

Cycling and Walking Promotion Grants: APPLICATION FORM 2013-2014

ABOUT YOUR GROUP/ORGANISATION

Q1 What is the name of the group / organisation?

BikeBus Explorer partnership (Lead organisation: South Cambridgeshire District Council; National Trust; Wildlife Trust for Cambridgeshire, Bedfordshire and Northamptonshire; Cambridge City Council)

Q2 For this application, who is the contact?

Clare Gibbons, South Cambridgeshire City Council

Q3 What is their position in the group / organisation?

Development Officer (Health and Environmental Services Department)

Q4 What is their daytime telephone number, address and e-mail address?

01954 713290

clare.gibbons@scambs.gov.uk

Q5 If you are a voluntary group/Charity please answer the following questions:

5a) What are the names of the Chair, Secretary and Treasurer of the group?

Chair

Secretary

Treasurer

5b) What are the main aims of the group?

- To provide a public transport access to countryside recreation for residents of Cambridge along the Cambridge-Gamlingay corridor on Sundays and Bank holidays
- To provide a sustainable transport options for people wanting to access visitor attractions along the Cambridge- Gamlingay corridor
- To encourage recreational cycling and thereby improve the health and wellbeing of Cambridge City residents
- To raise the profile of South Cambridgeshire visitor attractions and increase the appeal of South Cambridgeshire as a visitor destination, thereby extending visitor stay in Cambridge

THE PROJECT

Q7 What is the name of the project you want us to fund?

BikeBus Explorer

Q8 Please give a description of the project - include information such as how the project will meet one or more of the aims of the grant, how will it work, who is the project aimed at and where will it be based

- Four scheduled bus journeys from Cambridge Rail Station following a circular route which loops around Gamlingay and takes in numerous visitor attractions en route.
- 24 cycle trailer towed by a 20+ seater low floor bus
- **Master map showing overall route with attractions marked**
- **Individual leaflets giving walking/cycling routes specific to each village**
- Cycle stands installed at key locations along the route (sourced from www.parkthatbike.com)

The element of the project this application seeks to fund is the publicity and promotion of the service. This will take the form of a master map showing the overall route with the visitor attractions highlighted, but will also comprise of smaller trail maps indicating cycling/walking routes around the villages along the route, indicating length of route, approximate timings and items of interest. The aim is to encourage residents new to leisure walking and cycling by providing easy to use, attractive guides which remove the fear factor which prevents some groups from accessing the countryside.

Q9 Where will the project be based?

The service will depart from Cambridge Rail Station, taking the following route: Station Place, Brookgate Brooklands Avenue, Trumpington Road, The Fen Causeway, Newnham Road, Barton Road and then heads out towards Gamlingay via Wimpole Estate, allowing access to the five Wildlife Trust sites en route and a county wildlife site (at Longstowe). The service makes four round trips per day, passengers may opt to return to Cambridge via the BikeBus or by cycle.

Q10 Who will manage the project?

The contract for the bus service will be let and managed by the county council. **The map work will be managed by South Cambridgeshire District Council.**

Q11 How many people will benefit and how will you measure this?

The service is new; there is no existing passenger data. However, the projection is that there will be 2,850 passengers over the course of the year long pilot. The cycle maps themselves, although supporting the bus service, will endure past the life of the pilot, being of value as a separate entity.

Q12 Are you working with any partners? If so please give details.

The partners include South Cambridgeshire District Council; National Trust; Wildlife Trust for Cambridgeshire, Bedfordshire and Northamptonshire; Cambridge City Council; Parishes en route

FUNDING

Q13 What are the project's start and finish dates?

Start May 2014

Finish June 2015

Q14 If the project is ongoing, how will it be funded once the Cycling and Walking Promotion funding ends?

The BikeBus Explorer bus service will be run as a year long pilot – it is currently out to contract. The bus contract is likely to be let on a Minimum Cost basis (here the operator covers their costs and the fares are kept by the partnership). If the service is successful this will be re-tendered on a minimum subsidy basis, with the fares kept by the operator. In the first year of operation the fares will be used to provide a source of funding to refresh and re-print maps to promote the service in the following year.

Q15 What are the full costs of the project?

Bus contract: 52 Sundays, 5 Bank holidays (estimated cost: £18,000, on a minimum cost basis)
(partner contributions, £9500 SCDC, £5,000 CCC, NT £3,500).

Liaison with the 12 villages and coordination of route development

£975 (39 hours @ £25/hour)

Mapping and promotional material: design

£975 (39 hours @ £25/hour)

Mapping and promotional material: paper and printing

2,500 A5 maps, for each of 12 villages £684.40 plus 2,500 plastic pouches £278.75

3,000 A3 Master maps printed on Toughprint 100% waterproof laser paper £2,400

Total costs for this element of the project £5,313.15

Q16 How much funding are you seeking from the Cycling and Walking Promotion Grant?

Full design, printing and production costs for the maps is being sought from the Cycling and Walking Promotion Grant i.e. £4,338.15

Q17 What, if any, are your other sources of funding for this project?

SCDC will contribute in kind the community development elements of this mapping work. The revenue costs and partner contributions associated with the bus service itself are detailed in response to Q15.

MONITORING

Q23 How will you monitor the project?

The project will be monitored in the following way:

The on-bus electronic ticketing machines will monitor the number of passengers using the BikeBus service. The maps will be sold on board the service – again on board sales will be captured by the electronic ticketing machine. The likely cost of the map pack will be £2 per pack which will cover the refresh and reprint costs for subsequent years. It is proposed that the visitor destinations along the routes (such as Wimpole Estate) will ask visitors whether they arrived using the BikeBus service and they will also monitor the take up of promotional offers in conjunction with the BikeBus tickets will also be monitored.

Passengers returning to Cambridge will be asked to respond to a satisfaction survey (incorporated into the map pack) which will ask them which attractions/villages they visited and over what route they walked and cycled. This element of the pack can be developed in conjunction with Cambridge City Council. Responses will be analysed by SCDC and influence the development of routes in subsequent years.

Q25 How will you assess the outcome(s) or success of the project?

The success of the project will be judged on the number of people using the service, the feedback gained from the user survey re. the number of miles walked/cycled and satisfaction with the BikeBus service overall. In addition there will be monitoring of visitor spend which will indicate the benefit to the Greater Cambridge economy.

Once completed, please e-mail this form to: clare.rankin@cambridge.gov.uk



Any personal data provided on this form will be processed in compliance with the Data Protection Act 1998. We will only share personal information with other public sector organizations if it is necessary for the prevention and detection of fraud. Further information relating to your rights under the Data Protection Act can be sent to you on request.