

North Yorkshire County Council

Business and Environmental Services

Executive Members

29 May 2020

Department for Transport Bus Related Funding

Report of the Assistant Director – Transport, Waste and Countryside Services

1.0 Purpose of Report

- 1.1 To update the Corporate Director, Business and Environmental Services (BES) and BES Executive Members on the Department for Transport (DfT) bus related funding opportunities and proposals for bidding for the same.
- 1.2 Following consultation with the Corporate Director, Business and Environmental Services, the Corporate Director Strategic Resources and the Assistant Chief Executive (Legal and Democratic Services) to seek authorisation from the Executive Member for Access for the submission of the Statement of Intent, at Appendix B, to enable release of Supported Bus Services Funding together with authorising the Corporate Director Strategic Resources to accept the funding; and
- 1.3 Following consultation with the Corporate Director, Business and Environmental Services and the Corporate Director Strategic Resources to seek authorisation that the Executive Member for Access for the submission of the funding bids for the Rural Mobility Fund to the DfT in line with proposals outlined in Appendix C, together with authorising the Corporate Director Strategic Resources to accept the funding should the bids be successful.

2.0 Background

- 2.1 In November 2019 Government announced £220m of funding for bus based public transport through the Better Deal for Bus Users. On 7 February 2020 further details on the allocation or application process for the various programmes were released.
- 2.2 There are four areas of funding available, summarised below. Further details can be found in the background documents.
- 2.3 Supported Bus Services Funding
Funding is being allocated to Local Transport Authorities (LTAs) as revenue support to help them provide more bus services in their area. A subsequent letter from the Department for Transport dated 9 April 2020 confirmed that local transport authorities are allowed to use some or all of their allocations to retain or restore bus services affected by the outbreak of Covid19. The council has been allocated £757k.
- 2.4 Key Dates:
13 March 2020 Deadline for submission of Statements of Intent for funding from 1 April
26 June 2020 Latest date for submission of Statements of Intent

- 2.5 **Rural Mobility Fund**
Successful bids will receive a share of £20 million to trial new on-demand services or to improve existing services in rural and suburban areas. The aim is to deliver transport solutions that work better for local residents, as well as reduce the overall cost to the public of providing local transport in these areas.
- 2.6 **Britain's First All-Electric Bus Town**
Local areas will be able to apply for funding to become Britain's first fully electric bus town. The winning area will receive up to £50 million to help pay for a brand-new fleet of electric buses associated infrastructure and promotion and monitoring.
- 2.7 For both funds there is a two-phase application process:
- 2.7.1 Phase 1: this is an Expression of Interest stage where Department for Transport (DfT) will assess demand responsive transport solutions on the need for funding, nature of the challenge, the strategic ambition for what the transport solutions could achieve for residents and the proposed solution
- 2.7.2 Phase 2: Funding decisions will be based on final proposals. More mature projects which could start operations promptly could be fast-tracked for support.
- 2.8 **Key Dates:**
4 June 2020 Deadline for Expressions of Interest
Summer 2020 Announcement on shortlisted places moving to Phase 2
Summer/Autumn 2020 Deadline for Business case submission for shortlisted Places
- 2.9 **Superbus Fund**
The council is not eligible to bid for this funding.
- 3.0 Consultation and Application Proposals**
- 3.1 There are specific requirements related to consultation in the supporting guidance for Supported Bus Services Funding:
- 3.1.2 Local authorities should demonstrate that their proposals reflect the needs of local communities. They should also confirm that all of the authority's current local MPs were consulted in reaching a decision on how to use the funding and indicate the extent to which the intended approach meets their aspirations.
- 3.1.3 Local authorities should also demonstrate engagement with the public about the use of this funding. This could be through any work done specifically for this funding, such as consultation of residents and local bus users, or by drawing on other recent work, including but not limited to bus network reviews, wider transport strategies, or public engagement. Responses relating to public engagement should be proportional to the quantum of the funding allocation received by a local authority.
- 3.2 There are no specific requirements to undertake consultation in the supporting guidance for Rural Mobility Fund other than to encourage local authorities to develop and deliver proposals working in partnership with a number of stakeholders.

- 3.3 The supporting guidance for Britain's First All-Electric Bus Town states that letters **must** be provided from all operators in the proposed area, indicating at least 5 years of commitment to operating an all-electric fleet in the area. Letters of support should be sought from other relevant bodies, depending on the structure and requirements of the bid; for example, other tiers of local government, a Local Enterprise Partnership, or power supply companies. The bid submission should also set out any public consultation or third-party permission that will be required (e.g. for infrastructure) as part of the deliverability plan.
- 3.4 At this stage it was therefore appropriate to consult stakeholders for their proposals and suggestions for the Supported Bus Services Funding and Rural Mobility Fund. The template consultation documents are detailed in Appendix A. A total of 77 responses were received with requests or suggestions for support, for either tranche of funding. Many of these included multiple requests; in total 115 suggestions were put forward. Whilst many of the requests did not include costs it is estimated in total, requests were submitted for around £7m, assuming costing reflects the intention of the submissions.
- 3.5 Engagement has also taken place with the county's local MPs in accordance with the DfT guidance documents.
- 3.6 Whilst funding is being allocated to LTAs as part of the Supported Bus Services Funding, to release it a statement of Intent to confirm how the funding will be applied must be completed. A copy of the document to be submitted can be found at Appendix B.
- 3.7 The council intends to bid for funding to the Rural Mobility Fund. Further details on the proposed bids can be found at Appendix C.
- 3.8 The council does not intend to bid for funding to Britain's First All-Electric Bus Town Fund due to the commitments required at section 3.3 above combined with the considerable amount of match funding required. Harrogate Borough Council was included in this decision.
- 3.9 The council is not eligible to bid for Superbus Fund and will therefore not be submitting a bid.

4.0 Equalities

- 4.1 Consideration has been given to the potential for any adverse equality impacts arising from the recommendations of this report. It is the view of officers that the recommendations included in this report do not have an adverse impact on any of the protected characteristics identified in the Equalities Act 2010 and an EIA screening form is attached as Appendix D.

5.0 Finance

- 5.1 There are no significant financial implications associated with the decision to submit bids to the DfT. The council may seek support from consultants on the bid submission documents, the estimated cost of which is £40-50k. This will be funded from BES Scheme Development budget (70020).
- 5.2 However, there could be financial implications associated with any future acceptance of a grant and/or funding offer from DfT. If applicable further details will be contained in any report recommending the acceptance of funds.

6.0 Legal

- 6.1 Consideration has been given to the potential for any legal implications arising from the recommendations of this report. It is the view of officers that the recommendations included in this report do not have any significant legal implications.
- 6.2 The recommendations contained in this Report will enable the County Council to continue to fulfil its statutory duty under Section 63 of the Transport Act 1985 and subsequent amendments.

7.0 Recommendations

- 7.1 Following consultation with the Corporate Director, Business and Environmental Services, the Corporate Director Strategic Resources and the Assistant Chief Executive (Legal and Democratic Services) that the Executive Member for Access authorises the submission of the statement of Intent, at Appendix B, to enable release of Supported Bus Services Funding together with authorising the Corporate Director Strategic Resources to accept the funding; and
- 7.2 Following consultation with the Corporate Director, Business and Environmental Services and the Corporate Director Strategic Resources that the Executive Member for Access authorises the submission of the funding bids for the Rural Mobility Fund to the DfT in line with proposals outlined in Appendix C, together with authorising the Corporate Director Strategic Resources to accept the funding should the bids be successful.

IAN FIELDING
Assistant Director
Transport, Waste and Countryside Services

Author of Report: Cathy Knight

Background Documents:

[Supported Bus Services Funding](#)
[Rural Mobility Fund](#)
[Britain's First All-electric Bus Town](#)
[Superbus Fund](#)

**North Yorkshire County Council
BETTER DEAL FOR BUS USERS – FUNDING FOR SUPPORTED BUS
SERVICES
2020/21**

SECTION 1: THE OPERATOR/STAKEHOLDER	
Name of Operator/Stakeholder Organisation	
Name of Service Improvement Proposal	
Main contact name	
Position in Organisation	
Telephone	
Email	
SECTION 2: THE SERVICE PROPOSAL	
2.1 Name and Description of the proposed Bus Service improvement(s)	
2.2 Which of the following applies to this proposal	Improve current supported bus service <input type="checkbox"/> <input type="checkbox"/> Improve current commercial bus service <input type="checkbox"/> <input type="checkbox"/> Restoration of a lost bus service <input type="checkbox"/> <input type="checkbox"/> New bus service <input type="checkbox"/> <input type="checkbox"/> Other <input type="checkbox"/> <input type="checkbox"/> (please give details below)
2.3 Please provide details of the proposal :-	

<p>2.4 Please provide a statement/information as to how the proposal will improve access/meet the needs of local communities</p> <p>What evidence do you have to support the need for the proposal?</p>	
<p>Section 3: Financial Information</p>	
<p>3.1 How much funding is required to support the proposal</p>	
<p>3.2 Will you as the operator/stakeholder be making a financial contribution to the project (Yes/No and amount)</p>	
<p>3.3 Please provide a simple financial breakdown of the proposal costs</p>	
<p>3.4 Please provide details of how this proposal would be funded/sustained beyond April 2021</p>	

North Yorkshire County Council

BETTER DEAL FOR BUS USERS – RURAL MOBILITY FUND

THE OPERATOR/STAKEHOLDER	
Name of Operator/Stakeholder Organisation	
Main contact name	
Position in Organisation	
Telephone	
Email	
Project Name	
SECTION 1: AREA OF OPERATION	
1a Name the area in which the demand responsive services will operate.	
1b Explain how the area meets the eligibility criteria against either the definition of rural areas or suburban areas. This should also include any link to urban areas that the services will provide access to.	
SECTION 2: CHALLENGES	
2 Please explain the challenges local residents currently have accessing services within the proposed operating area.	

