

COMMISSIONER KENNY'S MEETING

Venue: Rotherham Town Hall. **Date:** Tuesday, 21st July, 2015
Time: 5.15 p.m.

A G E N D A

1. Whilst the requirements of the Local Government Act 1972 do not apply to this meeting it is still proposed to determine if the following matters are to be considered under the categories suggested in accordance with that Act.
2. DfT and Carplus Electrically Assisted Pedal Cycle (EAPC) Hire and Yorkshire Bike Library Cycling Funding Bids. (Pages 1 - 31)

ROTHERHAM METROPOLITAN BOROUGH COUNCIL

REPORT TO COMMISSIONER KENNY

1.	Date:	20th July, 2015
2.	Title:	DfT and Carplus Electrically Assisted Pedal Cycle (EAPC) Hire and Yorkshire Bike Library Cycling Funding Bids
3.	Directorate:	Environment and Development Services
4.	Advisory Cabinet Member	Councillor Lelliott

Having considered the report I am minded to:-

Confidential Appendices (if appropriate)

I do / do not agree to the information contained in any appendix remaining confidential, for the reasons outlined in the report.

Urgent Decisions (if appropriate)

The decision needs to be considered urgently (that is without the required 5 clear days' notice) for the reasons outlined in the report.

I do / do not agree to the decision being taken urgently and implemented without the required notice having been given.

I have consulted the following Commissioner regarding the urgency of the decision:-

Commissioner Sir Derek Myers

Commissioner Stella Manzie

(only one Commissioner needs to be consulted)

Key Decisions (if appropriate)

The key decision needs to be considered urgently (that is without the required 28 days' notice) for the reasons outlined in the report.

I do/do not agree to the decision being taken urgently and implemented without the required notice having been given.

I have consulted the following Commissioner regarding the urgency of the key decision:-

Commissioner Sir Derek Myers

Commissioner Stella Manzie

(only one Commissioner needs to be consulted)

Signed Commissioner

Dated

**ROTHERHAM METROPOLITAN BOROUGH COUNCIL
REPORT TO COMMISSIONER**

1.	Meeting:	Commissioner Kenny
2.	Date:	21 July 2015
3.	Title:	DfT and Carplus Electrically Assisted Pedal Cycle (EAPC) Hire and Yorkshire Bike Library Cycling Funding Bids
4.	Directorate:	Environment and Development Services

5. Summary

5.1 To seek approval to make the following bids:

5.1.1 A £50,000 bid (£37,500 – Capital Funding for bike purchases and £12,500 revenue funding for staffing costs) to the ‘Department for Transport (DfT) and Carplus Electrically Assisted Pedal Cycle (EAPC) Hire fund’, which aims to promote the uptake of EAPCs. If successful the funding would extend and support the current oversubscribed EAPC bike loan scheme delivered by the Lcal Sustainable Transport Fund (LSTF) Rotherham Mobile Cycle HUB, and;

5.1.2 A £9,300 bid to the ‘Yorkshire Bank Bike Library fund’, which aims to provide access to bikes for children that don’t have their own bike at home. If successful the funding would be used to provide a range of children’s bikes which would be made available to children through the LSTF funded Rotherham Mobile Cycle HUB.

6. Recommendations

It is recommended that:

- i) A bid seeking £50,000 is submitted to the ‘DfT and Carplus Electrically Assisted Pedal Cycle (EAPC) Hire fund’, and**
- ii) A bid seeking £9,300 is submitted to the ‘Yorkshire Bank Bike Library fund’.**

7. Proposals and Details

7.1 Rotherham MBC has operated a successful public cycle hire project for the last 3 years. It is currently operated via the Mobile Cycle HUB – a purpose built vehicle that offers cycle hire and other services in places across the whole Borough. (HUB website at www.journeymatters.co.uk)

7.2 To date, the project has been wholly funded by successful bids to the LSTF but this funding source ends in March 2016. Funding for the hire project is being sought from elsewhere to allow it to continue. Funding streams being sought include:

- **Income from developer Travel Plans** – deployment and funding of the HUB in new developments may be offered as a proxy for detailed developer Travel Plans and monitoring. This will have the added benefit of making Travel Planning a more active rather than a passive process.
- **Income from Local Transport Capital funding** – a useful source for funding to replace capital assets such as bicycles and vehicles but it is subject to competing demands and priorities.
- **Income from charges** – charges may be introduced. For example, for bike hire and associated home delivery / collection.
- **Income from other grant funding** – bids to any appropriate revenue or capital grants funds.

7.3 Two applicable grant funding sources are currently available and bids have been prepared at very short notice with deadlines for submission to both funds being 24th July 2015. Both funding sources would enable the Mobile Cycle HUB offer to extend the number and range of bikes available for hire.

7.4 Carplus Electrically Assisted Pedal Cycle Fund

7.4.1 The first funding opportunity is the 'Carplus Electrically Assisted Pedal Cycle Fund'. This £500,000 fund, provided by the DfT, is aimed at promoting the use of EAPC's through public hire and better understanding the benefits for riders, the environment and transport networks. Car Plus will administer the fund and monitor the schemes delivered. Car Plus have indicated that it is highly unlikely that they will fund any individual project in excess of £100,000.

7.4.2 Rotherham is currently the only local authority to offer EAPC public hire across its whole administrative area and is well placed to meet the aims of the Carplus EAPC project. This is delivered via the Mobile Cycle HUB and the bid to the 'Carplus EAPC Fund' would be for £50,000 to extend the number of EAPCs available for hire from 40 to 70. The bid consists of £37,500 capital funding for the bike purchases and £12,500 revenue funding in respect of additional staffing and repair and maintenance costs. This will address the current high demand for EAPCs with our existing public hire scheme currently being oversubscribed.

7.4.3 A copy of the latest version of the EAPC bid is attached at Appendix 1. It should be noted that due to the short timescale to prepare bids that further amendments to the bid documentation will be made in advance of submission, although this will not affect the funding or commitments from the Council.

7.5 Yorkshire Bank Bike Library Fund

7.5.1 The second fund available is the Yorkshire Bank sponsored 'Bike Library' fund. This is one of the 2014 Tour de France (Yorkshire Grand Depart) legacy projects with the fund provided to establish children's bike libraries. These will provide a fleet of children's bikes available in deprived areas where children may not have access to bicycles of their own. The fund will provide up to £10k to each successful library 'host' organisation.

7.5.2 In Rotherham adults often enquire about hire for their children via the Mobile Cycle HUB. The £9,300 sought will be used to provide, manage and maintain a fleet of children's bikes. Again this would be made available to children as one of the services offered by the Mobile Cycle HUB.

7.5.3 A copy of the latest version of the Bike Library bid is attached at Appendix 2. It should be noted that due to the short timescale to prepare bids that further amendments to the bid documentation will be made in advance of submission, although this will not affect the funding or commitments from the Council.

8. Finance

8.1 Bids for £50,000 and £9,300 respectively will be made to the EAPC and Children's Bike Library funds. Our outline financial proposal for the EAPC bid is shown in table 1.

