

# **West of England Sustainable Travel**

## **Local Sustainable Transport Fund Large Project Initial Proposals**

June 2011

**Bath & North East  
Somerset Council**



**North  
Somerset  
COUNCIL**

**South Gloucestershire  
Council**

**travel** 

## Local Sustainable Transport Fund - Application Form

Guidance on the Application Process is available at:

[www.dft.gov.uk/pgr/regional/](http://www.dft.gov.uk/pgr/regional/)

Bids for both small projects and initial proposals for large projects should be no more than 20 pages long.

### **Applicant Information**

#### **Local transport authority name(s)\*:**

Bath & North East Somerset, Bristol (co-ordinating authority), North Somerset and South Gloucestershire

*\*(If the bid is a joint proposal, please enter the names of all participating local transport authorities and specify the co-ordinating authority)*

#### **Senior Responsible Owner name and position:**

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#### **Bid Manager name and position:**

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## SECTION A - Project description and funding profile

### A1. Project name:

West of England Sustainable Travel (WEST)

### A2. Headline description:

WEST is an integrated package of focused measures built around the three themes of:

- **Low-Carbon Commuting** – targeting business travel on key commuter corridors and at major employment locations;
- **Active and Sustainable Communities** – working with local communities to develop ‘bottom up’ sustainable transport solutions;
- **Transitions to a Low-Carbon Lifestyle** – focussing on the choices people make as they move school, university, home, or job.



Consistent throughout these themes is a focus on activities around transition points in lifestyles to maximise the potential to change travel behaviour and the identification of opportunities to reinforce and embed low-carbon travel within the fabric of our communities.

### A3. Geographical area:

This bid covers the West of England travel to work area which includes the four local transport authorities of Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire.

To maximise impact, value for money and contribution to wider economic and social objectives, the project will focus measures on specific routes or locations where measures can be most effective (see Figure 1). These will include 11 key commuter routes, 3 city or town centres – Bristol, Bath and Weston-super-Mare, some 25 urban and 42 rural communities, 3 key employment clusters – Portbury Docks/Sevenside, Bristol Airport and the North Fringe, 4 universities, 90 schools and other targeted organisations. Sections B2 Evidence and C1 Package Description outline the specific target areas for individual projects in more detail.

