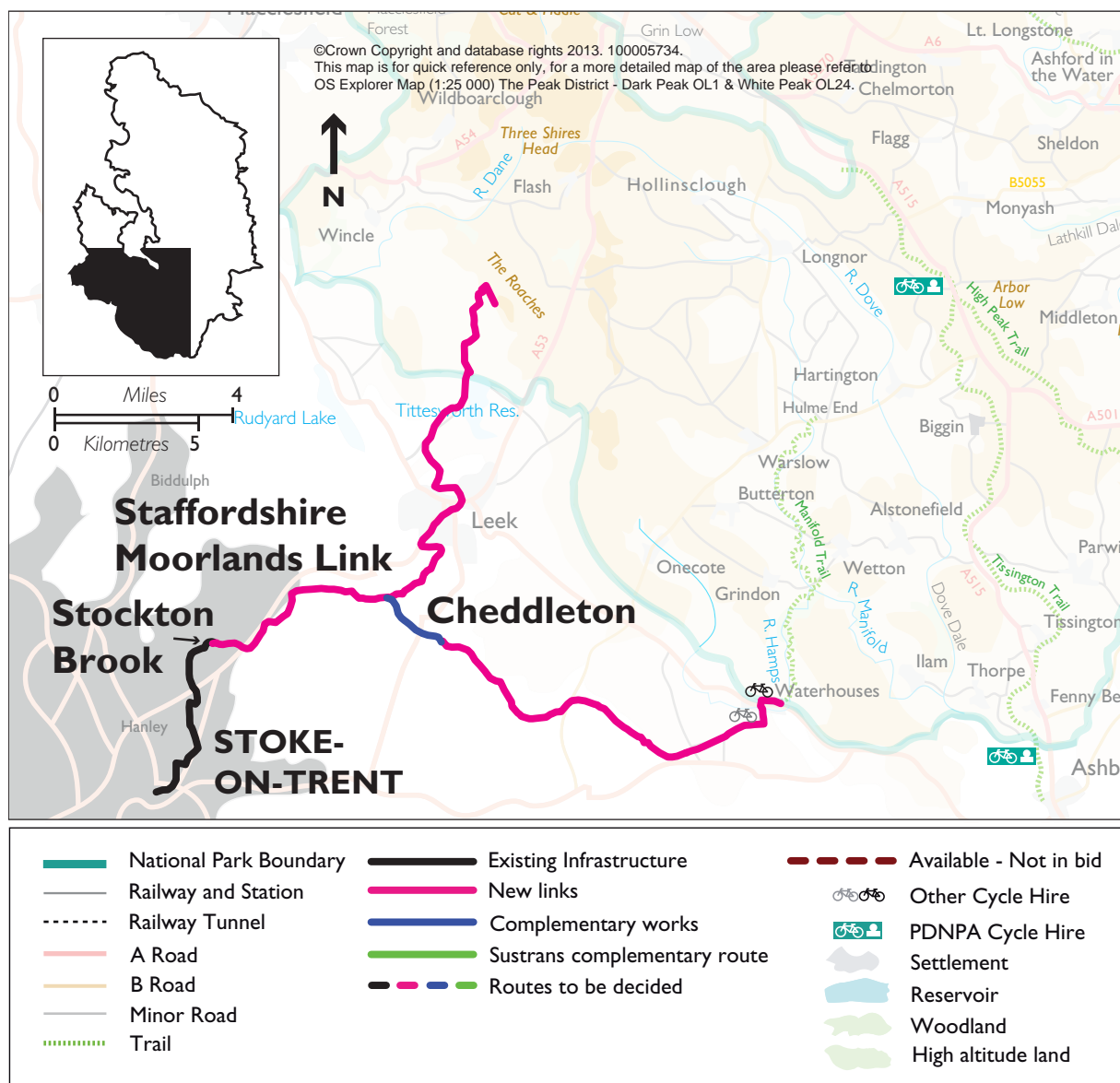


3. Staffordshire Moorlands Link

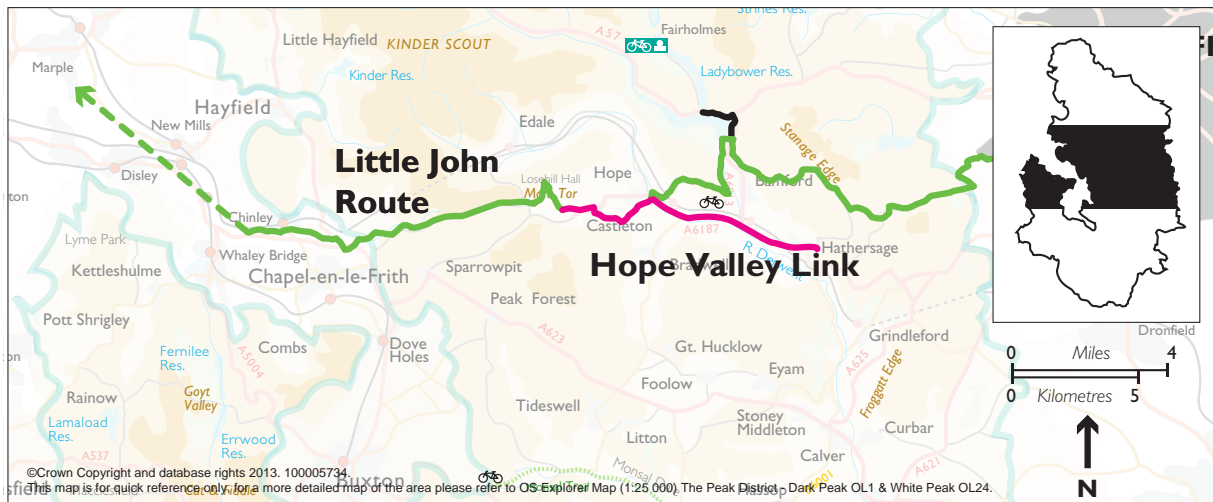
This 23km connection from Stoke-on-Trent will enable Stoke and Staffordshire Moorlands residents to access the national park by the Manifold Trail and the Roaches via a segregated cycle route between Stockton Brook and Cheddleton combined with an on-road route from Cheddleton to the Manifold Trail. The section between Stockton Brook and Cheddleton is on the Caldon Canal towpath. Towpath improvements will also extend along the Caldon Canal to the southern edge of Leek, where an on-road route will provide a link northwards to the Roaches. The Moorlands Connect demand responsive bus operates in this area, carrying bikes, and will provide further connectivity options for cyclists choosing to use this service.



Staffordshire Moorlands Link



Little John Route



4. Little John Route including the Hope Valley Link

This route makes a strategic connection between Sheffield and Manchester enabling residents of both conurbations to access the national park. It will be signed by Sustrans as an extension to NCN Route 6 during 2013. The route is comprised of a mixture of off and on road elements. This bid includes the complementary element of a segregated cycle route between Hathersage and Castleton referred to within the bid as the Hope Valley Link. This will provide an off-road section of the route between Castleton and Bamford, leading eastwards along the valley floor to Hathersage. Part of the Little John route runs along the Thornhill Trail, and the National Park Authority has made a commitment to resurface parts of this trail over the period 2013-15. The Hope Valley Link will connect the Little John Route with the railway stations along the Hope Valley which connects Sheffield and Manchester.

These new cycle routes take advantage of linkages to the smarter choices work focusing on utility cycling undertaken by Stoke City, Staffordshire County, Barnsley and Sheffield Councils, to enable wider usage and onward connectivity in originating cities. Permeability through the key entry towns of Buxton, Matlock and Leek will be addressed through complementary signage, routing, safety treatments and public realm as part of highways,



spatial planning and economic regeneration approaches already in hand. The National Park Cycle Fund (described below) will complement mainstream funding to enable local communities and businesses to help make towns more cycle friendly, such as more cycle parking and signed routes for pedestrians and cyclists through towns. The role of railway stations in key entry towns is important and we will work with station operators to strengthen these; for example by working with Northern Rail on their Bike n Go' and bike stands facilities being developed at Buxton Station.