SECTION 3: PROPOSAL DETAILS

3 Please provide details of the proposal. This should:

- Explain how the services would enhance the opportunity of local residents in accessing education, employment, healthcare, and other services as well as enabling greater social inclusion, or improve the experience of or offering to passengers through improving bus journey times, destinations, reliability, providing weekend or evening services, etc. It should show how this option would compare with and be better than a traditional bus service.
- Include an estimate of the potential demand for the services, and thus the size of the fleet and the type of vehicles to meet that demand.
- Evidence should also be provided as to how the service (or its benefits) might be maintained, and become sustainable in the long-term.
- Demonstrate diversity of passenger groups, making the proposal distinct from dial-a-ride and community transport services.

3 How much funding is required to support the proposal? This should include:

- Total funding required for the proposal
- Any contributions from stakeholders or project partners

SECTION 4: TIMESCALE

4 Please provide a timescale for implementation.

Statement of intent form

Section A: Contacts

1. What is your local authority name?

North Yorkshire County Council

2. Name and contact details of the reporting officer:

Catherine Price
catherine.price@northyorks.gov.uk

Section B: Funding Requirements

3. What do you intend to use your funding allocation for? Tick as many as applicable.

- A. Improve current supported bus services
- B. Restore lost bus services
- C. Support new bus services or extensions to current bus services
- D. Other

If you ticked A, please provide details of how much of, and how, your funding allocation will be used to improve current supported services:

If you ticked B, please provide details of how much of, and how, your funding allocation will be used to restore lost services:

If you ticked C, please provide details of how much of, and how, your funding allocation will be used to support new services or extensions to current services:

If you ticked D, please provide details of how much of, and how, your funding allocation will be used for other purposes:

Prior to the Covid19 pandemic a consultation exercise was carried out with a number of key stakeholders to inform how the NYCC allocated Supported Bus Service Funding should be used. A total of 77 responses were received with requests or suggestions for support, for either this or Rural Mobility funding. Some of these included multiple requests; in total 115 suggestions were put forward. Whilst many of the requests did not include costs it is estimated in total, requests were submitted for around £7m per annum. These suggestions have subsequently been prioritised. This prioritisation included assessments such as comparison against current levels of service availability and if the journey could already be made by connecting journeys, reasons for travel (eg employment, healthcare etc), cost benefit, and officer assessment on whether the journey has potential for longer terms sustainability.,

However, given the rurality of North Yorkshire, some commercial services operate on a marginal profit basis and it is anticipated that patronage levels on public transport will not return to pre-pandemic levels for some time. There is therefore an anticipation that some current commercial services may be withdrawn.

The authority is concerned that operators will not be able to continue with or reinstate both contracted and commercial services at pre-pandemic levels, as passenger numbers are likely to be affected for some considerable time. Whilst CBSSG is a welcome source of grant funding, the authority feels that the issues faced by operators will continue beyond the CBSSG period. As a result, the authority is expecting to spend the full amount £757,185 on maintaining the supported and commercial bus network at pre-pandemic levels over an 18-month period.

Should all of the allocated funding not be required for this purposes the intention is to revert to the suggestions received as part of the consultation exercise and fund these in a priority order until the funds are exhausted.

4. Provide details of the duration you will use the funding for, including whether this applies to all of your responses to Question 3.

It is anticipated that the funding will be used over the following financial years:

2020/21

2021/22

This applies to all the responses in Question 3.

5. Provide a statement on how your plans will meet the needs of local communities.

This should include:

how you have considered the needs of local residents;

how you have consulted local MPs;

how the views of local residents have influenced your funding decisions (proportionate to the quantum of funding you are to receive); and

the extent to which your plans meets the aspirations of local MPs.

As detailed in question 3 an extensive consultation exercise was carried out

The consultation was directed towards the diversity of communities and stakeholders across North Yorkshire and included MPs, County Councillors, Parish Councils, key stakeholders, neighbouring authorities, bus and community transport operators, and residents – both bus and non-bus users. Feedback from previous local bus service consultations, Citizens Panels and comments and correspondence received was also considered.

A total of 77 responses were received with requests or suggestions for support, for either this or Rural Mobility funding. Some of these included multiple requests; in total 115 suggestions were put forward. Whilst many of the requests did not include costs it is estimated in total, requests were submitted for around £7m per annum.

The proposals were considered taking account of the funding available, any additional financial contribution from operators or stakeholders, sustainability beyond period of funding, and then ranked taking account of the cost proportionate to the number of communities who would benefit overall.

Notwithstanding our caveat regarding the current situation in North Yorkshire regarding the COVID-19 pandemic, we plan to improve access for local communities across all seven districts of North Yorkshire.

Did this involve consulting any of the following groups?

- X A. Local bus users
- X B. Local residents who do not use the bus
- X C. Bus operator(s)
- X D. All current local MP(s)
- X E. Other (Please describe here):

County Councillors, Parish Councils, key stakeholders, neighbouring authorities, Clinical Commissioning Groups

6. Confirm that you will be publishing information on your website, within one month of receipt of funding, on how your funding allocation will be used.

Yes

No

If no, why not?

Yes, excluding any commercially sensitive information.

7. Confirm that you will be publishing information on your website as soon as possible after the end of the 2020-21 financial year on how your funding allocation was used.

Yes

No

If no, why not?

Bid Proposals

- 1.1 As detailed in the main report, the council intends to bid for funding to the Rural Mobility Fund.
- 1.2 The intention is to submit two Expression of Interest Forms to the Rural Mobility Fund:
 - One bid based around resolving some of the health transport issues in the Richmondshire and Hambleton. A number of consultation responses referred problems accessing hospital services in these areas.
 - A second bid based around working directly with communities to establish their needs and provide them with the resources they require to resolve the transport issues they identify. The resource on offer will be a vehicle, uber style booking app, transport management function and paid driver support. With the community drawing on as much or as little support as they requirement from this package. It is intended that the vehicle offered will be a car or people carrier, and that this will be an accessible all-electric vehicle. In support of this electric charging infrastructure will be installed at the community hub.
- 1.3 Further details on both bids are below. It should be noted the Expression of Interest forms are not in a finalised format. Finalisation will be completed following discussion with the Corporate Director, Business and Environmental Services (BES) and BES Executive Members on 22 May 2020. Once finalised the Expression of Interest forms will be published on the council website and be publicly available.

Rural Mobility Fund – NYCC Bid 1

Call for Expressions of Interest

Application Form



Applicant Information

Bidding authority: North Yorkshire County Council

Bid Manager Name and position:

Contact telephone number:

Email address:

Postal address:

Additional evidence, such as letters of support, or maps should be included in an annex.

Applications to the Fund will be assessed against the criteria set out below.

Submission of proposals:

Proposals must be received no later than 1700 on **Thursday 30th April 2020**.

An electronic copy only of the bid including any supporting material should be submitted to betterdeal4buses@dft.gov.uk with 'Rural Mobility Fund' in the subject line.

Enquiries about the Fund may be directed to betterdeal4buses@dft.gov.uk

Transparency and Privacy

Please refer to the guidance for this scheme before completing your application to understand how DfT will manage your data.

SECTION 1: Defining the area

This section seeks evidence to confirm eligibility against the definition of the rural or suburban area to be covered by the on-demand solution within the bidding authority. Bidders should:

- **Name the area**, and include a map showing the proposed area in which the demand responsive transport service will operate.
- **Explain how the area meets the eligibility criteria against either the definition of rural or suburban area** as set out in the guidance. This should also include, where relevant, links to urban areas that the services will provide local residents access to.

1.1 Geographical area:

North Yorkshire is the largest county in England located in the Yorkshire and The Humber region and extending into North East England over an area of 8,654 sq. km. It has a population of approximately 605,000 (ONS mid-2016 estimate), stretching from Harrogate in the south to the fringes of Middlesbrough in the north and borders Cumbria to the west. North Yorkshire County Council is the upper-tier local authority for the county and provides services to seven district councils: Selby, Harrogate, Craven, Richmondshire, Hambleton, Ryedale and Scarborough, as well as the North York Moors and Yorkshire Dales National Park Authorities. The County Council has responsibility for transport in conjunction with the districts as well as interfacing with the health service CCG, creating a complex mix of service providers reflective of the area's vast size.