### A4. Type of bid (please tick relevant box):

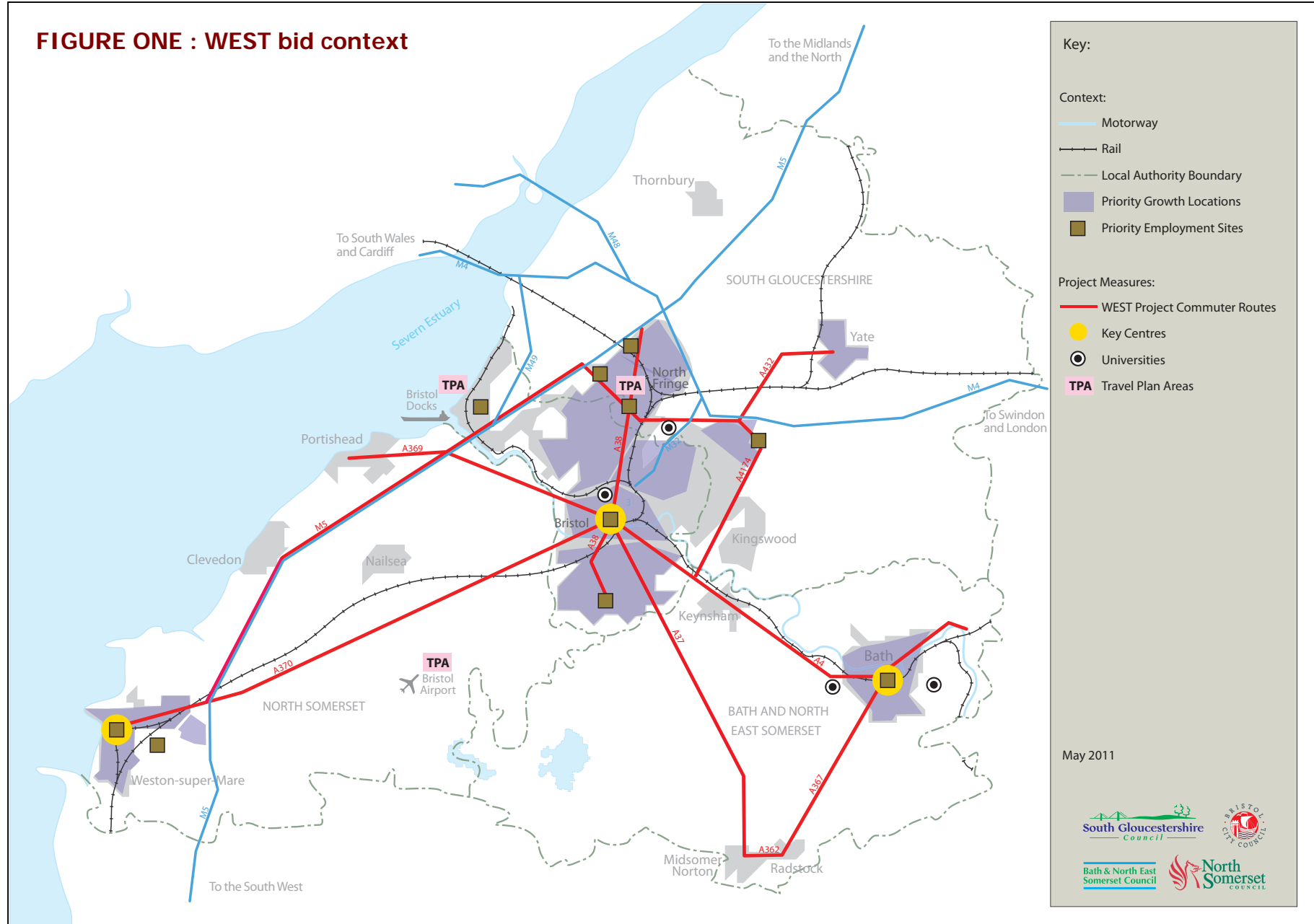
#### Small project bids

- Tranche 1 bid ☐
- Expression of interest for Tranche 2 ☐ (please complete sections A and B only)
- Tranche 2 bid ☐

#### Large project bids

- Key component bid ☐
- Large project initial proposals ☒

**FIGURE ONE : WEST bid context**





**A5. Total package cost (£m):**

£49.856

**A6. Total DfT funding contribution sought (£m):** £25.432**A7. Spend profile:**

<b>Funding Split £000s</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>Total</b>
<b>Revenue</b>	3,332	5,725	5,548	14,606
<b>Capital</b>	2,449	4,550	3,827	10,826
<b>Local Contribution</b>	12,327	5,369	6,728	24,424
<b>Total</b>	18,108	15,644	16,103	49,856

**A8. Local contribution**

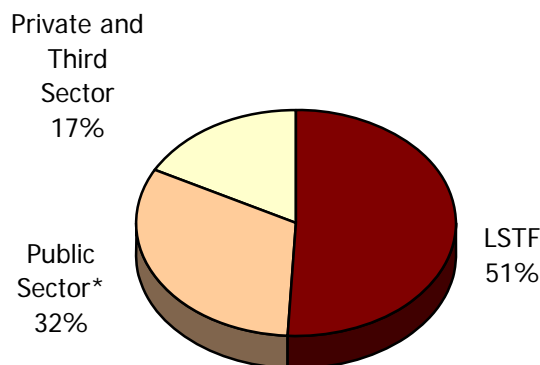
This project will be funded through a wide range of sources, with £24.424m (49% of the total) funded through a local contribution. This contribution will be provided through a number of sources across the public, private sector and third sector (voluntary and not-for-profit organisations). The Councils have a proven track record of delivering local contribution to add value, a recent example being the Cycling City project, where £11m of match funding was sought and £13.9m delivered. Letters of support from the 25 organisations described in A9 are provided in Appendix One.

The public sector contribution will be provided from a variety of sources including Council Integrated Transport Block and other Council and University capital and scheme funding, and staff resources. More than 95% of this is confirmed cash contributions.

The project has sought to develop packages of works which maximise and further reinforce opportunities for collaborative working and joint funding. Two examples are given below by way of illustration:

- There is a network of 'U link' bus services serving the University of the West of England (UWE) and Bristol University. The Universities intend to make the services commercially viable, and large employers in the North Fringe are seeking a sustainable option to enable staff to get to and from work. A new U link service, with pump priming from WEST and joint funding by the Universities, will serve both commuters and students travelling between Bristol and the North Fringe.
- The project will work with the developers of Bath Western Riverside, a development of 2,100 dwellings to provide new and improved pedestrian facilities, bus service and Travel plan advice to residents. LSTF funds will be complemented by a substantial S106 contribution of £330,000.