5. National Park Cycle Fund

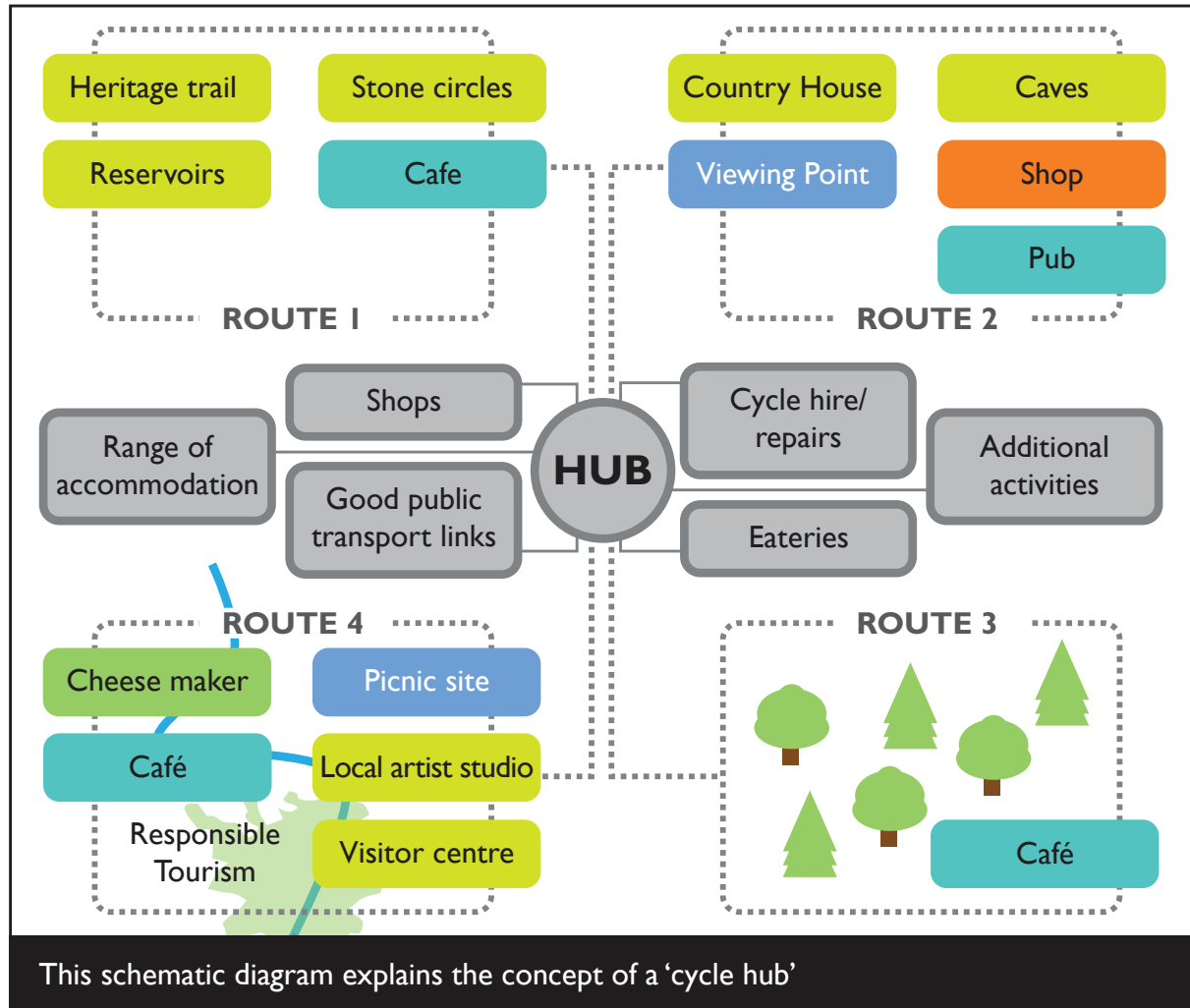
This enterprising element of the overall package will enable the development of cycling hubs, with enhanced facilities for cyclists, in key gateway towns and villages. The fund will be open to town and community organisations as well as businesses, to improve provision for and encourage recreational cycling trips to, from, in and around the national park. The fund will be focused in a few locations to achieve maximum impact.

The outcomes would be as follows.

- Excellent facilities to enhance the main infrastructure investment and support more people in cycling.
- Improved town centre permeability and links between the new cycle ways increasing confidence in people seeking to access the trails from more urban areas.



The National Park Authority will manage the fund using its tried, tested and successful grant system developed over 30 years. This includes promotion, application and project development, scoring and awarding, monitoring and evaluation (see Annex 3 for more details).



Complementary Schemes

There is a huge range and diversity of projects being undertaken in and around the Peak District, that whilst they do not contribute directly to the bid or its final cost, they have a synergy with the outcomes of Pedal Peak Phase II; the total value is estimated to be in the region of £29.4m – the detail of these schemes is contained within Annex 4.

A5. Equality Analysis

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

Equality Analysis has been undertaken in support of the Peak District National Park Management Plan 2012-17, the Derbyshire Local Transport Plan 2011-26 and Rights of Way Improvement Plan (with a specific action relating to the White Peak Loop), the Staffordshire Local Transport Plan 2011, the Sheffield City Region Transport Strategy 2011-26. In addition the Little Don Link has undergone a separate Equality Analysis.

A6. Partnership bodies

Pedal Peak Phase II includes five elements that require a range of resources, expertise, permissions and partnership working to achieve an ambitious plan of delivery. Derbyshire County Council will be the accountable body for the bid, as well as lead the delivery of the two elements of the White Peak Loop and the Hope Valley Link (as part of the Little John Route). For the White Peak Loop, the Haddon Estate and Derbyshire Dales District Council are both key land owners whilst High Peak Borough Council is also a key partner. Peak Cycle Links have been a key body in developing the White Peak Loop concept and securing land agreements for the route.

The Peak District National Park Authority supports the overall development of Pedal Peak Phase II and will work with all partners to help secure successful delivery. The Authority will also take responsibility for overseeing the delivery of a £200,000 National Park Cycle Fund and ensuring a joined up marketing approach. We will also coordinate the monitoring and evaluation of the bid.

Barnsley Metropolitan Borough Council will lead delivery of the Little Don Link in partnership with Sheffield City Council who will ensure onward links into the city's cycle network. Yorkshire Water are key land owners, whilst the Trans Pennine Trail provides onward access. Other partners include; Dransfield Properties and the Highways Agency.

Staffordshire County Council will lead the Staffordshire Moorland Link in partnership with Stoke-on-Trent City Council who will have a key role in promoting the new link through 'Cycle Stoke'. Stoke City Council will also ensure that the benefits being captured by the delivery of the Local Sustainable Transport Fund Bid, 'Stoking Employment in North Staffordshire', are transferred to the proposed Staffordshire Moorlands Link. The Canal and Rivers Trust is a key partner in this scheme as they own the tow path, whilst Staffordshire Moorlands District Council is contributing to the promotion of the scheme to ensure the visitor economy benefits to both the national park and the Churnet Valley Tourism Corridor.

Staffordshire Wildlife Trust manages the Roaches estate and support the promotion of alternative means of accessing the Roaches, other than by car. The current proposal for a cycle route linking Leek and the Roaches is supported by Staffordshire Wildlife Trust who

are happy to work with the Peak District National Park Authority and key partners on this proposal.

The Pedal Peak II package will deliver a significant stage of the Peak District cycle strategy, which partners proposed at the recent Peak District Cycle Summit. The strategy will be delivered through a Peak District cycle strategy development group providing support from key delivery partners and driving the overall programme and monitoring and will link to the Pedal Peak II Programme Delivery Board described in more detail in B9.

The bid commands significant support from a wide range of stakeholders who have different roles to play in helping advance this package. Letters of support are separately provided by 47 organisations, and can be seen in Annex 5 and the fuller list of stakeholders in Annex 6.

SECTION B – The Business Case

B1. The Scheme – Summary of how the scheme meets the assessment criteria

Our package meets all the scheme criteria and in summary will deliver the following.

- Connect existing off-road cycle paths in the Peak District to rail stations at Matlock and Buxton which are the main rail entry points to the Peak District from Derby and Greater Manchester.
- Provide safe, direct cycle access into the national park for people living in Sheffield and Stoke-on-Trent.
- Provide a connection from Sheffield to the Trans Pennine Trail cycle route, and enhance the existing long-distance cycle route between Manchester and Sheffield through the national park.

We have secured match funding of £1.16 million from Derbyshire County Council, £0.75 million from Staffordshire County Council, £0.1 million from Sheffield City Council, Barnsley Metropolitan Borough Council have identified £0.5 million of match funding including developer contribution and private sector contributions. In total this equates £2.5 million or 50% of the £5 million bid total. In addition, we have identified £976,000 of wider match funding, detailed in Annex 7.

