



LOCAL SUSTAINABLE TRANSPORT FUND - PARTNERSHIP BID

Two Moors Sustainable Visitor Travel Project



EXMOOR
NATIONAL PARK



Devon
County Council



February 2012

Applicant Information

Local transport authority name(s):	Somerset County Council (Coordinating Authority), Devon County Council, Dartmoor National Park Authority, Exmoor National Park Authority
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A1. Project name: Two Moors Sustainable Visitor Travel Project

A2. Headline description

This bid aims to provide the transport conditions necessary to support the delivery of 12.5% growth in the tourist economy of Exmoor and Dartmoor between 2011 and 2015 (3% p.a.). This (national) target⁽¹⁾ has been adopted by Exmoor and Dartmoor, but, under current visitor travel profiles, would lead to an additional 427,000 car journeys by 2015 and 14,400 extra tonnes of carbon.

To support this economic growth while minimising social and carbon impacts, this bid will introduce a range of interventions that transform travel to, and within, the Two Moors, in order to:

- **Generate** increased visitor spending to drive economic growth
- **Retain** a greater proportion of that income within the National Park economies
- Increase **resilience** to present vulnerabilities of seasonality and car dependence
- **Reduce** impacts of this growth on the environment and communities

A3. Geographical area

This bid covers the National Parks of Dartmoor and Exmoor in the South West of the UK, both situated within the recently formed Heart of the South West Local Enterprise Partnership, who are strong supporters of these proposals. The Two Moors share close geographical connections, mutual aims and strong working relationships. This bid will build on those established ties, sharing resources and investment to bring benefits to both National Parks through a combination of new interventions and improvement measures, targeted schemes tackling specific problems and smarter choices measures.

Exmoor National Park covers an area of just under 700 km², straddling the border of Somerset and Devon. It is home to a population of 11,000, 40% of whom live in the four largest settlements of Porlock, Dulverton, Lynton and Lynmouth. Dartmoor National Park covers 950 km² and is home to around 35,000 people. The largest settlements are Ashburton, Buckfastleigh, Moretonhampstead, Princetown and Yelverton.

Local population centres just outside the Moors include Minehead, Watchet, Barnstaple, Tiverton Okehampton, Tavistock, Ivybridge and Bovey Tracey. These are important origins for day trips to the Moors, both by local people and visitors staying in the towns.

1 England: A Strategic Framework for Tourism 2010-2020, VisitEngland

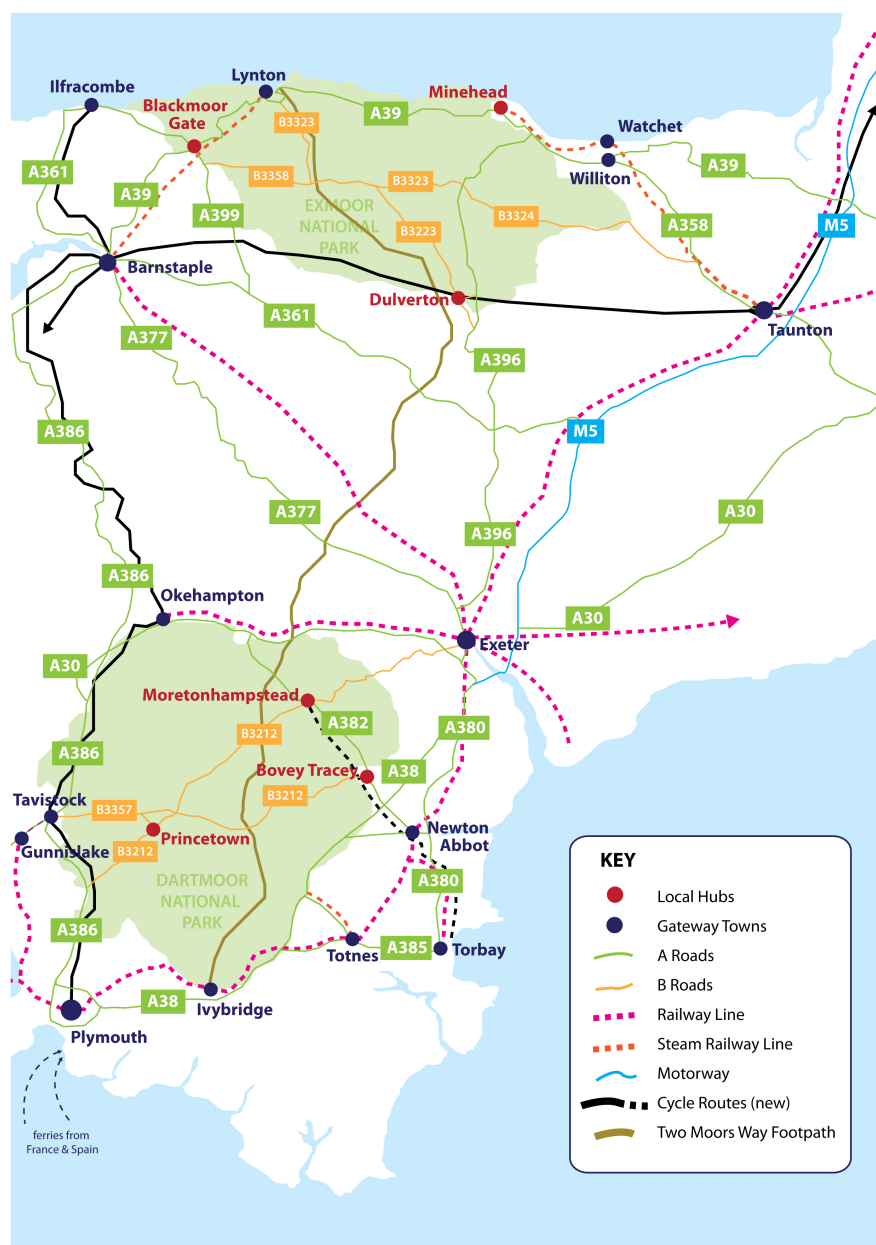


Figure 1 – Map showing bid area of Dartmoor and Exmoor National Parks

Access to Exmoor and Dartmoor can be problematic. Exmoor has no rail stations within the park boundary and those on the fringes of Dartmoor (Okehampton and Ivybridge) are served by infrequent trains and have no regular bus services to take people further into Dartmoor. Within the Parks, there are also limited transport opportunities. The transport network consists mainly of small moorland roads, with no trunk roads running through the central parts of either Park. However, the M5 runs within 20 miles of either Park and an A-road network encircles Dartmoor NP and, to a lesser extent, Exmoor. This major road network, plus good mainline rail links from the north, south and east (including direct links to London), offer easy access to a number of key gateway towns on the periphery of the National Parks, principally Taunton and Bridgwater (Exmoor) and Exeter, Totnes, Newton Abbot and Plymouth (Dartmoor). Regular summertime ferry services from France and Spain also bring international visitors to Plymouth.

This bid proposes measures to improve transport within the Two Moors and access from the gateway towns and beyond, thus attracting and retaining greater numbers of day and staying visitors to increase the tourist economy.

A4. Type of bid: Tranche 2 bid

A5. Total package cost: £7.89m

A6. Total DfT funding contribution sought: £3.6m

A7. Spend profile

£K	2012-13	2013-14	2014-15	Total
Revenue funding sought	287.5	1104.5	818	2210
Capital funding sought	556	756.5	83.5	1396
Local contribution	2278.5	677	1329	4269
Total	3122	2538	2230.5	7890

A8. Local contribution

Devon County Council, Somerset County Council, Exmoor NPA and Dartmoor NPA will all make contributions to the schemes through their integrated transport funds, Sustainable Development funds or similar.

Contributions towards specific schemes total £4.27M. This includes £250k of combined general contributions from the lead authorities to be used as required in the implementation of the bid, which has been proportioned roughly equally over the three years of the funding period.

A9. Partnership bodies

In addition to the four local authorities, delivery partners for this bid will include:

Primary Delivery Partners:	
Heart of the South West LEP - strategic business input and advice	
Sustrans - NCN route development	
First Bus, Quantock Motors, Ridlers, Country Bus - operators of the Flagship bus services	
At-West and other operators of DRT, CT and taxi services - providing connecting services	
SmartCard developers (SW LSTF bid) - enabling SmartCard operation in the Two Moors	
West Somerset Railway - mainline rail links to Minehead station	
First Great Western - mainline rail links to Okehampton station	
Dartmoor Partnership - tourism promotion and business liaison	
Exmoor Tourism Partnership - tourism promotion and business liaison	
Secondary delivery partners:	Associated (not directly involved in this bid, but undertaking complementary activities):
Sustainability South West	1 South West - mountain bike development
Rail and bus station operators (First, CrossCountry)	Crown Estate - developing family cycling routes on Dunster Estate

Secondary delivery partners:	Associated (not directly involved in this bid, but undertaking complementary activities):
Peripheral bus operators (Stagecoach, Webbers, Dartline, Greyhound)	National Trust - cycle route development
Local, regional and thematic tourism associations (Visit Somerset, Visit Devon, North Devon+, tourism associations, thematic groups)	EDF Energy - planning application for nuclear power plant at Hinkley Point, Somerset
Local attractions and accommodation providers	Lynton and Barnstaple Steam Railway
Local councils (West Devon and South Hams DC, West Somerset DC, North Devon DC, Teignbridge DC)	First Great Western - operators of linking/expanding rail services
Town/parish councils	Severn Link Ferries
Bike shops (for bike hire/local provision)	Co-Cars, Moorcar - car club development
Cycle West Project	Forestry Commission
Electric Bicycle Network	Natural England
	South West Lakes Trust
	Campaign for National Parks
	Other protected landscapes, particularly south west AONBs and Jurassic Coast World Heritage Site

See Appendix A for statements of support from key partners.

The bid will also align with other successful LSTF bids in the local area - the South West SmartCard bid and Devon County Council's congestion reduction bid - maximising the impact of all investment.

B1. The local context

As part of the family of National Parks in the UK, known as Britain's Breathing Spaces, Dartmoor and Exmoor National Parks welcome over 5 million visitors per annum (2010), as well as supporting communities of around 35,000 and 11,000 residents respectively. The development pattern in both Parks is one of rural dispersal, with small local centres providing for the daily requirements of a network of small towns and villages, while higher-order services are mainly available in larger towns and cities beyond the park boundaries. Both Parks are expected to accommodate a small amount of residential and business growth to 2026, in and around the local centres, plus 900 dwellings and 10ha employment in Okehampton, on the fringe of Dartmoor.

Quality of life in both Parks is generally good, but with pockets of rural deprivation and relatively low levels of employment, income and qualifications on Exmoor in particular. Many of these problems stem from the difficult upland terrain, which provides challenges for business, community development, transport and communication networks. The proportion of people with good access to education, healthcare and shops is well below the national average, with car ownership correspondingly around 15% points higher⁽²⁾. Public transport coverage is poor, especially in the winter, when services bolstered by tourism in the summer are pared back.

This adds up to a picture of a community and economy highly dependent on the private car, leaving them vulnerable to changes in fuel costs and road conditions, and causing high levels of transport-related carbon emissions. The lack of alternative transport options creates employment difficulties for those who do not have access to a car and compounds the seasonal nature of the local economy.