**FIGURE TWO :**  
Source of WEST Project Funding








\*Councils, NHS and Universities

## A9. Partnership bodies

We are already working with partners across the range of sectors, both in the detailed design and specification of measures, and where this adds value in supporting the delivery of this project (see E1). A list of current key partners is provided below, and letters of support are shown in Appendix One.

<b>Local Enterprise Partnership</b>	<p>"We are pleased that this bid.... (has a) strong focus on improving travel choices for journeys to work, and delivering these enhancements through close engagement with individual employers and business groups"</p> <p>A representative of the LEP will be included on the Board for this Project (see E1).</p>	
<b>North Bristol SusCom</b>	"The Local Sustainable Transport Fund....provides a real opportunity for us to increase the pace of change in the travel behaviour of our employees"	
<b>The Bristol Port Company</b>	"The Royal Portbury Dock is one of the main employment areas...and we are pleased that an element of the bid will focus on improving and promoting access to the docks for employees by sustainable modes"	
<b>Bath Chamber of Commerce</b>	"Improvements to transport...will play a vital part in helping to create an environment in which our economy can grow"	
<b>Ministry of Defence</b>	"Activities to improve sustainable transport in the area... would improve the options available to staff and help them make smarter choices for the journeys they make"	
<b>Bristol Airport</b>	"We are pleased that an element of the bid will focus on improving and promoting access to the airport for employees and airport customers by sustainable modes"	
<b>Science Park</b>	"We strongly support the bid...(and) would very much like to work with you in its successful delivery"	
<b>Hewlett Packard</b>	"We have undertaken a number of successful initiatives to promote positive behaviour change in the travel habits of our employees... (and) strongly support the bid being made by the West of England authorities to the Local Sustainable Transport Fund"	

<b>GKN Aerospace</b>	"Our commitment to reducing overall environmental impact is a key component of our ISO14001 Environmental Management System and sustainable transport options are important to both our existing employees and prospective new recruits"	
<b>Bovis Homes</b>	"We would be pleased to work with the authorities to enhance our sustainable travel information packs for new occupants as they make the transition to their new homes"	
<b>DHL</b>	"We are pleased that this bid focusses on the key centres of Bath and Bristol, and the chance this provides to support and reinforce consolidation services....and further reduce freight movements within the two key centres"	
<b>First Bus</b>	"We are keen to work with the partnership in order to deliver the 10 projects that form the bid....(and to) support the initiative through allocating marketing funds towards projects as they are rolled out"	
<b>Wessex Connect</b>	"We will work with the authorities to better understand how the greatest beneficial impact from close joint working can be achieved.....to provide added value from scale economies (in marketing) and a joined up approach"	
<b>Filton College</b>	"The 'preparing for adulthood' project....(will) provide an opportunity to present young people with information to help them make informed travel choices...before habits are formed"	
<b>University of the West of England</b>	"The inclusion of pump priming revenue to enhance the network of Ulink bus services.... will help boost patronage and tackle congestion"	
<b>Cater Business Park</b>	"Pleased that this bid focuses on key commuter routes, particularly the corridor serving South Bristol, and on low carbon business travel"	
<b>University of Bath</b>	"We already have strong links with the other Universities in the area...and the inclusion of a joint project officer will strengthen our work with students at key transition points"	
<b>Sustrans</b>	"This focussed, but multi faceted approach, will no doubt deliver modal shift that will contribute to the economic prosperity of the city-region, whilst reducing transport produced carbon emissions"	
<b>Primary Care Trusts</b>	"The Local Sustainable Transport Fund provides an excellent opportunity to further strengthen the joint working between public health and the four Councils"	
<b>Avon &amp; Wiltshire Mental Health Partnership NHS Trust</b>	"The potential for a multi-agency, public sector sustainable travel resource has been raised with local stakeholder organisations.... (and has) considerable support"	

<b>Bradley Stoke Community School</b>	"The 'move to secondary schools' project within the transitions theme of the bid represents an opportunity to work with primary schools ahead of the transition to our school which is very welcome"	
<b>Community Partnerships</b>	"The project will...provide a unique opportunity to encourage sustainable travel within our established community"	
<b>Banwell Parish Council</b>	"(We) welcome measures such as the employment of a dedicated officer to work in partnership with our parish to promote and co-ordinate rural transport schemes"	
<b>Shirehampton Community Action Forum</b>	"The objectives of the Vibrant Streets Project...seem to be closely aligned with our own...(and) SCAF is therefore strongly supportive of the principal of your bid"	
<b>Greater Bedminster Community Partnership</b>	"In the light of this strongly established record of partnership working we are very keen to support (the application). We think that their success will be our success."	