We have identified schemes which we are confident we can deliver by 31 March 2015 and Annex 8 contains a commitment to deliver these schemes from the Chief Executives of the five promoting authorities.

The proposal has strong support for the package from 10 delivery partners and 90 wider stakeholder groups, detailed in Annex 6.

All partners have a proven track record in designing very high quality schemes within the National Park: for example, the Monsal Trail is routed through six old railway tunnels, which were lit and resurfaced in 2011 to provide a continuous and spectacular route through the heart of the Peak District. This package includes a new iconic bridge and gateway to the national park over the A6 and the River Wye and opening the kilometre long Haddon Tunnel, making it the longest on the Monsal Tunnel.

The monitoring programme will include installation of 12 permanent cycle / pedestrian counters; route user surveys at 15 locations in 2015 and 2016; and follow-up online surveys.

- ☒ Evidence of connectivity with public transport hubs, wider cycling networks and surrounding communities
- ☒ Evidence of match funding (at least 30%) from the local Authority or related
- ☒ Commitment and ability to deliver by 31 March 2015
- ☒ Clear demand from stakeholders for the proposed scheme
- ☒ High quality scheme design and innovation
- ☒ Commitment to monitor proposed scheme
- ☒ Evidence of health benefits and positive impact upon health inequalities

B2. The Strategic Case

Strategic case for Pedal Peak Phase II

The Pedal Peak II package of projects fits with delivery of a range of key strategies across all the partner authorities. There are summarised in the table at Annex 9.

Opportunity being addressed

The Peak District's location at the heart of the country, surrounded by five major urban areas, and offers a potentially unique opportunity amongst the UK's national parks, to connect directly to a very large population.

Our package would put an estimated **3.5 million** people within reach of the national park's cycle network, either directly by bike or with a short train ride to one of the gateway stations. This presents a fantastic opportunity to enable residents of Greater Manchester, Sheffield, Stoke-on-Trent, Derby and Nottingham to enjoy a day cycling in the national park, on family-friendly routes. By providing a

great leisure cycling opportunity, we will increase the chance that these people will start cycling for utility trips when they return home. Based on evidence from the Pedal Peak District leisure cycling project; 21% of those who previously made less than one journey per week to work by bike in 2010, were cycling at least one day per week for work journeys in May 2011. Because a high proportion of our visitors are repeat visitors (90%), we also have the opportunity to promote cycling to them for their next trip.

The Peak District has a large number and proportion of day visitors; over 8 out of 10 visits to the area are day visitors. The area attracts around 11 million tourist days per annum (i.e. staying 3 hours or more), rising to an estimated 20 million for visits of any length of time. Many of these visitors come from urban conurbations that surround the national park, including, 7% from Nottingham, 10% from Derby, 31% from Sheffield, 18% from Manchester and 5% from Stoke-on-Trent.

The Peak District is the only upland national park with the potential for so many people to do end-to-end cycle journeys into the national park from home. In its favour the Peak District already has a good cycling tradition and an intrinsically good cycling offer. Its 65 miles of off road trails, quiet lanes, and strenuous Tour de France standard on road rides, cater for all levels of cyclist; but further development of this significant offer would bring much more and wider benefits, on a regional and national scale.

The Peak District has a rail network which today connects with city centres and main arterial routes such as the Midland and West Coast Lines. In the future it will be connected to 3 of the main HS2 stations. Positioning the park to be able to take advantage of its location in the wider rail network in the long term is part of this aim of this bid.

The problems this proposal addresses

Although the Peak District has some outstanding off-road cycle trails, including the recently opening and highly successful Monsal Trail, it is not as attractive as it should be because of:

- the lack of connectivity between the existing trails and public transport 'entry points' into the park
- the limited number of off road cycle routes directly into the national park
- the poor condition of some off-road cycle routes just outside the boundary of the national park (e.g. poor surfacing of the Caldon Canal Towpath in the Staffordshire Moorlands Link)
- the lack of a continuous user friendly cycling provision along the valley of the Little Don (Deepcar to Langsett)
- the lack of signed route between Sheffield and Manchester and safe cycle routes connecting the Hope Valley railway stations
- significant gaps in the current off-road cycling network within the park
- the lack of signed circular routes, which are vital for the less confident cyclist
- lack of awareness of the needs of cycle visitors amongst businesses, e.g. few are accredited as 'Cyclists Welcome'
- the heavy dependence on visitors arriving and travelling around by car
- High use of existing quality trails causes concentration of visitors which could be better spread across a wider variety of routes and encourage longer stays.

The valleys of the Derwent and Wye attract a high number of visitors throughout the year, with significantly higher numbers during the summer months. Although the upgraded Monsal Trail has been hugely successful, the scope to attract more cyclists and disperse them further round a more comprehensive cycle network will help to address visitor pressures at key places and at certain times of year. These valleys have a number of major, even world class, visitor attractions. Elements of the proposed package would enable cyclists to enjoy views of Chatsworth Park, Haddon Hall (one of England's finest examples of a medieval fortified manor house) and the Peak Rail Heritage Railway.

In addition, analysis of survey data from existing users of the Monsal Trail shows that most of its users are drawn from the more affluent parts of neighbouring towns and cities and not from the areas of those cities with greatest problems relating to public health.

Until recently, the priority has been to develop cycle routes within the national park, so that there is a very attractive cycling 'offer' once people arrive. However, we are now at a point where we need to provide better links *into* the park so that people in the surrounding urban areas can take advantage of the countryside that is on their doorstep. This will also enable us to promote cycling in the national park to people from low income areas of surrounding towns and cities who are less likely to be able to reach the Peak District by car and more likely to experience poor health.

Although the principal aim of this bid is to create the conditions to attract many more people from surrounding urban areas to cycle in the park, the proposed infrastructure will also reduce traffic congestion problems caused by car commuting by national park residents. Matlock and Bakewell are just eight miles apart, but the only cycle route between them at present is the busy A6. Derbyshire County Council is the principal employer in Matlock, and from regular staff surveys we know that lack of suitable infrastructure for cycling is a substantial barrier to its take-up by council staff. The completion of the White Peak Loop would enable people who work in Matlock but live in Bakewell or Darley Dale to take an attractive cycle route to work and vice versa. Likewise completing the Little Don Link would enable people in Stocksbridge and Deepcar to commute into Sheffield and the Staffordshire Moorland Link enables cycle commuting between Leek and Stoke-on-Trent.

Existing Cycle Use; data from four automatic cycle counters on the Caldon Canal towpath show a decline in usage as the canal heads out of Stoke-on-Trent towards the poor surfacing beyond Stockton Brook. Using the iconic attraction of national park destinations, such as the Roaches, will help provide inspiration to would-be and occasional cyclists, thereby helping to increase cycling leisure journeys.

This package of elements has been developed as part of the recent Peak District Cycle Strategy development. However, there has been significant investment and work with many partners to extend cycling in the Peak District – this has more than doubled the length of multi-user routes across Derbyshire. The focus for the next stage is to connect with gateway towns and directly from neighbouring cities.

Alternative options which have been considered

In February 2013 we held a 'Peak District Cycle Summit' to kick-off a process to develop the Peak District Cycle Strategy. It was attended by **54** people from **31** organisations. The combined knowledge of these stakeholders has enabled us to 'map the gaps' in the cycle network and generate many big ideas for actions to increase cycling. This process provided an objective basis for assessing the wide range of schemes, on the basis of deliverability and impact.

Through the Cycle Summit, and also through discussions with neighbouring local authorities, we have identified a number of schemes which have merit but which we are not including in this proposal. Two notable examples were as follows.

- The Peak Forest Canal Route – proposed by the Canal and Rivers Trust, this scheme extends the canal towpath from New Mills to Marple and beyond linking Greater Manchester with the park. This scheme did not make the final bid due to a shortfall in match funding. However this scheme could provide an additional off-road option for the Little John route towards Manchester. Therefore, we would be keen to see it included within a subsequent phase should additional funding become available.
- The Dark Peak Link Phase II – proposed by Kirklees MBC, this scheme builds on a previous scheme and links into the Trans Pennine Trail. This scheme had full match funding, but was seen as less strategic than those contained within the bid. This scheme would link into the Trans Pennine Trail and the Little Don link, as well as crossing the route of the 2014 Tour de France. Therefore, as above, we would be keen to pursue it in the future should further funding become available.

Both of these proposals plus others that offer significant opportunity for future development are shown within the Strategy Map provided in Annex 10.

