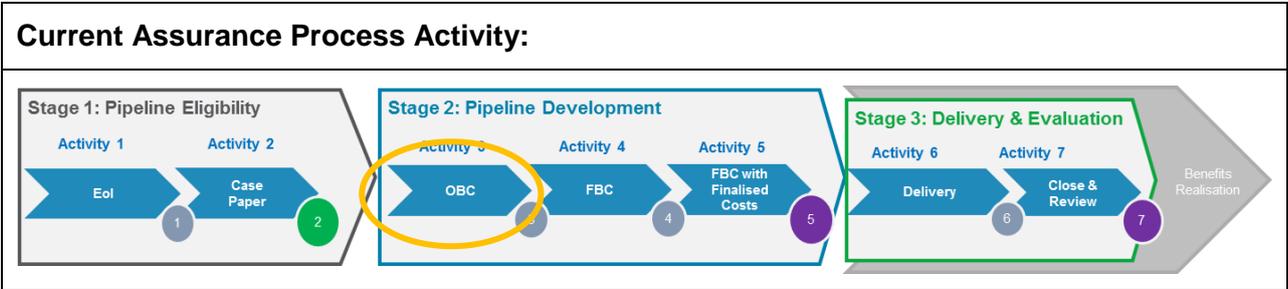


## Section A: Scheme Summary

<b>Name of scheme:</b>	<b>East Leeds Demand Responsive Transport (ELDRT)</b>
<b>PMO scheme code:</b>	DFT-LPTIP-006h
<b>Lead organisation:</b>	West Yorkshire Combined Authority
<b>Senior responsible officer:</b>	Dave Pearson, Combined Authority
<b>Lead promoter contact:</b>	Kate Gifford, Combined Authority
<b>Case officer:</b>	Namrata Chhabra, Combined Authority
<b>Applicable funding stream(s) – Grant or Loan:</b>	Grant
<b>Growth Fund Priority Area (if applicable):</b>	
<b>Approvals to date:</b>	Future Mobility Zone programme level approval at Strategic Outline Case (SOC) – Investment Committee (IC) February 2020 and Combined Authority (CA) April 2020 – East Leeds DRT included as part of this package
<b>Forecasted full approval date (decision point 5):</b>	May 2021
<b>Forecasted completion date (decision point 6):</b>	September 2024
<b>Total scheme cost (£):</b>	£2.234 million
<b>Combined Authority funding (£):</b>	Leeds Public Transport Investment Programme (LPTIP) - £0.763 million (£0.3 million approved) to be spent by March 2021 Local Transport Plan – Integrated Transport Block Programme - £0.703 million
<b>Total other public sector investment (£):</b>	Section 106 funding of £0.768 million over three years (additional funding available for years three to ten if the service continues to operate)
<b>Total other private sector investment (£):</b>	N/A
<b>Is this a standalone project?</b>	No

<b>Is this a programme?</b>	No
<b>Is this project part of an agreed programme?</b>	Yes – Leeds Public Transport Investment Programme (LPTIP) (Connecting Leeds)



**Scheme Description:**

This scheme will trial a digitally enabled Demand Responsive Transport (DRT) service in two areas in East Leeds. DRT offers a flexible and agile bus service based on demand rather than traditional fixed-route, scheduled bus services.

The service can be accessed through a smart phone app, which uses routing algorithms to match vehicles with capacity, to users. The pilot will be the first trial of digital DRT within West Yorkshire and will be used to evaluate the impact, effectiveness and commercial viability of the DRT service for wider applications in West Yorkshire. The East Leeds DRT services will:

- link communities with employment areas, local centres and key destinations with the area of operation.
- complement the existing public transport provision by providing links to existing public transport hubs and corridors and potentially unlocking new demand where traditional bus services would not be commercially viable
- provide enhanced orbital connections across the city providing an addition to the existing core bus services that operate radially out of Leeds city centre.

The first DRT service, East Leeds to Aire Valley, will provide links from the East End Park, Cross Green and Richmond Hill areas to employment locations inside the specified zone as well as to destinations outside the zone, including Leeds Bus Station, Asda at Killingbeck and Hunslet Morrisons. This area currently has very poor access to supermarkets and the DRT service will seek to address this, as well as providing improved access to health centres, St James Hospital and local employment opportunities. This service will provide local links into the Aire Valley Enterprise Zone, which is identified in the Strategic Economic Plan as a Spatial Priority Area. The DRT services will provide public transport access to this site which is currently poor. This will help to support the development of this site.