IDENTIFIED COST	ESTIMATED COSTS IN FUTURE YEARS			
	2015/16 (£)	2016/17 (£)	2017/18 (£)	2018/19 (£)
HUB vehicle capital	60,000	Nil	Nil	Nil
HUB vehicle running	4,000	4,200	4,400	5,000
HUB vehicle staffing*	52,000	53,040	54,100	55,180
Hire bike storage	Nil	Nil	Nil	Nil
Hire bike delivery transport	11,230	11,454	11,683	11,917
EAPC bike purchase	80,000	Nil	Nil	15,000
EAPC bike maint'nce**	2,000	3,000	4,000	5,000
Promotion	5,000	5,000	4,000	3,500
Internal set up costs / m'mnt	50,000	5,000	5,000	5,000
TOTAL COSTS	264,230	81,694	83,183	100,597
	345,924			
INCOME				
LSTF2	290,000		n/a	
EAPC bid	50,000 (£37,500 – Capital, £12,500 – Revenue)		n/a	
LTP	Nil	5,924	LTP contribution towards HUB capital costs (up to £25k/yr)	
Travel Plans Etc.	Nil	Nil	It is forecast that approx. £40k/yr could be generated	
Other tbc	Nil	Nil	Appropriate grant contributions would be sought (local or national)	
Income from hire charges	Nil	Nil	Up to £10k/yr from hire charges	
TOTAL INCOME		345,924***		

*Includes day to day maintenance ** Non-standard repairs.

*** The appropriate contractual arrangements are currently being considered for delivery in 16/17.

Table 1 – EAPC Outline Financial Proposal

- 8.2 The funding available from the Car Plus EAPC fund must be committed and spent by March 2016. The Yorkshire Bank funded Bike Library fund will be available from October 2015 and projects must be delivered and spent by October 2016.
- 8.3 The wider Mobile Cycle HUB services will be funded from the £290,000 Step 2 Access to Employment grant in 2015/16 and will be presented as match funding within the two bids.
- 8.4 The availability of funding in future years is clearly uncertain. Given the levels of grant funding available in 2015/16 we are currently considering the contractual arrangements that are required for delivery of the service in 2016/17 and beyond. Any tender process will undertake a due diligence process on the companies involved. The risks associated with payment in advance for future year's delivery in 2016/17 will be considered carefully through this process.
- 8.5 Local Transport Plan (LTP) (Integrated Transport) funding of approximately £6,000 is required in 2016/17. Whilst final allocations per South Yorkshire district are not yet finalised the overall South Yorkshire allocation from the LTP IT block is the same as in 2015/16 and therefore Rotherham's allocation is likely to be approximately £1.2m.
- 8.6 Whilst both funds aim for their projects to become sustainable, and are seeking a commitment from bidders to put in place appropriate arrangements, should this not be achieved neither fund will impose 'clawback' conditions to recover committed expenditure. There is therefore a possibility that if funding is not secured, or if appropriate contractual arrangements cannot be put in place in 2016/17, the service will cease at the end of March 2016.

9. Risks and Uncertainties

- 9.1 External grant funding in future years is uncertain beyond March 2016. Appropriate external grants (national and local) will be sought whenever available.

10. Policy and Performance Agenda Implications

- 10.1 Both bids are in line with the Sheffield City Region Transport Strategy and the emerging Rotherham Transport Strategy. There are also clear links to health and social wellbeing agenda's

11. Background Papers and Consultation

- 11.1 Shared EAPC Guidance (<http://www.carplus.org.uk/wp-content/uploads/2015/06/Carplus-Shared-EAPC-Programme-Guidance.pdf>)
- 11.2 Yorkshire Bank Bike Libraries Project (<http://sites.yorkshire.com/assets/bikelibraries/docs/Bike%20Libraries%20Get%20Involved%20FINAL.pdf>)
- 11.3 Due to the restrictive deadlines associated with these two funding opportunities consultation on the proposed bids has not been possible.

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2015-16

Carplus EAPC Hire Bid Document



INTRODUCTION

Bidder Information

This bid is being submitted by Rotherham Metropolitan Borough Council. The key contact for the bid and any subsequent project is:

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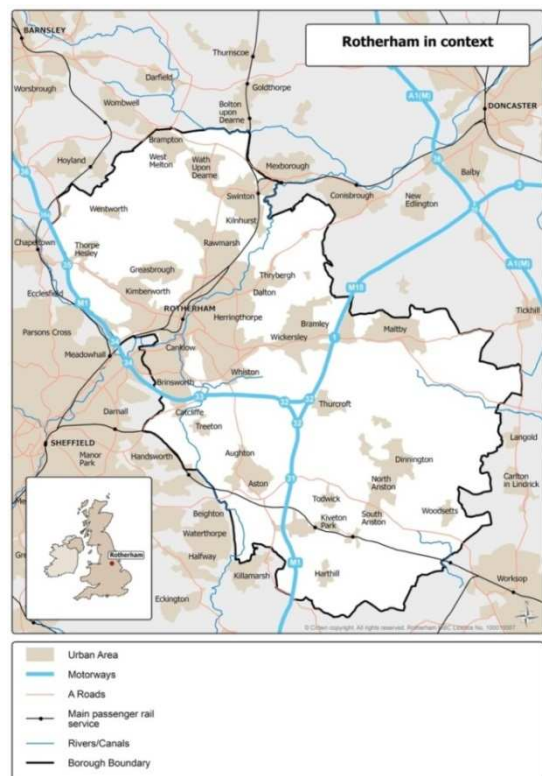
paul.gibson@rotherham.gov.uk

Tele: 01709 822970 / 07986529388

Geographical Area Covered by the Bid

The geographical area covered by the bid is the Borough of Rotherham with a focus on main town and district centres.

Rotherham Borough covers an area of 28653 Ha. The population of the Borough is just over a quarter of a million people. The Borough has seen large scale regeneration over the last decade with major new developments on former coal and steel production sites at Dearne Valley, Dinnington, Waverley and the town centre area. By retaining much of our employment land, albeit for different uses, the Borough has resisted the temptation to spread out and still has significant employment areas close to key residential settlements. Transport is the glue that binds employment and residential areas together and as they develop, it is essential to connect people with jobs, services, friends and families by the most sustainable means possible. In fact, 2011 Census data for Rotherham shows that of the people who travel to work, 81% use their cars. This is despite the fact that just over 60% of travel to work trips in Rotherham start and finish in the Borough and could be made by public transport, EAPC / bicycle or on foot. From sample Travel Plan data, we estimate that half of local car trips to work could easily be made by EAPC. This demonstrates the potential of the EAPC market in the Borough



Statement of Senior Level Support

“Rotherham Borough Council and its partners fully support the aims of the Shared EAPC Programme. We are very experienced in public EAPC hire and the benefits are clear to see. There is, without doubt, a role for EAPC’s within the integrated transport system in Rotherham and South Yorkshire. We are committed to the continuation of our hire scheme and to securing funding for EAPC hire from a number of sources for the foreseeable future.