We have also considered and rejected various alternative alignments of the proposed routes. For example, in the case of the White Peak Loop the A6 between Bakewell and Matlock is unsuitable for

provision of on-road cycle lanes due to its relatively narrow width and numerous junctions. This option has been disregarded because of the likely significant engineering and land purchase to widen the road.

In the case of the Staffordshire Moorlands Link we rejected the alternative option of a signed on-road route for the section between Stockton Brook and Cheddleton in favor of the more attractive segregated route along the Caldon Canal towpath because this is more appropriate for recreational users and will provide greater road safety benefits.

In the case of the Little Don Link we considered and rejected on road links because the nature of the traffic through the area and the A616 cross Pennine route is heavily used by HGVs and the roads through Stocksbridge and Deepcar have pinch points. While an on road route would benefit experienced cyclists it would not encourage leisure cyclists, or family cycling for day trips out.

Expected benefits and outcomes

We are able to identify the following benefits from the proposed package.

Increased Cycling

There is strong evidence to suggest that there would be a good take up of a high standard National Park cycle network. A pattern emerged from Pedal Peak District phase 1 that suggests encouraging people to have a fun positive cycling experience in a leisure environment can result in increased habitual cycling behaviour.

The upgraded Monsal Trail opened for public use in May 2011 along with cycle hire (including café and bookshop) at the former Hassop Station has resulted in an annual four-fold increase in the number of trips along the trail; 121,213 cycle trips and 157,669 walking trips recorded at Hassop in 2012. Matlock's new Arc Leisure Centre has attracted more than half a million visits in less than 18 months since opening. It is estimated that the eastern section of the White Peak Loop connecting Matlock to the Monsal Trail will create almost 54,000 new cycle trips and over 260,000 new walking trips per year. This would increase the total usage of the Matlock to Wyedale / Blackwell Mill section of the route to more than 600,000 per year.

A number of cyclists within the Peak Park come from Stoke-on-Trent and Staffordshire Moorlands who could make use of the proposed routes. The total number of future users who are already Peak Park cyclists is 1,797. The distribution of distances cycled by residents of Stoke-on-Trent tends towards much shorter distances than the average for Peak Park cyclists. This is the same to a lesser extent for Staffordshire Moorlands residents.

Through new infrastructure and promotional activities it is estimated that Stoke-on-Trent and Staffordshire Moorlands can achieve the same distances cycled as the Peak District average. It is forecast that an additional 12,030 people will be attracted to cycle along the Staffordshire Moorlands Link and it is these new users who will benefit the most in terms of health improvements. This provides an overall total of **13,827** users of the route per year. For robustness it is assumed that people only cycle the Staffordshire Moorlands Link once a year. Further details on the Modelling Approach for the Staffordshire Moorlands Link are provided in the Annex 12.

Residents from Stoke-on-Trent will be attracted to using the route by increasing the distance they cycle or new residents taking up cycling with their families because of the promotional activities and the new infrastructure.

Pedal Peak Phase II Promotion and Enhancement the enhancements to cycling infrastructure, including the package of new routes identified in this bid are supported by a series of promotions and capacity building activities.

In the last 3 years we have developed a social marketing campaign to increase cycling (www.pedalpeakdistrict.co.uk). This will be used to promote cycling in the Peak District to among others, people in our bid catchment areas of Greater Manchester, Sheffield, Derby, Nottingham and Stoke-on-Trent. As part of this approach we will:

- Launch, market, and promote new routes through day itineraries.
- Host an annual Peak District Cycling Festival (with over 60 rides and activities, including films, leisure rides, food and festivities over one week).
- Develop cycling hubs at the main entry points for visitors (including Matlock & Buxton) which will offer cycle hire, information about routes and facilities for day and staying visitors.
- Make links to a number of international and national cycle events in and around the Peak District.
- Trial 'visitor giving' e.g. for the upkeep of trails and tunnels.
- Collaborate with cycle promotion projects in surrounding cities (such as Cycle Stoke and Cycle Derby building on cycle demonstration town work).
- Use the tried and tested Peak Connections brand to promote public transport connectivity to the cycle network.
- Explore the role of a voluntary programme of community-based cycling ambassadors, who will provide advice on suitable cycle itineraries and organise led rides.
- Provide a coordinated approach to branding and interpretation.
- Work with Sustrans to develop a new posts targeted at supporting young people and families to cycle.

In order to provide a consistent approach to the above we have developed an outline marketing and communications framework which has agreement and buy in from all key partners (see Annex 11). The partnership will be committed to providing a shared and transparent framework for clear, timely and appropriate communication and branding which is essential for the successful delivery of the whole Pedal Peak Phase II package. Some of our key communication messages are:

- PPPII will make the Peak District accessible to 3.5 million people through a safe, convenient and easy pedal power
- These visitors will come from the surrounding urban areas of Greater Manchester, Sheffield, Derby, Nottingham and Stoke-on-Trent to enjoy a day out cycling in the national park
- PPPII will be the vehicle to launch the Peak District as the best place for recreational cycling in the UK with excellent complimentary facilities, traffic free trails and a huge welcome

Our tried and tested Peak Connections brand will promote the take up of sustainable environmentally friendly transport within the Peak District and surrounding areas. A recent example of this is the successful set of itineraries produced to help encourage sustainable access to the Monsal Trail. The planned integrated website will be a 'one-stop' shop for information on travel, attractions, activities and accommodation in the Peak District: www.peakdistrict.gov.uk/peakconnections.

Modal Shift from car to bike

The Peak District National Park Roaches Survey 2006 revealed that no visitors to the Roaches currently arrive by bicycle. In addition, the 2005 Visitor Survey states that, on average, only 1% of visitors arrive at the National Park by bicycle. Trail surveys on the Peak District National Park cycle route show that existing cyclists in the National Park come from both Stoke-on-Trent and Staffordshire Moorlands.

In recent years the Peak District National Park and Staffordshire Wildlife Trust have made a concerted effort to attract visitors from Stoke-on-Trent and North Staffordshire into the Park to promote understanding. The 'Stepping Stones to Nature Project' has brought approximately 10,000 people through a range of activities within the Peak Park. There is great potential to combine the legacy of this project with the new infrastructure and targeted promotional activities to attract new cyclists from Stoke-on-Trent to the national park.

All of the links will also encourage modal shift for commuters; the Little Don Link is expected to support 148 trips to work in first year rising to 296 by 2023. It is anticipated that the White Peak loop will enable commuters to access Matlock Bakewell & Buxton; the major employment areas close to the loop. The Little Don Link will enable commuter access to both Sheffield and Barnsley, from Langsett and Stocksbridge and Sheffield City Council see it as key cycle commuter route. The Hope Valley Link of the Little John route will enable cycle access to Hope Valley College and Hope Cement Works, both major employment sites. The route will also provide commuter access to four of the railway stations on the Hope Valley Railway line linking Sheffield and Manchester.

Vehicle Kilometres Saved

It is estimated that the combined Staffordshire Moorlands Link will lead to 26,803 vehicle kilometres saved and that the Little Don Link will provide 1,273 vehicle kilometres saved. Only forecasted users who currently cycle within the Peak Park will provide a saving in terms of vehicle kilometres saved. The approach to quantifying this within the Staffordshire Moorlands link is provided below.

The total vehicle km saved of 52,533 vehicle kilometres saved is divided by average vehicle occupancy. Vehicle occupancy (1.96) has been taken from Webtag 3.5.6 Values of Time and Operating Costs for 'other' journey purpose for weekend travel. Therefore taking into account vehicle occupancy, **26,803** vehicle kilometres are saved. Further details are provided in the Annex 12.

Health benefits By encouraging more people from surrounding towns and cities to cycle, we will deliver physical activity and health benefits. Many communities around the national park stand to benefit significantly because Manchester, Salford and Stoke-on-Trent are all listed within the 20 authorities nationally that have the greatest proportion of higher deprivation levels in their areas.

For example, in both Stoke-on-Trent and Staffordshire Moorlands district, circulatory disease is responsible for approximately 30% of all deaths; all but one ward in Stoke-on-Trent has mortality rates higher than the average for England; over 30% of adults in Stoke-on-Trent are obese. Around 4,300 children in Staffordshire Moorlands are either overweight or obese so it is important to get children into the habit of cycling for leisure so as adults they are more likely to utility cycle.

There are significant health issues within the South Yorkshire region and life expectancies are below the England average. Transport is a significant issue for health both in relation to encouraging walking and cycling and reducing the negative impacts of transport emissions and driver stress on health. In Sheffield deaths from heart disease and strokes is slightly worse than the average for England, currently standing at 30%. In relation to the Little Don Link (based on journey to work figures alone) it is anticipated that the associated health benefits of the scheme are expected to save 11 lives over the appraisal period valued at £9.3m.

