Linking Communities – Grants to support cycling in National Parks

Application Form

Guidance on the Application Process is published alongside this application form on the Department’s website.

Please include all relevant information with your completed application form.

The level of information provided should be proportionate to the size and complexity of the scheme proposed. As a guide, we would suggest around 25 pages including annexes would be appropriate.

One application form should be completed per project.

**Applicant Information**

**Applicant name(s)***: New Forest National Park Authority

**Bid Manager Name and position**: Paul McDaid

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**Postal address**:
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Avenue Road,  
Lymington  
SO41 9ZG

When authorities submit a bid for funding to the Department, as part of the Government’s commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within two working days of submitting the final bid to the Department. The Department reserves the right to deem the business case as non-compliant if this is not adhered to.

**Please specify the weblink where this bid will be published**:  
http://www.newforestnpa.gov.uk/linking_communities_fund
SECTION A - Project description and funding profile

A1. Project name: New Forest Family Cycling Experiences

A2. Headline description:

Please enter a brief description of the proposed scheme (in no more than 100 words)

Our application will develop the New Forest National Park as a premier destination for family cycling experiences through innovative measures including:
- the creation of a new family cycling centre adjacent to Brockenhurst rail station.
- a network of satellite cycle docking stations at key attractions, communities and transport hubs.
- an innovative pedal bus network which will serve key settlements and attractions to promote active travel to all age groups.
- a match-funded capital grants scheme to deliver high quality family cycling facilities at tourism businesses.

The project will significantly grow the value of cycling to the local economy, generating employment and encouraging visitors and residents to make their journeys by bike around the National Park instead of cars.

A3. Geographical area:

Map 1  The New Forest National Park

Please provide a short description of area covered by the bid (in no more than 100 words)
The area covered by the bid is the New Forest National Park. This is England’s smallest, but most densely populated National Park; it is also a new National Park, with designation in 2005. The Park generates some 13.5M visitors days each year with around 96% of staying visitors arriving by private car.

Please append a plan showing the location (and route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.

- A map of the New Forest Cycle Network is attached in Appendix B.
- A map of the Brockenhurst site is attached in Appendix C.

### A4. Scheme Elements

Please provide brief description of the core elements of the scheme. Include type, size and scale of each core element, quantity, length or design details may be appropriate.

Our bid introduces five innovative cycling projects, each designed to meet the objectives of the fund. For some projects we are pushing boundaries and championing innovation. Delivered in harmony, our projects will come together to create a significant step change in levels of family cycling in the New Forest, inspiring a new generation of everyday cyclists, and creating a benchmark for cycling development in protected landscapes.

Our 2020 cycling vision (Appendix A) is:

**To be the UK’s premier family cycling destination, with cycling normalised as the key method of getting between the communities, transport hubs and attractions of the National Park.**

The objectives of the Programme are to:

- Grow the economic value of cycling in the New Forest National Park through job creation, higher value experiences and visitor spend, and increased connectivity to communities, accommodation and attractions.
- Deliver an integrated sustainable transport system between settlements within the National Park, which normalises cycling as a method of getting around for both residents and visitors.
- Provide an extremely positive cycling experience for new visitors (particularly families and novices) which inspires them to cycle more during their stay and when then return home (with health benefits associated with this travel behaviour change).
- Provide high quality cycle hire and guest accommodation facilities for cyclists throughout the National Park, and an inspirational family cycling visitors centre, which will grow our reputation as a family cycling destination.
- Add value to the implementation of the ‘Two National Parks’ LSTF programme in the New Forest.
Project 1 – Brockenhurst Family Cycling Centre
(30.4% total programme / 8.4% DfT funding)

Adjacent to Brockenhurst rail station we will develop with private sector partners a high quality cycling and sustainable travel centre. The development will provide an inspirational sustainable transport hub, focussing on providing a full range of cycling experiences to visitors and residents. The centres proximity to Brockenhurst rail station will ensure that links with rail and bus network are maximised to create an exemplar multi-modal transport hub amongst the UK’s national parks.

Existing businesses will relocate into this centre in order to expand. The total development site is 17000 square feet. The site is a short distance from Brockenhurst village centre, and directional signage to retail in this area will be enhanced to provide additional visitor spend opportunities.

Brockenhurst railway station is situated at the heart of the New Forest National Park, it is a primary public transport gateway with more than 130 trains stopping each day, between London and the South West, the Midlands, North of England and community rail partnership services to Lymington. It is an ideal location to promote cycling to visitors arriving in the National Park by sustainable transport.

Lessons from Cycling England’s ‘Finding New Solutions’ programme (2011) showed that the quality of the initial cycling experience can help accelerate the transition between ‘novice’ and ‘regular’ cyclist when they return home. One of the aims of this new centre is to provide a comfortable initial cycling experience which encourages this transition.

Funding from this project will enhance private sector proposals for an enlarged cycle hire facility to a more significant visitor experience. Features of the new centre will include:
- One of the UK’s largest rural cycle hire centres with over 400 bikes available for hire.
- A large cycle retail facility
- Hosting of New Forest Inclusive Cycling, a leading initiative providing a cycling experience to young people with disabilities and/or autism
- Workshop facilities
- Visitor information centre, café and interpretation centre.
- Cycle training area for bikeability training and school cycling proficiency courses.
- Bike wash facilities for visitors bringing their own bikes to the area.
- Showers and locker facilities for visiting cyclists.
- Try before you buy area (consisting of a small skills course).
- Maintenance facilities for the new satellite docking stations throughout the forest.
- Luggage transfer services (e.g. arrive by train and cycle to your hotel/campsite, your bags are transferred by electric van to your destination).
- Electric vehicle hire centre
- New Forest Travel ambassador base
- Pedal bus depot

In addition to providing cycle training and navigation advice, the information and interpretation centre will help visitors to understand the special qualities of the New Forest National Park and encourage responsible cycling within the forest. We are keen to build element of cycle culture and heritage into the interpretation facility, this has become more popular in recent years with initiatives such as l'Eroica (Italian vintage cycling event) and the London Bicycle Film festival. This will enhance the quality of the visitor experience appeal to different audiences, we are keen to evaluate its impact on visitor spend.
Project 2 - Satellite bike docking station network  
(33.78% total programme / 56.02% DfT funding)

We will develop a network of mobile ‘transaction and release’ docking stations throughout the National Park at key attractions and settlements. This element of the project aims to create a ruralised equivalent of the London Cycle Hire Scheme. Each docking station will be unmanned, powered by an ‘off-grid’ solution and be located in car parks with the full support of the business owner. Each unit will hold up to 10 adult mountain bikes, commissioned especially for our docking hubs and designed for minimal maintenance and ease of use in a national park environment.

Whereas current bike hire provision is focussed around a full or half-day cycling experience in the forest, this scheme will allow visitors will take bikes between hubs and satellites for short journeys (a demand recognised by local hire centres, but which the economics cannot be met by a manned cycle hire centre). The result being that it is much easier and cost effective to use bikes as a method of transport. We anticipate that due to the tourist visits to the New Forest (i.e. journeys starting and finishing from one location such as a railway station, car park or accommodation business) the majority of trips will be A-A with the bike returned to the location it started from (visitors will explore attractions and settlements throughout their journey). However, the scheme will be capable of A-B hires, where bikes hired at one location are deposited at another (e.g. hire from a transport hub to cycle to an accommodation business or from one settlement to another). The system will also enable local residents to commute to work and travel between communities.