Commissioner Julie A. Kenny CBE DL,

on behalf of Rotherham Metropolitan Borough Council and our partners:

JE James Cycles

Fosters Cycles

Heeley Development Trust

Pedal Ready

STRATEGIC CASE

Overview

RMBC are requesting £50k to deliver an expanded free at the point of use public EAPC hire scheme. The project will:

- X
- X
- X

This will successfully delivery the following outcomes:

- Y
- Y
- Y

Rotherham Mobile Cycle HUB – Building on success

Rotherham MBC has operated a public EAPC and pedal cycle hire scheme which has been funded by the Local Sustainable Transport Fund (LSTF) for the last 3 years. We favoured the use of EAPC's in the Borough because it is notoriously hilly and, with the exception of the town centre, it is quite spread out. Co-incidentally, our aim has been to test and develop a project that very much meets the recently announced aims of the EAPC Programme: A summary of our aims is as follows:

- Promote the use of EAPC's particularly to stimulate retail sales at local bike shops.
- Promote the EAPC's for different uses in various places with an emphasis on access to employment and education..
- Work towards self- sustainability of an EAPC hire scheme.
- Fulfil LSTF targets and objectives.

Our hire scheme was developed over the three tranches of Local Sustainable Transport Funding that have been awarded to South Yorkshire from the end of 2011 until March 2016. Initially, the hire scheme was designed to assist the travel needs of people who were looking for work and training (or needing travel to stay in work) but this soon expanded to include people who were already in work (commuters). As interest in the scheme grew, more partners have come on board and our remit has extended to include road safety and cycle training, health (hires to cardiac rehab patients), bike shop sales incentives and travel behaviour change (Busboost and Walkboost projects).

After three years, our target audience remains the same but our experience in EAPC hire indicates quite clearly that there is no niche or target market for EAPC's in Rotherham. Just like a standard pedal cycle, EAPC's have universal appeal to young and old and for all types of journeys. As users become accustomed to EAPC's they travel further, more often and for more uses than they ever envisaged would be possible.

Our hire scheme has been refined over its three year life on an annual 'test, review and modify' basis. This constant improvement process was necessary to meet increasingly tougher targets set out in our three LSTF bids but as a result, our hire scheme has grown and improved and it now offers over 40 EAPC's and 60 pedal cycles for hire. Demand outstrips supply for all types of bicycle.

We believe that we have an innovative scheme because it is demand responsive and offers EAPC hire over a wider geographic area than would otherwise be achieved – for example by docking based projects which tend to be in fairly compact urban towns and cities. The application of the scheme over a wider area gives us a rich information base upon which we can further refine the project. It is also part of a package of transport measures being applied across Rotherham and South Yorkshire. These measures include:

- Cycle HUBs across the County (most have some EAPC hire capacity)
- Cycle training for users of pedal bikes and EAPC's
- Dr Bike servicing for all types of bike
- Cycle parking grants
- Sky Rides
- Bike It
- Bikeability
- Wheels to Work motorcycle hire
- Busboost free bus ticket trials
- Walkboost mapping and promotions
- Eco Driving training
- Inmotion marketing support

Rotherham Mobile Cycle HUB – How does it work?

Our current scheme is centred on providing a public EAPC hire via a purpose built Mobile HUB vehicle which visits town centres, district centres local businesses, colleges and events. It works as follows:

- All bikes are stored and maintained in our purpose built bike central store in Rotherham town centre.
- The HUB vehicle is operated by two full time bike specialists and transports a selection of 'try out' EAPC or pedal bikes to different places across Rotherham.
- Every HUB visit is well publicised using a mixture of local or on-site advertising, local radio, local press and on our purpose built website (www.journeymatters.co.uk).
- Visitors at the HUB receive information about EAPC's and pedal cycling. Often, local bike shops will also display bikes at the HUB and visitors can select to test any EAPC or pedal cycle with a fully qualified cycle trainer riding with them. During the ride they receive information about EAPC's and find out how to ride them efficiently. Our staff are very conversant with the advantages of EAPC's and always encourage potential users to ignore the 'cheating' comments! We sell the EAPC ethos on the fact that ever since the invention of the wheel, human kind has always looked to make travel quicker and easier. Why should cycling be any different – especially in a hilly area? Perhaps this ethos is why we do not seem to have a typical type of user for EAPC's.
- After a test ride, visitors can then sign up for a EAPC hire at the HUB via a standard hire agreement. A bike will subsequently be delivered to their home address where they will receive a further 1 hour on road training. It is important to take so much time and care both for the riders benefit and for the bike – EAPC's do have some

fragilities and it is best to have knowledgeable riders than to undertake many expensive repairs to crank drives and gear hubs! Note: delivering to a home address is also a good way of improving the chances of getting bikes back.