In Derbyshire cardiovascular disease, and in particular coronary heart disease, is responsible for just over 26% of all early deaths of people and over a third for people aged over 75 in Derbyshire; the proportion of early deaths through cardiovascular disease are significantly higher than the national average. Mortality rates have continued to fall, including early deaths from cancer, heart disease and stroke. However, within the more deprived areas, mortality rates are 1.3 times greater than the overall mortality rate for Derbyshire. The areas of greatest deprivation and poorest health are on the eastern side of the county and about 24,000 children are living in poverty. The White Peak Loop and Hope Valley Link have both been the subject of lobbying from neighbouring schools (Darley Dale Primary School and Hope Valley College). Therefore both links will act to encourage cycling to school and for families and help to address some of the health issues associated with physical inactivity.

There are also added health benefits derived from the walking population. The data recorded on the Monsal Trail at the Hassop Station pedestrian counter shows that almost equal numbers of walkers and cyclists use the trail. This indicates that for every health benefit counted from this package for cyclists there is likely to be an equivalent walking health benefit on all routes.

Carbon savings Based on Pedal Peak District user statistics, we estimate each additional cyclist will travel an average of 17.5 miles, saving 1.2kg of CO₂ per person compared to the amount emitted if they had driven. To date 2,121 people have registered on the behavioral change programme, 91,757 miles cycled and 6,005 kilograms of CO₂ saved.

Road safety Our package will create safer options for people to cycle into and around the Peak District, and reduce the risk of cycle casualties. For example, in the five year period to the end of 2012, there were seven crashes involving cyclists, resulting in eight casualties, on existing routes between Stoke-on-Trent and the national park. Here and elsewhere, drivers passing too close to cyclists on narrow roads are a particular issue. For the Staffordshire Moorlands Link, the proposed use of an off-road route along the canal will significantly reduce this risk. Similarly, sections of the

White Peak Loop will offer a much safer option than cycling on the A6 and is likely to bring road safety benefits. There have been ten pedal cycle casualties in the last five years between Matlock and Bakewell. The Little John Link will provide a segregated route along the busy A6187 Hope Valley Road.

Local economic benefit By attracting more visitors to cycle in the national park, our package will create opportunities for local tourism businesses and indirect spending. We anticipate that there will be increased demand for cycle hire (supporting the expansion of the existing 15 businesses offering cycle hire in the Peak District). Increased visitors will lead to new business for cafes, pubs, bike and outdoor shops, and local accommodation providers. A good example of this growth is the Hassop Station Café and Cycle Hire which started following the opening of the Monsal Trail and now supports 20 FTEs. The possibility of rail services such as the Moorland and City Railway and Churnet Valley Heritage Railway providing services for cyclists. In urban areas this growth is also noticeable, for example in Sheffield cycling has doubled in the last ten years supporting the growth of new cycling shops and provision of cycle storage for commuters. It should also be noted that whilst walkers tend to travel shorter distances, they also bring economic benefits, making use of local shops, cafes and pubs. As stated previously their numbers recorded at Hassop Station are roughly equal with those of cyclists. The Little John route runs through the busy Hope Valley; one of the key tourist attractors within the National Park. The valley is home to the honeypot settlements of Hathersage, Hope and Castleton, all of which have cafes, shops and pubs. The valley also hosts a number of cycle hire businesses, all in relatively close proximity to railway stations.

Wider economic impact The wider benefits of direct cycle routes that connect with the cities of Stoke-on-Trent and Sheffield have the potential to bring economic impact to those urban areas. For example, the Staffordshire Moorlands Link will improve access to employment and education within Stoke-on-Trent as well within Staffordshire Moorlands District because the Caldon Canal runs into the urban core of the North Staffordshire conurbation, towards the **Stoke-on-Trent** Rail Station and the University Quarter (UniQ). The route would be promoted as part of the travel plans for the rail station and the educational institutes within the UniQ. The stage 2 of the 2014 Tour De France grande depart route cuts across and runs parallel to the Little Don Link, the legacy benefit of this internationally renowned race will bring economic benefits to the area because of the attraction of visiting and riding part of the Tour de France route.

Absenteeism – Reductions in short term absence from work can result from the improved levels of health of those who take up physical activity as a result of a walking or cycling intervention. For example, the Little Don Link is calculated to reduce absenteeism with a value to businesses valued at £1.2m.

Journey Quality All of the routes within the package will create increased route ambience and improved cycling experience compared with the current on road alternatives. For example, the White Peak Loop will create a stunning new route through highly regarded parkland with views across the Wye Valley, including a new bridge and opening up of another tunnel. The route along the Caldon Canal will improve traveller views. It is also wide and level which would suit families and is away from all road traffic providing a quiet route. The canal has a number of listed structures along the route and interpretation boards are proposed, adding to the quality of experience. The signed routes are on lightly trafficked beautiful lanes. Signage will provide more route certainty for users and will remind vehicles that cyclists will be in the road. The Little Don Link will provide new cycle routes and cycle parking will result in improved cycling conditions, greater route certainty and reduce the fear of accidents. Improved facilities improving journey ambience are valued at £0.97m. The Hope Valley Link will provide a safer and more pleasurable cycle route segregated from the busy A6187 road, whilst the longer Little John route to which it contributes will provide a signed, pleasant route on largely quiet roads with many off-road sections.

Related activities that if not successfully concluded would mean that the full benefits of the scheme may not be realised

The package includes a number of elements that have wider dependencies as part of other routes or funding packages. For example, the Hope Valley link, whilst providing a useful link in its own right is part of the Little John Route and reliant on other parties signing other stretches of the route. In the case of the Staffordshire Link the Hazelhurst to Cheddleton Junction is being delivered by the Canal

and Rivers Trust and should this not be delivered it would result in a longer on-road connection to the Manifold with consequences for signing. In relation to the Little Don Link there are several consent issues, but these are likely to be resolved within the relevant timeline and if not there are alternatives under consideration to ensure the successful delivery of the substantive route.

Impact of the scheme on any statutory environmental constraints?

In relation to the White Peak Loop (Bakewell to Matlock) the proposed route would pass through Rowsley Conservation Area and terminate within the Matlock Bridge Conservation Area. The County Council will work with the Peak District National Park Authority and Derbyshire Dales District Council to obtain all necessary approvals and to ensure that the White Peak Loop does not have a detrimental impact on the Conservation Area. Archaeological and ecological studies will be required, for example where the route passes through the Haddon Estate. There are a number of listed buildings and other structures along the route, including former Midland Railway structures.

In relation to the Staffordshire Moorlands Link parts of the route are in the Caldon Canal Conservation Area. Staffordshire County Council will work with the Canal and Rivers Trust and the Staffordshire Moorlands District Council to obtain the necessary approvals.

In relation to the Little Don Link there are no identifiable environmental constraints. Most of the route is along existing public rights of way and former railway land.

B3. The Financial Case – Project Costs

Table A: Funding profile (Nominal terms)

The following table provides the current estimated costs of the three main scheme elements of the package, plus the estimated costs of the Grant Fund element of the 'On Your Bike' only; the latter are to be confirmed.

£000s	2013-14	2014-15	2015-16	Total
DfT funding sought	1446	3459	95	5000
Local Authority contribution	567	1139	149	1855
Third Party contribution	100	310	245	655
TOTAL	2113	4908	489	7510

Table B: Cost Estimates (Nominal terms)

Scheme Details				
Scheme	Authority	Estimated Cost £000s	Grant Required £000s	Match Available £000s
White Peak Loop	Derbyshire CC	£2,300	£1,510	£790
Wyedale Safety Enhancements (White Peak Loop)	Derbyshire CC / Peak District NPA	£200	£180	£20
Little Don Link	Barnsley MBC / Sheffield CC	£1,710	£1,100	£610
Staffordshire Moorlands Link	Staffordshire CC	£2,500	£1,750	£750
Hope Valley Link (Little John Route)	Derbyshire CC	£600	£230	£370
Peak District Cycle Fund	Peak District NPA	£200	£140	£60
Sundries				
Scheme	Authority	Estimated	Grant Required	Match Available

		Cost £000s	£000s	£000s
Project Management	Derbyshire CC / Peak District NPA	£50	£50	None
Promotional Work	Peak District NPA	£40	£40	None
Monitoring & Evaluation	Peak District NPA	£60	£45	£15
Totals		£7,510	£5,000	£2,615

B4. The Financial Case - Local Contribution / Third Party Funding

- a) The non-DfT contribution may include funding from organisations other than the scheme promoter

The Little Don Link is anticipated to involve a third party contribution from Yorkshire Water.