We will work with and through existing cycle hire providers and destination marketing, to ensure that this project develops the cycle hire market and wider destination, building on what already exists. The project will bring cycle hire facilities to areas of the National Park not currently served by a cycle hire facility.

‘Transaction and release’ bike sharing systems have become established in city centres around the world (e.g. London, Berlin, Montreal), and the Local Sustainable Transport Fund is facilitating further development of this concept in smaller urban areas in close proximity to the New Forest (e.g. Reading, Bath, Southampton). Importantly, this is changing the way in which the market gain access to bicycles and expect to be able to hire bikes.

We believe this will be the first time such a scheme has been operated in a rural area in the UK. Partnerships will be developed with the London Cycle Hire Scheme, and other schemes, to share best practice from urban areas. An ideal vision would be that a user registered to use the London Cycle Hire Scheme is able to use their registration account in the New Forest to access our bikes and vice versa. This will provide us with substantial marketing benefit for cycling in the national parks.

The scheme will be operated by a commercial operation following a procurement exercise. We anticipate that sponsorship will provide income and support the growth of the scheme, in particular by funding marketing activity. It is essential that if the scheme is to be successful, it will operate beyond 2015 without public sector funding support. A break even-point of an average of 100 hires per day will be more than sufficient for the scheme to be financially sustainable.
The design of a satellite docking station for use in the New Forest would take account of landscape principals in order to minimise visual intrusion whilst delivering a high quality look and feel.

Artist’s impression of a New Forest mobile cycle docking station. Further visualisations included in Appendix D.

Project 3 - Pedal bus network
(8.45% total programme / 14% DfT funding)

Design, manufacture and operation of 15 new pedal buses, each capable of carrying up to eight passengers. These will provide an innovative way of exploring the National Park in a low carbon, active and sociable way. The primary use of the pedal buses will be to create and market a network of short distance pedal bus routes, operating to published timetables between March and October, with fare structures, a network of stops and drivers. Pedal buses would link communities, transport hubs and attractions following appropriate routes (e.g. quiet roads). We are confident that pedal buses will thrive on the New Forest topography and will complement existing scheduled and community bus services.

Whilst the pedal bus network will be our main focus, we will work with partners to explore other uses, including:-

-Use at major events such as the New Forest Show, where additional sustainable transport options are needed to reduce traffic congestion. For example, the pedal buses could be used to transport Show visitors between Brockenhurst rail station and the showground, thus reducing private car trips, and complementing or replacing the existing services provided by traditional buses.

-Facilitating car free areas at popular campsites, with pedal buses providing a link between car drop off points and the car free areas, building on a successful concept developed by Centre Parcs. Campsites provide a large proportion the bed spaces available in the New Forest
National Park and many are located within sensitive environments on Crown land. This would deliver a more tranquil holiday experience by reducing short journey private car trips at the campsites, contribute to the protection of these sensitive areas, and introduce a cycling mindset to staying visitors on arrival in the New Forest.

Other uses to be investigated include private charters and use as school transport.

There are significant income generation opportunities, including through passenger fares, hires, and sponsorship. We estimate that our pedal bus network will generate over 30,000 passenger journeys in year one.

We believe this will be the first public transport operation of pedal buses, potentially in the world. Our experience of developing the New Forest Tour (a successful seasonal tour bus network around the forest developed by the National Park Authority, Hampshire County Council and partners) will be used to develop a business model and marketing plan which promotes the network as a unique visitor experience.

Feedback from potential suppliers and other partners provides reassurance that bespoke New Forest pedal buses can be developed as an effective transport service within the funding window. Whilst we are confident that pedal buses will be successful through pedal power alone, we will also explore options for providing each unit with electrical assist to provide assistance where appropriate.

A network of pedal bus stops will be created providing off grid electric charging facilities, passenger information and timetables, and a video guide to using the bus with safety information and realistic guidance about the physical energy required to use the bus.

Project 4 - Signage improvements  
(0.85% total programme / 1.4% DfT funding)

A smaller funding allocation is sought for signage improvements that will enable easier access to and use of existing promoted recreational cycle routes away from Crown land. The signage will complement the parallel development of a Community Routes network for walkers, cyclists and horse-riders which is being progressed through our LSTF programme, and which identifies and promotes functional cycling and walking routes between settlements.

We will create bespoke signage to direct people from rail stations and ferry terminals to existing promoted cycle routes, such as Hampshire County Council's “Discover” trails (see example here[^1]) The low-key signage will be readily identifiable, and will include information about the distance and direction to the destination cycle route.

Existing signage of the ‘Round the Island’ cycle route on the Isle of Wight (illustrated left) is instantly recognisable. Our signage would include additional information such as distance to named circular route, and return distance to, for example, rail station.

The signage will enable cyclists who are unfamiliar with the area to travel with confidence by bicycle to the start of the promoted routes.

We will also adapt this bespoke signage for use on promoted circular cycle routes. This will give cyclists a seamless experience from their transport touchdown location to and around the recreational cycle route. At the start of each promoted route, information about the length of the route will be provided. Appropriate ‘reassurance’ signage will be provided around the cycle route.

The signage will be designed to be usable as a standalone product. We will promote the product to raise awareness and to encourage use by residents of and visitors to the National Park. For those who prefer to have additional information, we will also develop associated web pages which will integrate information about transport, access to promoted routes, and the promoted routes themselves. The National Park Authority will undertake the initial and continuing promotion of recreational cycle access through websites and other networks in partnership with Hampshire County Council, Wiltshire Council and others.

**Project 5 - New Forest cycling facilities capital grants fund (8.45% total programme / 7% DfT funding)**

We propose creating a capital grants fund to support the private sector to:

- Develop cycling facilities at existing attractions and accommodation businesses across the National Park. The aim is to provide high quality facilities which make visitors feel more comfortable cycling around the area and bring their own bikes on holiday with them. Example facilities could include: bike storage, lockers, shower facilities and interpretive signs for cyclists.

- Facilitate the development of existing cycle hire facilities throughout the National Park to ensure they can effectively complement, support, and add value to the family cycling centre at Brockenhurst. This could include: capital improvements to facilities to create complimentary hub locations, interpretative signage (e.g. map boards), expansion of bike fleets to include electric bikes and high-end road and mountain bikes.

- Unlock further match funding, particularly from the commercial sector.

This fund will be supported by development of a best practice design guide produced in consultation with the NFNPA planning policy and development control teams to ensure high quality design which is in keeping with the special qualities of the New Forest National Park. The fund will be operated in line with our existing Sustainable Development Fund which has distributed £1.5 million to date and businesses will be given 1-to-1 support to develop projects.

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**A5. Equality Analysis**

Has any Equality Analysis been undertaken in line with the Equality Duty? ☒ Yes □ No

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**A6. Partnership bodies**

Please provide details of the partnership bodies (if any) you plan to work with in the design and delivery of the proposed scheme. This should include a short description of the role and responsibilities of the partnership bodies (which may include Development Corporations, National Parks Authorities, private sector bodies and transport operators) with confirmatory evidence of their willingness to participate in delivering the bid proposals.