2 Dartmoor Baseline Profile (2007), Devon County Council

The economies of both Parks are highly dependent on tourism, which directly and indirectly supports a wide range of local businesses and sustains vital community facilities that may otherwise be unviable. In 2010, tourism contributed over £300M to the economy of the Two Moors and provided 40% of the jobs on Exmoor – ten times the national average. A large portion of tourist spend occurs in the food and drink sector (31p per £), retail (26p per £) and transport (14p per £), as well as the more obvious accommodation and visitor attractions.

The 2009 West Somerset Economic Strategy⁽³⁾ recognises that the tourism offer of the Greater Exmoor Area is the single most significant economic strength of the whole of West Somerset, but notes that poor marketing and accessibility issues prevent that potential being fully realised. Visitor surveys show that travel conditions, distance and real or perceived lack of public transport options dissuade people from visiting and exploring the Two Moors. The Strategy identifies sustainable transport solutions as a Priority Objective for economic growth.

The 2011 strategy *Principles for Success: Guidance for Tourism in South West England*⁽⁴⁾, concludes that the South West (including Devon and Somerset) is well placed to achieve the national government target of increasing income from tourism by 3% per annum to 2020, and that “tourism will be one of the keys to economic recovery in South West England”. However, research for this strategy shows that, unless such transport improvements are forthcoming, 3% p.a. growth will result in an increase in transport carbon emissions of 41% by 2020.

This bid aims to provide the transport conditions necessary for Exmoor and Dartmoor to achieve the target 3% p.a. economic growth without the associated increase in carbon emissions.

B2. Evidence

Tourism is well established as a critical element of the economies of Dartmoor and Exmoor. Vital as it is to the prosperity of these areas, the seasonal influx of visitors does put strain on the special environment and socio-economic structure of the parks. Road transport accounts for 47-48% of the total carbon emissions on both moors, equivalent to around 163,000 tonnes on Dartmoor and 60,000 tonnes on Exmoor⁽⁵⁾.

A significant proportion of this is likely to come from tourism, particularly overseas and domestic staying visitors, as illustrated in the figure below:

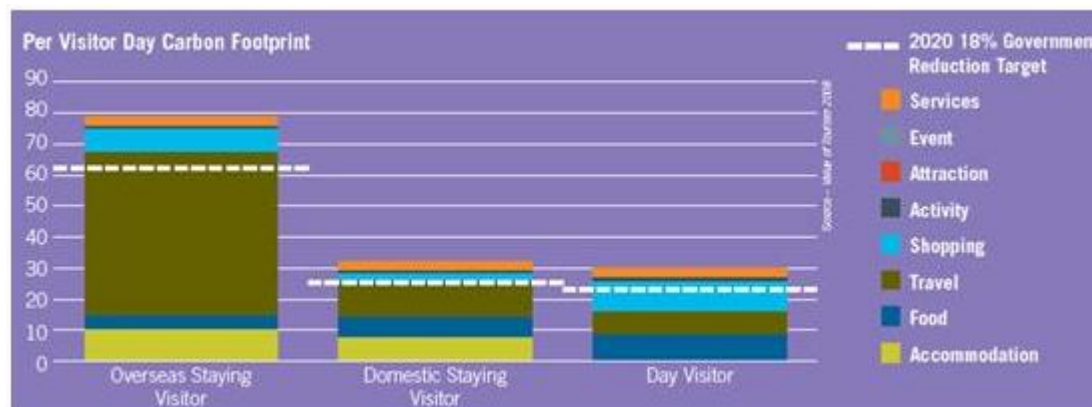


Figure 2: Carbon emissions from visitor activity in SW England (source: SW REAP Tourism assessment 2011)

STEAM modelling⁽⁶⁾ shows that, with this visitor activity profile, **the target increase of 3% p.a. growth in tourism income will lead to an additional 427,000 car journeys in 2015 compared with 2011. This will not only lead to an increase in carbon emissions of around 14,400 tonnes**, it will also put a strain on the rural road network of the Moors and exacerbate seasonal congestion and parking problems at popular tourist destinations.

3 The West Somerset Economic Strategy: Delivering a new equilibrium (2009), West Somerset District Council

4 *Principles for Success: Guidance for Tourism in South West England* (2011), South West Tourism Alliance

5 CO₂ emissions estimates in the English National Parks (2006), DEFRA

6 Specific modelling for this bid undertaken by Global Tourism Solutions, attached in Appendix C

Visitor Travel

Annual visitor surveys for South West England show consistently high levels of private car use among tourists:

	Exmoor (Somerset data)	Dartmoor (Devon data)	South West
% visitors arriving by car	93%	89%	82%
Average distance travelled to/from NPs	236 miles	346 miles	311 miles
% time visitors use car during stay	1.94 hours per day on 76% of average 6.75 day stay	1.94 hours per day on 76% of average 6.08 day stay	1.77 hours per day on 72% of average 6.42 day stay
Average distance travelled during stay	348 miles	314 miles	286 miles
Average group size	2.60	2.01	2.44
Total average car mileage per visitor	208	292	200
Average CO₂ emissions per visitor (kgCO₂)⁽⁷⁾	59.4	42.3	40.1

Table 1: Visitor mode of travel data, 2010

Despite the popularity of the car for travel on the Two Moors, visitors, residents and local businesses alike recognise the drawbacks of a highly car-orientated transport system. In 2010:

- Visitors to the South West cited travel/transport as the thing they would most like to change about their visit
- Visitors to Exmoor said car traffic was the thing that detracted most from their experience of the park⁽⁸⁾.
- 88%/82% (Dartmoor/Exmoor) of visitors said that ease of reaching the National Parks is a key influence in the choice to visit them⁽⁹⁾,
- Local tourism businesses rated “transport options and infrastructure” as second only to “the recession” in terms of factors affecting their business.

Evidence collated from these surveys illustrates the importance of transport factors when deciding on a holiday destination. The tourism market in Exmoor and Dartmoor is limited by the current availability and awareness of transport options and the presence of car traffic detracts from the visitor experience. This bid will seek to address these issues, providing travel information through media already popular with visitors for destination planning to offer an easy, integrated trip package that encourages them to think about the journey as part of the visit experience.

Visitor expenditure

Exmoor and Dartmoor have a problem with high touring patterns among visitors, meaning they stay only a short time at destinations within the Parks, reducing the opportunity for local expenditure. Surveys show that if the dwell time in a given destination can be increased from one to three hours, local expenditure doubles⁽¹⁰⁾.

A 2006 report on transport choices and retail expenditure showed that, while levels of expenditure per trip among car users and non-car users were broadly comparable, non-car users were more likely to shop and spend in local centres⁽¹¹⁾. These figures show that encouraging visitors to travel sustainably will also retain spend within the local economy, while minimising carbon emissions and bringing increased business to smaller local attractions.

7 2011 Guidelines to Defra/DECC's Conversion Factors for Company Reporting (Aug 2011)

8 Exmoor Visitor Survey (2010)

9 Family Holiday Survey (2008)

10 English Leisure Visits Survey (2006)

11 Commission for Integrated Transport (2006) Sustainable Transport Choices and the Retail Sector

Resident and business opinion

Amongst residents and businesses too, transport is considered an important issue. 57% of residents consider that visitors contribute “a lot” to traffic congestion⁽¹²⁾. This is borne out by motorway junction monitoring, which reveals that traffic levels on the M5 in August are double those in January⁽¹³⁾.

Public consultation undertaken for Somerset's Future Transport Strategy identified the following top three issues:

- Make public transport more reliable, more affordable and of a higher standard;
- Promote non-car modes of travel;
- Develop and maintain footpaths, cycle routes and bridle paths.

Respondents to the Devon and Torbay LTP3 consultation similarly placed a high value on quality of life and the importance of protecting the environment.

In October 2011, Exmoor and Dartmoor National Park Authorities held workshops with representatives from 34 local businesses and transport operators to gather comments and opinions on the content of this bid. Support for the bid was very high, with all parties recognising the importance of improving transport to their business prospects and offering active/in-kind contributions to the proposed projects (see Appendix B for a list of attendees). Responses from the workshop highlighted a number of key transport issues affecting tourism businesses, including:

- The need for better information and awareness of alternative transport options, both for visitors and for tourism providers who would be in a position to pass on information and make recommendations about travel.
- Gaps in the public transport network and lack of integration between services, making journeys less convenient and leading to lack of confidence amongst potential users.
- The need for better communication across a variety of media, ranging from traditional hotel-room printed information to mobile apps and social media.
- The fact that public transport is viewed as inconvenient. Participants thought we needed to focus on linking attractions/destinations with travel information, so the journey could be seen as a seamless part of a day out.
- Participants recommended building on existing popular services and activities in order to expand services that will be well received.

The number of visitors to Exmoor and Dartmoor, the car mileage per visitor (a proxy for carbon emissions) and the total tourist expenditure in the Two Moors will be taken as the key monitoring data for this bid.

B3. Objectives

The four partner authorities (Somerset CC, Devon CC, Exmoor NPA and Dartmoor NPA), plus the South West Tourism Alliance and the Heart of Somerset LEP, share a common vision of sustainable growth for the Two Moors. We will work together to achieve a programme of growth that boosts economic income and local opportunities, while protecting the important natural environment of the National Parks.

The Local Transport Plan for Devon and the Future Transport Plan for Somerset – covering Dartmoor and Exmoor respectively – set out countywide objectives linking economic growth with sustainable transport improvements. A summary of these objectives and the contributions of this proposal can be seen in Table 2 below.

12 Communities Attitudes Survey 2006

13 M5 Junction 24 monitoring, Highways Agency

		LSTF packages				
		Reduce	Retain	Generate (Local)	Generate (National)	Resilience
Somerset FTP Objectives	Making a Positive Contribution		x	x		x
	Living Sustainably	x	x	x	x	x
	Ensuring Economic Wellbeing	x	x	x	x	x
	Enjoying and Achieving	x	x	x		x
	Staying Safe	x	x			
	Being Healthy	x	x	x		x
Devon and Torbay LTP Objectives	Deliver and support new development and economic growth	x	x	x	x	x
	Make best use of the transport asset and protect the existing transport network by prioritising maintenance	x	x	x	x	x
	Work with communities to provide safe, sustainable and low carbon transport choices		x	x		x
	Strengthen and improve the public transport network	x	x	x	x	x
	Become the 'place to be naturally active'	x	x	x		x

Table 2: Strategic fit between LSTF packages and Transport Plan objectives for Devon and Somerset

The Management Plans for Exmoor⁽¹⁴⁾ and Dartmoor⁽¹⁵⁾ detail specific objectives for the two Park areas, including:

- ensure that Exmoor provides a high quality experience for visitors from all backgrounds and of all abilities and that tourism is environmentally sustainable;
- maximise the social and economic benefits to the economy of Exmoor that recreation and tourism bring;
- develop the greater Exmoor economy in ways that...further conservation and enhancement of Exmoor's special qualities;
- All forms of tourism on Dartmoor will provide high quality visitor experiences and make a contribution to the environment, local economy and communities of the national park;
- High quality and accessible communications will increase understanding of Dartmoor National Park and enable the enjoyment and safeguarding of its special qualities.