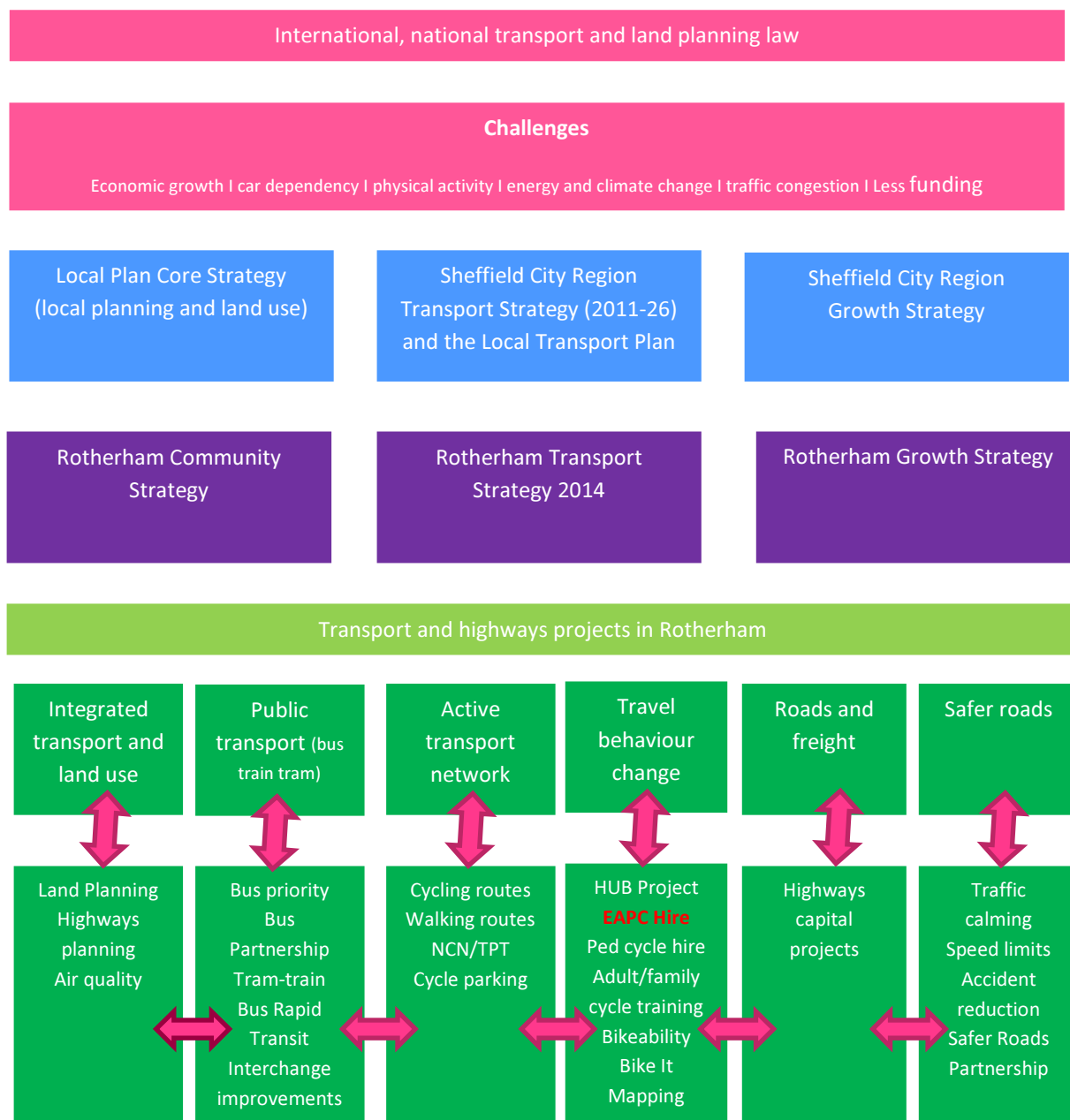
- Depending on need, riders can hire a bike for up to 3 months but we prefer shorter hires up to a month long. This gives users time to properly acquaint themselves with their bike – especially if a large part of their hire period is blighted by the unpredictable British weather – but also helps increase the turnover of hires.
- At the end of the hire, the bike is collected and the rider is asked to complete a user satisfaction questionnaire. An analysis of previous EAPC use indicates around 70% of EAPC use is for utility purposes (commuting, shopping, general transport by people of all ages). 28% of use is leisure and 2% is for health and rehabilitation purposes. Our HUB project is designed to stimulate EAPC use so riders are also offered a £100 voucher discount (currently funded via LSTF) at a local partner bike shop where they will also receive a further preferential discount of up to 20% off the advertised price. We see this as entirely similar to the Governments subsidy for electric car purchase.

The Mobile HUB is staffed with two trained bike specialists and carries ‘try out bikes’ along with publicity and information via traditional leaflets and maps. There are also 2 large TV screens where purpose made promotional videos are displayed. This is a high quality and welcoming environment. This innovative delivery model, whereby we bring our Mobile Cycle HUB into communities across Rotherham, has been in place since April 2015 and is already very successful. Uptake in our bike hire scheme has increased and demand for EAPCs is outstripping our current supply. The HUB is pictured below:



Where Does the EAPC Scheme Fit Within the Council?

Our Borough Transport Strategy sets out a framework for transport and highways projects in Rotherham. Our Hub and cycle hire project plays a key role in our travel behavior change package:



Source: Rotherham Transport Strategy 2015-26 (DRAFT)

Our Bid Proposal

Our bid is for a grant of £50,000. Our project is described below.

Currently, demand for EAPC hire in Rotherham exceeds supply. A stock of 40 bikes generates around 300 hires per annum. This includes short term hires but also includes longer hires of up to 3 months. We are keen to offer a bigger stock of bikes specifically for shorter hire periods and this is where we see the Carplus EAPC fund being able to help us. Our aim is to achieve increase our working EAPC bike stock to 70 units which will equate to 800 hires per annum. The increased bike stock will also enable us to increase the number of shorter term hires available for periods of up to 4 weeks. Based on current estimates, this will also generate an increase in local bike shop EAPC sales of between 15% and 20%

We propose to continue with the successful HUB project and to enhance the service it provides by adding more EAPC's to the fleet to meet the growing demand. We estimate that expanding the fleet by around 30 bikes will cost £37,500 (including accessories such as pannier, pumps, puncture repair kits etc.). We have negotiated trade deals with two large suppliers to gain maximum value for money and we would purchase EAPC's immediately after any funding is announced to ensure we have the units in place quickly. Our preferred technical standard is the Bosch 250w/400ah crank drive motor system. We find this unit to be very reliable and, as a consequence of an upsurge of EAPC sales in Rotherham, both of our partner bike shops, JE James Cycles and Fosters Cycles, will have Bosch trained mechanics and diagnostic systems available.

More bikes will mean more deliveries will need to be arranged, more repairs, more administration and we therefore wish to use around 25% of any grant for additional staffing. (£12,500 based on a grant of £50,000).

In addition to the EAPC hire through the Cycle HUB we will also use the funding received to establish satellite Community EAPC hire centres in local places across the Borough such as libraries, community centres, Council Offices and local businesses. We propose to have up to 3 older EAPC bikes in up to 6 locations. The hire of these bikes will be managed locally but will benefit from our full support. Bikes will be hired on a daily return to base basis. We propose to have these satellite locations in place by January 2016 ready for use in 2016/17. Our current HUB service framework will provide all of the necessary support and service for the 'EAPC stations'.

The EAPC HUB and satellite network will be advertised via the Mobile Cycle HUB website www.journeymatters.co.uk with complementary promotions and marketing through our promotions team at www.inmotion.co.uk Advertising will include social media, press and local radio as well as local poster and leafleting campaigns. A typical full page press advert for our current HUB project is shown on below:



Our Target Audience

As mentioned previously, we aim our current project at the travel to work and education / training market but evidence suggests that the EAPC hire (and sales) market is much wider than that. Universal marketing tends to lead to universal appeal which is our goal in Rotherham. We do not want to associate EAPC's with the elderly or sick because that does the whole market an injustice and will inevitably lead to stigmatisation of EAPC's – something we have been keen to avoid. From the last 3 years, we can identify these hire users:

- Absolute need – people who need cheap, affordable and immediate transport. This segment includes people looking for work, people who have found work but transport is an issue, people who may no longer be able to access a car.
- Environmentally aware – people who want to travel more sustainably.
- Try before you buy – people who are genuinely attracted to EAPC's but want to try them out before purchase.
- Older or less mobile people (many ex-cyclists)
- Leisure riders – people who just want to 'pootle'

In the main, our approach to EAPC hire is pragmatic – we promote utility cycling to provide transport and we find that a single message really helps sell the EAPC concept. We live in enlightened times and most people are now informed enough to make their own assumptions about cost, health, air quality, climate change. We do find that the barrage of

mixed messages often associated with cycling over has tended to conceal the main purpose of cycling – efficient transport for almost any purpose.