Key partnership bodies involved in the delivery of the proposed schemes
<table>
<thead>
<tr>
<th>Partnership body</th>
<th>Description</th>
<th>Evidence of willingness to participate</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Forest Environmental</td>
<td>Private sector partner delivering the Brockenhurst Family Cycling Centre</td>
<td>Letter, match funding</td>
</tr>
<tr>
<td>Existing Cycle Hire Operators</td>
<td>Cycle hire operators within the National Park</td>
<td>Letters</td>
</tr>
<tr>
<td>Hampshire County Council</td>
<td>National Park Highway Authority and Public Health Authority</td>
<td>Letter, email, in kind support</td>
</tr>
<tr>
<td>Wiltshire Council</td>
<td>National Park Highway Authority</td>
<td>Letter, in kind support</td>
</tr>
<tr>
<td>New Forest Tourism Association</td>
<td>Network of 300 tourism business operating in the New Forest</td>
<td>Letter, in kind support</td>
</tr>
<tr>
<td>Forestry Commission</td>
<td>Government department responsible for protection and expansion of Britain’s Forests</td>
<td>Letter</td>
</tr>
<tr>
<td>Sustrans</td>
<td>Leading sustainable transport charity</td>
<td>Letter</td>
</tr>
<tr>
<td>New Forest District Council</td>
<td>Local district council</td>
<td>Email</td>
</tr>
</tbody>
</table>

**SECTION B – The Business Case**

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

Please indicate how the scheme is going to achieve all the assessment criteria.

The programme will help to deliver an integrated transport system for the New Forest National Park by providing opportunities for visitors and residents to interchange between rail, hired bikes and electric vehicles, pedal bus, New Forest Tour, scheduled bus services and a new network of community routes. This will make it much easier for visitors and residents to enjoy car-free experiences.

There is an existing network of safe cycle routes, quiet lanes and forest tracks throughout the National Park maintained by Hampshire County Council, the Forestry Commission and others. National Cycle Network (NCN) Route 2 passes through the Park linking Southampton to Brockenhurst. An onward link to Christchurch will be signed before March 2015.

For links with the Two National Parks LSTF programme and destination marketing see Appendix F.

- **Evidence of connectivity with public transport hubs, wider cycling networks and surrounding communities**

<table>
<thead>
<tr>
<th>Project</th>
<th>Connectivity Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – Brockenhurst Family Cycle Centre</td>
<td>Brockenhurst rail station is the primary gateway to the National Park, with 130 trains per day providing links from London, Bournemouth, Southampton, the Midlands and the north of England. At Brockenhurst, visitors are presented with a range of other sustainable transport experiences, including bike and electric vehicle hire, the popular New Forest Tour, and scheduled bus services. From Brockenhurst, cycle hirers are in easy reach of a network of quiet lanes</td>
</tr>
</tbody>
</table>
and off road routes ideally suited to recreational cycling. The ‘Community Routes’ initiative being delivered through LSTF will make this network safer and easier to use.

For these reasons it is logical to host our flagship project adjacent to Brockenhurst station.

2 – Satellite bike docking station

Satellite hubs will be located in a variety of locations including other transport interchanges, settlements, and visitor attractions. Whilst Brockenhurst is recognized as a flagship transport hub, other rail stations within and close to the Park provide opportunities for a second tier of gateways.

3 – Pedal buses

From the pedal bus hub at Brockenhurst, a published network of pedal bus routes will develop, providing links to other communities and attractions.

4 - Signage

The project will develop bespoke signage to direct people from rail stations and ferry terminals to existing promoted cycle routes.

The initiative will build upon a project within our LSTF programme called New Forest Community Routes, which is identifying, improving and promoting existing walking and cycling routes between settlements, popular countryside areas and key destinations.

5 - Grants

Improving cycling facilities at attractions and accommodation providers will improve the arrival experience for visitors arriving to a public transport hub and cycling to their final destination.

**Evidence of match funding (at least 30%) from the local authority or related**

<table>
<thead>
<tr>
<th>Project</th>
<th>Match Funding Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Brockenhurst Family Cycle Centre</td>
<td>We are working closely with a private sector partner to capitalise on a proposed development adjacent to Brockenhurst rail station. See letter of support from New Forest Environmental.</td>
</tr>
<tr>
<td>2 – Satellite bike docking station</td>
<td>Hosting fees for docking stations, sponsorship, rental income</td>
</tr>
<tr>
<td>3 – Pedal buses</td>
<td>Sponsorship, income from fares, charters</td>
</tr>
<tr>
<td>4 - Signage</td>
<td>Highway Authority in kind installation and maintenance post March 2015.</td>
</tr>
<tr>
<td>5 - Grants</td>
<td>Commercial sector match funding as a requirement of the fund.</td>
</tr>
</tbody>
</table>

We have also identified in the region of at least £0.5M in ineligible match funding (within the Two National Parks LSTF programme) which will add significant value to the project through travel behaviour change marketing and the development of a network of community routes between settlements on existing rights of way.

**Commitment and ability to deliver by 31 March 2015**

Deliverability has shaped our application and the projects have been carefully designed to be deliverable by March 2015. The existing LSTF programme will be implemented in parallel, and there are resource economies of scale in place to ensure that both programmes will be complementary to each other.

<table>
<thead>
<tr>
<th>Project</th>
<th>Deliverability Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 -</td>
<td>Our private sector partner is progressing relevant planning consents for the</td>
</tr>
</tbody>
</table>
Brockenhurst Family Cycle centre development. Pre-application advice has already been sought, and the emerging application is considered to be in line with the New Forest National Park Core Strategy and other adopted policies and plans.

2 – Satellite bike docking stations
Building on similar concepts already operating in urban areas, we will look to the market to develop a solution in keeping with the values of a protected landscape. Our initial investigations suggest that technology is already available to develop such a solution. Our docking stations will be operational between March and October, they will be mobile and temporary and based on trailers.

Following manufacture of the units, we will procure an operator for the satellite stations, working closely with existing cycle hire providers.

3 – Pedal buses
Taking best practice from similar projects already running in the UK and abroad, we will look to the market to develop a bespoke pedal bus for the National Park. We are already engaging with potential suppliers, and have access to expertise from bus operators, off grid innovators, and existing cycle hire operators.

We will ensure that any solution is compliant with UK and EU legislation, and that pedal bus routes are carefully planned to follow appropriate routes.

4 - Signage
This project is highly deliverable under the time constraints of the programme.

5 - Grants
The Authority has extensive experience of operating grant schemes of a similar value. This includes a £150k per annum Sustainable Development Fund and more recently a Sustainable Transport Solutions Fund. We have developed robust and transparent processes for determining and managing applications, with approved audit trails and legal agreements.

Our track record in this area ensures that we are well placed to introduce a capital grants fund as part of this programme.