Both plans identify the importance of tourism in delivering economic growth.

The Visit England strategy, *Principles for Success: Guidance for Tourism in South West England (2011)*, provides further analysis of this potential, concluding that the South West can deliver 3% per annum growth in tourism-related income. Between 2011 and 2015, this equates to 12.5% growth.

This bid directly supports the sustainable growth objectives contained in all these high-level transport and economic strategies, providing the transport conditions necessary to deliver this projected growth in tourism, without increasing carbon emissions and while improving community resilience and opportunities.

14 National Park Management Plan 2007 – 2012: A Sustainable Future for Exmoor

15 Dartmoor National Park Management Plan: 2007-2012

C1. Package description

To deliver 12.5% growth in tourism between 2011 and 2015 without increasing transport-related carbon emissions, car mileage must be reduced by at least 12.5%, i.e. from 208 miles to 184 miles per visitor on Exmoor and from 292 to 260 miles per visitor on Dartmoor. This means transferring an extra 2,000 journeys per day to sustainable modes by 2015.

Through the Two Moors Sustainable Visitor Travel Project, the four authorities and their delivery partners will use their shared experience and resources to work together to bring more visitors to the Two Moors by sustainable modes and encourage them to explore the area more comprehensively, increasing spend within the local economy and reducing car mileage. This will be achieved through five inter-connected packages:

"Reduce"	Reduce carbon emissions per visitor by improving sustainable transport options within the Two Moors.
"Retain"	Increase visitor spend within the Two Moors by encouraging visitors to explore locally by foot, bicycle or public transport
"Generate" a) local b) national	Attract new visitors to the Two Moors from a) local centres of population and b) selected national origins by making the journey easier and more attractive.
Resilience"	Increase resilience and income potential in the Two Moors by making the area more attractive to visitors, including in the low season, and reducing car dependency.

Package details

The five packages build on one another, forming a comprehensive investment and intervention approach that improves all stages of the visitor journey to the Two Moors.

"Reduce" is a package of measures to reduce the car mileage per visitor within the Two Moors. The survey data in B2 shows that visitors generate a similar amount of car mileage travelling *around* the Moors as they do travelling *to* them. Part of the challenge of persuading people to travel to the Moors without their car is giving them the confidence they will be able to get around without it once they arrive. Improving local travel opportunities within the Two Moors is therefore an essential precursor to encouraging people to travel sustainably to the area.

Problems	Solutions	Outputs
Upland topography is challenging for cycling and walking	<ul style="list-style-type: none"> Bicycles for hire on the Moors (so people don't have to cycle up the hills but can cycle around once on top). Provide electric bikes for hire on each Moor to enable more people to try cycling. Make it easier for visitors to combine bike and bus travel 	<ul style="list-style-type: none"> 40+ bikes for hire on the Moors (link with local businesses) 40 electric bikes available on each Moor (Electric Bicycle Network) Purchase bicycle racks and tow trailers for use by community transport (CT) and demand responsive transport (DRT) providers
Awareness of sustainable transport options is poor	<ul style="list-style-type: none"> Integrate sustainable travel information into popular media that visitors are already using to plan trips. Ensure the information is accurate, comprehensive and in a format suited to the media and the audience. 	<ul style="list-style-type: none"> Online travel information module that can be easily added to existing websites Integrated travel information added to all key local tourism media Social media channels for the Two Moors

Problems	Solutions	Outputs
Public transport services in some areas are infrequent and do not connect the most popular destinations. Only 27% of visitors to Exmoor feel that public transport is a viable option ⁽¹⁶⁾	<ul style="list-style-type: none"> • Plug existing gaps in public transport network, e.g. E-W across Dartmoor • Increase Community and DRT services to fill remaining gaps in provision • Increase/introduce services to popular visitor destinations • Enable more flexible use of vehicles and integrate modes of travel 	<ul style="list-style-type: none"> • Two new bus services linking Moretonhampstead with Tavistock and Newton Abbot with Yelverton • Enhanced services/timetable revisions to key bus routes on Exmoor (300, 400, 401) and Dartmoor (358, 178, 271 Haytor Hoppa). • 300 Exmoor service upgraded to carry bicycles, wheelchairs and pushchairs. • New minibus serving Doone Valley, Exmoor • 3 new DRT services on Dartmoor
Public transport is considered unattractive and confusing	<ul style="list-style-type: none"> • Improved integration of services • Increase customer confidence through better, more identifiable vehicles • Clearer, more intuitive ticketing and pricing 	<ul style="list-style-type: none"> • Timetables revised to provide a more integrated service • Vehicles upgraded (where applicable) and consistently branded • New and upgraded bus stops and waiting areas in key locations • Integrated ticketing provided through new SW SmartCard project

“Retain” is a package of measures to encourage exploration of the Two Moors by walking, cycling and public transport. It will reduce car touring, retain visitor spend and support businesses that are off the beaten path.

Problems	Solutions	Outputs
Poor awareness of local attractions and how to get to them, leading to “leakage” as visitors travel to larger attractions further afield.	<ul style="list-style-type: none"> • Ensure tourism providers are informed about local attractions and transport connections, so they can advise visitors. • Work together for better joint promotion of Exmoor and Dartmoor as neighbouring tourist areas. Emphasise the ease of linkage between the two using footpaths, cycleways and public transport. 	<ul style="list-style-type: none"> • Marketing project linking local attractions with sustainable transport access • One-to-one and group workshops with tourist attractions, TICs, transport operators and accommodation providers
Lack of confidence to explore beyond key tourist areas and routes	<ul style="list-style-type: none"> • Encourage visitors to gradually move beyond established tourist areas. • Encourage exploration by foot or bicycle • Support people get around once already out and about. 	<ul style="list-style-type: none"> • New links and signposts to places adjoining existing tourist areas and routes (e.g. Two Moors way, Tarka Trail, NCN cycle routes) • New/improved walking & cycling maps • New/improved travel information provision at key tourist sites • Mobile travel apps
Perception of public transport as costly and inconvenient	<ul style="list-style-type: none"> • Link with SW SmartCard LSTF bid to provide integrated travel/attraction services and discounts 	<ul style="list-style-type: none"> • SmartCard ticketing opportunities across the Two Moors

16 2010 Exmoor Visitor Survey

Problems	Solutions	Outputs
Persuading visitors who have arrived by car to use different modes of transport once there	<ul style="list-style-type: none"> Promote local bike and electric bike hire opportunities (from Reduce package) Provide opportunities for sustainable transport interchanges, allowing people to switch between modes of travel at convenient points. 	<ul style="list-style-type: none"> Multi-modal transport interchanges at Minehead, Blackmoor Gate, Moretonhampstead, Bovey Tracey, Princetown, Tavistock and Dulverton comprising (where possible) public transport stop, waiting area, bicycle parking and washing, car parking, toilets, electric vehicle charging points, walking and cycling routes, horse riding facilities

“Generate (Local)” is a package of measures to attract more day visitors from the surrounding towns to the Two Moors and enable easier access from main transport hubs (principally mainline stations and Plymouth ferry terminal) for those arriving from further afield.

Problems	Solutions	Outputs
Difficulties travelling to the Moors from mainline stations and larger towns on the fringes (“gateways”)	<ul style="list-style-type: none"> Improve links between gateways and Moors DRT services (with bike racks) to collect visitors from stations, bookable through accommodation providers. 	<ul style="list-style-type: none"> New bus link from Newton Abbot and Tavistock to Dartmoor Increased frequency services from Okehampton to Dartmoor and Minehead and Taunton to Exmoor (“Reduce” package) Signage and development of cycle paths linking Newton Abbot and Okehampton with Dartmoor Facilitate links between DRT services and visitors/accommodation providers
Low awareness of opportunities to travel to the Moors from neighbouring towns and mainline rail heads.	<ul style="list-style-type: none"> Improve onward travel information at gateway towns and stations. Highlight the proximity and accessibility of the Moors, to visitors and locals. 	<ul style="list-style-type: none"> New information boards, signage, and staff training regarding access to the Moors at gateways Integrated marketing of Exmoor and Dartmoor destinations and travel opportunities in the surrounding region.

“Generate (National)” forms the last link in the visitor journey chain, considering the journey from selected national origins to a gateway town on the fringe of Exmoor or Dartmoor.

Problems	Solutions	Outputs
Limited direct rail connections into the Moors themselves – visitors need to change mode at gateway towns	<ul style="list-style-type: none"> Increase regular rail links to mainline network. Ensure transport connections from destinations further afield are swift and easy. 	<ul style="list-style-type: none"> Kick start running of regular rail services from stations on the edge of the national parks (Okehampton and Minehead) Improved travel information and “welcome” at gateway rail stations detailing onward links to the Moors Enable advance booking of DRT, taxi or CT connections to meet rail services etc.
Low awareness of Exmoor and Dartmoor as viable tourist destinations from population centres in the South and West Coast		<ul style="list-style-type: none"> Comprehensive marketing in areas with good transport links to the region (e.g. London, the West Coast), highlighting ease of access and promoting the journey as an integral part of a visit.

Problems	Solutions	Outputs
e.g. Cornwall, Bristol/Bath, JurassicCoast		<ul style="list-style-type: none"> • Improve links to Plymouth ferry terminal to attract international visitors. • National travel dimension added to multimedia information provision. • Social media campaign to encourage people to share information and enthusiasm about travelling to the Moors

“Resilience” is a package of measures that establish transport facilities in the Two Moors as experiences and attractions in their own right, bringing in more visitors without increasing car use and providing more low-season activities.

Problems	Solutions	Outputs
Highly seasonal economy	<ul style="list-style-type: none"> • Support development of year-round transport based activities such as mountain biking, cycling, walking and horse riding e.g. Crown Estate development of a family cycle centre at Dunster. 	<ul style="list-style-type: none"> • A bridleway across the width of Exmoor, from Blackmoor Gate to Minehead/Dunster. • Expanded activity opportunities, provided by others but linked into Two Moor Project and cross-promoted as part of integrated travel/attraction packages.
Competition with other visitor destinations - Dartmoor and Exmoor have lower visitor numbers than many other comparable National Parks.	<ul style="list-style-type: none"> • Create new transport-based attractions and opportunities • Making more of existing popular transport attractions e.g. West Somerset, South Devon and Lynton & Barnstaple steam railways. 	<ul style="list-style-type: none"> • One scenic bus route on each of Dartmoor and Exmoor defined as a “flagship” service. Vehicles and services improved, branded and promoted as attractions in their own right. • Completed key links to deliver leisure cycle routes – Steam Coast Trail (Exmoor) and Wray Valley, Gembridge and Bridestowe (Dartmoor) • Signed and improved leisure walking routes - Coleridge Way, Tarka Trail, Dartmoor Way, Two Moors Way • Videos of “transport experience” journeys on Dartmoor and Exmoor, shared through social media. • An international coastal cycle route through Normandy, Brittany, Dorset, Devon and Cornwall (Cyclewest project).