## SECTION B – The Local Challenge

### B1. The local context

The West of England is a **key economic centre** accounting for 26% of the South West's economy, much of this focussed within innovative and creative sectors. It is an important strategic location serving as a transport gateway to the SW, with key transport hubs around mainline stations, Bristol airport and the ports. With over a million people and half a million jobs the West of England has the highest Gross Value Added (GVA) per capita of any major city in England outside of London (UK Competitiveness Index, 2010).

The area will continue to grow, and the challenge of delivering 72,000 new homes and 74,000 new jobs by 2026, as set out in the authorities' Core Strategies, is significant.

This growth will increase pressure on a transport system that already suffers from chronic congestion because the development of transport infrastructure and services has not kept pace with economic development and expansion. **The economic cost of congestion is estimated to be £600m per year by 2016** (JLTP3, 2011). Growth is expected to increase carbon emissions from transport and could worsen air quality in locations that already fail to meet European Union standards.

Despite the economic success of the area, parts of Bristol and Weston-super-Mare are still amongst the top 10% of deprived areas in England, and sections of the West of England population have more **limited access to jobs, healthcare and other facilities**. For example more than 80,000 people have mobility impairments (2001 Census ONS) and 27% of the population live more than 40 minutes by public transport from a major employment site (JLTP3, 2011). In addition the health benefits of active travel remain to be realised with 67% of adults in

Bristol at an **increasing risk of ill health** due to low levels of physical activity (Quality of Life Survey, 2010).

The growth in housing, employment and activity is also an opportunity; properly planned and delivered it will provide the stimulus to enable a shift to more sustainable travel patterns and behaviours across the West of England. WEST builds on this opportunity by targeting specific types of movement, activity and people where we can best signal and embed long-lasting change.

It builds on the strategic approach set out in the Joint Local Transport Plan 2011-2026 (JLTP3) by focusing on commuter and business travel where the requirement to support economic growth is essential and the opportunities to deliver real travel behaviour change and carbon reduction is greatest. It will also support forging more cohesive communities based on better transport choices.

## B2. Evidence

One third of all CO<sub>2</sub> emissions in the West of England (DECC, 2010) are generated by road transport – on local roads (19%), or motorways (13%). Encouraging West of England residents to reduce car use and shift to sustainable modes could therefore have a **significant impact on the area's CO<sub>2</sub> emissions**.

There is a great opportunity to benefit the economy, reduce congestion and improve journey reliability by improving travel choice and creating a shift to sustainable modes of transport. Despite a reduction of 9% in morning peak person journey times in the Bristol urban area (DfT NI167, 2010) in the last four years (while person miles have only fallen by 6%), Bristol still has the lowest peak period speeds on main routes of any major urban area in England at 15.6mph (DfT, Road Congestion Statistics, 2010). The measures outlined in this bid will put us in a strong position to achieve **further reductions in congestion across the whole area**, particularly given nine out of ten people who live in the West of England also work in the area.

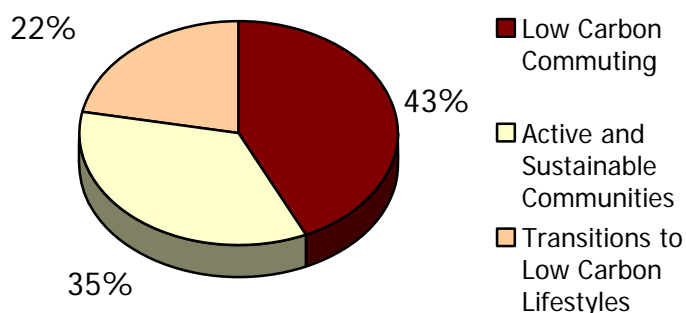


We explain below the evidence that has led us to focus our bid on the three WEST themes of Low-Carbon Commuting; Active and Sustainable Communities; and Transitions to a Low-Carbon Lifestyle. The projects we propose (see C1) have been **health checked and refined** using the DfT's Early Assessment and Sifting Tool, EAST (see Appendix Two).