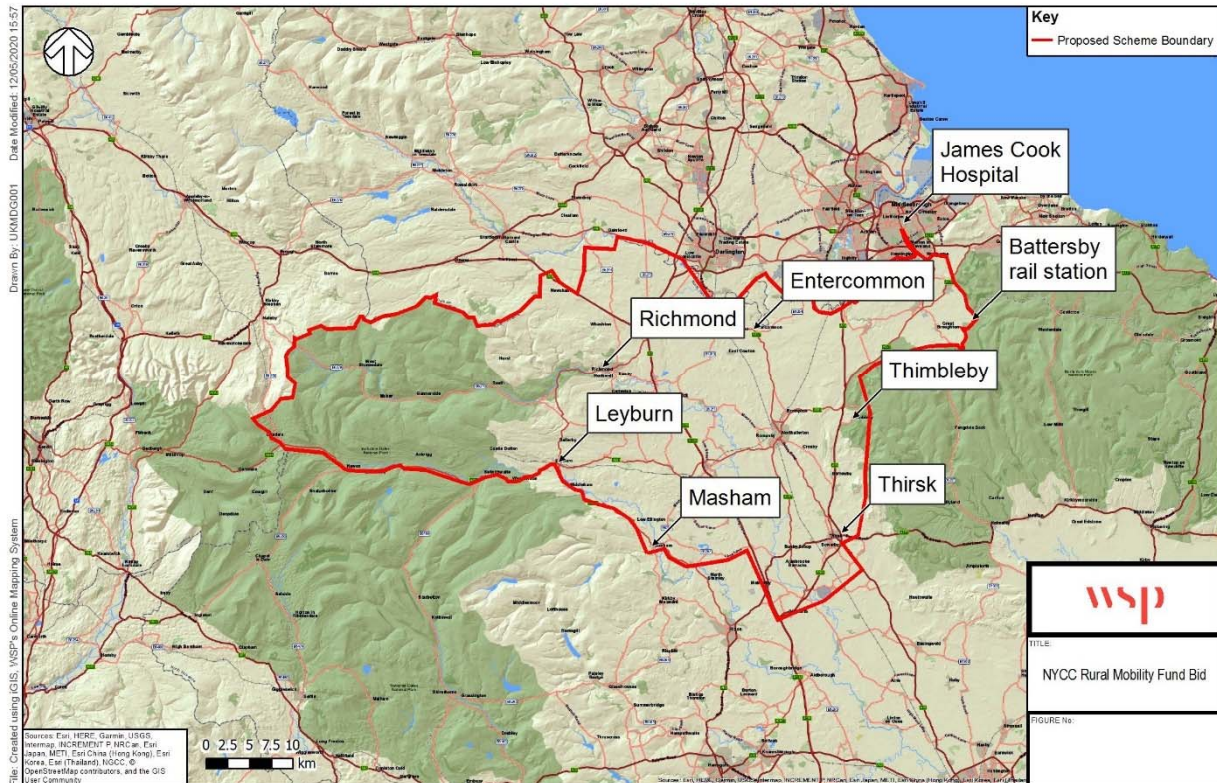
Brief overview of the proposal aims and wins to be inserted

The name of the scheme is the *Richmondshire & Hambleton Demand Responsive Transport Service* ("the scheme"). A map of the scheme area, which covers 2,630 sq. km, is shown on the following page.

The scheme's area of coverage includes the northern part of the county incorporating Hambleton District north of Thirsk, the entirety of Richmondshire District and a corridor into James Cook Hospital, in the Middlesbrough Council area. The scheme is bounded by Middlesbrough and the county line with County Durham to the north, the North York Moors National Park and the A19 to the east, Thirsk and Dishforth to the south, and the A684 and the county line with Cumbria to the west. The scheme includes the settlements of Northallerton, Masham, Leyburn, Richmond and Catterick Garrison.

The area can be characterised as a valley between two areas of high barren moorland and includes two of England's ten national parks: North York Moors National Park lies to the east of the scheme and Yorkshire Dales National Park to the west, while the Nidderdale and Howardian Hills AONBs lie on the southern fringes of the scheme. The valley between the two national parks features open rolling countryside with farms and agricultural fields, punctuated by hamlets and villages with a handful of small rural towns and linked together by a web of narrow, single carriageway B-class country roads.

North Yorkshire is one of the most rural counties in England and the proposed scheme encompasses some of the most remote parts of the county which have been identified through consultation as having particularly challenging transport problems. It is one of only a handful of areas in the UK eligible for the Rural Fuel Duty Relief Scheme, reflecting the vast distances involved in accessing essential services. The huge geographical sprawl of the scheme, stretching from the edge of Middlesbrough to Cumbria presents unique challenges for the Council in delivering services such as public and community transport.



1.2 Rural or suburban area eligibility:

The Rural-Urban Classification for the Output Areas in Yorkshire and The Humber (ONS, 2011) defines 85% of North Yorkshire as rural. Within the scheme area, Hambleton is predominantly classed as ‘Rural hamlet and isolated dwellings’ and Richmondshire is primarily ‘Rural hamlet and isolated dwellings in a sparse setting’. Aside from the principal destination for the scheme of Middlesbrough, which is outside the county council area, there are only two areas classed as urban: Catterick and Northallerton, although these are both small with 2011 census populations of approximately 13,000 and 16,800 respectively. The settlements of Richmond and Thirsk are classed as ‘Rural town and fringe’.

Richmondshire and Hambleton districts have a combined population of 142,500 (2015 estimate). Population density is less than one-tenth of the English average, with only 40 people per square kilometre in Richmondshire compared to 430 nationally. In Hambleton, population density falls to as low as 25 people per square kilometre. This compares to the average for North Yorkshire of 76 people per square kilometre, itself one of the lowest in England, demonstrating that the scheme incorporates some of the most rural and sparsely populated areas in the whole country (see Rural-Urban Classification on next page).

The scheme includes an area of Richmondshire eligible for Rural Fuel Duty Relief, reflecting the vast distances involved in transporting fuels to forecourt retailers and the higher transport costs incurred by residents travelling long distances to access public services.

Research by Age UK has identified that individuals living within significant areas of the scheme are at high risk of loneliness. These include the settlements of Catterick, Richmond, Leyburn, Hambleton and Thirsk (insert figure ref). The research emphasises the distinction between isolation and loneliness and how personal health and ability to access healthcare can contribute to feelings of loneliness among older residents in rural communities.

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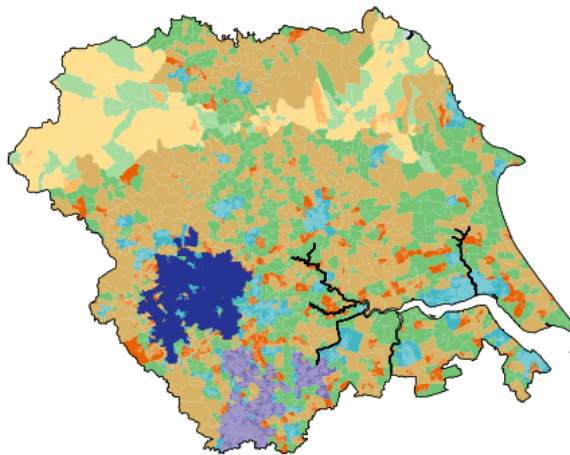
Amenities and services are available in the settlements of Richmond, Leyburn and Catterick. Northallerton serves as the main 'county town' for the area and features a rail station and Friarage Hospital, one of the smallest district hospitals in England. Owing to the area's vast geography, sparse population and lack of large towns, Northallerton's hinterland is significantly greater than is typical for a town of its size, with residents having to travel substantial distances to access the hospital and other facilities in the town.

Acute care is provided at James Cook Hospital in Middlesbrough, 35km from Northallerton and outside of the county council boundary, which presents challenges in transport service provision.

The predominant classification of the scheme as 'Rural hamlet and isolated dwellings', its super-sparse population, aging demographic and eligibility for rural fuel duty relief illustrates the area's isolation, remoteness and status as one of the most rural parts of England, bringing unique challenges for both residents and service providers.

Rural-Urban Classification for Output Areas (OAs), 2011

Yorkshire and The Humber



Rural-Urban Classification

Urban major conurbation	Rural town and fringe	Rural hamlet & isolated dwellings
Urban minor conurbation	Rural town & fringe in a sparse setting	Rural hamlet & isolated dwellings in a sparse setting
Urban city and town	Rural village	
Urban city & town in a sparse setting	Rural village in a sparse setting	

SECTION 2: Setting out the challenges

This section seeks a description of challenges faced by local residents in accessing services within the operating area. Local authorities should:

- **Explain the challenges faced by local residents in accessing services within the operating area**, and who those local residents are. This could include data on population-density and demographics of the population in the area.
- **Clearly describe the local transport offer**. This could include the number of operators (both commercial and non-commercial operators), size of the bus fleet in the area, existing routes offered (commercial, tendered or community transport services), and areas which are not served by those routes as well as lack of transport provision.