Additional Package: **Staffing, Management and Monitoring**

The measures outlined above are time-intensive, requiring a high level of communication and negotiation with local groups and businesses, plus intensive market research, development and management. To deliver these measures effectively will require three part time members of staff – one project manager and two project officers. They will be based in the heart of the project areas at Exmoor and Dartmoor National Park Authorities. This team will also undertake comprehensive monitoring of the measures implemented, enabling timely revision/alteration/expansion of projects in light of success (section E4).

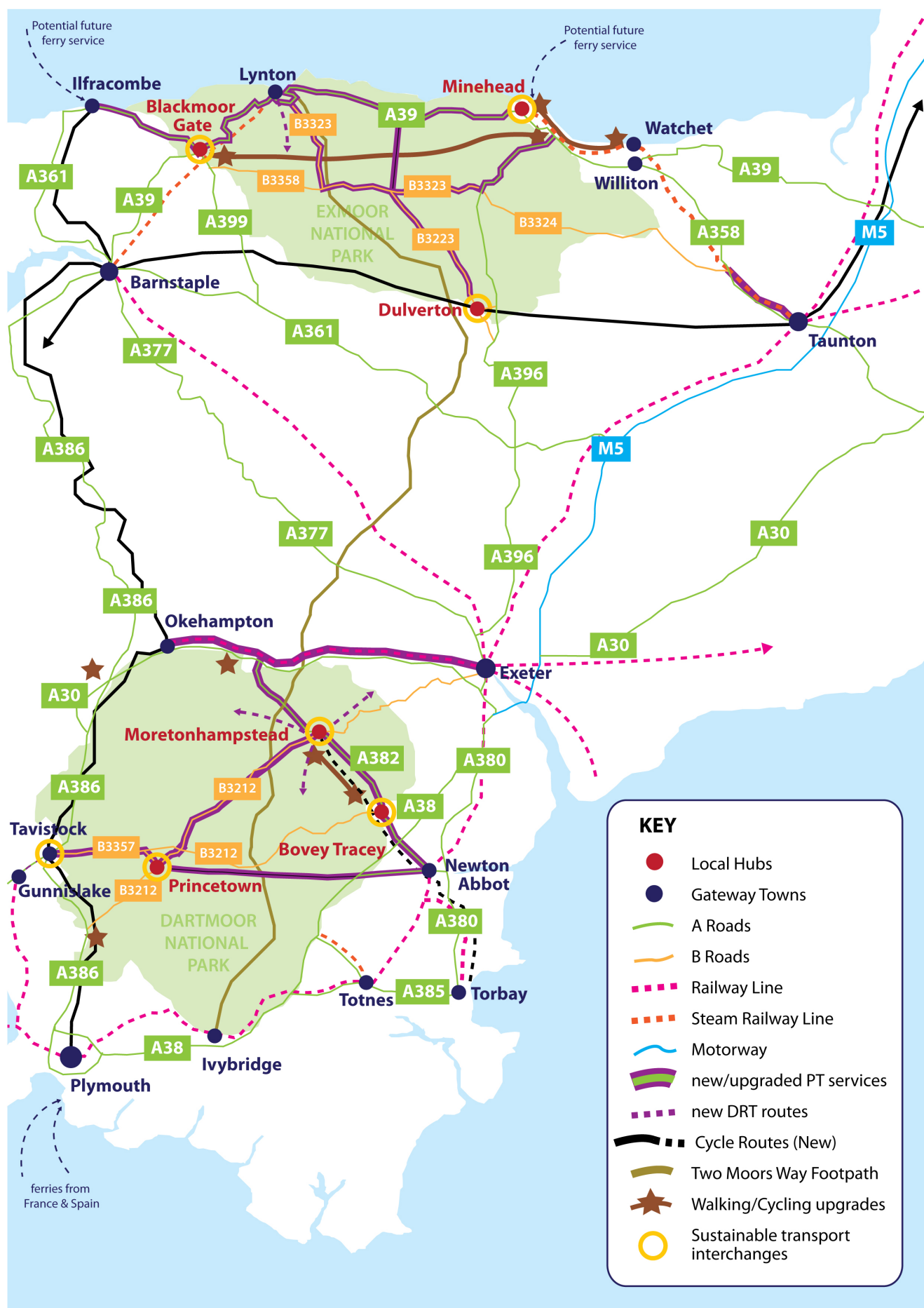


Figure 4: Outline of proposed improvements to the transport network on Exmoor and Dartmoor (LSTF and other)

C2. Package costs

Packages:		2012-13	2013-14	2014-15	Total
Reduce	Revenue	167,000	564,000	334,000	1,065,000
	Capital	55,000	85,000	30,000	170,000
Retain	Revenue	30,000	88,000	31,000	149,000
	Capital	56,000	200,000	50,000	306,000
Generate (local)	Revenue	12,500	22,500	0	35,000
	Capital	160,000	385,000	0	545,000
Generate (national)	Revenue	34,000	251,000	375,000	660,000
	Capital	0	0	0	0
Resilience	Revenue	0	50,000	0	50,000
	Capital	285,000	84,000	1,000	370,000
Management and monitoring	Revenue	44,000	129,000	78,000	251,000
	Capital	0	2,500	2,500	5,000
GRAND TOTAL		843,500	1,861,000	901,500	3,606,000

C3. Rationale and strategic fit

The packages above work together to improve every stage of visitor access to the Two Moors. They support economic growth in the Two Moors by increasing visitor patronage and retaining visitor dwell time and spend, while reducing the carbon and environmental impacts associated with visitor travel by reducing the per-visitor vehicle mileage. In the process, they also create a more integrated and viable transport network for all users, including residents.

- Reduce, Retain and Resilience work within the boundaries of the national parks to increase sustainable transport options (Reduce), encourage greater use of those options (Retain) and create transport attractions (Resilience).
- Generate (local) improves travel options between the moors and surrounding gateway towns and interchanges.
- Generate (national) then seeks to improve and encourage connections from more distant locations.

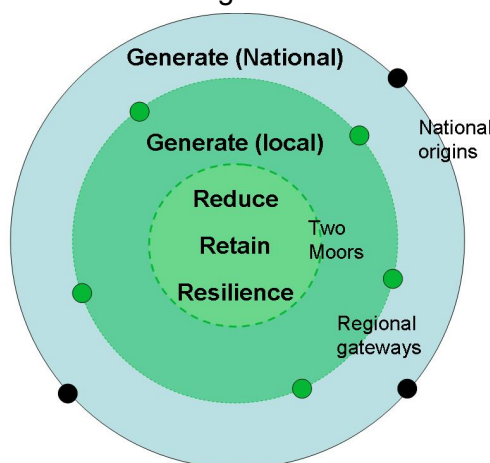


Figure 5: Diagram of how the packages connect to improve each stage of the visitor journey

This bid strives to improve access to the Two Moors for all whilst protecting the special environment, so has inclusivity, equality and protection at its heart. In this way, the bid also contributes to the statutory National Park purposes in England:

- Conserve and enhance the natural beauty, wildlife and cultural heritage
- Promote opportunities for the understanding and enjoyment of the special qualities of those areas by the public.

C4. Community support

During the development of this bid, the partner authorities held workshops on Exmoor and Dartmoor with representatives of 34 local businesses, tourism bodies, charities and other organisations. A full list of attendees can be seen in Appendix B and statements of support from organisations representing local interests in Appendix A. The workshops were very positive with attendees unanimously in favour of the bid. Their comments have been used to shape this proposal (see Section B2 for details).

D1. Outcomes and Value for money

The packages of measures outlined above will deliver economic and carbon reduction benefits in the following ways:

Economic gains will be delivered through a combination of increased visitor numbers and increased spend per visitor:

1. Transport and information improvements will enable more people to visit the Two Moors, particularly those who have limited access to private transport.
2. Increasing dwell time and opportunities to explore the local area will increase local spend per visitor.

Carbon reduction will be achieved by enabling and encouraging visitors to travel less and use more sustainable modes.

Our evaluation of this bid starts from the premise of the adopted 3% p.a. target growth in the value of the tourist economy in Exmoor and Dartmoor. We then consider the transport and carbon impacts this would generate under existing visitor travel patterns and, from this, outline the transport changes that would be needed to deliver this growth sustainably. Full calculations can be seen in Appendix D.

Value of tourism growth

3% p.a. growth (5% adjusted for inflation) in the tourism market of Exmoor and Dartmoor to 2015 equates to:

- Additional £8.95M direct income
- Additional £11.19M indirect income
- 52 new jobs + 93 safeguarded jobs

Assuming visitor spend profiles remain in line with 2010 expenditure (inflation adjusted) and that 1% of income growth will come from staying visitors and the remainder from day visitors, this level of growth will equate to an 20,000 additional staying visitors and almost half a million additional day visitors in 2015 compared with 2011.

If visitor travel modes remain constant (see table 1, section B2), this will lead to an extra 427,000 car journeys just travelling to/from the Moors in 2015 compared with 2011, emitting an additional 14,400 tonnes of carbon. By 2020, this pattern of growth will see an increase in transport-related carbon emissions of 41%⁽¹⁷⁾.

17 Principles for Success: Guidance for Tourism in South West England (2011), South West Tourism Alliance

This increase in car traffic is not sustainable environmentally, and may not be able to be accommodated practically, given the limitations of the rural transport network on the Two Moors (see section A3). If this is the case, then current transport provision threatens to limit the delivery of the growth target. This is identified as a major “challenge” in the *Principles for Success* tourism strategy. In any case, the special, protected environments of Exmoor and Dartmoor necessitates that economic growth be delivered in a controlled and sustainable manner. This means generating more income from each visitor as well as increasing the total number of visitors, and ensuring additional travel is by sustainable modes. The purpose of this bid is therefore to change the pattern of visitor expenditure and travel so that the growth benefits can be realised without additional car travel and associated CO₂ emissions.

Stage 1 – Reducing travel and retaining visitor spend in local area

STEAM modelling⁽¹⁸⁾ shows that “leakage” of approx £8.72 of staying visitor expenditure is lost each day of a stay by visitors travelling to destinations beyond Exmoor and Dartmoor. This increased travelling also emits more carbon.

The Reduce, Retain and Resilience packages work together to reduce this leakage by encouraging visitors to explore local attractions. Through these packages, we aim to ensure that **one additional day of a typical 6.5 day stay is retained within the Two Moors**. Day visitors have not been included in our calculations, as it is assumed the majority of their expenditure (£22.21 per day in 2010) will stay within the Two Moors anyway. While not included in the figures presented here, it is also expected that improved transport options will also increase day visitor expenditure as dwell time increases (see ‘Visitor Expenditure’ in section B2).