Case Studies

Feedback for our scheme has been excellent. The following is a typical example of a press release:

“Two men and their ‘Electric’ Bikes: *ROTHERHAM resident, Craig Burns, from Maltby has taken a different approach to his commute to work, by cycling on an electric bike. As part of the cycle scheme delivered by Rotherham Metropolitan Borough Council (RMBC) through the local Inmotion! project, Craig hired a Haibike XDURO (electric bike) for three months cycling a daily 16 mile round trip from his home to his place of work at Integrated Services, specialist division within Wolseley UK Ltd, in Rotherham town centre. As part of the scheme, Rotherham residents can hire a pedal or electric bike for up to 3 months through the RMBC and Inmotion! cycle scheme. Along with their free bike, all riders receive a full accessory pack (puncture repair, tools, lock, safety kit, pannier and bag). There’s also breakdown cover included, provided by Environmental Transport Association offering riders a service similar to that provided for car breakdowns.*

Participants can benefit from one-to-one coaching for riders who want to brush up their riding skills and feel more confident whilst riding on the road.

Craig said: “It’s an excellent scheme; I would recommend it to anyone. I didn’t cycle before and I wanted to try an electric bike before I bought one. It’s taken a while to build up my level of fitness, but now I cycle to and from work and ride at the weekend whilst out doing my shopping. I’ve cycled 1,000 miles and ride at least 5 times a week”. Craig added: “Using an electric bike makes it easier to ride up hills, it gives you a boost along the way. My health and fitness has improved as a result of cycling. I’ve lost two stone, saved over £50 on travel costs each month and I’m also doing my bit for the environment”.

Another scheme participant, Brett Ashton, from Kimberworth said: “It’s a fantastic and hassle free scheme, I was amazed at the quality of the electric bike and that all the safety equipment was provided. It is the perfect way to see how cycling works for you. I used to cycle seven miles to and from work, every day for two months and soon found my fitness and confidence building. The Raleigh Motus is a great bike for commuting very comfortable and easy to use. I’ve now purchased a bike and when I get home, I’m feeling less stressed from traffic and I’ve lost a stone and a half too”.

DELIVERABILITY

As set out in our scheme proposal the award of Car Plus EAPC funding will enable us to expand the range and number of EAPCs available in our public hire scheme delivered by our Mobile Cycle HUB.

The following programme sets out our ability to deliver the project:

Mobile Cycle HUB – What we deliver

The mobile HUB is a fully branded display vehicle. It is intentionally has a high quality image and we believe this has helped its success. The HUB has an opening side which when open, reveals workspace and seating with high quality fittings – we set out to achieve a car showroom finish because all too often, cycling is promoted on a shoestring budget and it usually shows! (The HUB even has LED colour changeable deco-lighting). The HUB also has space for bikes, tools, spares, poster space, and TV's for promotional videos. The vehicle has an in built power generator meaning it can be deployed almost anywhere. Image is important and all HUB staff wear branded clothing. In fact, we discourage Lycra in the HUB. Instead we want to encourage casual cycling in casual clothes.

The HUB can be driven on a standard car licence. It visits many places across the Borough. Being mobile, it can visit any area (urban / rural / private / public) at any time so long as there is somewhere to park the HUB. It visits some places on a regular weekly basis e.g. busy town and local centres. It also visits businesses to directly target commuters. Services provided via the HUB van include – EAPC hire, pedal bike hire, information material, training bookings, test rides, Dr Bike, bike displays, examples of pedal and electric hire bikes, bike security marking, basic bike fitting and any other offers. Two full time staff are employed to deliver all of the HUB services.

Mobile Bike Hire with Cycle Training

It is not practical store a full display of hire bikes within the HUB and attaching a trailer would mean it couldn't be driven on a standard car licence. It's also not practical to have a dedicated cycle trainer in the HUB at all times because they may not be called upon regularly enough to justify the cost.

We have a solution to this dilemma. The hire scheme operates from a central store (not open to the public). When requests for a hire are received and approved, bikes and accessories (panniers, locks, puncture repair, tools, reflective clothing etc.) are delivered by a liveried van direct to a customer's door. There, they sign a hire agreement and receive basic information about their hire bike. They also receive a free cycle training session. Once the hire period is over (or they no longer require the bike) we arrange to collect it from them. The bike is checked, repaired if necessary and put back into the hire fleet.

Cycle training is also co-ordinated through the HUB bike hire service because many training requests arise from bike hire enquiries.

All of the elements to deliver a public EAPC hire scheme are in place and the additional funding will enable us to successfully expand this offer.

Sustainability

Our current delivery partner, Heeley Development Trust also operates a “Re-cycle Bikes” initiative. Older bikes are taken to their repair centre where mechanics and volunteers re-cycle them into rideable bicycles. Already we have established that many hub driven EAPC’s can be converted to pedal power alone and we are keen to look at how other EAPC’s could be recycled. We would include some EAPC recycling feasibility research as part of this bid. Financial sustainability is covered in the next section

FINANCIAL AND FUTURE SUPPORT

In 2015/16 the HUB is fully funded to deliver the LSTF cycling and active travel objectives. The additional £50k grant funding being sought will deliver the objectives of Car Plus and the DfT via the EAPC Bid. Although our bid is primarily designed to meet demand for EAPC’s in Rotherham (and to demonstrate their advantages), we are quite open to testing any ideas that DfT and Carplus may propose via the HUB.

IDENTIFIED COST	2015/16 (£)	2016/17 (£)	2017/18 (£)	2018/19 (£)
HUB vehicle capital	60,000	Nil	Nil	Nil
HUB vehicle running	4,000	4,200	4,400	5,000
HUB vehicle staffing*	52,000	53,040	54,100	55,180
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Internal set up costs / m’mnt	50,000	5,000	5,000	5,000
TOTAL COSTS	264,230	81,694	83,183	100,597
	345,924			
INCOME				
LSTF	290,000		n/a	n/a
EAPC bid	50,000		n/a	n/a
LTP	Nil	5,924	LTP contribution towards HUB capital costs (up to £25k/yr)	
Travel Plans Etc.	Nil	Nil	It is forecast that approx. £40k/yr could be generated	
Other tbc	Nil	Nil	Appropriate grant contributions would be sought (local or national)	
Income from hire charges	Nil	Nil	Up to £10k/yr from hire charges	
TOTAL INCOME	345,924***		83,183	100,597

*Includes day to day maintenance ** Non-standard repairs.

*** The appropriate contractual arrangements are currently being considered for delivery in 16/17.

Funding received from the EAPC grant would be spent and committed by March 2016. Given the overall levels of grant funding available in 2015/16 we are currently considering the contractual arrangements that are required for delivery in 16/17 and beyond. Any tender process will undertake a due diligence process on the companies involved. Upfront payment for future year's delivery will be considered carefully through this process.

Future Years

For future years RMBC will embed the HUB and EAPC hire into the Council's Travel Planning process. In effect, property developers who are required to publish and implement a travel plan as part of their development will be offered the option of funding and hosting the HUB and EAPC hire to fulfil some or all of their Travel Plan obligations. As an incentive, the cost of the HUB and EAPC hire will be lower than that of traditional Travel Plan solutions and in some circumstances, agreeing to make funds available to host the HUB and EAPC may entirely negate the need for a Travel Plan (depending on the scale of development). We estimate that this approach could raise in excess of £40k per annum from 2017 onwards.

