

Section A: Scheme Summary

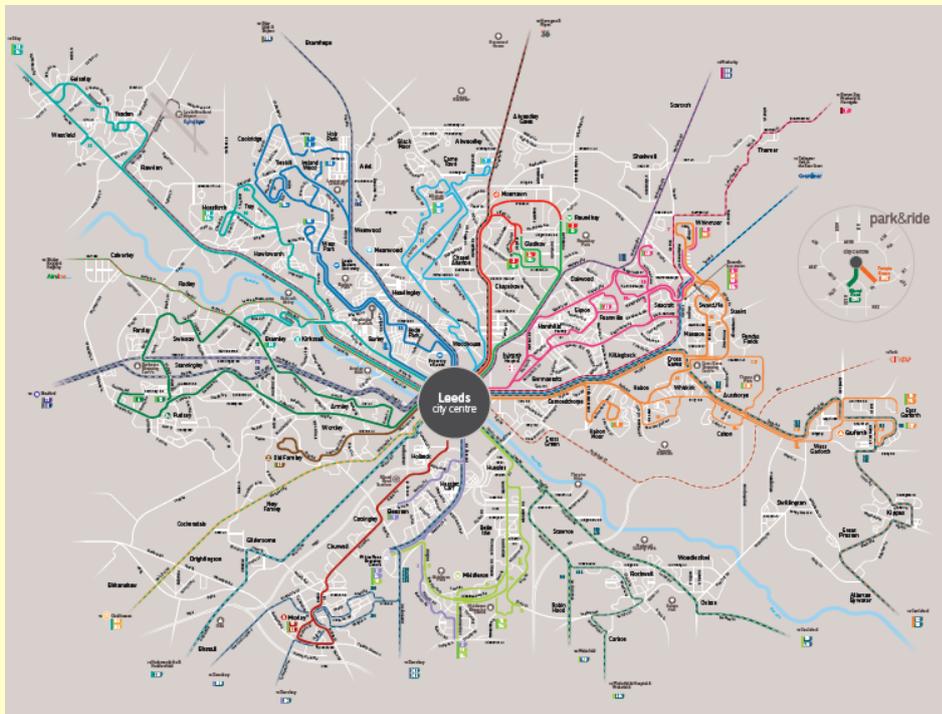
Name of scheme:	Network Navigation, Leeds
PMO scheme code:	DFT-LPTIP-006g
Lead organisation:	West Yorkshire Combined Authority
Senior responsible officer:	Dave Pearson
Lead promoter contact:	Helen Ellerton/Lily Feasby
Case officer:	Ian McNichol
Applicable funding stream(s) – Grant or Loan:	Leeds Public Transport Investment Programme- 100%
Growth Fund Priority Area (if applicable):	Priority 4 (Infrastructure for Growth)
Approvals to date:	LPTIP programme dp2 CA 26 June 2018
Forecasted full approval date (decision point 5):	August 2020
Forecasted completion date (decision point 6):	March 2021
Total scheme cost (£):	£1.799million
Combined Authority funding (£):	£1.799 million
Total other public sector investment (£):	£0
Total other private sector investment (£):	£0
Is this a standalone project?	Yes
Is this a programme?	No
Is this project part of an agreed programme?	Yes – Leeds Public Transport Investment Programme

Current Assurance Process Activity:



Scheme Description:

The project aims to develop a simple, accessible and highly recognisable network map and associated corridor maps which relate to the high frequency and strategic bus network in Leeds. Alongside the map (example of a draft can be seen below), visual solutions for will be produced for bus shelters, bus stop flags, roadside displays and timetables to align the map with on-street infrastructure, buses and interchanges.



The objectives of the Network Navigation (Leeds) scheme include:

1. To present existing and potential bus users with a unified, accessible and easy to navigate network of the core bus services
2. To promote usage of this bus network and contribute to an overall target of doubling patronage in Leeds over the next ten years
3. Ensure high frequency bus services are easily recognisable to existing and potential bus users

Network Navigation (Leeds) as part of the Leeds Public Transport Investment Programme, will contribute towards achieving these objectives by making it easier to catch the bus, therefore encouraging non-bus users to switch to a more sustainable mode of travel and providing wider access to employment and training opportunities, particularly where there is low car ownership.