The per-stay economic value of each staying visitor will therefore increase according to the following profile:

Year	Per-stay spend without LSTF packages £ per visitor	Per-stay spend with LSTF packages £ per visitor
2011	165.98	174.70
2012	171.59	180.48
2013	177.36	186.43
2014	183.29	192.54
2015	189.39	198.82

Table 3: Projected growth in per-visit spend for staying visitors (adjusted for inflation)

Assuming 0.5% p.a. growth in staying visitors, with the remainder of the visitor income generated by day visitors, the profile of visitor growth will be as follows:

Year	Staying visitor numbers (000s)	Day visitor numbers (000s)	Total
2011	497	3,244	3,741
2012	499	3,180	3,679
2013	502	3,320	3,822
2014	504	3,465	3,969
2015	507	3,617	4,124

Table 4: Projected growth in staying and day visitor numbers

Stage 2: Ensuring new visitor trips take place by sustainable modes

Table 4 above shows that to achieve the economic growth targets with increases in per-visitor spend enabled by the Reduce, Retain and Resilience packages, the Two Moors will need to attract an additional 381,500 new visitors in 2015 compared with 2011.

18 Specific modelling for this bid undertaken by Global Tourism Solutions, attached in Appendix C

Under current transport mode profiles, this would equate to an additional 316,000 car journeys to and from the Moors - emitting almost 10,700 tonnes of carbon.

To deliver the required growth in visitor income without increasing carbon emissions, we must therefore take steps to make sure these additional visitors are able to get to the Two Moors by sustainable modes. The Generate (Local) and Generate (National) packages, in combination with the Reduce and Retain packages are designed to achieve that aim, working together to raise awareness of travel and improve the transport connections along the entire journey, enabling those 381,500 new visitors to come to the Two Moors and encouraging them to do so by sustainable modes.

Accommodating these new journeys on the sustainable transport network equates to an additional 2,000 walking, cycling, bus, rail or DRT/CT journeys per day on average across the Two Moors.

The extent to which the proposed package of measures is able to deliver this shift in travel behaviour and fully mitigate the impacts of tourism growth is difficult to quantify with certainty, given the limited availability of case studies and evaluation models dealing with rural areas and visitor travel. It is an ambitious, but achievable, target and we have proposed a package of measures that we believe is best suited to the particular needs of the Two Moors area, based on the combined knowledge and experience of the four partner Authorities and contributors (e.g. South West tourism bodies and transport operators). It is clear that without significant investment in a comprehensive range of transport measures the environmental impacts of the proposed growth in tourism will be severe, both in terms of carbon emissions and damage to the protected National Parks. Indeed, without interventions to improve access by alternative modes of transport and limit the intrusion of vehicles, the Two Moors are likely to struggle to achieve the desired growth. This LSTF bid opens up access to visitors from new markets, particularly those without private vehicles, and ensures Exmoor and Dartmoor remain attractive and accessible to all. Figure 6 below summarises the aspirations of this LSTF bid in enabling sustainable growth in visitor numbers and spend, while mitigating additional car mileage.

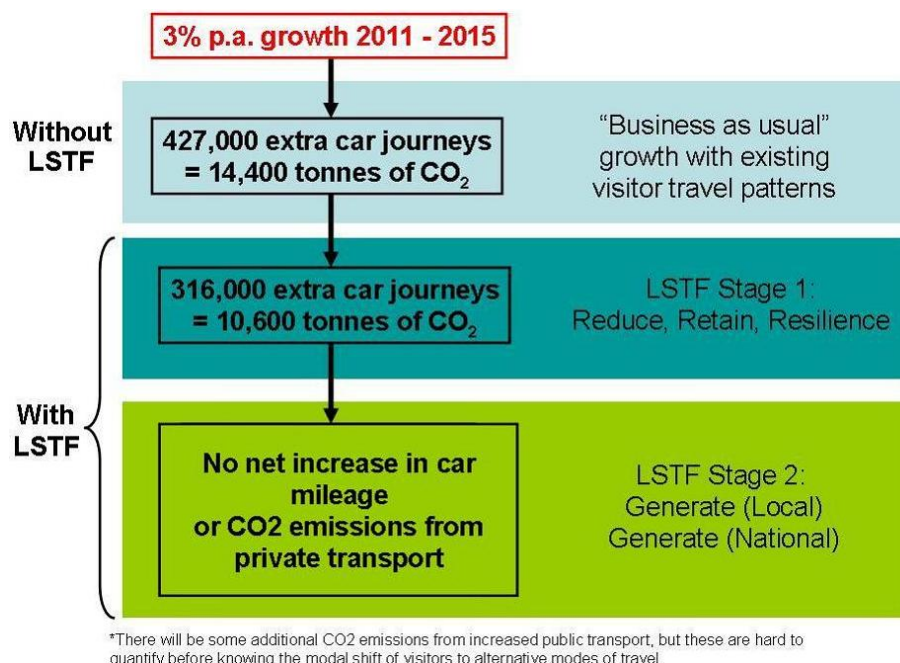


Figure 6: The impacts of economic growth with and without LSTF package objectives

The £3.6 million requested from the LSTF for delivery of this bid therefore supports the delivery of £20M additional tourism income plus 145 new or safeguarded jobs, without increasing carbon emissions.

Non-quantifiable benefits

The packages proposed will also show additional benefits including:

1. Improved health through increased promotion and opportunities for walking and cycling
2. Protection of the sensitive Moors environment from the damage caused by private transport, including parking and pollution
3. Benefits for local residents by increasing viability of local services
4. Social inclusion and improvement of opportunities for those without access to private transport
5. Supporting local businesses and services
6. Providing the baseline conditions to support additional sustainable tourism growth to 2020 and providing an exemplar for other National Parks and the South West area.
7. Supporting Exmoor and Dartmoor National Park Authorities to fulfill the Government's vision of sustainable development within National Parks

The bid will also align with the successful South West SmartCard bid, making additional, cost-effective use of the integrated ticketing opportunities opened up by this project.

D2. Financial sustainability

The measures proposed in this plan are expected to become self-sustaining within, or shortly after, the fund period.

- The bus routes selected as part of the Reduce package are either services which, with targeted improvements and comprehensive marketing, are on the brink of commercial viability, or new routes for which there is identified demand. The LSTF funding will enable the services to become established while being widely promoted as part of a comprehensive marketing strategy. Beyond this time, the level of financial support needed is expected to reduce significantly on a sliding scale.
- The rail routes have already received considerable investment in terms of infrastructure improvements and route negotiation. In the case of the West Somerset Railway, infrastructure improvements allowing the running of mainline trains are complete and negotiation with rail operators to integrate additional services into the track timetable are proceeding. Income from ticketing will be ring-fenced throughout the three years of the fund period to enable operation of the services beyond that time. The Okehampton rail link is expected to be included in the future Greater Western franchise, with Devon County Council providing ongoing financial support.
- Maintenance of new walking, cycling and horse riding routes and transport interchanges will be incorporated into the standard maintenance schedules of the relevant Local Authority. Support for the interchanges will also be sought from local councils and user groups.
- It is envisaged that in the longer term, the Smartcard scheme will be funded by participating local businesses, from the revenue increases generated by the scheme.
- Future funding for information and marketing will depend on the exact nature of the provision. Options will be explored during the development and operational phases, but could include funding through contribution from local businesses and tourism organisations, and/or integration into the campaigns run by a Local Authority, tourism body or similar.

E1. Implementation

The four partner Authorities have worked closely together on the detailed development of this bid. This collaborative approach will continue into the delivery phase, with steering and operational groups comprised of officers from each Authority and a project management team consisting of a Project Manager (4 days/wk) based at Devon County Council (Exeter) and a Project Officer (3 days/wk) at each National Park. In this way, we can ensure the delivery team have the best local knowledge, support and easy access to the project areas, as well as maximising opportunities for collaborative working and knowledge sharing between the Authorities.

The Two Moors LSTF project would be run according to PRINCE2 principles, with a Project Board and technical steering groups consisting of senior members of each partner Authority and the LEP. All partner authorities have good track records of delivery on major projects and would ensure robust multi-agency governance arrangements are in place to deliver. Devon County Council also has experience of delivery through the LSTF structure from the current implementation of their tranche 1 bid. This will enable the Two Moors team to prepare effectively for swift implementation of the proposal should this bid be approved.

The primary partners listed in A9 would be key partners in the delivery of specific elements of the proposal e.g. flagship bus services, mainline rail links. Liaison and management of workstreams delivered by these partners would be co-ordinated by the Project Manager with technical advice and support from the two transport authorities.

Somerset and Devon County Councils both have standing contracts with consultancy and service providers, enabling them to secure competitive prices for key services. As in their Tranche 1 bid, the project team would be recruited through DCC's framework contract with Jacobs consultancy. Where specialist services need to be commissioned beyond the scope of these agreements, a competitive tender process will be used. We will aim to use local SMEs and social enterprises where possible.

E2. Output milestones

	Key Two Moors Projects - Delivery Programme												Key	
	2012/13				2013/14				2014/15					
	Qr 1	Qr 2	Qr 3	Qr 4	Qr 1	Qr 2	Qr 3	Qr 4	Qr 1	Qr 2	Qr 3	Qr 4	Topo Surveys and Initial design	
													Legal / Consultation / Audits	
Reduce													Land Acquisition	
Bus Branding													Final Design	
Bus Service improvements													Construction	
Bus stop improvements													Planning	
*Electric bike network development													Delivery	
Website and marketing (phase 1)													*capital components	
Retain														
App development														
Cycle route mapping														
Smartcards														
Awareness raising activities														
*Travel Hubs														
Marketing (phase 2)														
Generate (local)														
*Bike Taxi														
*Gateway Interpretation														
*Wray Valley Trail improvements														
*Granite Way: Bridestowe improvements														
Marketing (phase 3)														
Generate (national)														
Okehampton Rail Service														
WSR Service														
*Okehampton Station improvements														
Marketing (Phase 4)														
Resilience														
*Granite Way: Sourton improvements														
*Drakes Trail improvements														
*Plym Valley Trail improvements														
*Steam Coast Trail improvements														
*Regional Walking Routes improvements														
*Transmoor Bridleway														
Marketing (phase 5)														

E3. Summary of key risks

Risk	Likelihood	Severity	Combined Risk	Mitigation Measures
Change in or lack of political support for schemes or local funding allocations	2	3	6	Liaison with Cabinet Members, support confirmed within political decision-making process. Funding agreed within the capital programme.
Lack of agreement on implementation between four partner authorities	2	3	6	Regular project development meetings and communication during bid development have ensured strong joint commitment to the bid proposals and implementation.
Lack of Business and Community Support	3	4	12	Early engagement with 40+ organisations during the bid development shows a high level of enthusiasm amongst local businesses and a willingness to contribute to the implementation. Ongoing communications programme once notified of success to provide comprehensive information. Projects to involve the tourism community in scheme development and implementation.
Funding estimates fall short of actual requirement	2	4	8	Cost estimates have been undertaken for the capital works and revenue projects have been costed based on previous experience. To some extent can be scoped to deliver accordingly.
Secured external funding does not materialise	2	5	10	The listed contributions are those for which there is a high degree of certainty, the bulk of which are capital projects reaching initiation after long planning and development periods.
Project partners are unable to fulfil their commitments	3	4	12	Key delivery partners have confirmed their support (see appendix A) and willingness to fulfil stated commitments.
Change in Project Management personnel	2	2	4	Delivery of the LSTF project will be managed via PRINCE2 methodology, which is well able to control and manage change appropriately.
Delivery of project elements delayed by unplanned events	3	3	9	Programming and risk management will be a key part of the project delivery. As above, the PRINCE2 project management methodology enables control and effective response to events and delays.
Likelihood of Occurrence	1 = Very Unlikely, 5 = Very Likely			
Severity of Impact	1 = Insignificant, 5 = Critical			
Risk Levels	Low		Medium	High

E4. Project evaluation

Progress will be monitored and evaluated using a combination of tourism and transport surveys. Tourism data is collected annually for Exmoor, Dartmoor and the South West and evaluated using the STEAM model (Scarborough Tourism Economic Activity Monitor). This models the number of visitors, length of stay and economic activity in the local area. We will also collect data on patronage from key accommodation providers and local attractions. This information will be used to track the growth in tourism income in the Two Moors.