Data and maps from the Department for Transport Public Service Vehicle Survey will be used to assess changes in mileage in the operating area.

Evidence must be provided that the current transport offer in the area in which the demand responsive transport service will operate are not sufficient to meet the needs of local residents.

- **Explain the challenges faced by local authorities or bus operators in maintaining or providing transport services to meet the needs of local residents**, and why Government funding is needed.

2.1: Challenges faced by local residents

The main challenge faced by residents is that the area is very large, travel times and distances to access basic services are significant, healthcare provision is split across two sites 35km apart and public transport is extremely limited. These transport challenges both reflect and contribute to wider socio-economic challenges in the area.

The scheme incorporates among the lowest population densities in England. The area has an aging population, with 23.7% of residents aged 65 or over compared to 17.9% nationally. There is a lower proportion of young people than average – 25.8% under the age of 25 compared to 30.2% nationally, with many young people leaving the area following completion of education.

Reference Experian profiles.

The area includes Catterick Garrison, the largest military base in Europe with a population of around 13,000 and expected to grow to 20,000 by the mid-2020s. This poses challenges and opportunities, with a younger population than the local average, but more transient nature and often with no connections to the local area.

Access to healthcare services is challenging. James Cook Hospital lies outside the county in Middlesbrough and is the largest in the area with a 24 hour A&E and specialist services such as cancer treatment. Friarage Hospital in Northallerton operates as a satellite facility with services including an Urgent Treatment Centre. However there is no direct public transport link between the hospitals. There is a higher than average rate of no-shows for NHS appointments, which may be due to transport problems for patients. The Hambleton, Richmondshire and Whitby Care Commission Group, the CCG covering the project area, reports approximately 27,000 failed appointments per year at an estimated annual cost of £811,870 in lost consultation time.

We are keen that the scheme address the real needs of our local residents, through a user-focussed approach. As part of developing this proposal, NYCC undertook consultation with local stakeholders and communities. Utilising the results of this engagement, coupled with our demographic analysis, we have developed two personas that capture typical needs of residents within the scheme area:

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- Jill, 46, is a working single parent in Leyburn with no access to a car and requires hemodialysis treatment at James Cook Hospital three days per week. She is comfortable using smartphone apps and is able to flex work around childcare requirements but needs reliability to schedule childcare and work around her hospital visits. However, due to the lack of transport connections to the hospital, she is dependent on family or friends giving her lifts and sometimes has to resort to taxis, which can cost up to £60 each way.
- George, 87, lives alone in Northallerton and has reduced mobility. A heart problem requires him to make occasional visits to James Cook Hospital to manage the condition. Since the Covid-19 outbreak he has been relying more on telephone consultations and has recently taken up using a smartphone app with guidance from the hospital. He would prefer not to have to visit the hospital as often in future due to the difficulties in getting there but would need some further tuition on using smartphone apps to their full extent.

2.2: Current local transport offer

The scheme is dissected by the A1(M) motorway and the East Coast Main Line railway. The only other major transport route is the A19 York to Middlesbrough dual carriageway road. The rest of the scheme area is linked by non-trunk A roads and B roads, all single carriageway and often twisty and narrow in places due to the local topography, which lengthens journey times due to slow average speeds.

There are three rail stations in the scheme: Northallerton is served by long-distance services to London, Liverpool, Manchester and Edinburgh. Battersby and Great Ayton offer local services to Middlesbrough. There are no National Rail stations in the scheme west of Northallerton. **Insert figure ref.**

Across the scheme, bus services are extremely limited. There is just one commercially-operated service in the area: service X26 operated by Arriva from Catterick to Darlington with an hourly frequency operating daily. All other services in the scheme are tendered by the Council. Dales & District operates services focussed on Northallerton and linking surrounding communities. These include services to Ripon, Bedale and Masham. Service frequencies are no more than every two hours with no evening services, reflecting the need to serve as wide an area as possible with a limited budget for supported bus services. Stokesley and Great Ayton, on the outskirts of Middlesbrough, are the only settlements in the scheme area with a direct bus service to James Cook Hospital. Arriva service 28A runs every two hours during the daytime between Middlesbrough and Stokesley.

With bus services limited, residents are reliant on community transport services for many of their travel needs. North Yorkshire has an established network of community transport operators under the Go Local brand, which guarantees consistent safety and service standards across providers. The community transport services include traditional dial-a-ride DRT services across a number of areas of North Yorkshire (shown in Figure X), with X of these receiving limited revenue support from NYCC.

All of the community transport services in North Yorkshire are brought together under the Go Local brand (see www.golocal-northyorks.community), which has been successful in raising the profile of community-run transport in the county. **However, community transport in the area is limited by its independent, voluntary delivery and dependence on manual booking processes. New digital solutions offer the potential to increase this already established community transport in the area by improving efficiency, integration and ease of use.**

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Travel by car is the dominant mode and car ownership is above the national average, at 82.2% of households. Car journey times are generally reliable with little congestion in the area. **High car ownership is both a cause and a consequence of the area's poor public transport and means those without access to a car are particularly disadvantaged.** The Council has identified that some residents who moved to the area as drivers have subsequently had to give up driving due to health reasons, which combined with limited public transport creates problems around isolation and loneliness as detailed in section 1.2.

The local transport offer is both caused by, and contributes to, the area's isolation and its demographic composition, exacerbating the challenges for the Council and private operators in providing transport services.

2.3: Challenges faced by local authorities and bus operators in providing transport services.

The challenges in providing transport across such a large area with a sparse, ageing population are considerable. Fundamentally, the area does not lend itself to fixed route bus operation and with the decline in bus patronage nationally even in urban areas, the likelihood of commercial operators establishing new services is remote. With no commercial network, responsibility falls to the Council to provide a basic level of accessibility.

As detailed in section 2.2, with the exception of one service to Darlington, all bus services in the study area are tendered by the Council. The need to contract services over such a large area places a significant financial burden on the Council. In the 2018/2019 financial year, the Supported Bus Services allocation in the scheme area amounted to £847,787.33, at an average subsidy of £3.93 per passenger journey. Of the 215,799 passenger journeys made, only 38% were farepayers; with the majority made on a concession card. The need to serve such a wide area with a limited budget means services are infrequent and have short operating days. This limits the usefulness of services to residents, particularly those of working age who may need to travel around shift times and who could contribute to running costs through fares, creating a 'vicious circle' of bus decline.

In the Upper Dales, which is the most remote part of the scheme and where bus services are most limited, 49% of public transport journeys are made on demand responsive and community transport services. This demonstrates the critical role these modes perform but also illustrates the vulnerability of these areas to transport poverty in the absence of more conventional public transport.

The Council has faced difficulties in securing contractors to run bus services. There are no large bus depots in the area and four companies have ceased trading in recent years, reducing the pool of potential bidders and increasing tender costs. There are 22 PSV licence holders in the area, most of which are held by small, family-run coach operators serving the tourism trade and not operating local bus services. Long travel times and high 'dead' mileage to reach start points for tendered services further reduces the attractiveness of contracts to potential bidders. Such has been the difficulty in securing suppliers, the Council has procured its own small fleet of minibuses under a Section 19 Community Bus Permit to fill the gaps in supply from the private sector.

As part of developing this proposal, the Council undertook consultation with local stakeholders including transport operators, charities and parish councils. A total of 77 responses were received with many highlighting the lack of a bus service between the two hospital sites at Northallerton (Friarage) and Middlesbrough (James Cook). The consultation additionally highlighted that a NHS-funded free shuttle bus between the two sites had been withdrawn, with high cost of operation cited as the reason.

It is clear that conventional bus services are not sustainable in this area with ever-rising costs and that a more agile solution is needed for the challenges the area faces.

SECTION 3: Explaining the ambition and proposed solution

This section seeks evidence of the level of ambition from the local authority, support from stakeholders and evidence that the local authority is well-placed to use the Rural Mobility Fund to tackle these challenges. Local authorities should:

- **Set out the high-level ambition for the local transport offer through demand responsive transport services.** This should explain how the services would enhance the opportunity of local residents in accessing education, employment, healthcare, and other services as well as enabling greater social inclusion, or improve the experience of or offering to passengers through improving bus journey times, destinations, reliability, providing weekend or evening services, etc. It should show how this option would compare with and be better than a traditional bus service.

This could include estimates of how the services could help reduce the overall cost of the local transport offer, for example, through delivering efficiencies, or improve living standards, access to employment or progression through income of local residents. Estimates of cost efficiencies beyond the local transport offer, for example to the NHS through reducing loneliness and isolation would also be helpful, where relevant.

This section should also explain how the service will attract a diverse range of passengers.

- **Clearly describe the proposed solution.** We are not seeking to specify a solution ourselves, as those need to be tailored to the specific needs of local residents and the geographical circumstances of the rural and suburban areas that the services will operate in. We have provided an indication of identified need for support in the section on "Eligibility".