Clear demand from stakeholders for the proposed scheme

<table>
<thead>
<tr>
<th>Project</th>
<th>Evidence of demand from stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – Brockenhurst family cycling centre</td>
<td>Our private sector partner, together with existing cycle hire and retail interests, have demonstrated support for this proposal. The location of the proposal, adjacent to a popular rail station is supported by a range of stakeholders, including the New Forest Tourism Association, the Bicycle Association and New Forest Access Forum.</td>
</tr>
<tr>
<td>2 - Satellites</td>
<td>A number of stakeholders have demonstrated demand for this solution. These include Wiltshire Council, the New Forest Access Forum, existing cycle hire operators and British Cycling. The concept, already rolled out in London and internationally, is included in a number of LSTF programmes for urban areas. In short, it is transforming access to a bicycle and introducing new market expectations for cycle hire. We believe this project will be the first in a rural area and offers significant potential for roll out in other protected landscapes.</td>
</tr>
<tr>
<td>3 – Pedal buses</td>
<td>We have support from Go South Coast (part of the Go Ahead Group) for our pedal bus project, which has the scope to open up areas of the New Forest to public transport passengers would otherwise find it inaccessible. Go South Coast recognise that pedal buses would greatly complement the existing network of bus services and further encourage the use of public transport in the National Park.</td>
</tr>
</tbody>
</table>
Demand from stakeholders for this project is illustrated through the letters of support from Hampshire County Council, the Forestry Commission and New Forest Access Forum. Cyclists expect waymarking to be of a high standard, in sensible locations, and informative. Our project will deliver this.

The New Forest National Park Authority is operating a small grants scheme as part of the Two National Parks LSTF Programme. This has generated high volumes of quality applications resulting in demand exceeding supply. Grant schemes of this nature are particularly useful in unlocking match funding contributions from the commercial sector, and delivering shared outcomes. We have strong stakeholder support from New Forest Tourism Association members and cycle hire businesses.

High quality scheme design and innovation

<table>
<thead>
<tr>
<th>Project</th>
<th>Design and Innovation Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Brockenhurst Family Cycling Centre</td>
<td>Our commercial partner will work closely with National Park Authority adopted planning polices, design guides etc to develop a family cycle centre design which meets the needs of visitors, and adds value to the National Park landscape. Sustainability will be at the heart of the design, and will include off grid power, rain water harvesting, etc.</td>
</tr>
<tr>
<td>2 – Satellite docking stations</td>
<td>This innovative project will develop the New Forest National Park as a beacon for rural cycle hire provision through the creation of the rural equivalent of the London Cycle Hire Scheme. It will be the first protected landscape in the UK to have such as scheme. We will take best practice from similar existing operations to commission a new design which is in keeping with the values of a National Park. Our satellites will be portable and temporary, unmanned, and powered by off grid technologies.</td>
</tr>
<tr>
<td>3 – Pedal bus</td>
<td>We believe our network of pedal buses will be the first of its kind in Europe. We will specify a design which is appropriate for the National Park but also meets the needs of the customer and the intended uses of the pedal buses.</td>
</tr>
<tr>
<td>4 - Signage</td>
<td>As discussed in section A4, an innovative and distinctive signage system will be created for the network of trails.</td>
</tr>
<tr>
<td>5 - Grants</td>
<td>We will mirror our established successful grant schemes such as the Sustainable Development Fund. As part of match funding for the project the NFNPA will create a best practice guide to assist private sector businesses in the development of high quality cycling facilities.</td>
</tr>
</tbody>
</table>

Commitment to monitor proposed scheme
With have identified a number of measures which we are committed to monitoring as part of this project, including beyond March 2015. See section C.

Evidence of health benefits and positive impact upon health inequalities
The level of cycling produced by the programme is likely to lead to a reduction in the risk of mortality of 2%. Total number of individuals regularly doing this amount of cycling: **332,824**
By providing an extremely positive initial cycling experience from high quality facilities and our cycling visitors centre, the programme will help to accelerate the transition between ‘novice’ and
‘regular’ cyclist when they return home. We have full support from the Director of Public Health at Hampshire County Council for the programme.

**B2. The Strategic Case**

This section should set out the rationale for making the investment and evidence on the strategic fit of the proposal. It should also contain an analysis of the existing transport problems that might prevent people from walking or cycling in and around National Parks, identify the barriers that are preventing delivery of cycle improvements, explain how the preferred scheme was selected and explain what the predicted impacts will be. The impact of the scheme on releasing potential for more people to cycle, key development and growth opportunities including potential in the cycle service and tourism sector will be an important factor in the assessment process. Please provide evidence on the following questions (where applicable):

**Rationale summary**

Cycling in the UK has undergone a renaissance in recent years. In 2010 the gross cycling contribution to the UK was £2.9bn, through employment, manufacture and retail and health, tourism, health and absenteeism savings.

Although England’s smallest National Park, the New Forest is accessible to over 15 million people within 90 minutes. The low gradients and large network of off-road forest tracks make the New Forest National Park ideal for family cycling. Due to this it is an ideal location to inspire visitors to take up cycling when they return home.

The Bid has been developed to be consistent with, and add value to, the existing strategies of all the partners. The New Forest National Park Authority has its own set of management issues which need to be addressed, of which reducing the impact of traffic on the special qualities of the National Parks and providing a range of sustainable transport alternatives is a key aim. The New Forest has an established National Park Management Plan (2010-2015) which sets out three objectives for the sustainable management of the park:

- Developing a distinctive and different experience for those travelling with the National Park which clearly indicates its special and protected status;
- Promoting measures to reduce the negative impacts of road traffic on the quality of life of local communities and the environmental quality of the National Park; and
- Supporting an integrated network of public/community transport, footpaths and cycle ways.

Hampshire County Council has published its 3rd Local Transport Plan and developed Rights of Way Improvement Plan, with a number of individual strategies and objectives to enhance the local transport network. Common themes that run through these include:

- Supporting economic growth;
- Addressing climate change;
- Improving health, safety and security; and
- Improving quality of life.

The Hampshire LTP3 document specifically supports local sustainable tourism in the New Forest National Park through footpath, cycle, public transport and rights of way improvements, and enhancing the network to allow increased leisure use.

a) **What is the problem that is being addressed, making specific reference to barriers to increased cycling and why this has not been addressed previously?**

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The special qualities of the New Forest National Park are threatened by high levels of private car trips throughout the main visitor season. Air and water pollution levels rise, habitats and landscape character are threatened by vehicle encroachment; tranquillity is broken by traffic noise and the wider impacts of transport emissions and their contribution to climate change are already being seen in changing ecosystems, migration patterns and other critical aspects of special and habitat survival.

Cycling is popular in the New Forest National Park, however there is much we can do to improve the quality of the experience for new cyclists and families in particularly, in order to get them cycling more when their holiday is complete. The logic map below describes how the project will address some key barriers to increasing cycling within the New Forest National Park.

Previously we have not had the necessary resources to develop family cycling in the New Forest on the scale we are proposing in this application. Our LSTF programme with the South Downs National Park Authority focusses on a range of revenue and capital programmes to:
- Improve public transport gateways into the two National Parks.
- Make it easy to reach key attractions within the two National Parks
- Promote sustainable travel packages to visitors before they arrive and while they are in the National Parks
- Manage all traffic effectively within the parks, so that it does not detract from visitors’ experience.