The STEAM model also estimates the transport impacts of visitor activity. This will be compared against transport survey data including traffic counts, ATCs and bus and rail patronage figures, as well as reported visitor travel patterns in the annual surveys, to monitor visitor mode of travel to and within the Two Moors.

Seasonal analysis of this information will enable us to track the effectiveness of different elements of the project and adjust implementation and promotion to accordingly.

We would welcome the opportunity to work with the DfT in a rigorous evaluation of the Two Moors bid. As noted in section D1 above, evidence on the effectiveness of hard and soft transport schemes in rural areas is currently rather limited, and, being a predominantly rural county, we would value the opportunity to contribute to this evidence base to guide future investment and performance.

The research and development outputs and best practise identified will be applicable other rural and protected landscapes within the UK.

Appendix A Letters of support

Appendix A: Pledged Support (Partners and Community)

North Devon + is fully supportive of the bid to the Local Sustainable Transport Fund. As the Economic Development Company and Area Tourism Partnership for North Devon and Exmoor we are currently engaged with other sustainable transport solutions and believe this new initiative will add significant benefits to the local tourism economy whilst maintaining the pristine landscape which draw visitors to the area. We are a member of the Exmoor Tourism Partnership and work closely with Exmoor National Park on a range of business, agricultural and tourism related activities and programmes. It is important that we never give up trying to find innovative solutions to reducing the carbon footprint of visitors to this area.

Robin Makeig-Jones, Commercial Director, North Devon +

On behalf of E-cocars.com and Moorcar car clubs we would like to express our support for the proposals to go forward to the LSTF. The two car clubs are managed by Ashburton Co-operative Transport the first car club operator in the UK to hold the Social Enterprise Mark. There are a number of specific areas of our current operation that would be appropriate within the proposals, our existing links with the railway stations. We are also leading the way with the use of new technology, smartphone applications and smartcards.

I look forward to discussing how we can be of further assistance.

Jeremy Farr, Co-ordinator E-cocars.com and Moorcar

Public transport facilities in and around Dartmoor are frankly lamentable. That's why services like the Transmoor link and the Haytor Hoppa are so important. Equally important is the public funding supplied to support other services such as the Moretonhampstead to Exeter route facilitating visits to Dartmoor as well as enabling local people to visit Exeter. Without these services congestion on the roads of Dartmoor and the parking spaces would be much worse, to the detriment of the local environment and the special qualities of the National Park.

On behalf of the DPA I would therefore have no hesitation in supporting your funding bid and I wish you every success.

James Paxman, Chief Executive Dartmoor Preservation Association

Ashburton cookery school is an advocate of a sustainable local transport policy and have a 17 seated minibus which we may be able to put in the mix as we use it twice a day mostly - 9.00 - 9.45 and 3.45 to 6.30. The rest of the time it stands idle. We firmly believe that it is an imperative to provide public transport for the community and visitors alike.

On another point as Chair of Dartmoor Food and Drink Association, we would hope to be able to utilize the services by asking for a chill unit to be installed on the buses so that we can transport local produce around the region. This is part of the Growing Dartmoor plan and whilst we now have a central point for distribution at the Dartmoor Food and Drink farm shop at Finlake, Chudleigh, we still need to implement a sustainable distribution method for the small producers on Dartmoor. I would welcome involvement in your project.

Further as a Director of Dartmoor Partnership, and involved in the Active Dartmoor plans, I see it as an integral part of Active Dartmoor to have sustainable transport available to participants in the many programs and activities for this exciting new initiative.

**Stella West-Harling, Director of Dartmoor Partnership and
Chair of Dartmoor Food and Drink Association**

The SW Coast Path Team confirms our support for this bid. The South West Coast Path runs along the entire coast of Exmoor National Park, and the path has capacity to take many more walkers, which would bring economic benefits in helping to support local tourism businesses. However a concern of attracting extra visitors is the impact on road congestion, and so better promotion of & filling in gaps in the public transport network, is key to growth. There is much that can be done to encourage visitors to use the bus to get to one or both ends of a walk, and reduce their reliance of the car. Improved links from Minehead (the start of the SW Coast Path) to the mainline rail network would open up the opportunity for walkers to travel down by train and take a 4 - 5 break walking along the path to Barnstaple and catch the train home. Whilst the proposals for Dartmoor are less relevant to the South West Coast Path, they would still be of use, in developing projects that can be replicated elsewhere in the SW.

Mark Owen, South West Coast Path National Trail Officer

We at the Dartmoor Partnership fully support this bid. We work in partnership with Dartmoor National Park Authority to promote Dartmoor as a special place to visit and live. However, there is often a gap between offering sustainable holidays and things to do, and being able to travel sustainably around the moor. This bid would bridge that gap and provide a comprehensive way to use and enjoy the moor without causing damage and this we would be happy to back.

Jess Whistance, Chair of the Dartmoor Partnership

Sustainability South West supports this bid which is in line with sustainability principles and seeks to facilitate sustainable tourism. The initiative should certainly contribute to a more sustainable future for the region's very special national parks.

Leslie Watson, Director, Sustainability South West

I would like to express the support of the Moretonhampstead Development Trust for your bid to the Local Sustainable Transport Fund. We have three particular areas of interest;

1. Public transport – Our Parish Plan commits us to trying to improve bus services to and from Moretonhampstead.
2. Cycling – We are keen that the Wray Valley Trail fulfils its ambition and makes an effective link between a Bovey Tracey, Moretonhampstead, and the high moor.
3. Marketing - We are looking at a marketing plan for our new arts and heritage centre, and want to do it in the context of a wider strategy, branding, phone apps etc such as this bid seeks to develop.

Julia Darby, Community Development Manager, Moretonhampstead Development Trust

The Ramblers Association would like to express our support for this proposal. Any improvement enabling walkers and cyclists to be at the start of a walk on the Moor and take them off again sustainably would be most welcome. More so if the vehicle could carry bicycles. Even better if a secure seat back was promised. Walking groups could have up to 30 members each group so a spare vehicle with bike trailer would be advisable. If this could be planned into your bid it would be heartily supported by all walkers and bikers.

Robert A.J. Woolcott, Chairman, Devon Area-Ramblers Association

1 South West wishes to support this bid. 1 South West undertakes work with Somerset and Devon County Councils in developing and delivering cycling initiatives that encourage off-road cycling. 1 South West Project is a partnership project to develop the south west of England as a world-class off-road cycling destination, supporting tourism and rural-based business and bringing health, wealth and enjoyment into the natural environment. Partners include CTC, British Cycling, International Mountain Bike Association, Forestry Commission, National Trust, South West Protected Landscapes Forum, Woodland Renaissance.

Paul Hawkins, 1 South West Off-Road Cycling Project

I am writing on behalf of Exmoor National Park Authority to welcome the opportunity to work with key partners to develop the Local Sustainable Transport Fund bid covering Dartmoor and Exmoor National Parks. We hope to play an active role in its successful delivery. The proposed outcomes will bring significant benefits to the rural economy of Exmoor whilst contributing to the fulfilment of National Park purposes and our aspiration to become a Carbon Neutral National Park. The range of solutions identified to be delivered through this bid will meet a range of our tourism, recreation, community and resource objectives identified in our National Park Management Plan.

The proposed project will build on existing work conducted by this Authority to promote more sustainable visitor travel such as the ExploreMoor initiative and support for the MoorRover scheme. As one of the least accessible National Parks we are pleased to have this opportunity to build on links both to and within the National Park, which whilst focusing on visitor travel will provide numerous benefits to local communities also.

The funding sought through the Local Sustainable Transport Fund will be essential to lever in further finances and to kick start new projects, drawing on successful initiatives both here and further afield.

Dr Nigel Stone, Chief Executive, Exmoor National Park Authority

I would like to advise you of the West Somerset Council's support for the above bid. The West Somerset Economic Strategy highlights the varied and outstanding environment of the district and the tourism offer as 2 of the 3 unique strengths and economic assets of the District and tourism is highlighted as a key economic driver and therefore strategic priority. From our understanding the proposed LSTF bid has the potential to bring significant economic gains to the area through increased promotion, provision and co-ordination of car free opportunities for visitors which will in turn increase the viability of community services. Developing low-carbon links to / from Minehead and the National Park with the rest of the country and promoting alternative options to car use will be of great benefit to the District and we are more than willing to confirm our support for this bid. I do hope that this bid is successful.

Bruce Lang, Corporate Director, West Somerset Council

Forum 21 wishes to express its support for this bid for sustainable transport in the two National Parks. Forum 21 has worked very closely with Exmoor National Park and its carbon neutral strategy. If emissions are to be reduced then transport will have to be considered, and any options for doing so are to be welcomed. In a week when we have heard that global emissions are increasing, initiatives such as this are to be welcomed - and essential. We wish you every success.

Lorna Scott, Coordinator, Forum 21

First Group are happy to support the Two Moors LSTF Bid. We are happy to help assess the viability and feasibility of potential bus routes and services, help with network planning and assist with familiarisation trips.

Robbie Lamerton, General Manager, First Group

Exmoor Unplugged, run by Climate Action West, is a new e-bike project designed to encourage locals and visitors to enjoy the countryside in some of the most picturesque places in the South-West. We are pleased to support this LSTF bid and will provide any help and advice where we can, promote the bid across Exmoor, provide an online booking system, pass on our expertise with smartphone / app development.

Adam Symmons, Exmoor Unplugged

The YHA would like to express how much we and our guests would appreciate an enhanced transport infra-structure on Exmoor that could be made possible with extra funding. I hope the bid is accepted and look forward to using more local transport on and around Exmoor. As a car-less family, we already make great use of what is currently available, and many of our guests are encouraged to use their cars less too!

Andrew Grainger, YHA Manager (Exford & Minehead)

Additional emails of support have been received from the following organisations:

- Yarn Market Hotel and ETA
- West Devon Borough Council
- Co-cars
- Severn Link Ferries
- West Somerset Railway
- Electric Bike Network
- Okehampton Development Trust
- Country Bus
- South West Lakes Trust
- Moretonhampstead Development Trust
- Stagecoach
- Visit Devon



1st February 2012

Dear LSTF Bid Team,

First Great Western fully supports the Local Strategic Transport Fund bid to improve access to Dartmoor and Exmoor. We have provided a Summer Sunday service between Exeter and Okehampton under contract to Devon County Council every summer during the duration of our current franchise and have seen the benefit that this brings in providing easy access to Dartmoor by public transport.