The optimum balance of spend between the themes has been considered at a strategic level (using the Department's recommended strategic assessment tool) mapping strategic outcomes to each of the specific initiatives. The largest share (see Figure 3) is for activities within the Low Carbon Commuting theme in recognition of the role that travel to work has in congestion and air quality terms, its carbon impact (see B2) and scope for modal change. The remaining funds are shared between Active and Sustainable Communities (35%) and Transitions to a Low-Carbon Lifestyle (22%).



**FIGURE THREE :**  
Funding Shares by Theme



### Low-Carbon Commuting

Work-related trips (including both travel to work and travel during the course of work) account for 36% of CO<sub>2</sub> emissions from transport (national data from DfT Carbon Pathways Analysis 2008). Earlier research (e.g. The effects of smarter choice programmes in the Sustainable Travel Towns, DfT 2010) has suggested that there is **particular value in targeting these trips**, as opposed to other trip purposes, because of their potential to deliver such substantial carbon savings.

63% of journeys to work in the West of England are by car (2001 Census ONS), and a **high proportion of these trips involve a person driving alone**. This has a significant effect on congestion, especially on the 11 corridors which are the focus of this project. Around 51% of the West of England area population (554,000 people) live along these routes, and they account for around 21% of total traffic movements in the West of England area (West of England strategic transport model G-BATS3). These corridors are also amongst the most critical to the economic functioning of the area.

We already have a track record of action to reduce car-borne commuting at a number of employment sites in the area, so we **know that interventions to reduce car commuting are effective**. For example, the travel plan at Bristol University has halved single occupancy car travel - from 44% to 21% mode share - over ten years (Travel To Work Survey, 2009). However, there is great potential to expand our work in this area with only about 13% of employees in the Bristol area targeted by workplace travel plans (Greater Bristol Strategic Transport Study, 2006).

This evidence shows that a focus on work-related travel offers the potential for major carbon savings and less congestion. There is a large target audience of car-borne commuters travelling alone who could be encouraged to shift to sustainable modes; we have experience of measures which will deliver change; and by focusing on these commuter journeys we will **generate the largest possible CO<sub>2</sub> emission reductions** for each passenger kilometre saved.

### Active and Sustainable Communities

This thematic area will encourage active travel (walking and cycling), increase accessibility and social inclusion, and improve road safety.

Some 70% of the population of the West of England lives within the main urban areas. For these communities, we know that **traffic volume and speed acts as a deterrent to walking and cycling**, and this also discourages use of local facilities (leading to greater car use to out-of-neighbourhood facilities).

However, **57% of car trips are less than five miles** (2001 Census ONS), and there is great potential to encourage a transfer from driving to walking or cycling for these trips. The Cycling England / DfT baseline survey of the Greater Bristol Cycling City area found that 34% of adults

had a bicycle available for their use, but only 18% cycled frequently during the previous 12 months, providing a significant target market of people who might be encouraged to cycle more often for local trips if the conditions were right (Evaluation of the Cycling City and Towns Programme, 2011).

For residents of the smaller towns and rural areas of the West of England, **improving transport accessibility will lessen exclusion and inequalities**. About 16% of the population live in rural areas and 14% in the smaller towns, so this is a significant issue for us. There is considerable variability in public transport access to shops, healthcare and employment. For example 98% of Bristol residents live within a 40 minute public transport trip of a major employment site, but for North Somerset the figure is only 55% (JLTP3, 2011).

**Building exercise into people's everyday activities**, such as through active travel, is a key way to improve overall health. Local health surveys which provide information on self-report physical activity levels show that only one third of adults take the recommended minimum of 30 minutes a day of physical activity to achieve sufficient health protection against major diseases. Overall, physical activity levels have been declining in recent years, as reported nationally, and this provides an important part of the rationale for promoting active travel.

Over the last year, **levels of childhood obesity** across all four authorities have not fallen in line with targets, and numbers of Year 6 pupils in Bristol recorded as obese has remained the same. Tackling this issue through active communities (enhancing play opportunities and promoting independent mobility) and through active school travel as part of the Transition theme, is a key part of the WEST project.