This application will significantly boost the role of cycling as a sustainable journey tool for visitors and local residents.
<table>
<thead>
<tr>
<th>BARRIERS</th>
<th>SOLUTIIONS</th>
<th>PROJECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>No bike available at holiday base – car journey required to bike hire centre.</td>
<td>Network of satellite docking stations located across the National Park at key settlements, attractions and accommodation providers where a cycle hire centre is not available.</td>
<td>2</td>
</tr>
<tr>
<td>Existing bike hire provision business models allow only full or half day cycling experiences unsuited towards visitors looking to make short journeys to attractions.</td>
<td>Bike provision from satellite docking stations will permit short transport journeys in an A-A or A-B format.</td>
<td>2</td>
</tr>
<tr>
<td>Visitor perception – ‘I’m too unfit to cycle’</td>
<td>Provision of Electric Bikes</td>
<td>1</td>
</tr>
<tr>
<td>Perception that cycling isn’t easy in National Parks e.g. too many hills.</td>
<td>Improved directional signage and promotion of routes</td>
<td>4/b</td>
</tr>
<tr>
<td>Visitors lack navigation skills or confidence to use cycling as a method of travel.</td>
<td>Short visitor focussed bicycle skills sessions at Brockenhurst cycle centre</td>
<td>1</td>
</tr>
<tr>
<td>Trains unable to carry more than 3 bikes, therefore visitors unlikely to bring own bikes to destination.</td>
<td>World-class cycling attraction and bike hire centre developed at Brockenhurst Railway Station. Luggage transfer service to hotel accommodation. Cycling visitors centre with tailored route advice and video footage of routes.</td>
<td>1</td>
</tr>
<tr>
<td>Bike hire operators in the forest only have simple mountain bikes. I want something more exciting! The facilities are looking tired and need investment.</td>
<td>Satellite docking stations installed at Ashurst and Sway railway stations, and at a selection of key New Forest Tour stops.</td>
<td>2</td>
</tr>
<tr>
<td>‘I don’t want to sit on a tour bus all day, but I don’t feel confident enough being on my own in the forest on a bike.’</td>
<td>Grants scheme to transform bike hire facilities into world-class centres of cycling excellence. With extended fleets, improved interpretation, retail and maintenance facilities.</td>
<td>5b</td>
</tr>
<tr>
<td>Visitor perception – ‘I haven’t cycled since I was a child and I don’t think I’ll be able to do it.’</td>
<td>Network of pedal bus services providing active transportation with knowledgeable local drivers.</td>
<td>3</td>
</tr>
<tr>
<td>Visitor perception – ‘I don’t have the right clothing with me’</td>
<td>Pedal bus network enables users to undergo the same exercise they’d receive cycling on their own, with others and without the need to drive/navigate.</td>
<td>3</td>
</tr>
<tr>
<td>Visitor perception – ‘I’ll become sweaty, and I’m going out for a meal at 5pm tonight’</td>
<td>Cycle clothing retail at Brockenhurst. A range of existing routes promoted for all abilities, encouraging ‘de-lycarification’ of the perception of cycling in the park.</td>
<td>1/4/b</td>
</tr>
<tr>
<td>Safety – roads feel dangerous for families and older people.</td>
<td>Grants scheme to provide bike hire centres and attractions with showers, lockers and changing rooms.</td>
<td>5a/b</td>
</tr>
<tr>
<td></td>
<td>Highway improvements made on key community routes between major settlements and attractions.</td>
<td>a</td>
</tr>
</tbody>
</table>

2

1

4/b

1

2

5b

3

3

1/4/b

5a/b

a
b) What options have been considered and why have alternatives been rejected?

We have considered including new cycle routes within this bid, however:
- The complexities of the landownership, EU legislation relating to habitat regulations, and development control in the New Forest National Park (in particular on Crown Land) make it impossible to deliver suitable schemes within the timescales of the programme. Similar cycle route developments, for example the Ashurst to Lyndhurst cycle route have taken up to eight years to complete due to the above sensitivities. We are therefore focussing on a programme of ‘off highway’ solutions.
- Our extensive off-road cycling network, and network of quiet lanes is highly developed (see Appendix B – map of the network).
- A programme of improvements is being delivered as part of our LSTF programme.

As part of our commitment to a 2020 vision for cycling (Appendix A) we are working with Hampshire County Council and partners to prioritise improvements to the cycling network.

Alternatives available to us (may be combined):

**Option 1 – Do Nothing**
The New Forest National Park will not reach its full potential as the UK’s premier family cycling destination.
- The site at Brockenhurst station will still be purchased by the private sector and it will include a modest cycle hire and retail operation. However, it is unlikely to become a world-class attraction with information provision, interpretation area and training area.
- It is extremely unlikely that the pedal bus network and satellite bike docking stations will be developed by the private sector due to the high costs of infrastructure and the payback period for this.
- Gaps will remain in the integrated transport system for visitors.

**Option 2 – Consider other sites for development of the family cycle centre**
We have considered other potential sites for the development of the family cycle centre, but these are not as attractive as Brockenhurst because this location provides an opportunity to:-
- Engage with visitors arriving by train, as Brockenhurst is the New Forest National Park’s primary rail access point with 130 trains stopping daily.
- Assist visitors to transfer onto a range of sustainable transport (e.g. bike, electric cars, New Forest Tour).
- Influence the use of planned private sector investment in cycling facilities and add value to this.
- Work with existing private sector cycle hire operators already working in the vicinity of the railway station.

**Option 3 – Business Cycle Loan scheme**
This scheme would help link tourism businesses (such as accommodation providers and attractions) with bike shops and hire outlets which have the expertise to service and maintain the bikes. The National Park Authority would purchase a fleet of bikes and offer long-term loan of hire bikes to organisations that can show they offer a good outlet for cycle rental and are able to check and maintain the bikes and advise on where to ride by partnering with a cycle specialist.

This scheme would:
- Significantly boost the availability of bikes at locations where visitors are present, thereby encouraging car free exploration of the National Park.

- A model for delivering this is currently being tested in the Lake District as part of their LSTF funding (http://www.cumbriatourism.org/sustainable-tourism/GoLakesTravelCycloan.aspx).

- Be a lower cost than the preferred option.

However, this scheme lacks innovation and its success and usage would be dependent on commitment from individual tourism businesses.

c) What are the expected benefits / outcomes? For example, job creation, health benefits, road safety and linked transport on the basis on which these have been estimated.

Numerical outputs are detailed in section C1 and Appendix G. The programme will deliver the following outcomes and benefits:

- More visitors and residents will make local transport journeys around the New Forest National Park by bike or pedal bus instead of car. We recognise that car journeys will still take place, but there will be more choice and encouragement of sustainable modes of travel.

- A truly integrated sustainable transport experience for visitors will be completed allowing simple interchanges between train, New Forest Tour, pedal bus, electric vehicles, the rights of way network and bike hire.

- Visitors more comfortable that a ‘car-free’ onward journey from one of the sustainable access points into the forest is available from key railway stations and New Forest tour bus stops.