First Great Western can see the benefit of enhanced rail services to Okehampton and the part that they could play in improving access to Dartmoor. We will be pleased to work with Devon County Council to deliver proposals for a more extensive range of services to Okehampton and to assist in the publicity for any such services across our network and in our publications.

Do let me know if that is sufficient, or if anything more specific would be helpful

yours sincerely,

Julian Crow.

Julian Crow | Regional Manager, West of England | First Great Western
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Tel: 0117 926 8893
Fax: 0117 929 4173

c/o Sarah Harrison
Devon County Council
Topsham Road
Devon

22nd December 2012

Dear LSTF Bid Team,

Re: Two Moors Local Sustainable Transport Fund bid

Sustrans is fully supportive of the LSTF bid for more sustainable transport in and to the National Parks. Both parks already include very attractive lengths of the National Cycle Network such as the Granite Way, which some visitors experience as part of a longer cycle ride. Most people come specifically to enjoy the walking and cycling in the parks and for them and the environment they come to enjoy it is vital that getting to their starting point is possible by a choice of sustainable modes of transport. In the case of Dartmoor, for the benefits to the local economy from visitors to be maximised it is essential that the towns and villages surrounding the moor are seen as starting points or accommodation providers for walking and cycling holidays. The Dartmoor Way project aims to link all of these peripheral communities with 100-mile waymarked footpath and cycle routes around the edge of the moor and to promote their use. Much of this route will also be part of the Cycle West project route called Tour de Manche, linking SW England with NW France."

Yours sincerely,

Peter Grainger

Sustrans, Area Manager for Devon & Torbay
36 Rivermead Road
Exeter
EX2 4RL
01392 435648
07917 612782

Accessible Transport West Somerset ATWEST



16th February 2012

Hello Dan,

It was good to meet with you again recently and learn more about your Two Moors Sustainable travel bid. I must say it sounds very exciting. A successful bid will offer great benefit to our local communities and visitors alike to have even greater access to experience the beauty of Exmoor.

As a resident living in Wheddon Cross I am personally delighted to see how your bid will protect Exmoor for everyone. As Manager of ATWEST I am totally supportive. We have worked very hard over the last few years to establish our successful **Moor Rover** service and would be pleased to work with the project in any way to further develop the plans, particularly where community transport providers like us can offer a service or link with a sustainable travel network. The proposed Doone Valley minibus service is a great example of where we could work with you to provide a reliable and accessible transport service.

Good Luck Dan, I wish you great success with your bid.

Best regards
Brian

Brian Worrall

Accessible Transport West Somerset * Atwest
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Charity number 1111116 VAT number 850505251

HEART OF THE SOUTH WEST

Local Enterprise Partnership

Creating opportunities in Devon, Plymouth, Somerset and Torbay

c/o Sarah Harrison
Devon County Council
Topsham Road
Devon

19th December 2012

Dear Bid Team,

Two Moors Local Sustainable Transport Fund bid

The Heart of the South West Local Enterprise Partnership (LEP) has been formed under the leadership of the private sector supported by the local authorities from Devon, Plymouth, Somerset and Torbay to create a powerful economic alliance. Our objectives are to create new jobs, raise productivity levels and increase our average wages.

We fully support the Two Moors bid to the Local Sustainable Transport Fund (LSTF) being submitted by Somerset County Council, with support from Devon County Council and Exmoor and Dartmoor National Parks. One of the key objectives of the LEP is to ensure that market towns and rural areas are closely linked to urban growth and also become economically successful in their own right. We welcome the emphasis of the bid on growing the visitor economy of the moors, which we believe has untapped potential to deliver jobs growth in a sustainable way. Not only will the bid help to achieve this, but it will also improve access to markets and employment for businesses and residents of these areas, and align with other successful LSTF projects to improve accessibility and support broader economic growth across the LEP area. We also would see this as complimentary to the successful BDUK rural broadband bid and the work hub and home working initiatives.

We believe the Heart of the South West LEP area has great potential to be a highly productive and sustainable business location and we wish to support the Two Moors bid partners in helping to achieve this.

Yours Sincerely

Jeremy Filmer-Bennett

Interim Chief Executive

Tel: 01884 254724 Mobile 07801 597302 email filmer.bennett@btinternet.com address Poseidon House Neptune Park, Cattedown Plymouth PL4 0SN

www.heartofswlep.co.uk | info@heartofswlep.co.uk

James Berresford
Chief Executive

T: 020 7578 1420
F: 020 7578 1401
E: james.berresford@visitengland.org



Exmoor National Park Authority
Exmoor House,
Dulverton,
Somerset,
TA22 9HL

19 December 2011

FAO: Dan James, Sustainable Economy Officer

Dear Dan

Re: LOCAL SUSTAINABLE TRANSPORT FUND

I would like to offer my support for your bid to the DfT Local Sustainable Transport Fund. I feel that your approach to managing visitor traffic through creating travel hubs and creating new visitor experiences from flagship public transport routes and other innovations is exactly along the right lines. It will at the same time provide sustainable transport options which are currently absent in both Dartmoor and Exmoor as well as creating a series of visitor attractions in their own right. We know that an 'access hub' approach works in other areas and enables an integrated approach to overcoming the dominance of cars within national parks.

The provision of new transport offers would also support local community needs and provide greater accessibility for those who are unable to travel by car in their local area.

The proposals tie in very closely to recommendations highlighted in both the Rural Tourism Action Plan and the draft Tourism and Transport Plan being prepared by VisitEngland.

I wish you every success with your bid.

Yours sincerely,

James Berresford
Chief Executive

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visitengland.com/corporate | enjoyengland.com

VisitEngland incorporated under the Development of Tourism Act 1969 as British Tourist Authority



22 February 2012

Norman Baker MP
Parliamentary Under Secretary of State
Department for Transport
Great Minster House
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SW1P 4DR

6-7 Barnard Mews London SW11 1QU
Telephone: 020 7924 4077
Fax: 020 7924 5761
Email: info@cnp.org.uk
Web: www.cnp.org.uk
President: Ben Fogle

From: The Lord Judd

The Local Sustainable Transport Fund (LSTF) and National Parks

I am writing to convey support from the Campaign for National Parks for the bids covering National Parks in tranche two of the Local Sustainable Transport Fund.

Having been engaged with all of the bids, we commend each of them as they would help to address the significant transport challenges facing National Parks.

It is imperative that people are able to travel to and within National Parks in ways that reduce and minimise any adverse impact of such travel on the special qualities of these magnificent landscapes.

National Parks have a strong track record in delivering on both discrete projects and wider behavioural change, and LSTF funding would enable this to continue in the field of transport.

Warmest regards

Frank Judd
Vice President

Registered Charity No 295336. Company limited by guarantee, registered in England and Wales No 2045556 at 6-7 Barnard Mews London SW11 1QU



Devon Heartlands Community Development Trust,
c/o The Town Hall,
1, Fore Street,
OKEHAMPTON EX20 1AA
Tel No. 01837 659991
E-mail info@devonheartlands.co.uk

Somerset County Council,
County Hall
Taunton
TA1 4DY

For the attention of Belinda Payne

17th November 2011

Dear Belinda,

Two Moors LSTF Application

We thank you for the opportunity to hear first hand the exciting Two Moors Transport Project that Dartmoor & Exmoor NPA's are developing in partnership with Somerset & Devon County Councils.

This project is tackles the issues raised by the Devon Heartland Community, that is:-

- Poor public transport services has created an over-dependence by locals on the use of their private cars
- An economy where traditional industry is shrinking as witnessed by the factory closures in Okehampton this year.
- Growing reliance on Tourism as the main growth industry, which further adds to traffic congestion, increases carbon emissions & threatens the special environment that attracts the visitors originally.

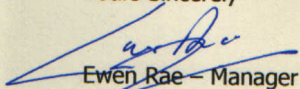
The creation of travel hubs on the fringes of Dartmoor, co-ordinating transport links & helping support the introduction of rail passenger service to Okehampton would be of great benefit to this rural community by:-

- Improving public transport services
- Reducing the dependence on private cars by locals & visitors alike
- Boost the local economy through promoting car-free tourism & local supply chains.

This Project would help to deliver key projects identified in the Community Action Plan "Looking Forward" produced in 2005.

We wish you all the success with this exciting project & if we can assist in anyway we would be pleased to do so,

Yours Sincerely


Ewen Rae – Manager

Devon Heartlands Community Development Trust, The Depot, Devonshire Gardens, North Street, North Tawton, Devon EX20 2ES
Tel: 01837 659991 E-mail: devtrust.tawton@tiscali.co.uk c.c. Richard Drysdale – DNPA
Reg No: 3998049

Supported by WEST DEVON BOROUGH COUNCIL.



Dan James
Exmoor National Park
Two Moors LSTF Lead



20th February 2012

TWO MOORS LOCAL SUSTAINABLE TRANSPORT FUND BID

Dear Dan,

I am writing to formally express the support of the Electric Bicycle Network and Electric Travel CIC for the Two Moors LSTF bid. As you know we are very supportive of the objectives of the bid and have already played a small part in shaping the content.

We passionately believe that electric bicycles can break down barriers to more sustainable travel as they allow riders to dismiss headwinds and hills whatever their level of fitness. They broaden the scope of any cycling or sustainable travel project by allowing practically anyone to 'have a go'. We believe an electric bicycle network as part of the Two Moors LSTF programme can play an important part in its success and are very pleased to be in a position to deliver this should the bid be successful. We are so convinced of its potential that we will equally match any contribution provided by LSTF for the Electric Bicycle Network up to £50k per annum.

The Electric Bicycle Network is a key project of our Community Interest Company - Electric Travel CIC. Profits for the project are put back towards our objective of getting more people cycling using electric bicycles. Working through local businesses we establish networks of hire and charge points linked by scenic routes to create a tourist infrastructure for electric bicycle riding. Networks currently exist in the Peak District, Lake District and Devon Exe Estuary, with new networks in 2012 including the South Downs National park. Exmoor and Dartmoor are highly suitable for a Network as it will remove gradient as a barrier to cycling, promote and strengthen embryonic local business networks, play a part in promoting tourism for the local economy, and of course provide a sustainable travel option for visitors, tourists, communities and local individuals.

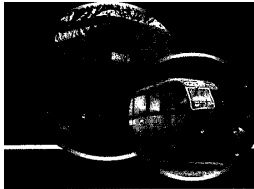
As part of the overall programme, the Electric Bicycle Network can help deliver health and well-being benefits, reduce the number of short car journeys and tourist reliance on cars in favour of trips by bicycle, as well as boosting low-carbon, economic growth in the community by providing opportunities for sustainable travel and tourism. We hope the bid is successful.

Yours sincerely,

A handwritten signature in black ink that reads "Paul Robison".