The Staffordshire Moorlands Link - Staffordshire County Council propose to commit £390,000 of capital monies to this project over the two year implementation period with a further £190,000 of revenue funding for marketing and promotion of the project throughout the construction process and beyond. The Churnet Valley Living Landscape Partnership has committed £160,000 to improvements at the southern end of the scheme at Cheddleton which will be undertaken during the same construction period. Further revenue funding of £10,000 has been committed to the project by Staffordshire Moorlands District Council.

The National Park Cycle Fund will operate at an intervention rate of at least 30%. This means that grantees will have to contribute cash or in-kind contribution (in a community organisation) to match fund the grant.

- b) Letters of support from body's confirming contribution
Have you appended a letter(s) to support this case? ☒ Yes ☐ No ☐ N/A

- c) Letters of support for provision of land as the local contribution towards scheme costs.
Have you appended a letter to support this case? ☒ Yes ☐ No ☒ N/A

- d) Please list any other funding applications you have made for this scheme or variants thereof and the outcome of these applications, including any reasons for rejection.

There are no current applications for funding in place for any of the projects.

B5. The Financial Case – Affordability and Financial Risk

The following is a narrative of how we will mitigate any financial risks associated with the scheme (referring to the Risk Register / QRA – see Section B10).

Please ensure that in the risk / QRA cost that you have not included any risks associated with ongoing operational costs and have used the P50 value.

- a) What risk allowance has been applied to the project cost?

The White Peak Loop has a risk allowance of 15%

The Little Don Link has a Risk Allowance of 15%

The Staffordshire Moorlands Link has a risk allowance of 10%.

The Hope Valley Link has a risk allowance of 10%

b) How will cost overruns be dealt with?

Cost overruns and on-going maintenance on elements of the bid to be funded by the sponsoring councils, Derbyshire County Council, Barnsley Metropolitan Borough Council, and Staffordshire County Council will be dealt with locally. The Peak District National Park Authority would deal with any cost overrun for their element of the bid.

Little Don Link – dependent on the amount of overrun, they would be dealt with by shortening the length of route to be surfaced, reducing the width of the route within Sheffield or funding the additional cost through the Sheffield City Council Capital Programme (LDTF and LTP).

c) How will cost overruns be shared between non-DfT funding partners (DfT funding will be capped and will not be able to fund any overruns)?

As described in section b, cost overruns will be dealt with by the sponsoring authority, therefore, they will not be shared between non-DfT funding partners.

The package contains a mix of elements with the affordability and financial risk assumed by lead partners for each element.

B6. The Economic Case – Value for Money

This section sets out the full range of impacts – both beneficial and adverse – of the scheme.

a) Please provide a description of your assessment of the impact of the scheme to include:

- Significant positive and negative impacts (quantified where possible)

There are no significant negative impacts related to the Staffordshire Moorlands Link and the positive impacts are summarised in B2. In terms of the Little Don Link, the most positive impact is that there are zero cycling facilities in the area, so this will create a high quality route linking the communities together, linking into employment sites, other leisure routes, and the peak district, and will be used by all types of cyclists, road riders to get to the quiet roads between Bradfield and Holmfirth, leisure cyclists, families, for trips to the shops, the doctors and for mountain bikers. It builds on the fact the Sheffield is one of the top four destinations in the United Kingdom for mountain biking this will enable them to reach trails previously only reachable on busy roads.

- A description of the key risks and uncertainties;

The following table provides a risk log associated with the project: -

Key Risk	Probability	Impact	Risk Rating	Mitigation
Lack of established bridge or structure design	M	M	M	Early dialogue and consulting with engineers and key consultees
Unexpected outcome of consultations	L	M	L	Close liaison and early engagement with communities and stakeholders
Lack of established planning consent	H	M	H	Pre-application discussions with initial planning advice and key consultees
Agreement between partners on the	M	M	L	Close liaison with all partners and permit to

surfacing along the towpath				work on canal
Outcome of Environmental Surveys e.g. ecological issues	M	M	L	Early surveys and close liaison with environmental stakeholders. Revised proposals in line with advice
Concerns raised in Road Safety Audit	L	M	L	Revise proposals in line with advice
Higher than expected costs	M	L	M	Manage scheme costs and benchmark against similar schemes. Bid elements are fully underwritten by the proposing authority.
Year-on-year spend does not accord with projected spend	M	L	L	Allow adequate time for design work
Existing services such as Sky TV, overhead cables and gas	M	M	L	Comprehensive surveys prior to commencement
Unexpected ground conditions	M	M	L	Carry out extensive ground surveys
Problems with transporting material along the canal and restricted access e.g. low headroom, working width	L	M	L	Close liaison with CRT and establish alternative access arrangements
Adverse weather conditions and flooding	M	M	M	Allow adequate time in project plan
Need for woodland clearance resulting in landscape or ecological impacts	H	M	M	Early dialogue with ecologists to ensure environmental mitigation is carried out
Changes to design after commencing construction	L	L	L	Fully complete design prior to commencement
Potential bank collapse	M	M	L	Soft bank improvements and permanent bank improvements
Mooring rights	L	L	L	Close liaison with Canal Rivers Trust
National Park Cycle Hubs Fund under or over subscribed	M	M	L	Manage application process and used tried and tested grants application process
Concerns raised regarding impact on Caldon Canal Conservation Area	M	M	L	Early agreement with Staffordshire Moorlands District Council
Public footpath diversion orders required	M	M	M	Early dialogue with local user groups.
Need for lease transfers from Peak Cycle Links	L	H	M	Agreed in principle

- A short description of the modelling approach used to forecast the impact of the scheme and the checks that have been undertaken to determine that it is fit-for-purpose.

The modelling approach for the Staffordshire Moorlands Link is provided in Annex 12.

* As this is part of our Small projects bids criteria, bids are not required to produce a Benefit Cost Ratio (BCR) but may want to include this here if they have estimated this. Please provide supporting evidence (spreadsheets showing the calculations) as an annex.

Little Don Link AECOMs have produced a BCR of 3.36 for this scheme.

b) Bidders should provide the following as annexes as supporting material:

- A completed Scheme Impacts Pro Forma which summarises the impact of proposals against a number of metrics relevant to the scheme objectives. The Pro Forma can be accessed from the Departments website and is published alongside this application form. It is important that bidders complete as much of this table as possible as this will be used by DfT – along with other centrally sourced data – to form an estimate of the BCR of the scheme).

- A description of the sources of data and forecasts used to complete the Scheme Impacts Pro Forma. This should include descriptions of the checks that have been undertaken to verify the accuracy of data or forecasts relied upon. Please provide references to this supporting material for each of the metrics in the pro forma.

Has a Scheme Impacts Pro Forma been appended? ☒ Yes ☐ No ☐ N/A
The Scheme Impacts Proformas are contained within Annex 13.

Has a description of data sources / forecasts been appended? ☒ Yes ☐ No ☐ N/A
The Forecasting Methodology and Data Sources for the Staffordshire Moorlands Link are contained in Appendix 12. Other information will be made available on request.

* This list is not necessarily exhaustive and it is the responsibility of bidders to provide sufficient information to demonstrate the analysis supporting the economic case is fit-for-purpose.

B7. Management Case – Delivery

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

Has a project plan been appended to your bid? ☒ Yes ☐ No
The Project Plans are contained within Annex 14.

b) If delivery of the project is dependent on land acquisition, please include a letter from the respective land owner(s) to demonstrate that arrangements are in order to secure the land to enable the authority to meet its constructive milestones

Has a letter relating to land acquisition been appended? ☐ Yes ☐ No ☒ N/A
No land acquisition is required for SML
A Letter relating to the acquisition Property and Land Disposals for the White Peak Loop scheme is provided in Annex 15.

c) What are the main risks to the project delivery timescales and what impact will this have on cost?