We will also estimate that up to £20-25k per annum will be available via Local Transport Plan funding for capital costs in future years. We recognise that at some point, EAPC's will need to be gradually refreshed and we intend to fund this via LTP. The introduction of hire charges will be considered in 2018/19 on the basis that as the popularity of EAPC's grows, people will see the advantages of EAPC's as bona fide transport and charges will be more accepted by the public. We will, of course, continue to bid for grant funding for the HUB and EAPC project.

As the major costs of setting up the HUB will be borne by the project this year (vehicle and equipment purchase) we are looking at the ways to ensure that the Mobile Cycle HUB LSTF investment is sustainable beyond March 2016. As the sustainable transport, road safety and health agendas, goals and objectives overlap significantly this would provide a great opportunity to promote active travel, road safety and health jointly to a wide ranging audience at locations throughout the borough. The potential to fund such initiatives through the HUB is something that we would like to explore for 16/17.

It would make good sense to use the HUB for other purposes during months when cycling demand is low. Use of the HUB could be directed towards winter road safety, health and diet etc.

Targets and Monitoring

Our proposed targets are based around those developed for the LSTF bidding process but with extended outcomes that assume a successful EAPC bid. We base the targets on the combined effect of both funding streams.

Project	Outputs	Outcomes	Outcome Evidence
Bike Hire	2015/16: 300 minimum 2016/17: 800 minimum	75% continuing to cycle (60% car drivers) (TBC)	Based upon survey results from previous try cycling to work schemes.
Distance cycled per month per hire (pedal bikes):	Existing: 96 miles	Total annual mileage 96 miles x 12 months x 60 bikes: 69,120 miles Direct CO2 saving 18T 300 new commuters saving 70T of CO2	Based upon sample surveys of bike hire users and average hire frequency (note: this target should be exceeded as bike fleet grows)
Distance cycled per month per hire (electric bikes):	Existing: 155 miles	Total annual mileage 155 miles x 12 months x 70 bikes: 130,200 miles Direct CO2 saving of 40T 400 new commuters saving 90T of CO2	Based upon sample surveys of bike hire users and average hire frequency (note: this target should be exceeded as bike fleet grows)
Cycle Training	300 participants	Improved confidence/ skills	Based on no of hire that include cycle training.
Guided Rides (Sky Rides) South Yorkshire	A minimum 110 rides in South Yorkshire. 220 Breeze and Social Cycling Group Rides. 50 cycle routes mapped 150 ride leaders A throughput of 1,400 to 2,550 cyclists.	Over 800 new commuters A saving of 186 tonnes of CO2 Over £180,000 value to the local cycling economy 55% of participants will cycle more often.	British Cycling to provide this.
Dr Bike Sessions (stand alone or with HUB)	70 minimum	10 bikes safety checked/ minor repairs per session	Based on previous years sessions.
Cycle Maintenance Training Sessions (stand alone or with HUB)	12	8 participants per course	Based upon number of participants on maintenance courses in Sheffield.
Cycle Initiatives Grant	4 grants minimum	4 business/ community cycling initiatives.	Where possible, EAPC parking and storage will be prioritised.
Bike Try Out Roadshows (Subject to separate tender / quotes)	5 (including EAPC promotion)	1000 people engaged. 5% taking up cycle training.	Based upon previous bike try out road shows

Risks and Uncertainties.

Future Funding:

Forward funding of projects is always problematic especially in today's climate of Government austerity measures. We have set out a very robust forward plan for EAPC hire for 15/16 and 16/17. Our proposals to fund EAPC hire via developer contributions and the Travel Plan process may take time to bring on line. Although developments that are large enough to support a visit from the HUB may be approved, there is always a time lag between planning approval and construction/letting and hence delayed income from developer contributions. We estimate that successfully introducing the HUB into the Travel Plan process after accounting for planning time lag will take around 18 months. Any bid awarded will be committed in 2015/16.

Contractual arrangements:

Currently RMBC has a one year contract with partner Heeley Development Trust to provide staffing and services at the HUB. This contract will require re-tender if it is to be extended into 2016/17 and beyond. Although HDT have performed well, there is no certainty that the same partner would be maintained. This presents a risk because the handover of contracts often results in unforeseen delays. Any required tender process would specify the same level of service as that currently provided and will be completed before February 2016 to allow sufficient time for a smooth handover. All of the procurement for our LSTF Mobile Cycle HUB was undertaken so that delivery could successfully commence on the 1 April 2015. Procurement risk is therefore considered low.

Future Income:

As for many bidders, the impact of Government austerity cuts has not yet been fully calculated. Similarly, part of our funding programme relies on some modest income from new developments and the associated Travel Plan process but the effect of Government policy on the scale and speed of new housing and industrial development delivery is, as yet, unclear. Projected incomes could therefore rise or fall. Nevertheless, we have put forward a robust financial realistic financial proposal.

We have made no assumptions about the availability of any future cycling grants that may assist the development of the EAPC hire project. Strong bids will be made by RMBC to support the EAPC hire should further grant funding become available. In addition, other local and national funds will be considered, such as Safety Camera Partnership funding or local public health funding, and where appropriate these will be sought to support the HUB/EAPC project beyond 2016/17.

