

M35 – Into MiTOWN

A particularly successful and innovative project that exemplifies the principles of the LEADER+ model

Overall Aims	The project aims to provide improved public, community and alternative mode transport links between the East Riding of Yorkshire market towns of Pocklington, Market Weighton, Driffield, Hornsea and Withernsea and their surrounding rural hinterlands. The five towns have a population of c30,000 and are located on the Yorkshire Wolds and Coast. They have suffered from agricultural decline, and the decline of traditional tourist activity in the coastal zone.
How the project fits into the LAG strategy	The inherent weakness of local rural transport networks and lack of community transport facilities presents formidable barriers for many residents, restricts choice and adversely affects quality of life. Younger people find access to training and employment difficult by conventional public transport, and access to cultural events or activities is constrained. The sparse nature and dispersion of many rural settlements, especially on the Yorkshire Wolds exacerbates this problem.
Project aims & objectives:	<p>A clear need exists for detailed work with community partnerships, local transport operators, community organisations and local businesses to establish a package approach capable of responding effectively to local needs. To create a homogenous approach and a single brand identity for community-led (not necessarily CT operated) transport improvements across the Leader+ area, and the East Riding as a whole.</p> <p>The project aims to support the retention and stabilisation of the area's market towns as key service centres and hubs for their rural hinterland, addressing transport and access issues for both local residents and visitors to the area. It will build new and enhanced local transport networks capable of connecting remoter outlying areas and excluded communities/individuals with key facilities. The creation of new public/community transport links and enhanced multi-modal facilities (eg bike-bus projects, cycle/walking networks, links to local waterways etc) will encourage economic diversification and create new employment opportunities in transportation contexts, tourism and related service industries.</p> <p>The project will implement an effective transport -based regeneration package, targeted at the area's most excluded and deprived communities. It will enable locals and visitors alike to contribute more to the creation of viable rural communities and market towns, assisting wealth creation and retention within the area. The project will encourage environmentally friendly modes of transport, thereby helping to unlock the potential of the regions physical assets and conserving its environment. Promotion of new transport facilities/networks for both employment and leisure markets will assist the process of marketing the region and attracting inward investment.</p>
Project activities & progress:	The project will build confidence and capacity in the local community transport sector by the full establishment of local MiTOWN transport partnerships in Pocklington, Market Weighton, Hornsea and Withernsea. a revenue support fund is included to enable the development of new and enhanced routes/services resulting in

	<ul style="list-style-type: none"> • 8 new transport initiatives • 2 new community services established • Awareness rising events for local communities/businesses <p>The project seeks sustainability by ensuring that mainstream support as necessary is sought for successful pilot schemes, and promote effective integration of services and transport modes.</p>
Funding	<p>£49,675.00 EAGGF £30,000.00 In Kind £39,925.00 Rural Bus Challenge £44,250.00 Countryside Agency Total project cost £163,850.00 Timescale 2 years ending March 2007</p>
Beneficiaries	<p>Local communities and businesses - New opportunities for bus, community transport and taxi operators to develop sustainable services and new transport markets, thereby stimulating and supporting local regeneration initiatives.</p> <p>Environment - Increased awareness of the natural environment, local heritage and quality tourism opportunities through the development of quiet lane cycle networks and via links with other key tourism/heritage sites and projects.</p> <p>Local Area as a whole - Effective local co-ordination of marketing activities, brokerage of transport and human resources.</p>
How does this project fit the principles of the LEADER+ model?	<p>The project is a good model of the LEADER+ principles of ‘bottom up’ and addressing local needs locally. It is innovative in local, regional and national context as follows:</p> <ul style="list-style-type: none"> • No similar market towns based transport project exists in the county. <ul style="list-style-type: none"> • It pilots a radical new approach to local network development and utilises a devolved local revenue support fund to ensure targeted and cost-effective transport solutions. • It pilots transport development in a multi-modal context at the local flexible network level; involving a range of key partners from all sides of the transport industry and other relevant sectors. • It seeks to utilise transport development as a tool for local regeneration, and as a means for ensuring a better awareness of the potential inherent in the area’s human and natural resources. • It links transport to economic development and leisure/tourism in new and effective ways. • It involves local people in management, service development, promotion and advocacy via an active and focused local partnership approach. <p>This project is engaging a range of partners from the public and private sector to achieve its aims. Key Project partners are - detailed below:</p> <p>Humber and Wolds Rural Community Council East Riding of Yorkshire Council East Riding of Yorkshire Rural Transport Partnership</p>

<p>Market Town Regeneration Partnerships Town and Parish Councils Local Chambers of Trade and Commerce INTO Driffield Steering Group High Wolds Community Bus Association Weighton Area Parishes Transport Action Group (WAPTAG) Nafferton Community Minibus Committee Holderness Area Rural Transport (HART) Holderness Hopper East Riding of Yorkshire CT Operator's Network East Yorkshire Motor Services Local Bus and Taxi Operators Cycling Clubs and organisations Arriva Trains Northern (replaced by Serco-NED in 2005) Yorkshire Coast Community Rail Partnership Local Schools</p>
--