- New direct jobs created at the new Brockenhurst Family Cycling Centre, pedal bus driving and in maintenance and management of the transaction and release cycle hire system. Indirect jobs created in the wider visitor economy through the multiplier effect and by creating links between accommodation and attractions through the satellite docking station network. In particular, there will be many opportunities for young people (~18 to 25 years old) to be employed on these projects.

- The project will increase accessibility to all areas of the New Forest National Park for visitors who arrive by public transport and do not have access to a car. We know that lack of access to a car is a significant reason why people who live near the New Forest do not visit, cited by 18% of ‘non-visiting’ households in the major urban catchments of the New Forest.

- Positive leisure experiences created in the National Park that lead to new healthy hobbies and habits when visitors return home.

- Cycle skills developed among visitors and residents which will enable more people to cycle safely around the New Forest or their home localities.

- The project will substantially increase the size and demand for cycle hire in the New Forest National Park, creating benefits and opportunities for new and existing cycle hire, service, maintenance and retail businesses to open and/or expand.

- The pedal bus network will generate significant PR for the National Parks sustainable travel offer and the programme as a whole.

- The whole project will test new sustainable transport ideas in National Parks, best practice will be shared amongst other National Parks and protected landscapes around the UK and beyond.

d) Are there are any related activities, that if not successfully concluded would mean the full benefits of the scheme may not be realised. For example, this could relate to land
acquisition, planning, other transport interventions being required or a need for additional consents?

A failure to purchase and develop the site in Brockenhurst by the private sector would substantially affect the match funding for the project and the location for our flagship family cycling visitors centre.

e) What is the impact of the scheme – and any associated mitigation works – on any statutory environmental constraints? For example, Local Air Quality Management Zones.

The project will have no impact on any statutory environmental constraints. Lyndhurst village centre is a Local Air Quality Management Zone, the project will assist in reducing the number of car journeys by visitors within the New Forest National Park and as a result decrease the number of vehicles passing through the LAQMZ.

B3. The Financial Case – Project Costs

Before preparing a scheme proposal for submission, bid promoters should ensure they understand the financial implications of developing the scheme (including any implications for future resource spend and ongoing costs relating to maintaining and operating the asset), and the need to secure and underwrite any necessary funding outside the Department’s maximum contribution.

Please complete the following tables. Figures should be entered in £000s (i.e. £10,000 = 10).

**Table A: Funding profile (Nominal terms)**

<table>
<thead>
<tr>
<th>£000s</th>
<th>2013-14</th>
<th>2014-15</th>
<th>2015-16</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>DfT funding sought</td>
<td>£570</td>
<td>£3000</td>
<td>£3570</td>
<td>£3570</td>
</tr>
<tr>
<td>Private sector contribution</td>
<td>£1100</td>
<td>£450</td>
<td>£0</td>
<td>£1550</td>
</tr>
<tr>
<td>In kind contributions</td>
<td>£300</td>
<td>£200</td>
<td>£100</td>
<td>£600</td>
</tr>
<tr>
<td>TOTAL</td>
<td>£1970</td>
<td>£3650</td>
<td>£100</td>
<td>£5720</td>
</tr>
</tbody>
</table>

**Table B: Cost estimates (Nominal terms)**

<table>
<thead>
<tr>
<th>Cost heading</th>
<th>Cost (£000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1</td>
<td>£1600</td>
</tr>
<tr>
<td>Project 2</td>
<td>£2000</td>
</tr>
<tr>
<td>Project 3</td>
<td>£500</td>
</tr>
<tr>
<td>Project 4</td>
<td>£50</td>
</tr>
<tr>
<td>Project 5</td>
<td>£500</td>
</tr>
<tr>
<td>Project Management</td>
<td>£300</td>
</tr>
<tr>
<td>Contingency allowance</td>
<td>£170</td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>£600</td>
</tr>
<tr>
<td>TOTAL</td>
<td>£5720</td>
</tr>
</tbody>
</table>

Notes:
1) Department for Transport funding must not go beyond 2014-15 financial year.
2) A minimum local contribution of 30% (local authority and/or third party) of the project costs is required.

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

Please provide information on the following points (where applicable):

a) The non-DfT contribution may include funding from organisations other than the scheme promoter. If the scheme improves transport links to a new development, we would expect to see a significant contribution from the developer. Please provide details of all non-DfT funding contributions to the scheme costs. This should include evidence to show how any third party contributions are being secured, the level of commitment and when they will become available.

<table>
<thead>
<tr>
<th>Funder</th>
<th>Amount</th>
<th>Secured? / Evidence</th>
<th>Available from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private sector investment to Brockenhurst Family Cycling Centre</td>
<td>£1.3M</td>
<td>Secured. Letter and independent valuation attached.</td>
<td>Project start date</td>
</tr>
<tr>
<td>Private sector match funding obtained through Cycling Facilities Fund</td>
<td>£250k</td>
<td>Secured throughout the project</td>
<td>Obtained throughout the programme.</td>
</tr>
<tr>
<td>Including New Forest Tourism, Hampshire County Council, Wiltshire Council, New Forest National Park Authority</td>
<td>£600k (in kind)</td>
<td>Through discussion with partners we expect this in-kind contribution to be evidenced through complimentary activities such as: Marketing and PR Signage installation and maintenance Planning support Project management support.</td>
<td>Project start date</td>
</tr>
</tbody>
</table>

b) Where the contribution is from external sources, please provide a letter confirming the body’s commitment to contribute to the cost of the scheme. The Department is unlikely to fund any scheme where significant financial contributions from other sources have not been secured or appear to be at risk.

Have you appended a letter(s) to support this case? ☒ Yes ☐ No ☐ N/A

c) The Department may accept the provision of land in the local contribution towards scheme costs. Please provide evidence in the form of a letter from an independent valuer to verify the true market value of the land.

Have you appended a letter to support this case? ☒ Yes ☐ No ☐ N/A

Located in Appendix K (awaited)
B5. The Financial Case – Affordability and Financial Risk

This section should provide a narrative setting out how you will mitigate any financial risks associated with the scheme (you should refer to the Risk Register / QRA – see Section B10).

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

Please provide evidence on the following points (where applicable):

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

- Project 1 – No allowance required. Grant will be awarded as fixed price contract.
- Project 2 – 5% allowance (£100k) to cover cost overrun.
- Project 3 – 7% allowance (£35k) to cover redevelopment of prototype or higher maintenance costs due to problems with manufacture.
- Project 4 – 10% allowance (£5k) to cover unexpected costs relating to signage installation.
- Project 5 – No allowance required. Financial risk transferred to grant applicants.
- Programme management – 10% allowance (£30k) to cover additional recruitment costs if required.

a) How will cost overruns be dealt with?

It is recognised that the financial risks rest with the accountable body. There will be continued monitoring of each individual package of work as it is carried out which will allow ongoing budget control. In addition, all delivery tasks have been costed with appropriate contingency. Should additional tasks be required once works have commenced, this will be dealt with through the contingency allowance. The ‘off-highway’ nature of the project will considerably reduce the risk of cost overrun.

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

As discussed above it is recognised that the financial risks rest with the accountable body, the New Forest National Park Authority.