This should also include an estimate of the potential demand for the services, and thus the size of the fleet and the type of vehicles to meet that demand.

Evidence should also be provided as to how the service (or its benefits) might be maintained, and become sustainable in the long-term.

- **Explain the maturity of the solution.** This should include a summary of previous work which has been completed, and identified barriers that might need to be removed before the project can begin.
- **Provide the amount of funding needed,** and indicate how it will be used (i.e. buying solutions or resources needed.) This should include an estimate, if relevant, of other funding provided by the local authority, other bodies such as NHS Clinical Commissioning Groups, and from private investment.

We will not accept bids that do not provide sufficient evidence of support from local partners.

3.1 High level ambition.

Set out the high-level ambition for improving the local transport offer to local residents through demand responsive transport services, and how this links with the challenges outlined in section 2.

Information provided could include:

- Improved access to education, employment, healthcare and other services.
- Improvement of journey times
- Greater social inclusion
- Increased reliability
- Cost efficiencies e.g. reduced cost to NHS through reducing loneliness
- Improvement of living standards such as increased access to employment opportunities.
- Diversity of passengers and how they will be attracted
- Any other relevant information

APPENDIX C

The Council has chosen to focus the use of this DRT on an area where we have identified both a high cost of provision and a reliability rate which needs improvement: healthcare transport. NYCC delivered a DfT's Total Transport project in 2017, identifying specific needs, institutional partnerships and business cases for improved healthcare transport. In partnership with the NHS Vale of York CCG and York Teaching Hospitals NHS Foundation Trust, NYCC demonstrated that a better way of healthcare transport commissioning and/or provision could improve patient outcomes and reduce cost. This DRT application builds on the established foundation of recognised and shared need between NYCC and the local NHS bodies.

The primary outcomes for a DRT service for healthcare transport would include:

- Improving patient outcomes from a more frequent, reliable and tailored service
- Improving patient outcomes from an earlier return home when discharged from hospital
- Delivering efficiencies by reducing the cost of transport provision (right vehicle, right need, avoiding ambulance/999/taxi reliance)
- Delivering efficiencies by improving the transport commissioning process through a single interface
- Reducing the costs to the NHS and social services by reducing missed appointments
- Improving access to essential services for the general population

The secondary outcomes for the DRT service would include:

- Delivering efficiencies for transport of people, services and goods for additional institutional partners
- Providing affordable transport access for wider community users
- Delivering efficiencies through integration with existing and future community transport providers
- Improved quality of life in the area for those benefitting from the service, either directly (as users) or indirectly through enhanced surety of access to services

The service would also improve both the passenger offering and the passenger experience by improving bus journey times, reliability and weekend or evening access to hospitals. This vastly improves access compared to the current bus services as currently, as shown in Figure X in Appendix a and presented in section 2.x, there is no public transport journey within North Yorkshire under two hours which provides access to XXX hospital.

NYCC's Integrated Passenger Transport Team (IPT) provide and coordinate a number of transport provisions across the county. The Non-Emergency Patient Transport Service (NEPTS) identified a number of specific use cases which served to inform the initial needs for this DRT service:

- Renal Dialysis Patient Transport; regular patients attend Renal Dialysis, generally three but up to five times a week; set sessions for patients are in place – Morning, Afternoon and Twilight, however there are no allotted appointments
- Out of contract element; where journeys take place outside the geographical or time limitations under the current contract
- Hospital Discharge; where journeys take place to bring people safely home from hospital, sometimes with little notice or circumstances that need additional support
- GP Hospital Referral; where same day transport to the hospital is required after a clinic or home visit, and admission may or may not be required

For all work streams initial analysis on transport provision over a 6-12 month period was carried out using a variety of data sources from Yorkshire Ambulance Service, Private Organisations, York Hospital, Voluntary Sector Organisations and the NHS Clinical Commissioning Group to influence next steps and tasks for each area.

3.2: Proposed solution

APPENDIX C

Please provide details of your proposed solution and evidence on how it, or its benefits, might be maintained, and become sustainable in the long-term. You should refer to the section on “Type and size of projects” in the guidance for an indication of identified need for support when completing this section. Please also include estimate of demand, including size of fleet and type of vehicles that will be used.

We will not accept bids that do not meet the eligibility criteria.

Please limit your response to 500 words.

The proposed solution for this pilot DRT project will consist of:

1. Providing vehicles for the DRT service
2. Developing/licencing (TBC) an app to:
 - a) Run the DRT service
 - b) Provide a single booking portal for users to improve accessibility, confidence and user experience
 - c) Enable efficient scaling-up and integration of future services

The service model will consist of:

1. The service provider managing DRT schedules, routes, drivers and vehicles through the app
2. DRT community users using the app to book transport services to the hospital, both in advance and on-demand

As this is a shared DRT service and not a taxi service, it will be important to manage user expectations about the speed and frequency of journeys. However, the aim is for the user experience to feel like a version of “UberPool”, so that the interface is already familiar for a proportion of the community which uses Uber or may have used Uber services before. This would involve the following user experience benefits:

1. The user can book using a single app/web interface: pre-loaded payment information and access needs
2. The user does not need to ring a number to enquire about service availability, though a support number would be provided to increase accessibility for users with special needs or low technology literacy
3. The user can book their desired time to reach or depart from the hospital, and they will receive “instant” information about the time range at which they can expect to be picked up, to manage expectations and increase confidence in service reliability
4. The user would be able to re-book themselves automatically onto a different service if plans change; the app automatically updates the schedule and routing

Estimate of demand is in development and will be ready by 29 May.

Throughout the project we will engage existing community transport providers to integrate services into the back office system and app, providing a larger fleet of vehicles for use and serving a wider, more diverse set of users. To maximise the benefits, efficiencies and sustainability of the DRT pilot, NYCC would scale-up the DRT service during or after the pilot period by:

1. Integrating existing community transport providers into the app
2. Working with the NHS and other institutional partners to expand and optimise a wider range of services and community users
3. Exploring wider ranges of goods, people and services which can utilise the service, such as moving hospital staff or records, providing a shuttle service, moving medical supplies/equipment, etc.

3.3 Maturity of solution

APPENDIX C

This should include a summary of previous work which has been completed, and identified barriers that might need to be removed before the project can begin.

Please limit your response to 500 words.

Over recent years we have undertaken projects that have developed our expertise and thinking in better integration of transport services to fully utilise our transport assets, and support growth of our community driven DRT services.

The service area has a strong community driven DRT offer, with X operators working in local communities under the Go-Local umbrella brand. Together, these operators serve XX journeys and XX users per annum. Additionally, two commercial DRT services each operate one return journey, one day per week. We will build from the success of our existing dial-a-ride based DRT services, coupling local expertise and insight with advances in digital solutions to deliver an effective DRT service for North Yorkshire.

In 2017, the County concluded its Total Transport project which aimed to show where opportunities for improvement existed within the provision of transport to and from secondary health care services. It looked at ways to reduce transport spend, including alternative commissioning and integrated delivery models. The project involved collaboration between County and district authorities, NHS bodies, Yorkshire Ambulance Service and other stakeholders.

The project showed that there are areas of transport provision that require significant improvement. Existing services fail to provide value for money or a suitable patient experience, with a need for more advanced planning of journeys and the provision being done through different means. We concluded that there was a need to pilot a better integrated transport provision for healthcare access, with close collaboration between voluntary sectors, the Council and the NHS. The project fed into our design of this proposal, showing the maturity of our thinking for this solution and our outcomes focussed approach to improve healthcare and quality of life.

Our recent consultation with 70+ stakeholders in North Yorkshire has validated the ongoing need for an improvement to public transport options in the scheme area. In response to the consultation, Councillor Bryn Griffiths noted: *"For those who live in the smaller villages/hamlets in North Hambleton, there is no or very little provision of bus services... Providing a demand led service linked to Stokesley and Northallerton would be an ideal way to service these communities 7 days a week."*

We have been following developments in the DRT market, and engaged with digital solution providers to develop a mature understanding of the options available. Of note is the *Tees Flex* service which recently launched in the neighbouring Tees Valley. We will seek opportunities to engage with other authorities to learn from their experience and to identify any efficiency opportunities through joint procurement.

Key barriers:

1. Further analysis of the quantum of demand, and its spatial and temporal distribution, to define the optimum operating model for the DRT service. We anticipate undertaking this analysis in Phase 2 of our proposal.
2. Determining whether to license the use of a DRT digital solution or develop a solution. There are merits to each approach, including revenue implications and the ability to quickly deliver. For Phase 2 of our proposal we intend to investigate this further and undertake soft market engagement.
3. Engaging with the relevant CCG and NHS bodies to inform the proposal and the service's operational and commercial model. This has proved challenging given the COVID-19 pandemic, but we expect to achieve this in Phase 2.

3.4 Funding required.

APPENDIX C

Please provide an estimate of the amount of funding required. Funding for each project will be between £0.5 million to £1.5 million, though we will also consider support for other amounts depending on the identified need. Please also provide details of any other funding for your solution from local government, other bodies such as NHS Clinical Commissioning Groups, or from private investment.