Paul Robison
(Director – Electric Travel CIC)

Electric Travel CIC (Company No. 07507103) - registered, main office: 9 Albert Street, Cambridge, CB4 3BE



Heritage & Modern Bus & Coach Hire Specialists

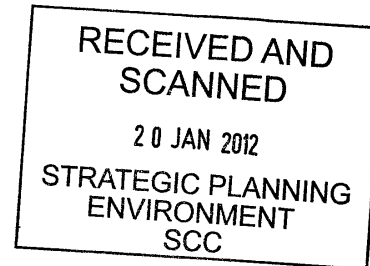
The Coal Yard, Broadgauge Business Park, Bishops Lydeard, Taunton, Somerset, TA4 3BU

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Hannah Fountain
Somerset County Council
Strategic Planning PPC702
County Hall
Taunton
Somerset
TA1 4DY

#508229



Tuesday 17th January 2012

Dear Hannah,

Re: 300 Service

Further to our telephone conversation I have some ideas for an accessible interconnecting bus network for Exmoor based on the network as it existed last summer but additionally to provide connections to Taunton. We would use vehicles from our existing fleet suitably modified to carry wheel chair passengers and up to four bicycles.

The idea is also to link Exmoor with the nearest centre of population and main line railway station at Taunton with the 401 and 300 vehicles able to carry bicycles and the 400 heritage bus modified to carry wheel chair passengers. The 300 and 401 vehicles would be fully DDA compliant with full wheel chair accessibility.

I have suggested two types of vehicle for the 401 service. One is an 8.9 metre Dennis Enviro 200 seating 29 passengers with bicycles carried on a trailer and the other is an 11.1 metre vehicle with front and centre entrances with 22 passenger seats and bicycles carried inside.

The 300 service bus would be the part open top double decker vehicle used at present but with some seats removed for bicycles spaces leaving about 56 passenger seats.

The timetable enclosed is merely a suggestion but it allows connections at Exford, Lynmouth, Porlock and Minehead as well as unlimited one way journey opportunities for cyclists and hikers.

The network is innovatory because firstly it allows access to areas of Exmoor not available to disabled people and secondly, it allows cycling opportunities to people without the need to pedal along busy commuter routes into Taunton. Thirdly it allows circular tours by public transport with time to stay in Exford, Lynmouth, Porlock or Minehead for morning coffee, lunch or afternoon tea.

I am enclosing maps and timetables as well as vehicle proposals and I look forward to discussing this proposal and any others that you may have.

Yours sincerely,

Steve Morris
Managing Director

Directors Mr Steve Morris & Mrs Liz Ranson Company reg no. 4997048 VAT reg no. 831203084
Registered office: Rosebank, Langley Marsh, Wiveliscombe, Taunton, Somerset, TA4 2UJ tel. 01984 624076 fax. 01984 624622

Appendix B Stakeholder engagement

Appendix B: Stakeholder engagement

Throughout the process the core partners (Somerset & Devon county Council's Exmoor & Dartmoor National Park Authorities and the South west Tourism Alliance) have sought to engage with a wider list of stakeholders. Project partners are listed under section A9 of the application.

Following submission of the Expression of Interest stakeholder workshops were held in both Exmoor and Dartmoor National Park Authorities attended by approx. 40 individuals, many of whom were representing wider memberships (e.g. tourism associations). The workshops provided an invaluable opportunity to gain feedback on the proposals and to generate new ideas all of which fed into the final application.

- The agenda was as follows for both sessions:
- Registration (tea and coffee)
- Challenge and opportunity – the context
- Building on the Expression of Interest
- Support, marketing and promotion
- Break
- The timetable for change and how you can be involved.
- Summary

Key Outcomes

- need better integration between modes of travel to enable more convenient journeys;
- there is a lack of awareness and confidence amongst both locals and visitors about the transport opportunities currently available, including community, demand responsive and public transport;
- need to capitalise on the enthusiasm for outdoor activities, particularly walking, amongst visitors to encourage them to walk to local attractions, pubs etc;
- need better travel information from surrounding access/transport hubs, online when people are planning their visit and on-the-move information such as mobile apps and social media;
- improvements and enhancements to sustainable transport service provision needed (a number of key gaps were identified).

Attendees:

Exmoor (17 October 2011, Exmoor House, Dulverton)

Dan James	Exmoor National Park Authority
Richard Drysdale	Dartmoor National Park Authority
Liz Holloway	Devon CC
Neil Warren	Sustainability SW/ SW Tourism Alliance
Nell Cruse	Somerset CC
John Carter	Somerset CC
David Mitchell	Somerset CC
Paul Conibear	West Somerset Railway
Rupert Crosbee	Sustrans
Peter Stone	Berrys Coaches
Robbie Laverton	First Bus
John Perrett	Transporting Somerset
Jenny Carey-Wood	North Devon Plus

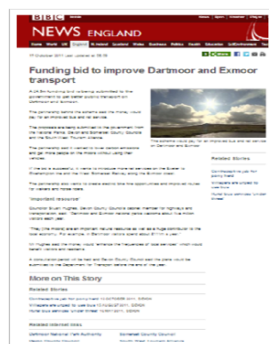
Adam Symons	Exmoor Unplugged
David Perry	Exmoor Community Bus
Seth Conway	ITV
Brian Worrall	Accessible Transport West Somerset
Anne Preston	Individual
Corrine Matthews	West Somerset District Council
Chris Marrow	Severn Link Ferries
Dan Barnett	Exmoor National Park Authority
Jo Andrewes	YHA Exford
Andrew Grainger	YHA Minehead
Antony Brunt	Exmoor Tourist Association
Dave Ovendon	Devon County council

Dartmoor (18 October 2011, Okehampton Charter Hall)

Dan James	Exmoor National Park Authority
Richard Drysdale	Dartmoor National Park Authority
Liz Holloway	Devon CC
Neil Warren	Sustainability SW/ SW Tourism Alliance
Nell Cruse	Somerset CC
Ben Parkinson	VisitDevon
Derek Fishpool	Devon CC
Ali Ellison	County Bus
Graham Bailey	Stagecoach
Alistair Mumford	Co-Cars
Liz Prince	Moretonhampstead Development Trust
Rob Sekula	West Devon Borough Council
Paul Robison	Electric Bicycle Network
Nick Gillon	Excel Cycling Ltd
Chris Blasdale	Excel Cycling Ltd
Chris Hall	SW Lakes Trust
Heather Sansom	DNP volunteer
Ewen Rae	Devon Heartlands CDT
Kay Bickley	EV Friendly/ Okehampton Town Council

Media Coverage

The workshops also attracted significant press coverage which allowed us to engage with a wider audience and receive feedback on our proposals. The bid was featured on BBC and ITV regional news programmes as well as in local and regional papers.



Appendix C Exmoor and Dartmoor - Economic Impact Leakage

All £'s 2010

EXMOOR AND DARTMOOR NATIONAL PARK AUTHORITIES

Analysis of Tourist Expenditure Leakage and Possible Gains

	A	B	C	D	E	F	G	H
Exmoor and Dartmoor National Parks	Total Tourist Numbers	Total Tourist Days	Average Length of Stay	Total Economic Impact	Total Economic Impact Per Tourist Day	Assumed Economic Impact Leakage (Not Received in Zone)	Economic Impact Leakage as Share of Total Economic Impact Per Tourist Day (Inside & Outside National Park)	Economic Impact Leakage Per Person Per Day
2010	000's	000's	Days	£000's	£	£m	% Leakage	£
Serviced Accommodation	251	508	2.02	46,896	£ 92.40	5,312	10%	£ 10.47
Non-Serviced Accommodation	177	1,164	6.56	55,862	£ 48.00	6,735	11%	£ 5.79
SFR	70	166	2.38	6,558	£ 39.55	1,639	20%	£ 9.89
Tourist Day Visitors	3,244	3,244	1.00	97,181	£ 29.96	0	0%	-
TOTAL	3,742	5,081	1.36	206,497	£ 40.64	13,687	6%	£ 2.69

	I	J	K	L	M
Exmoor and Dartmoor National Parks	Potential Effect of Retaining All Economic Impact Within National Park at Current Visitor Levels				
	Value to be Gained if Leaked Economic Impact were Retained within National Park	Resultant Total Tourist Days	Resultant Total Economic Impact	Growth in Tourist Days	Growth in Economic Impact within National Park
2010	£m	000's	Days	%	%
Serviced Accommodation	5,312	508	52,209	0%	11%
Non-Serviced Accommodation	6,735	1,164	62,597	0%	12%
SFR	1,639	166	8,197	0%	25%
Tourist Day Visitors	0	3,244	97,181	0%	0%
TOTAL	13,687	5,081	220,184	0%	7%

Notes	
A	STEAM 2010
B	STEAM 2010
C	B / A
D	STEAM 2010
E	D / B
F	Non-Accommodation spend assumed to be spent outside NPs
G	H / (E + H)
H	F / B
I	As F
J	As B
K	D + I
L	(J / B) -1
M	(K / D) -1

GTS (UK) Ltd

Prepared by DC

20/1/2012

Appendix D Economic Growth and Environmental Impact

APPENDIX D: ECONOMIC GROWTH AND ENVIRONMENTAL IMPACTS UNDER BUSINESS AS USUAL AND LSTF SCENARIOS

ECONOMIC GROWTH

Year	Value Tourism with 3% pa growth (mn)	Value per stay	Value per day	Business as Usual (2010 visitor profile)			
		visit	visit	Staying numbers (000's)	Staying value (mn)	Day visits (000's)	Day visit value (mn)
2010	£154.56	£165.98	£22.21	497	£82.51	3,244	£72.05
2011	£154.56	£165.98	£22.21	497	£82.51	3,244	£72.05
2012	£162.29	£171.59	£22.65	502	£86.15	3,361	£76.14
2013	£170.40	£177.36	£23.10	507	£89.94	3,483	£80.46
2014	£178.92	£183.29	£23.57	512	£93.87	3,609	£85.05
2015	£187.87	£189.39	£24.04	517	£97.97	3,740	£89.90

Year	Value Tourism with 3% pa growth (mn)	Value retained leakage per day (+ infl)	Value per stay with retained spend	With retained spend through Two Moors Project			
		(+ infl)	spend	Staying numbers (000s)	Staying value (mn)	Day visit numbers (000)	Day visit value (mn)
2010	£154.56	£8.72	£174.70	497	82.49	3,245	£72.07
2011	£154.56	£8.72	£174.70	497	82.49	3,245	£72.07
2012	£162.29	£8.89	£180.48	499	90.26	3,180	£72.02
2013	£170.40	£9.07	£186.43	502	93.70	3,320	£76.70
2014	£178.92	£9.25	£192.54	504	97.26	3,465	£81.67
2015	£187.87	£9.44	£198.82	507	100.93	3,617	£86.94

ENVIRONMENTAL IMPACTS AND CARBON EMISSIONS

	Additional journeys to/from Moors compared with 2010	Additional car journeys to/from Moors compared with 2010	Additional car mileage compared with 2010	Additional car- generated CO2 compared with 2010 (tonnes)
Business as usual	1031403	426971	114181338	14403
With retained spend (LSTF)	763017	316040	84581315	10669
With modal shift (LSTF)	763017	0	0	0

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“Working together for equalities”

This document is also available in Braille, large print, tape and on disc and we can translate it into different languages. We can provide a member of staff to discuss the details. Please contact 0845 345 9166.