B6. The Economic Case – Value for Money

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

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

- Significant positive and negative impacts (quantified where possible);
- A description of the key risks and uncertainties;
- A short description of the modelling approach used to forecast the impact of the scheme and the checks that have been undertaken to determine that it is fit-for-purpose.
Existing and projected data for the project outcomes, risks and uncertainties and a description of the modelling approach is included in Appendix G. This includes data required by Sustrans to carry out webTAG and the Cycle Tourism model. We have also included other measures that we will monitor as part of the project.

However, our project forecasts do not account for the full benefits of the programme, for example:

- Lasting behaviour change among visitors and local residents as a result of inspiration, cycling skills development and positive initial cycling experience at the Brockenhurst cycling attraction.
- Growth in entirely car-free visits due to completion of a truly integrated transport network.
- Growth in the number of indirect jobs supported by a growth in cycling and cycle tourism.
- Changes in average visitor spend among cyclists as a result of the programme.

**HEAT model results**

**Current New Forest National Park situation**

Average distance cycled per person per year in km: **90**

This level of cycling is likely to lead to a reduction in the risk of mortality of: **2 %**

Total number of individuals regularly doing this amount of cycling: **308,943**

As a result of our proposed programme:

Average distance cycled per person per year in km: **90**

This level of cycling is likely to lead to a reduction in the risk of mortality of: **2 %**

Total number of individuals regularly doing this amount of cycling: **332,824**

The number of individuals cycling has **increased** between your pre and post data.

There are now **23,881 additional** individuals regularly cycling, compared to the baseline.

However, the average amount of cycling per person per year has not changed.

The reported level of cycling in both your pre and post data gives a reduced risk of mortality of: **2 %**, compared to individuals who do not regularly cycle.

However, this is only taking into account cycling within the New Forest National Park, and not any home based travel behaviour change which may result from a positive initial cycling experience in the New Forest.

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

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

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

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

Has a Scheme Impacts Pro Forma been appended? ☐ Yes ☒ No ☐ N/A

The pro-forma has not been completed as the questions do not directly relate to our bid which does not include the construction of new cycle routes. However, a detailed set of notes on data sources has been attached in Appendix G. We are willing to answer any further questions you may have on this.

Has a description of data sources / forecasts been appended? ☐ Yes ☒ No ☐ N/A

Appendix G.

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

B7. Management Case - Delivery

Deliverability is one of the essential criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

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

Has a project plan been appended to your bid? ☒ Yes ☐ No

Appendix H

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

Has a letter relating to land acquisition been appended? ☐ Yes ☒ No ☐ N/A

Appendix J – Letter from New Forest Environmental

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

Project 1 – Brockenhurst Family Cycling Hub
Delays caused by submission and determination of planning application.  
Financial impact: Additional planning costs, accelerate construction process once determined, a need to identify and develop a new project which delivers same outcomes if unsuccessful. In the unlikely event of this occurring we will seek immediate advice from DfT and Sustrans. The New Forest National Park Authority would not expect to repay resources already committed to other areas of the programme.

Project 2 – Satellite Docking Station Network
Delays caused through procurement issues e.g. unable to procure items, unexpected procurement issues.  
Financial impact: Addition procurement costs (e.g. advertising invitation to tender), delay to operational start date to 2015 instead of 2014 (operations are seasonal).
Delays in design/manufacture of satellite hubs

Financial impact: delay to operational start date to 2015 instead of 2014 (operations are seasonal).

Project 3 – Pedal bus network

Delays caused through procurement issues e.g. unable to procure items, unexpected procurement issues.

Financial impact: delay to operational start date to 2015 instead of 2014 (operations are seasonal).

Project 4 – Signage improvements
Delays in agreeing routes and signage designs with key stakeholders.

Project 5 – Cycling Facilities Fund
None anticipated. Systems already in place to deliver to project.

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

<table>
<thead>
<tr>
<th>Table C: Construction milestones</th>
<th>Estimated Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start of works</td>
<td>June 2013</td>
</tr>
<tr>
<td>Satellite docking station manufacture</td>
<td>September 2013</td>
</tr>
<tr>
<td>commissioned</td>
<td></td>
</tr>
<tr>
<td>Pedal bus manufacture commissioned</td>
<td>December 2013</td>
</tr>
<tr>
<td>Brockenhurst Family Cycle centre complete</td>
<td>March 2015</td>
</tr>
<tr>
<td>Cycle hire system fully operational</td>
<td>March 2015</td>
</tr>
<tr>
<td>Opening date</td>
<td>March 2015</td>
</tr>
<tr>
<td>Completion of works (if different)</td>
<td>N/A</td>
</tr>
</tbody>
</table>

e) Please list any major transport schemes costing over £5m in the last 5 years which the authority has delivered, including details of whether these were completed to time and budget (and if not, whether there were any mitigating circumstances).
The New Forest National Park Authority was formed in 2005, and has to date not delivered any major schemes costing over £5m in the last 5 years. The Local Sustainable Transport Fund is the first significant transport funding opportunity that has been made available to us since designation and we have demonstrated that in partnership with others, we can both apply and deliver funding successfully. We will be working closely with Highway Authorities in delivery of the programme.

B8. Management Case – Statutory Powers and Consents
a) Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.

<table>
<thead>
<tr>
<th>Power/ consent obtained</th>
<th>Date acquired (challenge period)</th>
<th>Date of expiry</th>
<th>Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Power/ consent outstanding</th>
<th>Timetable for application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change of Use Consent for Brockenhurst site</td>
<td>A change of use application will be submitted for the site by May 2013.</td>
</tr>
<tr>
<td>Planning permission for site enhancements at Brockenhurst site.</td>
<td>An application for full planning permission will be submitted in summer 2013.</td>
</tr>
</tbody>
</table>

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

- If funding is not secured for this programme:
  - Gaps will remain in the integrated transport system for the New Forest.
  - A rural ‘transaction and release’ smart bike hire system and Pedal bike network will not be developed and tested for use in other protected landscapes and rural destinations across the UK in the future.
  - The Brockenhurst site will continue to be developed as a cycle hire, retail and workshop site with electric vehicles. However, it will take longer to develop and will not feature additional attractions which are important in creating a positive first cycling experience.

B9. Management Case – Governance

Please name who is responsible for delivering the scheme, the roles (Project Manager, SRO etc.) and responsibilities of those involved, and how key decisions are/will be made. An organogram may be useful here. Details around the organisation of the project including Board accountabilities, contract management arrangements, tolerances, and decision making authorities should be clearly documented and fully agreed.

<table>
<thead>
<tr>
<th>Officer / Decision making body (named officer if known)</th>
<th>Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycling Programme Board</td>
<td>Programme strategy, authorisations and monitoring</td>
</tr>
<tr>
<td>Programme Manager</td>
<td>Programme management inc liaison with DfT and Sustrans</td>
</tr>
</tbody>
</table>

The programme will be delivered using the following structure which is designed to be joined up with existing NFNPA elements of the ‘Two National Parks’ Local Sustainable Transport Fund programme.
Procurement
We have been in discussions with procurement advisors at Hampshire County Council about procurement relating to the programme, in particular more specialised elements (such as project 3 – Pedal buses). We will explore the option of entering into a service level agreement with Hampshire County Council to provide procurement support to the programme in addition to the NFNPAs finance team.