Business Case Summary:	
Strategic Case	<p>The Network Navigation (Leeds) project is a work stream within the wider Connecting Leeds programme. The development of the project will focus on the aims and objectives of the Leeds City Region (LCR) Strategic Economic Plan (SEP) and Transport Strategy 2040.</p> <p>The overarching theme is the need for the LCR to attract more inward investment and take advantage of the opportunities for economic growth, reversing the tide of industrial decline. Traffic congestion and the inadequacies of the district's road network are perceived as the main obstacles to growth. The Network Navigation (Leeds) project, as part of the wider Leeds Public Transport Investment Programme, will help facilitate these initiatives by ensuring high frequency and strategic bus services are easily recognisable and the network is presented as unified, accessible and easy to navigate. This will improve existing and potential bus user's ability to use the network and therefore access to jobs and opportunities, bringing a major economic boost to the City and driving economic growth and value for the City Region.</p> <p>Investment is needed to enhance the quality of the travel offer and present a unified and easy to navigate bus network. The Network Navigation (Leeds) project offers a solution in which public transport is improved and expands its reach to accommodate a growing demand and ensure an equitable system. To increase patronage and provide an enhanced service to existing users, the bus network needs to be an accessible, attractive and viable alternative to using the car for appropriate journeys. Maximising the use of these public transport networks will ease the pressure on the highway network and deliver a whole transport network which meets the economic growth aspirations of the city.</p>
Commercial Case	<p>There is a critical reason for investment and sufficient evidence to support the market demand for this project, as highlighted in the Strategic Case. This project will seek to address concerns raised in the Bus Strategy Consultation (2016) and the Leeds Transport Conversation (2016) by providing a step change in the presentation of the core and strategic bus network across Leeds, improving the travel experience for existing users and encouraging non-users to switch to a more sustainable mode of transport.</p> <p>A robust Procurement Strategy will be developed in line with relevant legislation and policy directives. Project risk will be managed as an on-going process as part of the scheme governance structure.</p>
Economic Case	<p>After robust testing and appraisal of Long List of Options, a Short List of Options was created. Appraisal of the Short List of Options was reviewed against their ability to achieve the critical success factors and the likely impact on patronage, scheme costs, and potential value for money.</p> <p>The preferred option is Option 1 (Do Something) - this option provides a highly recognisable series of maps that are targeted at high frequency routes and services. It aligns the maps with on-street infrastructure, buses and interchanges which maximises the usability and attractiveness of the maps. It is considered that this option offers the most cost effective means of attracting large numbers of new passengers and of enhancing</p>

	<p>the experience of existing passengers thereby making it more likely that they will maintain/increase current bus usage.</p> <p>The preferred option has been appraised in accordance with current WebTAG guidance, including an economic appraisal that assessed the benefits to health due to the increased patronage (the walk element of the new trip between home the bus stop and the destination), and the benefits of reduced congestion as a result of car drivers switching to bus.</p> <p>The BCR of preferred option is 3.76 which indicates that the scheme offers high Value for Money. The preferred option has been selected for the following reasons:</p> <ul style="list-style-type: none"> • It will provide greater increased patronage than the less ambitious option and will be more successful in terms of meeting the critical success factors. • Although the more ambitious option is likely to achieve greater patronage, it is considered that the difference will be relatively minor. • The preferred scheme is likely to provide greater value for money. • The preferred scheme is within the agreed budget, whereas the more ambitious scheme will be significantly more expensive. <p>The scheme will result in an increase in bus patronage and it is anticipated that approximately 30% of these trips will have transferred from using the car. There will therefore be relatively minor reductions in car traffic, and congestion.</p>
<p>Financial Case</p>	<p>The scheme will be funded through the Leeds Public Transport Investment Programme. The project will be match funded by the bus operators, as they will be required to fund replacement vinyls on flags as they make service changes and convey the navigation themes on their buses through their destination blinds. These costs will be identified further at FBC+.</p> <p>Programme delivery, costs and risks will be monitored and reviewed on a regular basis with any early warnings of potential cost overruns flagged to the project board and programme. Any potential mitigating actions will be identified and a request of change submitted if necessary.</p>
<p>Management Case</p>	<p>The project will be managed as part of the Connecting Leeds programme. The Combined Authority uses PRINCE2 to deliver their projects and this methodology will also be used for developing and delivering this project. Following the 'Decision to Proceed' from the Department for Transport (DfT), a dedicated programme team was assembled for Connecting Leeds, with a clear and accountable Senior Responsible Officer (SRO), Programme Board, Project Manager(s) and work stream leads. Resources have been brought together from across the Combined Authority and LCC, also bringing additional technical specialists as required.</p> <p>Project risk will be managed as an on-going process as part of the scheme governance structure. Engagement and consultation on Network Navigation (Leeds) is currently on-going. A number of discussions with some key stakeholders have already taken place however and informed the development of this project so far. A Benefits Realisation Plan has been developed and the plan reflects a number of the key outcomes and</p>

	outputs being delivered at the Connecting Leeds programme level. It has been agreed that these programme benefits could also be attributed to this scheme specifically at a package level.
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