The second DRT service, East Leeds to Crossgates, is expected to support access from 5,000 new homes to local economic and employment centres, transport hubs, health and education facilities. The proposed service area has been selected as it encapsulates a number of major housing and employment developments including the East Leeds Extension (ELE) site, where 7.08 hectares of employment land has been identified for development.

From these two trials the scheme aims to gain a better understanding of the circumstances and key criteria for successful operation of DRT and the ways in which DRT services can best

integrate with the existing public transport network. It will also be used to test the pricing, marketing and routing of the services.

DRT services look to optimise service delivery, aggregating demand to achieve efficiencies, providing an easy-to-use service that is flexible to customer needs. The DRT scheme has an emphasis on enhancing and complementing existing bus services in the area, providing a first/last mile link to existing public transport journeys to connect communities with broader transport interchange opportunities and key destinations in the service area.

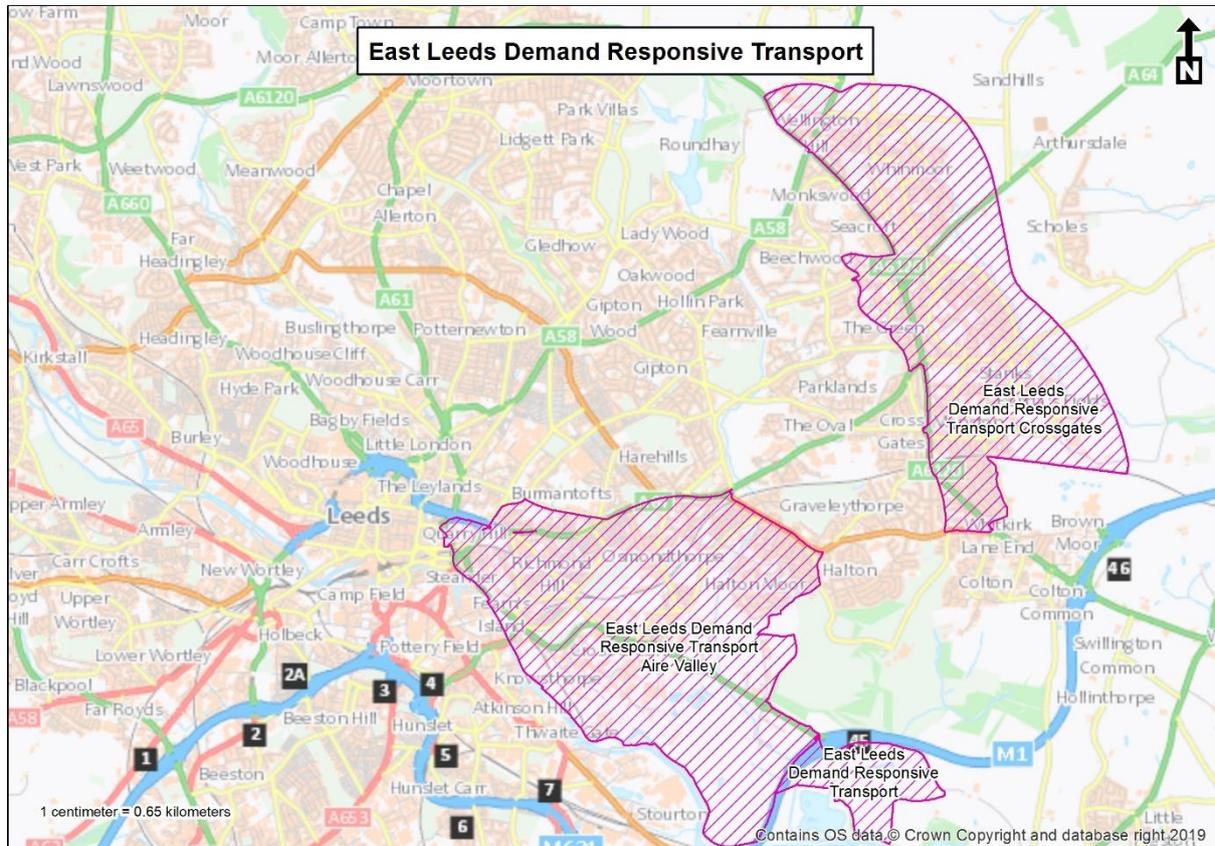
**Business Case Summary:**

<p><b>Strategic Case</b></p>	<p>The East Leeds Demand Responsive Transport (DRT) project sits within the Bus Delivery workstream within the wider Connecting Leeds programme. This project seeks to provide DRT services which cater for areas that are not currently served by the core bus network. The DRT services will provide links to local centres, employment and health locations, and key transport hubs as defined in the maps above.</p> <p>The DRT scheme presents a real opportunity for the City Region to understand if it can have an influence on reducing car trips by providing a real and flexible alternative, especially when provided in coordination with other public and shared transport provision. This in turn would help deliver the adopted West Yorkshire Transport Strategy target of a 3.5% reduction in car trips by 2027 and a 25% increase in bus journeys.</p>
<p><b>Commercial Case</b></p>	<p>Traditional bus services have seen a reduction in patronage, which means many routes are now not commercial for operators to run. Alternative models need to be considered to challenge existing arrangements such as demand responsive services. Technology is enabling DRT services to form part of the mobility ecosystem with more accurate journey planning and smartphone-enabled apps enhancing the consumer experience. At a macro level there is also a challenge in terms of air quality with many cities including Leeds needing to implement Clean Air Zones (CAZ).</p> <p>The adoption of CAZs will drive the need for alternative transport options while also creating a natural increase in demand. East Leeds provides an opportunity to test the application of DRT in two study areas to assess the viability and service delivery models which can be applied to elsewhere in the City Region. As highlighted in the strategic case, while the traditional bus network is relatively strong in East Leeds, it is largely based around radial routes into the city centre that are currently not adequately providing strong levels of accessibility to key employment locations and other local destinations.</p>