All procurement will be in line with the National Park Authority adopted Standing Orders as to Contracts.

B10. Management Case - Risk Management

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

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

Appendix I

Has a Risk Management Strategy been appended to your bid? ☒ Yes ☐ No

Appendix I

B11. Management Case - Stakeholder Management
The bid should demonstrate that the key stakeholders and their interests have been identified and considered as appropriate. These could include other local authorities, National Park Authorities, the Highways Agency, Health and Wellbeing Boards, statutory consultees, landowners, transport operators, local residents, utilities companies etc. This is particularly important in respect of any bids related to structures that may require support of Network Rail and, possibly, train operating company(ies).

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

The table below details our stakeholders, their influence and how we will communicate with them. In addition to these stakeholders we will hold a New Forest Family Cycling Conference in Spring 2014 to reach an audience of wider cycling interest groups, businesses and local community groups, as well as the stakeholders listed below.

<table>
<thead>
<tr>
<th>Key stakeholders</th>
<th>Influence and interests</th>
<th>Communication mechanism</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Forest National Park Authority</td>
<td>Accountable body and lead delivery body for the programme.</td>
<td>Members bulletins, reports to authority meetings</td>
</tr>
<tr>
<td>Hampshire County Council</td>
<td>Local leadership role. Highway and passenger transport authority.</td>
<td>Member of programme board. Regular officer contact.</td>
</tr>
<tr>
<td>Wiltshire Council</td>
<td>Local leadership role. Highway and passenger transport authority for north of the National Park.</td>
<td>Member of programme board. Regular officer contact.</td>
</tr>
<tr>
<td>Hampshire Director of Public Health</td>
<td>Support for local health-based promotion of active travel.</td>
<td>Regular reports.</td>
</tr>
<tr>
<td>Parish councils</td>
<td>Local leadership role. Mechanism for communicating with local residents at a grassroots level.</td>
<td>Presentations to quadrant meetings of groups of parishes</td>
</tr>
<tr>
<td>Private sector cycle hire operators</td>
<td>Their support is critical to success of the scheme.</td>
<td>Cycle hire working group co-ordinated through the NFNPA</td>
</tr>
<tr>
<td>New Forest Cycling Working Group</td>
<td>Brings together a variety of cycling interest groups from around the National Park, with a view to progressing cycling developments.</td>
<td>Reports to quarterly meetings</td>
</tr>
<tr>
<td>New Forest Tourism Association</td>
<td>Key to promoting the scheme to visitors upon arrival and promoting the sustainable travel to the destination.</td>
<td>Engagement through the New Forest Destination Partnership</td>
</tr>
<tr>
<td>New Forest District Council</td>
<td>Economic development and employment functions.</td>
<td>Regular engagement</td>
</tr>
</tbody>
</table>

b) Can the scheme be considered as controversial in any way?  ☑️ Yes ☐ No
   If yes, please provide a brief summary (in no more than 100 words)
   N/A

c) Have there been any external campaigns either supporting or opposing the scheme?
   ☐ Yes ☑️ No
If yes, please provide a brief summary (in no more than 100 words)

N/A

**B12. Management Case - Assurance**

We will require Section 151 Officer confirmation (Section D) that adequate assurance systems are in place.

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

N/A
SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Benefits Realisation

Please provide details on the profile and baseline benefits and their ownership. This should be proportionate to the size of the proposed scheme.

Appendix G shows in detail the different measures and projections for the project. The key measures are summarised below:

<table>
<thead>
<tr>
<th>Measure / Benefit</th>
<th>Baseline (up to 2012)</th>
<th>Projection (2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual estimate of existing and projected cycling trips</td>
<td>1,513,822</td>
<td>1,630,842</td>
</tr>
<tr>
<td>Annual estimate of existing and projected cycling individuals</td>
<td>308,943</td>
<td>332,824</td>
</tr>
<tr>
<td>Annual estimate of car trips that will be replaced by sustainable mode trips</td>
<td>N/A</td>
<td>127,757</td>
</tr>
<tr>
<td>Bikes available for hire in the NFNP</td>
<td>680</td>
<td>980</td>
</tr>
<tr>
<td>Direct employment in cycle hire / maintenance / retail</td>
<td>20</td>
<td>37</td>
</tr>
<tr>
<td>Passengers using the new Pedal bus service</td>
<td>N/A</td>
<td>35,640</td>
</tr>
<tr>
<td>Visitor numbers to Brockenhurst Family Cycling Attraction</td>
<td>N/A</td>
<td>40,000</td>
</tr>
<tr>
<td>Percentage of staying visitors using a bike as part of their visit to the NP (from visitors survey)</td>
<td>11%</td>
<td>15%</td>
</tr>
</tbody>
</table>

C2. Monitoring and Evaluation

Evaluation is an essential part of scheme development and should be considered and built into the planning of a scheme from the earliest stages. Evaluating the outcomes and impacts of schemes is important to show if a scheme has been successful.

Please set out how you plan to measure and report on the benefits identified in Section C1, alongside any other outcomes and impacts of the scheme.

The last detailed New Forest Visitors survey was carried out in 2005. In 2013 we intend to update this to provide a more detailed baseline for the project to be judged against. The survey will be repeated in the summer of 2015 to enable us to report on various travel behaviour measures for LSTF and this programme.
A STEAM tourism economic assessment is commissioned annually by the NFNPA, this will continue. The Cycle Hire System will require a valid email address as part of registration. A short post hire survey will be sent to all users of the scheme to retrieve more detailed understanding of behaviour changes and economic benefits.

A new network of cycle counters has recently been installed on the off-road cycle route network by the Forestry Commission. This data will be used to monitor increases in cycle use.

We will shortly commence work with the Lake District National Park Authority on an evaluation and monitoring framework for our visitor-focussed LSTF programme. This will explore the behaviour changes induced by new sustainable travel schemes within the National Parks. We are interested in working with Sustrans and other National Parks around the UK to create an evaluation framework for projects of this type and by using mechanisms such as INTERREG European co-operation programmes to share practice more widely.

SECTION D: Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for ‘New Forest Family Cycling Experiences’ I hereby submit this request for approval to DfT on behalf of the New Forest National Park Authority and confirm that I have the necessary authority to do so.

I confirm that the New Forest National Park Authority will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: Oliver Reichardt

Signed: Oliver Reichardt

Position: Director of Delivery and Performance
D2. Section 151 Officer Declaration

As Section 151 Officer for the New Forest National Park Authority I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that the New Forest National Park Authority:

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

Name:
Bob Jackson, Chief Finance Officer

Signed:
Bob Jackson

Submission of bids:

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

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

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

An electronic copy should also be submitted to paul.hilton@sustrans.org.uk
Appendices
A - 2020 Vision for Cycling in the New Forest National Park
B - Map of the New Forest Cycling Network
C – Site maps and artists impressions of Brockenhurst site
D – Artists impressions of Satellite Docking Stations
E – Equality Impact Assessment
F – Links with the Local Sustainable Transport Fund and destination marketing
G - Forecasting for webTAG and Cycle Tourism model, outputs and data sources for monitoring and evaluation
H – Project Plan
I – Risk strategy
J – Letters of support
K – Independent valuation of Brockenhurst site (awaiting)