### Transitions to a Low-Carbon Lifestyle

Research evidence shows that engaging with people prior to '**choice points**' or transition events such as moving school, starting work, or changing jobs, is an effective way of stimulating changes in travel patterns. For example, in the Sustainable Travel Towns, the greatest travel behaviour changes were amongst people in periods of transition such as moving on within the education system. Interim results from qualitative research carried out as part of the Cycling City and Towns evaluation in Bristol and elsewhere also suggested that 'life events' such as moving to a new area or changing jobs had played an important role in **stimulating people to change their travel behaviour**.

This evidence has led us to design a series of projects which will influence people's travel behaviour at **life-transition points**: the move from primary to secondary school; the transition to adulthood; the move to university; and the move to a new house.

Other qualitative research amongst people who had recently bought a home in Bristol (Travel behaviour change and residential relocation, Stanbridge et al, 2004) provides insights into the ways in which individuals **rethink their travel behaviour over a period of time**, both before and shortly after the moment of transition. For example, commute mode seems more likely to be considered *before* moving house (so people may focus their property search on housing close to a particular bus route, or within cycling distance of their work), whereas travel mode for other journeys (to shops, leisure facilities) seems more likely to be considered shortly *after* moving in.

These insights demonstrate the importance of **designing interventions that provide the right information at the right stage** in people's decision-making processes.

The West of England has **complex patterns of travel**, particularly relating to school travel, which can work against the use of more sustainable modes. Within Bristol 58% of pupils do not attend their local school, and there are many students travelling between the authorities of the West of England each day for their education. In targeting the transition between primary and secondary school, the ability to affect travel behaviour change in this complicated environment can be maximised.

Much work has already been done to **identify and target resources** in promoting sustainable and active travel to school. For example, in Bristol School Travel Health Checks are carried out at all schools. These are tailored reports on each school with a red/amber/green rating on how many pupils arrive by car from within the walking catchment. In recent Health Checks 68 out of 171 schools were flagged red highlighting the scope for improvement.

Concerning higher education, the West of England has a large University population with 4 universities in the area. An issue regarding travel associated with higher education is that **car ownership within the student population is very high** with 80% of students in the Bristol area having access to a car which is higher than for the overall population at 75% (2001 Census ONS).

### B3. Objectives

This bid is anchored within the West of England JLTP3 which sets out the Area's vision for transport. This vision is built around five key transport goals of:

- Reduce carbon emission;
- Support economic growth;
- Promote accessibility;
- Contribute to better safety, security and health;
- Improve quality of life and a healthy natural environment.



Although it will benefit all of these goals, this package is heavily focussed around the first two, with an explicit recognition that we need to target transition points in people's lives to affect change. Under our three thematic headings our specific objectives are:

#### Low-Carbon Commuting

- To reduce carbon emissions per capita for journeys to work;
- To widen lower carbon access to employment and to continue to support economic growth;
- To improve the health, reduce sickness levels and increase the productivity of the workforce.

#### Active and Sustainable Communities

- To increase physical activity and improve health through greater use of walking and cycling for local journeys;
- To support and strengthen local economies;
- To improve sustainable transport links and access for employment, retail, education and leisure across the area.

## Transitions to a Low-Carbon Lifestyle

- To embed sustainable travel choices at formative stages of children's and young people's lives;
- To increase the use of sustainable transport amongst University students;
- To target new housing developments to maximise the opportunity for new sustainable travel habits to form at this key transition point.

## SECTION C – The Package Bid

### C1. Package description

As described in Section B2 this bid is focussed on three key themes, which consist of 10 projects, that will help us transform the way that people travel.

#### Overview of the Projects

#### Low Carbon Commuting Projects

With the vast majority (89%) of West of England residents also working in the area (2001 Census ONS) we have a real opportunity to **embed sustainable travel** as a way of life. Investments we have already made in projects such as Greater Bristol Bus Network (GBBN), Cycling City and measures such as Smart Cards are providing the canvas **for a new way of living and travelling**. The WEST project will allow us to 'lock in' the benefits through stepping up the extent and pace of change towards sustainable travel.