Please limit your response to 500 words.

Funding requirements are in development but will be presented in a table to include the following:

Capital costs

- Licencing or building a DRT back office and app system
- Vehicle purchase
- Communications and marketing/branding

Revenue costs

- Service operating cost
- Project management
- Monitoring and evaluation

Risk (at 15%) and contingency (at 10%) will also be allowed for.

Potential funding from fare paying passengers will also be calculated from the demand forecast, which will be used to offset any costs that exceed the £1.5m DfT funding.

We will also detail:

- The funding that NYCC already provide to DRT and community transport services.
- The cost of missed appointments to the local CCG, annualised. We will explain that we will seek funding from the CCG into the project, but given COVID-19 engagement has been difficult up to this point. We will pursue this further as part of the co-development process for Phase 2.
- That the funding request will be further refined through the Phase 2 proposal development process, as a decision is made on licencing v building the back office system, following further market engagement.

Section 4: Deliverability

This section seeks evidence of how the demand responsive transport service will be delivered, and demonstrate that plans are credible and deliverable.

- **Demonstrate that your plans are credible and deliverable in the time proposed, and that any risks are understood and mitigated.** This should also show how the scheme will be marketed to attract passengers. A detailed project plan is not required at this stage.
- **Set out timescale for implementation.** This should include key milestones such as recruiting staff, when vehicles will be on the road, marketing of the services, and initial take-up of new or expanded services.
- **Provide a list of partners involved in the projects,** and briefly explain how they will contribute to the success of the project. For example, through specific expertise, reduced duplication of services, enhancing opportunities for operators of any size to trial the demand responsive transport solution and make efficiencies by pooling resources (e.g. back-office/administration of demand responsive transport services, marketing, fleet, etc.)
- **Describe how monitoring and evaluation will be used** to ensure learning about the project to inform future schemes. A detailed monitoring and evaluation plan is not required at this stage but we expect applications to include information on how the evaluation could identify learnings about the implementation of the services, including the approach to communicating with service users, which can be used to improve the design of services in future. Bidders should explain how the approach to delivering the services will ensure that future learning is maximised.
- **Confirm you have received advice on EU State Aid rules,** and provide a summary of that advice to confirm how your transport offer will fit in with state aid rules.

4.1 Deliverability plan

Please demonstrate that your plans are credible and deliverable in the time proposed, and that any risks have been mitigated.

Please limit your response to 500 words.

NYCC and its local authority delivery partners are highly experienced in successful delivery of similar programmes, including.....

Our plan is credible and deliverable as it:

1. Builds on existing community transport provided DRT services, using local experience and input which has informed this proposal.
2. Has support from stakeholders and partners who are motivated to see this project be a success.
3. Builds on long term relationships and shared goals with a similar group of partners including NHS bodies, from our Total Transport project.
4. Focuses on use cases that have a high addressable market size – access to local hospitals and the Catterick garrison.
5. NYCC has experience in procuring and managing vehicle fleets and digital services.

Delivery will be led by a NYCC appointed project manager, with the project governed by...

A marketing and communications plan will be developed at the start of the project. Drawing on detailed demand forecasting and propensity analysis, to be undertaken in Phase 2. We will develop a strong brand for the service, potentially building from the existing Go-Local community transport brand. We will use multiple channels to market the service:

APPENDIX C

1. Dedicated service website.
2. Targeted social media engagement.
3. Adverts on other transport websites.
4. Through existing operators and community transport providers.
5. Press releases, posters and leaflets.
6. Local magazines, newspapers and newsletters.
7. Potential to offer discounts.
8. Email subscribers.
9. Referrals and word of mouth.
10. Through the NHS service providers to staff, visitors and patients.
11. Through other community groups and facilities e.g. libraries
12. Launch event(s) in community spaces.
13. Directly to key population targets e.g. the MOD.

An outline risk register is provided below.

APPENDIX C

Risk	Impact	Mitigation
COVID-19: Safety	<ul style="list-style-type: none"> • Service unknowingly helps to spread COVID-19. 	<ul style="list-style-type: none"> • Regular, thorough cleaning of vehicles. • Cashless. • Spot-checks to ensure compliance. • Crisis communications plan to address issues.
COVID-19: Commercial	<ul style="list-style-type: none"> • Social distancing preventing launch of service. • Long term impact on uptake/utilisation. 	<ul style="list-style-type: none"> • Service is likely to commence in 2021 so impact of social distancing may be reduced. Learn best practice from services currently operating. • Marketing plan to address the issue.
Technical	<ul style="list-style-type: none"> • Back office system or app fails to deliver required service level. 	<ul style="list-style-type: none"> • Soft market engagement. • Learn from other authority experience. • Appropriate contract terms to enable break if required.
Privacy and cyber security	<ul style="list-style-type: none"> • User data privacy • Risk of cyber security incident 	<ul style="list-style-type: none"> • Ensuring GDPR compliance • Use of industry standard practices
Procurement	<ul style="list-style-type: none"> • Risk in procuring an app / development service, and the vehicle fleet. • Lack off interest from the market to trial DRT in the area. 	<ul style="list-style-type: none"> • Soft market testing. • Consultation responses indicate strong market interest already, with approaches from operators and developers. • Learn from other authority experience.
Consumer uptake	<ul style="list-style-type: none"> • Failure to generate expected level of demand undermines operating and commercial model. 	<ul style="list-style-type: none"> • Strong marketing and communications activity. • Engagement through existing and new channels. • Offer incentives to generate new users.
Commercial model	<ul style="list-style-type: none"> • Unable to develop a viable long-term commercial model results in service ending. 	<ul style="list-style-type: none"> • Development of different operating and commercial models. • Identify funding opportunities.

4.2 Timescale for implementation

The Council intends for the project to last for a total of three years, with one year for setup and development time followed by two years of operational service. The Council will employ a suitable qualified Project Manager to lead the service development process and oversee its operation. Industry best practice in project management will be followed to ensure costs remain under control and key deliverables stay on track within the required timescales.

A Risk Register will be developed prior to project inception to highlight key risks and uncertainties that the Project Manager will need to control and account for.

Based on a winter 2020 funding award, the planned timescales for implementation are as follows:

Milestone	Expected completion date
Funding awarded	Autumn 2020
Project inception: recruitment of Project Manager; ITT for back-office system and app development.	January 2021
Project Manager appointed; tenderers bids evaluated	April 2021
App developer contract awarded Development of service and back-office begins	May 2021
Service specification finalised ITT for service operator issued Vehicle orders placed with manufacturer	September 2021
ITT for service operator closes. Bids evaluated and operator appointed.	December 2021
Marketing campaign commences Recruitment of drivers and operational staff Service registration with Traffic Commissioner	January 2022
Vehicles delivered Staff training and route familiarisation begins	March 2022
Public service commences Vehicles on road in revenue-earning service	April 2022
Process Evaluation completed	October 2022
Stage 1 Monitoring & Evaluation completed	April 2023
End of trial period	March 2024
Stage 2 Monitoring & Evaluation completed	April 2024

4.3 Partnerships

Please provide details of partners involved in the project, and explain how they will contribute to the success of the project. Examples can include expertise, reduced duplication of services, enhancement of opportunities for operators to trial DRT services and efficiencies.

Please limit your response to 500 words.

NYCC is pursuing a co-development process that harnesses the expertise, local insights and capabilities of a range of partners and stakeholders.

APPENDIX C

In preparing this proposal, NYCC engaged with 70 stakeholders seeking input on ways to improve transport provision within the County. These included local transport operators, community transport operators, councillors, parish councils, Community Interest Companies, local businesses, charities and relevant local authorities. The results of this exercise have informed the design of the proposal, with many of these stakeholders being ongoing partners into delivery. Close design and operation of the service with communities is important to empower our local community transport providers and service users, and to ensure we maximise the value of the DRT solution and vehicles purchased.

Additionally, the county council has been approached by digital DRT service operators offering a range of services to support delivery of our ambition. This serves as evidence for the market opportunity in the area. We will seek to work with partners in the market to undertake soft market testing the next stage of the proposal development process to further refine our proposal.

A full list of potential partners to be involved in delivering the project is provided below.

Partner	How they will contribute to the success of the project
Local authorities within the service area	<ul style="list-style-type: none"> • Provision of local expertise in designing and setting up the DRT service. • Knowledge of the transport system and existing community transport services. • Knowledge of community needs. • Relationships with local stakeholders.
Other local authorities within North Yorkshire	<ul style="list-style-type: none"> • Provision of local expertise to aid opportunities in expanding the service to new areas or to integrate community transport services into the back office and app. • Knowledge of community needs. • Relationships with local stakeholders.
Middlesbrough Council	<ul style="list-style-type: none"> • As the service enters Middlesbrough Council to access James Cook Hospital, we will engage with the council for support in providing local transport expertise and approvals.
Relevant Clinical Commissioning Groups and NHS bodies	<ul style="list-style-type: none"> • Close collaboration to improve access opportunities for James Cook Hospital and Friarage Hospital through design of the service. • Provision of relevant travel and appointment data. • Support in engaging potential service users to encourage uptake. • Support in evaluating the service.
Catterick Garrison (British Army)	<ul style="list-style-type: none"> • Close collaboration to improve access opportunities to Catterick Garrison. • Provision of relevant travel. • Support in engaging potential service users to encourage uptake. • Support in evaluating the service.