<p><b>Economic Case</b></p>	<p>In order to design a scheme that offers the best value for money, a long-list of options was developed and considered.</p> <p>Utilising forecast demand data developed for the West Yorkshire Combined Authority Future Mobility Zone bid, plus bus patronage assumptions and the findings of the Leeds Strategic Bus Network Review, a Green Book and TAG-compliant spreadsheet appraisal model was developed to forecast scheme costs and benefits for the economic appraisal.</p>

	<p>In the preferred option, based on the initial assumptions, the appraisal indicates that bus fare revenues are expected partially to offset operating expenses associated with the scheme over the pilot period. The scheme also generates transport efficiency benefits reflecting increased accessibility due to reduced travel times for users of the DRT pilot.</p> <p>Wider Scheme Benefits were also identified, with socio-economic analysis showing that the scheme would help some of the most deprived areas in Leeds to better connect to employment and education opportunities.</p> <p>The scheme as a pilot. Once in operation the scheme will be able to inform the uptake of the service and therefore at the end of the trial a clearer indication of revenue stream and sustainability of DRT as business model alongside traditional high frequency bus provisioning in future can be identified.</p>
<p><b>Financial Case</b></p>	<p>The total cost to deliver the three-year trial is £2.234 million. The West Yorkshire Combined Authority contribution is 65.6% of the total cost and is funded from the Leeds Public Transport Investment Programme (LPTIP) and Local Transport Plan Integrated Transport Block programme. Remaining costs are contributed by Section 106 funding. The total cost includes the operating cost.</p> <p>Project budgets include a contingency, risk and inflation allocation. It is anticipated that any cost overruns to the scheme will be handled through the Programme Board and the Combined Authority to work through mitigation or change request as required.</p>
<p><b>Management Case</b></p>	<p>The scheme will be managed as part of an overarching programme, Connecting Leeds. This programme consists of £270m from the Department for Transport (DfT), Leeds City Council (LCC), West Yorkshire Combined Authority, bus operators and developers to deliver significant investment in public transport in Leeds by 2021.</p> <p>The Combined Authority and Leeds City Council adopt PRINCE2 and Managing Successful Programmes (MSP), to deliver their projects. It is proposed to use these for developing and delivering this Project. Following the 'Decision to Proceed' from DfT, a dedicated programme team, with a clear and accountable Senior Responsible Officer (SRO), Programme Board, Project Manager(s) and work stream leads.</p> <p>Resources have been brought together from across the Combined Authority and additional technical specialists from LCC will be utilised on the project as required.</p>

## Location map:

The following location map shows the location of the East Leeds Demand Responsive Transport Scheme:



Please note, depending on the level of scheme development, the location and scope of the schemes indicated here are indicative only.

For further information on Combined Authority schemes across the Leeds City Region please refer to: <https://www.westyorks-ca.gov.uk/growing-the-economy/leeds-city-region-infrastructure-map/>