The main risks to Staffordshire Moorland Link project delivery timescales include
Adverse weather conditions
Unexpected ground conditions
Problems with transporting material along the canal

d) Please provide summary details of your construction milestones (at least one but no more than 5 or 6) between start and completion of works:

Table C: Construction milestones

Scheme	Commencing Date (Est.)	Completion Date (Est.)
White Peak Loop	April 2014	April 2015
Little Don Link	August 2013	April 2015
Staffordshire Moorlands Link	November 2013	March 2015
Hope Valley Link	April 2014	April 2015
Peak District Cycle Fund	September 2013	April 2015

e) Please list any major transport schemes costing over £5m in the last 5 years which the authority has delivered, including details of whether these were completed to time and budget (and if not, whether there were any mitigating circumstances)

Derbyshire County Council completed the Ilkeston to Awworth Link Road in 2008. This was delayed and incurred increased costs through a combination of circumstances including major flooding and incursion into the site of protected species not present at the time of initial surveys. The programme and cost implications were discussed with DfT which accepted a case for an increase in the grant funding alongside local contributions.

Staffordshire County Council has completed the following major transport projects on time and budget over £5m within last 5 years

- Pye Green Valley Distributor Road, Cannock - £6.8m
- I54 Major Investment Site advance earthworks, South Staffordshire - £7m
- Redhill Employment site, Stafford - £7m (works commenced on site Jan 13)

Barnsley Metropolitan Borough Council has completed the major scheme of the Cudworth and West Green Bypass within the last 5 years. This was completed on time and to budget.

In addition the **Peak District National Park Authority** completed Pedal Peak Phase I on time and to budget to a value of £2.25m in 2011.

B8. Management Case – Statutory Powers and Consents

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

Staffordshire Moorlands Link - No consents have been obtained
Little Don Link - None

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

Staffordshire Moorlands Link - Agreement will be obtained from Staffordshire Moorlands District Council for the improvements to Caldron Canal that will be within a designated Conservation Area.
Little Don Link - None planned, but if needed could include public path creation orders within statutory timeframes.

c) What will happen if funding for this scheme is not secured – will an alternative (lower cost) solution be implemented? (If yes, please describe this alternative and how it differs from the proposed scheme?)

Options for the package have been considered and it has been concluded that there are no credible lower cost alternatives available, for the major elements. The package will not be delivered to the same timescale and level of completeness unless funding is secured, significant elements such as iconic bridge building involving major new engineering on the White Peak Loop, the Staffordshire Moorland Link and the Little Don Link would not be possible to deliver without this funding.

B9. Management Case – Governance

As the bid applicant, the accountable body for the whole bid is Derbyshire County Council. The programme manager will be Jim Seymour, Transport Strategy Manager, at Derbyshire County Council. A programme board will be established, comprising of the senior responsible officer for each of the five bid elements (Staffordshire County Council, Derbyshire County Council, Barnsley Metropolitan Borough Council and Peak District National Park Authority) and Sustrans. Senior User and quality assurance roles will also be identified. The role of the programme board will be to ensure delivery of the bid is within an agreed project plan and to budget, provide consistency when delivering and monitoring the bid elements, and take full advantage of synergies and interrelationships between the bid elements.

Reporting to the programme board will be the senior responsible officers, one for each of the bid elements. The senior responsible officers will be from the bodies directly responsible for delivering the bid elements, and as such, are Staffordshire County Council, Derbyshire County Council, Barnsley Metropolitan Borough Council and the Peak District National Park Authority. Each senior responsible officer fully accepts the risks associated with their bid element, including financial, and has developed a project plan for delivering and monitoring their element of the bid. As such, the senior responsible officer will be the decision making body for their element of the bid, and will utilise their own organisations contract management arrangements, tolerances and internal decision making processes. They will gain Councillor approval where necessary, plan and develop work programmes, manage the contractors, ensure that work meets project timescales and will manage the detailed finances. They will be responsible for raising any divergences in the project plan or agreed finances with the programme board so the board can take a view on the most appropriate way forward.

The relationship between these bodies is illustrated on the organogram in Annex 16.

White Peak Loop – Mike Ashworth, Deputy Strategic Director – Environmental Services at Derbyshire County Council will be the senior responsible officer. The County Council monitors the delivery of its highways and transport capital programmes through a monthly Capital Schemes Monitoring Group attended by all Heads of Service. Individual projects are managed through the Authority's Practical Project Management suite, following PRINCE2 principles, and utilises 'Systems Applications and Projects' (SAP) financial management tools.

Staffordshire Moorlands Link - James Bailey, Commissioner for the Built County at Staffordshire County Council will be responsible for ensuring delivery all three elements of the project. A Project Management System has been established using guidance provided by the Project Management Handbook for Local Authorities. The County Council follows the principles set out in 'PRINCE' and uses the 'CS PROJECT Professional' and 'Systems Applications and Projects' (SAP) management tools. These tools can be provided to the DfT on request.

Community Cycle Fund – Rachel Gillis, Assistant Director Policy Partnerships at the Peak District National Park Authority will be the senior responsible officer, using the Authority's in-house project management systems and the established grant management arrangements.

Little Don Link – Mike Gibson, Public Rights of Way Officer at Barnsley Metropolitan Borough Council will be the senior responsible officer. The project management system used will be P2.net, which is an online collaboration package that can be made available to partners. This is similar to Prince 2 and has built in risk analysis and flagging.

Cycle Strategy Co-ordination

This bid has been written within the context of the emerging Peak District Cycle Strategy, and the proposed ways of working for this. At the heart of this will be an officer working group, meeting as required but normally quarterly, initially to draw up the details of the strategy so that formal support can be sought from each partner, and subsequently to oversee delivery and monitoring. The relationship between the emerging cycle strategy and this bid is illustrated in Annex 16.

B10. Management Case - Risk Management

All schemes will be expected to undertake a thorough Quantified Risk Assessment (QRA) and a detailed risk register should be included in the bid. The QRA should be proportionate to the nature and complexity of the scheme. A Risk Management Strategy should be developed and should outline on how risks will be managed.

Please ensure that in the risk / QRA cost that you have not included any risks associated with ongoing operational costs and have used the P50 value.

Has a QRA been appended to your bid? ☐ Yes ☐ No

Has a Risk Management Strategy been appended to your bid? ☒ Yes ☐ No
The Risk Management Strategy has is provided within Annex 17.

Each element of the bid carries its own risks associated with route sensitivity, environmental impact and accuracy of costings. These will be detailed further as provided by each promoting authority. In order for Derbyshire County Council to act as Accountable body, each individual promoting body will need to assume financial risk for their individual elements.

A fallback position will be required for non-delivery of any scheme or part thereof, which will enable the bid as a whole to continue, without compromise to any of the other partners or elements. This is to be clarified in a later draft.

Since DCC are to be the Accountable Body, it is assumed that their risk strategy and methodology will be adopted to cover the programme management of the whole package.

B11. Management Case - Stakeholder Management

Our bid demonstrates that we have identified and considered the key stakeholders and their interests. These could include other local authorities, the national park authorities, Health and Wellbeing Boards, landowners, transport operators, local residents, utilities companies etc.

a) Please provide a summary of your strategy for managing stakeholders, with details of the key stakeholders together with a brief analysis of their influences and interests.

The diverse nature of the bid and the complex governance of the national park and its surrounding area mean that good stakeholder management will be vital in order to ensure that the project receives wide support. Key stakeholders have been identified (see Annex 6) and an initial assessment of their support and influence carried out. As a result we have categorised stakeholders into the following groups - critical partner, general supporter and those requiring some more careful management owing to local sensitivities. This has enabled a coordinated approach to making sure that stakeholder support is garnered (in the form of letters of support) and that any stakeholder concerns can be identified, and where possible either addressed, or remedial action taken.

b) Can the scheme be considered as controversial in any way? ☐ Yes ☒ No

At an overall level the scheme is not controversial and commands a very high level of support. There are however local elements that have particular sensitivities, especially on the White Peak Loop. Work with stakeholders in these particular areas is underway, for example Lord Edward Manners on

elements of the route's passage through the Haddon Estate and the village of Rowsley; the residents of Blackwell Mill on the local safety issues and Natural England on securing a route from Wyedale to Buxton and ecology issues within the Haddon Estate.

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

☒ Yes ☐ No

Peak Cycle Links has taken an active role in driving support for the bid, encouraging individuals and businesses to write to local MPs in support of the scheme.

B12. Management Case - Assurance

The Section 151 Officer Declarations are contained within Annex 18.

For large schemes please provide evidence of an integrated assurance and approval plan. This should include details around planned health checks or gateway reviews.