Existing bus network operators	<ul style="list-style-type: none"> Local expertise on the bus market and demand. Input to how the DRT service can integrate with and support the core bus network. Potential service providers (following tender process) with opportunities to trial the DRT back office and app system to achieve operational and commercial efficiencies.
Other bus operators	<ul style="list-style-type: none"> Potential service providers (following tender process).
Community transport providers across North Yorkshire	<ul style="list-style-type: none"> Knowledge of community needs. Relationships with local stakeholders. Opportunity to build from existing services to deliver efficiencies through pooled services. Opportunities to trial the DRT back office and app system to achieve operational and commercial efficiencies. Opportunity to reduce any duplication of services. End-user relationship and trust – helping to encourage uptake.
GoLocal (http://www.golocal-northyorks.community/)	<ul style="list-style-type: none"> Existing local overarching brand for all community transport in North Yorkshire. There is an opportunity to build the DRT service from this brand, given its existing market and audience.
DRT back office and app providers and/or developers	<ul style="list-style-type: none"> Provision of back office service and app to improve efficiency of DRT services.
NYCC's Libraries and Stronger Communities Team	<ul style="list-style-type: none"> The team has had strong success in building community libraries, through an alternative delivery model. We will learn and build from their success to deliver effectively and efficiently, and potentially integrate services with these local community hubs.

4.4 Monitoring

The Council recognises the importance of effective monitoring to capture learnings from the trial in order to inform the design and delivery of future schemes. The Council will work proactively with the Department to inform the evidence base for the Future of Rural Mobility Strategy.

The Council intends to approach monitoring on three levels:

- Short-term impacts, such as patronage and utilisation;
- Longer-term impacts and outcomes, including access to employment and healthcare, and;
- Process learning, to capture lessons learned on how the project was managed and implemented, what went well, and areas for improvement in the delivery of future schemes.

The Council has used a logic mapping approach to identify the expected impacts and outcomes of the project, which will guide the Monitoring and Evaluation Plan. A full plan will be developed in conjunction with the Department including objectives for evaluation, defining of customer insight questions, recording of assumptions, metrics for monitoring, composition of the evaluation team and the programme for evaluation. An indicative plan is as follows:

- Process Evaluation: completed within six months of the service start date, to capture the views of key stakeholders involved in project delivery and obtain lessons learned;
- Stage 1 Evaluation: one year after the service start date, involving a high-level desktop monitoring and evaluation exercise of journey times, patronage, usage and route or mode change, including customer insights obtained through the service's smartphone app;
- Stage 2 Evaluation: at the end of the trial, conducting a comprehensive evaluation to update the Stage 1 findings with the addition of new data collected from users, including onboard customer surveys.

Key activities to ensuring learning from the project for future schemes will include:

- Collation of key metrics including origin-destination data to understand direct impacts of the new service on residents' rural mobility and to monetise the benefits;
- User research through customer engagement both via the service app and in-person interviews. This will be used to gauge user experiences and how these change over time with new/different mobility choices. Modal shift including any abstraction from other modes of public transport will be analysed, along with the proportion of new trips generated through increased accessibility. We will also use this research to understand wider outcomes, for example any changes to users' choice of employment or residential location.
- Engagement with key stakeholders on wider outcomes, including CCGs, community transport operators and bus operators, to ascertain the impact on their business/operations.

The Council's key ambition is to make this service model commercially sustainable in the long term to enable similar services elsewhere. To ensure an open approach to evaluation can be achieved, a data sharing requirement will be embedded to any contracts for delivery of services under the project.

The Council will actively disseminate its findings to maximise learning for future schemes by publishing findings and participating in any relevant knowledge sharing initiatives, such as webinars, conferences or working groups.

4.5 State Aid

Please confirm you have received advice on EU State Aid rules, and provide a summary of that advice to confirm how your transport offer will fit in with state aid rules.

Please limit your response to 500 words.

Rural Mobility Fund – NYCC Bid 2

Call for Expressions of Interest

Application Form



Applicant Information

Bidding authority: North Yorkshire County Council

Bid Manager Name and position:

Contact telephone number:

Email address:

Postal address:

Additional evidence, such as letters of support, or maps should be included in an annex.

Applications to the Fund will be assessed against the criteria set out below.

Submission of proposals:

Proposals must be received no later than 1700 on **Thursday 4 June 2020**.

An electronic copy only of the bid including any supporting material should be submitted to betterdeal4buses@dft.gov.uk with 'Rural Mobility Fund' in the subject line.

Enquiries about the Fund may be directed to betterdeal4buses@dft.gov.uk

Transparency and Privacy

Please refer to the guidance for this scheme before completing your application to understand how DfT will manage your data.

SECTION 3: Explaining the ambition and proposed solution

This section seeks evidence of the level of ambition from the local authority, support from stakeholders and evidence that the local authority is well-placed to use the Rural Mobility Fund to tackle these challenges. Local authorities should:

0. **Set out the high-level ambition for the local transport offer through demand responsive transport services.** This should explain how the services would enhance the opportunity of local residents in accessing education, employment, healthcare, and other services as well as enabling greater social inclusion, or improve the experience of or offering to passengers through improving bus journey times, destinations, reliability, providing weekend or evening services, etc. It should show how this option would compare with and be better than a traditional bus service.

This could include estimates of how the services could help reduce the overall cost of the local transport offer, for example, through delivering efficiencies, or improve living standards, access to employment or progression through income of local residents. Estimates of cost efficiencies beyond the local transport offer, for example to the NHS through reducing loneliness and isolation would also be helpful, where relevant.

This section should also explain how the service will attract a diverse range of passengers.

0. **Clearly describe the proposed solution.** We are not seeking to specify a solution ourselves, as those need to be tailored to the specific needs of local residents and the geographical circumstances of the rural and suburban areas that the services will operate in. We have provided an indication of identified need for support in the section on "Eligibility".

This should also include an estimate of the potential demand for the services, and thus the size of the fleet and the type of vehicles to meet that demand.

Evidence should also be provided as to how the service (or its benefits) might be maintained, and become sustainable in the long-term.

1. **Explain the maturity of the solution.** This should include a summary of previous work which has been completed, and identified barriers that might need to be removed before the project can begin.
2. **Provide the amount of funding needed,** and indicate how it will be used (i.e. buying solutions or resources needed.) This should include an estimate, if relevant, of other funding provided by the local authority, other bodies such as NHS Clinical Commissioning Groups, and from private investment.

We will not accept bids that do not provide sufficient evidence of support from local partners.

3.1 High level ambition.

Concept – Community Hub DR Transport

We will provide Community Hub's with resources to bring transport to the heart of the rural areas, providing a menu of support options for the Hub that can provide as much or as little back office, planning, scheduling and transport management functions as they require for as long as needed at a stable or reducing level, entirely to suit the different expertise, capacity and appetite of the individual community hub.

Meeting transport need in significantly rural locations where conventional public transport is uneconomic and unsustainable through usual commercial or contracting arrangements. These are generally areas comprising super sparse parishes, but also areas which are just outside catchment of core commercial bus networks or routes. For these communities we want to develop a demand responsive approach, operated in the community by community hubs. This will bring people to a hub location, where either they can access the services they need or can make onward travel to larger local or regional economic centres. The service will aim to be delivered in a sustainable and inclusive way, where the community will be involved in the co-design and development of the solution and will have significant ownership of the 'product' in both concept and delivery.

Why this approach

The initiative builds on and combines distinct concepts that have been developed and successfully applied in North Yorkshire: (see also section 3.3 below)

- * Nidderdale Car
- * Community run libraries

Experience from both of these approaches demonstrates that our communities are, creative, effective and able, giving us tremendous confidence that they will deliver the flexible, responsive and reliable transport that their fellow citizens need. But we have seen where we can go further with this approach to modernise and decarbonise the delivery. We aim to offer an electric vehicle which will be owned and supplied by the County Council. Feedback from the Nidderdale Car project when their vehicle was due for renewal was that their preference was for an electric people carrier car, they were confident the operational requirements would be met by electric and that the running costs would be lower. We will deliver this ambition in the Hubs where this Rural Mobility initiative will be developed. We are also keen to encourage the widest use of the community resources we will be providing and so the vehicle will be available for hire by the hour at times when it would not normally be operating the demand responsive transport. The community car club offering will enable families and households to confidently start to reconsider the necessity to own a second car where additional transport service can be purchased as needed, economically by the hour. We also anticipate that having access to an electric car will let households 'test' the practicability of these vehicles without having huge expense, and having experienced the vehicles are more likely to transfer to this when they choosing their new private car.