BID SUMMARY

Bid Summary: Bid vs Assessment Criteria

	Assessment Criteria	Bid Detail
Strategic Case	Contribution to programme priorities (health, communities, emissions, space, congestion, behaviour change, enhancing complementary schemes.	EAPC hire offered to cardiac rehab patients. Hire linked to Skyrides and voluntary led rides. Emissions (CO2) and miles saved (congestion) provided in Targets summary. HUB provides many complimentary schemes such as pedal bike hire, Dr Bike, rider training. HUB visits many communities.
	Number of EAPC's and anticipated users.	70 minimum EAPC's with 800 annual hires (users)
	Clear Statement of Senior Level Support	See Strategic Case text in bid
	What sorts of people are attracted to EAPC's and what are key drivers compared to pedal cycles?	Our current data suggests that there is no target market or typical EAPC user. Our promotion strategy is very much 'across the board' and we find this generates interest from most user groups.
	What sort of Journeys do people make using EAPC's compared to pedal bikes?	On the whole journeys are similar but are longer and made more often.
	What are the implications for integrating with car clubs, public and community transport?	We have an integrated local transport plan. Secure cycle parking is available at most interchanges and we have a rolling programme of secure cycle parking provision which will be aligned to the EAPC project.
	Place context and scale. What leads to scheme success? How might outcomes be optimised in urban <u>and</u> rural areas? How are schemes optimised through rail corridor, workplaces and in residential or leisure contexts? How does this compare to standard bike schemes?	Our insistence that the HUB should provide a quality image (similar to that of a car showroom) has helped progress the project. it is a professional offer designed specifically to encourage people to try EAPC's and bicycles. There are few constraints or requirements put on our customers and we believe that this combined with our professional approach creates a good deal of trust and goodwill. Our mobile HUB approach means we can access urban <u>and</u> rural areas with ease. Hires are optimised through workplaces because the HUB is often located at large employers such as Capita, Eon, Maplin, Next Distribution, Rotherham Hospital. The HUB is also deployed at leisure focal points such as The RSPB Wetlands centre, Country Parks and so on.
Evidence of partner experience, market research, feedback from potential users. Analysis of proposed usage e.g. business and leisure use.	Our partners include Heeley Development Trust (who work across South Yorkshire on cycling projects), Barnsley MBC (where we deploy the Hub once each week), local bike shops (who display at the HUB, offer staffing at events and benefit from sales referrals). An analysis of previous use indicates around 70% of EAPC use is for utility purposes (commuting, shopping, general transport). 28% of use is leisure and 2% is for health and rehabilitation purposes.	
Deliverability	Deliverability of the project within the specified timescale and budget.	RMBC and www.journeymatters.co.uk
	Operational details including specific details of where EAPC's will be stored, how people will access them, details of delivery partners, tried and tested operational models.	EAPC's will be stored at our purpose made secure bike storage at Riverside House, Rotherham. The storage has re-charging and repair facilities. Motor system repairs are undertaken by two local bike shops with Bosch trained mechanics. We propose to increase EAPC stock and promotion at our mobile HUB by about 30 bikes so people can access them at various locations across the Borough. At the same time, we will offer 6 local managed satellite EAPC hire stations to local communities. We wish to test this concept to determine if it is more convenient and/or cost effective than the HUB.
	Track record of organisations in delivering similar projects	Both ourselves and our partners (Heeley Development Trust and www.imotion.co.uk) have extensive experience in promoting and delivering EAPC and bicycle hire. This is demonstrated throughout our bid.
	Identification of key risks to delivery and planned measures for mitigating risk.	No key risks are unmitigated. See Risks and Uncertainties in the bid.
	Key outputs / deliverables of the project and indication of how success will be monitored.	See Targets and Monitoring in the bid
Financial	Value for money.	There is a substantial element of match fund via LSTF in 2015/16 and from LTP and developer contributions in future years.
	Proposed match funding.	
	In kind support from partner organisations or other stakeholders.	
	Details of proposed business model ensuring all likely costs are considered.	Refer to Bid
	Details of long term sustainability of the project post April 2016	Costed delivery plan to 2018/19 included in bid.
Any financial risks and planned mitigation	Future uncertainties remain over Government austerity cuts and income from developers.	



Appendix B

Yorkshire Bank Bike Libraries in association with Welcome to Yorkshire

Submission for funding**General Information**

Name of organisation/organising body	Rotherham Metropolitan borough Council
Lead Contact	Paul Gibson
Address including postcode	Rotherham Metropolitan Borough Council Riverside house Main Street Rotherham S60 1AE
Email	paul.gibson@rotherham.gov.uk
Office tel	01709 822970
Mobile tel	N/A
Website (if applicable)	www.rotherham.gov.uk
Local Authority Area	Rotherham
Grant amount requested (This can be up to £10,000 depending on your plans)	£9,300
Are you a charity? Please supply registered charity number.	No
Are you already in receipt of grant/government funding? Please detail.	Yes. Local Sustainable Transport Funding for our mobile cycle HUB.
How long have you been trading for, be it as a charity or community agency?	N/A



PROJECT OVERVIEW

Description of Bike Library

Please provide an overview of the bike library. Please specify the activities you will deliver and audience you will target. What does the bike library look and feel like – e.g. when will it open, will you operate a basic loan scheme where children take the bike home with them or will you offer organised weekly activities at a set location. Where the bike library is an expansion of your current enterprise, please be clear how this funding contributes to activity over and above what you already do.

Rotherham MBC operates a public pedal and electric cycle hire scheme which has been funded by the Local Sustainable Transport Fund (LSTF) for the last 3 years. Our hire scheme was developed over the three tranches of Local Sustainable Transport Funding that have been awarded to South Yorkshire from the end of 2011 until March 2016. Initially, the hire scheme was designed to assist the travel needs of people who were looking for work (or needing travel to stay in work) but this soon expanded to include people who were already in work (commuters). Our hire scheme is now centred around a high quality, purpose made mobile cycle hire HUB vehicle which also offers other cycling related services (Dr Bike, rider training, information). The HUB is staffed with two full time bicycle specialists and it visits public places, local businesses, galas and events across the Borough to offer bike hire. It is hugely successful and currently offers around 100 pedal and electric bikes for hire.

Our hire project is also part of a package of sustainable travel measures which include:

- *A mobile cycle hire HUB.*
- *Adult and family cycle training- offered for free to all residents and businesses.*
- *Sky Rides and led rides for adults and families- available for free to all participants at locations across Rotherham*
- *Bike It.- An active programme of cycling events and activities in schools.*
- *Bikeability- delivered within schools in the borough.*
- Dr Bike- free servicing and repairs for all types of bike.
- Cycle parking grants- to businesses across the borough.
- Wheels to Work motorcycle hire.
- Busboost free bus ticket trials.
- Walkboost mapping and promotions.
- Eco Driving training.
- Inmotion marketing support.

Those measures above shown in *italics* have had a significant effect on demand for bikes for children. Some adults using our pedal and electric bike hire also wish to hire a bike for their child, we have found it would also be useful to have hire bikes available for our led rides, Sustrans Bike IT project and Bikeability programmes that also generate demand. We would therefore like to add children's bikes to our already successful bike hire scheme for adults.



Our cycle hire project is supported by a purpose made website (www.journeymatters.co.uk) but currently our project only includes bikes suitable for people over 16 years old. We propose to use Yorkshire Bank Bike Libraries funding to purchase a range of children's bikes which could then be hired to children and teenagers under 16 years old free of charge. We propose to offer bikes for hire for up to 3 months to encourage longer term use. We also propose to make children's bikes available for use at our existing weekly activities such as led rides and cycle training sessions. We will make full use of our existing HUB vehicle, staffing and service to promote, transport and maintain the new fleet of children's bikes as part of our bike library.

We also propose to set up a bike recycling service where old and unwanted bikes would be donated to the cycle HUB and repaired by our qualified bike mechanics (via our delivery partners at Heeley Development Trust and Re-cycle Bikes) and then loaned or given to children who need them.

Most bikes that are hired will be delivered to the child's home address at a convenient time or can be collected from the cycle HUB. The child's parent or guardian would need to be present during the bike handover and to sign the loan agreement form on behalf of the child. Cycle training would be offered to the participant hiring a bike during the handover process. An additional cycle training session would also be offered if required.

A photo of the cycle HUB is attached.

Who are you targeting your bike library at? Please tick all that apply.

0-4

5-11

12-16

Families

Project Timetable

Please include start date and key milestones. How often will you deliver? E.g. every week, every month. Timing of sessions e.g. Friday evening from 19:00-20:00. Length of sessions? End date (if applicable).

This proposed enhancement to our existing cycle HUB services could start when funding is received.