Early indication of likely support from the Section 151 has been provided. This will be confirmed in writing in the final version of the application.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Benefits Realisation

Benefits from the overall proposal are as follows:

- Volume of cyclists using the new infrastructure (number of trips, baseline and trend focusing on 'will-be cyclists' and 'occasional cyclists')
- Changes to cyclists volumes and patterns on existing trails
- Increased spending in the local economy and jobs supported
- Wider section of the population take up cycling (greater penetration into some of the harder to reach urban communities)
- Positive impacts on the cycling habits (and therefore levels of physical activity)
- Modal shift from driving into the park to cycling, use of public transport and or shortening previous car journeys

C2. Monitoring and Evaluation

The evaluation and monitoring process will use before and after implementation data to determine the extent to which the original scheme objectives have been met, in line with government guidelines. The scheme's impact will be monitored during the construction phase, and short and longer term impacts will be measured after completion of the scheme. Delivery of outputs will be reports as requested by the DfT.

In undertaking the monitoring and evaluation of the proposed elements of the bid we wish to be able to assess the outcomes and impacts resulting from our interventions. Our assessment of these will be determined by the questions provided in the table below and the data that we think is required to answer those questions.

	Evaluation Questions	Data Required to answer these questions
Outcomes	How many trips are made on the new trails, and how does this change over time?	Static cycle and pedestrian counters on new trails
	Does the opening of the new trails increase cycle and pedestrian activity on the existing trails that they link to?	Static cycle and pedestrian counters on existing trails, comparing counts to baseline data which is already being collected
	How many of the people using the trails are 'new' to cycling or occasional cyclists?	Route user intercept surveys (e.g. questions on cycle activity in previous month)
	Has the extension of trails outside the national park enabled more people to be less car dependent (ie arrive by bike or public transport and increase use of gateways)	Route user intercept surveys (e.g. questions on mode of arrival in the park)
Impacts	What is the impact of the new trails on the local economy?	Route user intercept surveys (questions on amount expecting to spend on day of survey)
	What is the impact of the new trails in widening access for all?	Post-visit online survey of route users (questions on sociodemographics, car ownership, current level of physical activity)
	What is the impact of the new trails in encouraging continued cycling after return home?	Post-visit online survey of route users (questions on cycle activity since date of visit compared to cycle activity before visit)

Building on Pedal Peak I

Pedal Peak District Phase I installed a number of cycle and pedestrian counters on the Monsal Trail and the wider trail network prior to the completion of the project. This enabled an assessment of the completion of the project, and the wider marketing on the numbers of users on the Monsal Trail and other Trails owned by the National Park Authority, Derbyshire County Council and Staffordshire County Council. In addition during the year following the completion of the infrastructure project, the National Park Authority undertook a two stage interview survey of users of its four Trails. A total of

1,398 interviews were undertaken resulting in the collection of data relating to travel to and from the trail; levels and type of use; visitor spend, and demographic information.

Our Approach to evaluation

It is intended that an enhanced approach be undertaken for Phase II of the Pedal Peak District Project; and that this will address the questions provided above. Our approach to monitoring and evaluation includes three elements (counters, post implementation surveys and supplementary surveys), as follows:

1). Permanent Cycle and Pedestrian Counters

- a. The White Peak Loop – there are already existing counters at Hassop Station and Millers Dale (Monsal Trail); High Peak Junction (High Peak Trail) and Parsley Hay (High Peak / Tissington Trail). We envisage that 3 additional counters will be required at Buxton, Matlock and Rowsley.
- b. The Little Don Link – this route links Oughtibridge with the Trans Pennine Trail and onwards towards Winscar Reservoir. There are already existing permanent cycle counters on the Trans Pennine Trail at in a number of locations including at Torside within the national park, and Penistone. We envisage that 3 additional counters will be required at Reddishaw Knoll, Stocksbridge and Wharncliffe Wood.
- c. The Staffordshire Moorlands Link – there are already permanent cycle counters on the Cauldon Canal towpath at the edge of the Stoke City boundary and on the Manifold Trail at Waterhouses. We envisage that 3 additional counters will be required at the Stockton Brook, Horse Bridge and Leek.
- d. The Little John Link – this route is a mix of on and off road sections linking Sheffield and Manchester. As part of the bid, access to the Thornhill Trail will be improved and a cycle path constructed between Hathersage / Hope and Castleton. It is envisaged that 2-3 additional counters will be required at Carr Lane, Hope or Castleton and Hathersage.

In order to ensure that the counters are recording accurately, a series of calibration surveys will be undertaken at each counter location. This will consist of a series of manual counts over a set time period of 2 hours, which can then be compared to those recorded by the automatic counters.

The approximate cost per Cycle / Pedestrian Counter, including installation is £4,000; therefore the overall approximate cost for the counters detailed above is £48,000.

The on-going monitoring of the data accrued by the counters; and the production of a yearly report is likely to be undertaken by an officer employed by the Peak District National Park Authority.

Based on the current salary of the likely post to be utilised in carrying out this work, and allowing for wage increases of 1.5% on a yearly basis between 2013 and 2015, the cost of this work is likely to be £2,100 in 2015.

2). Post Implementation Surveys

We will wish to undertake interview surveys at a number of locations associated with each of the scheme infrastructure elements. The locations for these surveys will be determined at a later date, but it is likely that each scheme infrastructure element will require 2-3 survey locations. The surveys will take place on a weekday, Saturday and Sunday at each location and will be undertaken in the School Summer Holidays following completion of the project (July-August 2015). It will also be useful to undertake complementary surveys at the previous Trail User Survey locations

The cost of the above survey, based on an increase in current wage levels of 1.5% in 2013, 2014 and 2015 is approximately £5,100 in 2015. In addition there will be a requirement on officer time to organise and coordinate the survey plus undertake data entry and analysis of the results. Based on

the current salary of the post most likely to undertake the work plus a yearly wage increase as given above, this cost will be approximately £3,150 in 2015.

As it often takes some time for the benefits of new infrastructure to become apparent, a similar survey will also be undertaken during the summer of 2016. An additional survey in 2016 based around the same parameters will cost approximately £5,200 with a further £3,200 to cover the cost of coordination and analysis.

The survey questionnaire used for both surveys will be agreed with scheme partners. We are aware of the Standard Evaluation Framework for Physical Activity, and the range of approaches to measuring diet and physical activity in relation to weight management interventions. We will utilise elements of this approach within our monitoring approach where appropriate.

The Peak District National Park Authority has undertaken surveys of this nature many times over recent years, and the use of an incentive has led to widespread uptake.

Supplementary Survey and monitoring

The Pedal Peak District project included a strong element of social marketing and monitoring of impact of that marketing. Phase II of the project will require a similar level of marketing; and monitoring of its impact will be on-going and supportive of this bid.

Because of the inconvenience for trail users taking part in interview surveys, it is intended to hand out cards promoting 'Love to Ride – Pedal Peak District' behavioural change website to encourage people to register. Once registered we are able to collect data on who people are; where they are from and what cycling activity they have done. Additional bespoke follow up surveys could be carried if necessary. In order to ensure uptake, participation will be incentivised via the offer of a prize related to cycling or walking – this could be for equipment up to the value of £300.

To date on the site **2,120** people have registered and we know from the data that 53 of these people have got on a bike for the first time in more than a year. The website is being refreshed in May and a new engaging programme will encourage even more people to cycle and to invite their friends.

We envisage preparing an overall report on the performance of the proposal featuring individual elements, developing a learning pack and programme to share our lessons learned with other national parks and interested partners. This could include a small number of films and case studies demonstrating impact and delivery. We will draw together an overall evaluation report and organise a series of learning events.

SECTION D - Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for Pedal Peak Phase II, I hereby submit this request for approval to DfT on behalf of Derbyshire County Council and confirm that I have the necessary authority to do so.

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

Name:

MIKE ASHWORTH

Position:

Deputy Director

D2. Section 151 Officer Declaration

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

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties
- accepts responsibility for meeting any ongoing revenue requirements in relation to the scheme
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2014/15
- confirms that the authority has the necessary governance / assurance arrangements in place and, for smaller scheme bids, the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place

Name:

P. Mandford

Submission of bids:

The deadline for bids is 5pm, **30 April 2013**. All bids are being collated by Sustrans, a registered charity managing the Linking Communities Funding scheme on behalf of the DfT. Sustrans will collate bids but assessment will be carried out by DfT and DH economic advisers

One hard copy and a CD version of each bid and supporting material should be submitted to:

Paul Hilton
Sustrans Ltd
2 Cathedral Square
College Green
Bristol BS1 5DD

An electronic copy should also be submitted to paul.hilton@sustrans.org.uk