Working with communities to transition libraries into community resource facilities has demonstrated that our communities are resilient and innovative, but above all different, where a 'one size fits all' solution handed down from the centre is not the right approach. In building their community library, local people have come together and created a solution that best meets their need, taking account of their ambition and skills. We have supported this development right from the start, providing that support and input which is needed and wanted whenever it is required. Together we have arrived at different solutions around a central offer; support is provided on an ongoing, eg with part time core staff, ad hoc or temporary outcome derived basis eg local author book readings.

This model can be applied to the development of DR transport for communities, where the core principles of co-design, back office support provided to the level and duration that is wanted, operational support available as needed, and minimising bureaucracy and delivery cost are translated to the transport context, delivering journeys for people.

3.2: Proposed solution

Please provide details of your proposed solution and evidence on how it, or its benefits, might be maintained, and become sustainable in the long-term. You should refer to the section on “Type and size of projects” in the guidance for an indication of identified need for support when completing this section. Please also include estimate of demand, including size of fleet and type of vehicles that will be used.

We will not accept bids that do not meet the eligibility criteria.

Please limit your response to 500 words.

We will provide Community Hub's with resources to bring transport to the heart of the rural areas, and provide a menu of support options for the Hub that can provide as much or as little back office, planning, scheduling and transport management functions as they require for as long as needed at a stable or reducing level, entirely to suit the different expertise, capacity and appetite of the individual community hub.

The resource on offer will be a vehicle, uber style booking app, transport management function and paid driver support. It is intended that the vehicle offered will be a car or people carrier, and that this will be an accessible all-electric vehicle. In support of this electric charging infrastructure will be installed at the community hub and to instill confidence and reliability a backup vehicle will be provided at a ratio of 1 spare to 5 operational vehicles. The hub vehicles will be centrally leased and managed, with the hubs determining the usage as it best suits their community and need, for example it may operate entirely demand responsive offering fully flexible bespoke transport solution, or it may aim to provide a semi-fixed service to link in to nearby bus services to local centres for employment, or a mix of the two, either way the hub will be supported with all the technical expertise that is needed and a level of paid casual driver support initially that is required.

Our local Community Hubs have a good connection with the local community and understanding of their needs, but not necessarily expertise in passenger transport. For this reason, we are looking to develop a proposition that removes much of the onerous technical back office and administration away from the service provision. One area where we will be deploying an automated support will be in the booking and scheduling of services and the allocation of paid or volunteer drivers. We will procure an app based system that will enable customers to book a journey in real time, be notified of the vehicle, pick up time and point and who their allocated driver will be. The customer will be able to track the vehicle and to then leave their house as it approaches the pick-up point. This will be automated with no need for call handling, scheduling and despatching staff to be engaged. Similarly, with regard to fleet management functions, the planning of routine inspections and servicing will be programmed automatically by the scheduling app with the journey to the maintenance facility being automatically scheduled as per any other passenger journey; for confidence a breakdown facility will be available and accessible through the app.

Through our initial discussion and engagement, we have identified for areas where there is enthusiastic appetite for this service option to be available from their Community Hub, and it will be our intention to roll out the service in 2 phases. The initial phase 1 being to those locations where the door is decidedly open, followed by an indicative four other locations following the mobilisation and commencement of services in the first phase. In total it is envisaged that 8 operational vehicles will be offered across the county for this pilot.

3.3 Maturity of solution

This should include a summary of previous work which has been completed, and identified barriers that might need to be removed before the project can begin.

Please limit your response to 500 words.

As mentioned above, this initiative builds on two elements where community activity and DR transport have been developed in response to local needs, and which are operating in a sustainable and inclusive manner. The NidderdalePlus Car scheme will be one of the partners working with us to develop and deliver the new DR concept. They have been operating the Community Car since 2015 and provide c2000 passenger journeys pa.

The Community Library Hubs have been created over the last four years, where the community responded to pressures on council budgets that indicated many of the council's Libraries would be closed with the service being concentrated on fewer core town services. With great effort and invention solutions emerged and very quickly 33 libraries were transferred to viable community managed enterprise. These have been fantastically successful, with many locations showing increased footfall from former council run facility. There are a few locations where the desire to include transport as part of the portfolio of services offered by the hub have been identified and these will form the first cohort of co-design community hub partners for phase one.

Appendix # contains a high level project plan, identifying phase 1 hubs and path to delivery.

The 'core offer' behind the DR transport is the booking / scheduling app through which passengers can book, track and confidently rely on. Preliminary research we have done has identified that there are commercial products currently available that are able to provide that functionality, however the detailed specification and procurement for this element of the offer has not yet been carried out. It is anticipated that this will be a significant element in the co-design phase with partners to ensure the app is suitable and meets the range of functions and security that individual hubs are looking for. This may include working with a preferred commercial provider (following proper procure practices) to refine the product to adapt to specific usability to encourage uptake by the anticipated rural demographic. This work will be an early part of the project, and whilst it is an important concept to achieve the long term sustainability of the Hubs DR transport, the DR service provision can be introduced with a manual approach to booking and scheduling in the short term.

Introducing a phased implementation of the project with a manual booking system in this way, will help to maintain commitment and enthusiasm for the project with our co-design partners and bring early benefit to the community they support.

From the engagement (see Appendix # for engagement summary) that was carried out with stakeholders to seek suggestions and better understand local aspirations, it was evident that community based DR transport was felt to be needed in a number of locations. Some of the responses articulated a well understood and defined need and these areas will be included in the phase 1 of the co-design and delivery. Other areas expressed a aspiration but not necessarily with a clear understanding of the diversity of need or with an established community organisation that can support the design and implementation of a DR offer. With these partners, we will engage the support of community development leads in our Stronger Communities team to help develop organisational capacity where this is needed, and their implementation will be targeted for the phase 2 roll out.

3.4 Funding required.

Please provide an estimate of the amount of funding required. Funding for each project will be between £0.5 million to £1.5 million, though we will also consider support for other amounts depending on the identified need. Please also provide details of any other funding for your solution from local government, other bodies such as NHS Clinical Commissioning Groups, or from private investment.

Budget Summary:

Project costs		£000's
Vehicle lease cost		35
Drivers	55	
Central and management staff		65
Project management overhead @16%		25
Total Revenue pa		180
Capital – IT procurement		200
Total Project Cost over 4 years (£180k x 4 plus £200k)		£920k

Initial equality impact assessment screening form			
This form records an equality screening process to determine the relevance of equality to a proposal, and a decision whether or not a full EIA would be appropriate or proportionate.			
Directorate	Business and Environmental Services		
Service area	Integrated Passenger Transport		
Proposal being screened	DfT Bus Related Funding		
Officer(s) carrying out screening	Cathy Knight		
What are you proposing to do?	To agree the submission of: - a statement of Intent to enable release of Supported Bus Services Funding; and - that funding bids for the Rural Mobility Fund and Britain's First All-electric Bus Town can be submitted to the DfT.		
Why are you proposing this? What are the desired outcomes?	Secure bus related funding to help deliver the council's obligations.		
Does the proposal involve a significant commitment or removal of resources? Please give details.	No		
<p>Impact on people with any of the following protected characteristics as defined by the Equality Act 2010, or NYCC's additional agreed characteristics</p> <p>As part of this assessment, please consider the following questions:</p> <ul style="list-style-type: none"> To what extent is this service used by particular groups of people with protected characteristics? Does the proposal relate to functions that previous consultation has identified as important? Do different groups have different needs or experiences in the area the proposal relates to? <p>If for any characteristic it is considered that there is likely to be an adverse impact or you have ticked 'Don't know/no info available', then a full EIA should be carried out where this is proportionate. You are advised to speak to your Equality rep for advice if you are in any doubt.</p>			
Protected characteristic	Potential for adverse impact		Don't know/No info available
	Yes	No	
Age		X	
Disability		X	
Sex		X	
Race		X	
Sexual orientation		X	
Gender reassignment		X	
Religion or belief		X	
Pregnancy or maternity		X	
Marriage or civil partnership		X	

APPENDIX D

NYCC additional characteristics			
People in rural areas		x	
People on a low income		x	
Carer (unpaid family or friend)		x	
Does the proposal relate to an area where there are known inequalities/probable impacts (e.g. disabled people's access to public transport)? Please give details.	Yes the proposals relate to public transport.		
Will the proposal have a significant effect on how other organisations operate? (e.g. partners, funding criteria, etc.). Do any of these organisations support people with protected characteristics? Please explain why you have reached this conclusion.	No		
Decision (Please tick one option)	EIA not relevant or proportionate:	x	Continue to full EIA:
Reason for decision	The proposals included in the statement of intent and bid proposals will have benefits for residents and visitors and there is no foreseeable reason for the application of the funding to cause any negative impact on anybody from within the protected characteristic groups. Further consideration of the equalities implications will be undertaken prior to acceptance of any successful funding bids.		
Signed (Assistant Director or equivalent)	<i>Ian Fielding</i>		
Date	<i>20 May 2020</i>		