Bikes would be purchased and built immediately and a promotional campaign would begin to encourage people to access them via the HUB. At the same time, people will be asked to donate old or unwanted bikes to the cycle HUB to be recycled. It is anticipated that bikes would be available for hire two to four weeks from when funding is received.

The cycle HUB will be at pre booked locations 5 days per week, many of these are on a regular schedule of visits which along with other events are well advertised on our journeymatters.co.uk website. Schools and family events would be incorporated into this schedule. The opening hours of the cycle HUB can be flexible depending upon the schools needs or the timings of an event.

Bike hires would be for up to 3 months in line with our adult bike hire project. From previous experience we have found that shorter hire periods of 3 to 4 weeks are not always long enough to encourage regular cycling especially where riders need to build skills and confidence. The hire would also allow children to regularly cycle to school where possible.



Location of Bike Library and Donation Station

Please list the specific sites that you will operate your bike library from. Please also include sites for donation stations.

The cycle HUB currently operates from a range of public sites throughout Rotherham, including Clifton Park near Rotherham town centre, St Anns Leisure Centre and RMBC Riverside House. Every Tuesday the cycle HUB is located in Rotherham town centre. Other public sites will be added when they are confirmed. The cycle HUB will also attend family events and galas, schools and colleges. Bikes can be donated to the cycle HUB at any site for recycling.

We also have a purpose designed bike store and workshop in Rotherham (Riverside House) and Sheffield (Heeley Development Trust) where hire (and re-cycle) bikes are stored and maintained prior to delivery.

Bike Maintenance

Please specify how you will manage the maintenance and repair of bikes. Do you have staff or volunteers that are trained to a recognised industry standard?

Bikes will be maintained and repaired by our existing cycle HUB staff who are Cytech qualified mechanics. Bikes will be given a service and safety check before they are hired to an individual.

Staffing

How will the project be managed and staffed? How many staff or volunteers are expected to be part of the project? Where the project relies on significant support for staffing costs it is important to show sustainability of the project once the funding comes to an end.

As this is an extension of our existing cycle HUB services this would be managed and staffed by our existing staff. There is currently a HUB Coordinator and Assistant HUB Coordinator who operate the HUB and deliver the services.

The cycle HUB and existing services are currently funded through the Local Sustainable Transport Fund until April 2016. We are investigating other funding sources to continue this project beyond April 2016 including contributions from developers and businesses as part of their travel plan obligations. The HUB would then visit new developments and businesses to promote the services on offer to encourage cycling. Contributions from public health are also being investigated and possibly a small charge for our adult bike hire service in the future.

Marketing and Engagement

How are you going to engage and communicate with your target audience? How will you encourage donations? How will you promote the bike library to encourage children to use the library?

We already have a successful promotional campaign to encourage the take up of our existing bikes by Rotherham residents and workers and already have a waiting list, this would be adapted to also encourage bike hire by children and bike donations.

We would actively promote free bike hire and encourage bike donations in schools with leaflets,



posters, and information in school newsletters. Our Sustrans Bike IT officer would also promote the free bike hire to children at schools. Bikes would also be offered to schools undertaking Bikeability for pupils who do not have a bike.

Adverts would also be placed in local newspapers such as the Rotherham Advertiser. Adverts on local radio would also be considered. The cycle HUB will also attend family events and galas and is its self a strong promotional tool. Posters and leaflets would also be distributed at key family destinations such as leisure centres, and country parks in Rotherham. We would also work with our marketing colleagues at inmotion who promote all our LSTF projects, to promote child bike hire and bike donations through adverts and promotion on social media, which would also be promoted through our council communication channels..

Annual Targets

Please include the number of loans and number of bikes donated. You must give reasoning behind the figure provided.

Based on current HUB use and our plans for a fleet of up to 40 bikes, we estimate 150 loans per annum could be achieved along with the donation of 50 bikes for re-cycling.

Sustainability

It is not the funds intention to provide all funds for a project. Each successful project needs to demonstrate a degree of financial sustainability once the fund comes to an end.

The mobile cycle HUB and services are funded through the Local Sustainable Transport Fund until April 2016. We are investigating other sources of funding to continue this project beyond April 2016 and we are confident that funding will be in place for 2016/17. In effect, the Bike Libraries project would access and benefit from £290,000 of support and match funding via our existing projects over the next two years. By 2017/18 we will have embedded the HUB concept in our travel planning process which will then generate an estimated £40,000 annually from developers. With additional contributions from our Local Integrated Transport funding, we are confident the hire scheme will be sustainable. Contributions from Public Health, the Car Plus EAPC bid and any available future grants will also be pursued. We may also look at charging for our adult bike hire in the future however this is unlikely until 2018 at the earliest.

Track record

Please tell us if your organisation or partner organisation has had any experience in delivering projects of this scale/nature in the last five years (max 300 words).

Through our partners, Heely Development Trust and local bike shops, we are currently delivering a very successful adult bike hire project from our mobile cycle HUB with demand for bikes outstripping supply.

Between 2012 and 2015 RMBC oversaw and delivered long term adult bike hire to almost 500 Rotherham residents and workers along with 150 short term hires.

Heeley Development Trust also has much experience of bike hire and recycling old and unwanted bikes donated to them which are currently refurbished and repaired, and sold. This project could be adapted to refurbish and repair child bikes to be available for free bike hire.



The HUB is available to view on most days and potential funders are welcome to come along to Rotherham to see it for themselves.

Should your application not be successful, please tick here if you are an existing cycling enterprise and would like to be considered for the non-funded element of the project. The focus on this element of the scheme is on providing valuable marketing support not direct financial support.

Further information:

- Please consider how your proposal relates to the key objectives, detailed in the Submission Guidelines.
- Please base your planning on the assumption that successful bids for funding will be allocated at the start of October 2015. Projects will run for 12 months.
- Yorkshire Bank Bike Libraries in association with Welcome to Yorkshire is a three year initiative. Whilst we will accept subsequent funding applications for the following years, there is no guarantee that funding will be awarded. When forming your application you must therefore consider the sustainability of your project once funding from Year 1 has come to an end.
- All successful applicants must agree to adhere to the Bike Library Charter as a condition of providing Bike Library schemes.

Other documentation required:

- Please attach your budget as a document in Microsoft Excel format showing anticipated monthly expenditure for the 12 months from April 2015 until April 2016.
- Attach copies of letters of permission if you intend to use someone else's land/buildings.
- You can attach up to five jpeg files supporting your project, such as visuals, photos, sketches or mock-ups. (Please note this is optional and may not be relevant to all submissions).
- You can supply examples of previous community engagement work. These can be up to five jpeg files (maximum 3mb each) and no more than two web links to videos.

PLEASE EMAIL YOUR COMPLETED DOCUMENT AND ANY ASSOCIATED IMAGES AND DOCUMENTS THAT HAVE BEEN REQUESTED TO ltattersley@yorkshire.com by Friday 24th July 2015, to be considered as part of the first round of funding allocations. All submissions will be acknowledged within 5 working days. If you do not hear from us within this timeframe please contact us to check your submission has been received.