#### 1. Area Travel Plans

Our work on area travel plans will focus on three key employment areas: Severnside stretching from Portbury Docks to the M4; Bristol Airport; and the North Fringe of Bristol. Car travel to jobs in these areas has a significant impact on the M4/M5 motorways, the local highway network and the communities through which they travel. These areas have **geographical clusters** of employers, or are major employers in their own right. Area travel plans will provide a mechanism to develop site-specific packages to achieve sustainable economic growth and improve access for employees (or managing their need to travel through remote working), while reducing single-occupancy car travel. We will also **target interventions** at points of change. For example, a large business park at Emersons Green is due to be occupied during the second half of 2012, and 2,600 staff are relocating from Bath to the MOD at Filton Abbey Wood in the next couple of years - both presenting significant opportunities.

#### 2. Key Commuter Routes

Building on the key component bid we will continue **low-cost targeted investment** on 11 routes to plug missing pedestrian and cycling links. Working with bus companies we will improve the bus network on these corridors including punctuality improvements, kick start funding for new services and information/publicity. Alongside this we will **work in partnership with employers** (eg Hewlett Packard, GKN Aerospace) located along the commuter corridors, to develop and

implement bespoke packages to deliver a shift to more sustainable travel by their staff and deliver a promotional campaign which will be informed by the latest understanding about the types of messages and activities that motivate behaviour change (i.e. 'nudges').

### 3. Business Travel

This project will support the take-up of electric vehicles by businesses through the introduction of 72 charging points at car parks across the West of England. It will also expand the successful **Go-Low** initiative to up to 50,000 employees offering access to a shared fleet of low / zero emission vehicles (including bicycles, electric bicycles and low-carbon fleet) for business travel. A full Go-Low business plan will be produced to support the WEST full business case.

### Active and Sustainable Communities Projects

Rebalancing communities so they are healthier with stronger local economies is at the heart of what we have to achieve. **Removing both physical and psychological barriers to movement**, and **increasing the sense of place** stimulate confidence in moving safely around local areas by sustainable means. This theme focuses on innovative ways of engaging with local communities to get true shared ownership of physical measures and promotional interventions to transform the relationship between people and their local community.

### 4. Vibrant Streets

This project is targeted at 25 communities in the main urban areas. It will **enhance priority for pedestrians and cyclists** through a combination of physical measures (20mph zones, walking and cycling infrastructure, street-scene enhancements), new services (e.g. expansion of car clubs) and promotional activity (community events, volunteer-run walking networks, and community cycle / walking / e-centre hubs in disused local shop units).

We will empower local communities to create 'bottom up' solutions by establishing a **'Community and Active Neighbourhood Fund'** which will aim to fund perhaps 200 projects to 'kick start' community transport initiatives to aid sustainable travel or fund minor scheme improvements. There is strong support from the Neighbourhood Partnerships (Bristol) and priority neighbourhoods (South Gloucestershire) with whom we will work with to make a difference.

### 5. Rural Links and Hubs

We will **work with 42 rural communities** to understand their concerns and specific local barriers to sustainable travel. We have identified two main community audiences:

- Communities with pre-existing concerns
- Communities which are shown by market research to be more open to information and incentives to try sustainable travel modes



The measures we will develop include both new services (e.g. local car-share group, community transport services, wheels to work and rural car clubs) and incentives and information (e.g. local travel guides, promotional tickets to encourage people to try bus services and sustainable travel roadshows at community events). Our **'Community and Active Neighbourhood Fund'** will support rural communities in developing 'bottom up' sustainable transport solutions.



## 6. Facilitating Sustainable Travel in Key Centres

Measures in communities and on key commuter routes provide for low-carbon passage to centres. This project is focussed on 3 city or town centres – Bristol, Bath and Weston-super-Mare - and will deliver improvements to way-finding, information and the environment to complement ongoing urban realm enhancements and allow people to **complete end-to-end sustainable transport journeys**.

This package will include:

- **Pedestrian, public realm and wayfinding** improvements in Bath (city centre and The Circus), Bristol (city centre to Temple Meads) and Weston-super-Mare (High Street to Dolphin Square)
- Measures on **key walking and cycling routes** to enhance the quality of the public realm and increase retail vitality
- Continuing promotion and expansion of the Bristol and Bath **freight transshipment** centre, using electric delivery vehicles to reduce the impact of freight in terms of carbon, noise, danger and congestion.



## Transitions to a Low-Carbon Lifestyle Projects

We have learned from **empirical evidence** that helping people prior to 'choice points' or transition events is a very effective way to stimulate change. When people have to consciously consider their travel options they are **more amenable to change** than when habit is entrenched. A focus on these **transition events** is consistent throughout WEST but additionally we have identified four 'life points' that we believe each merit a specific project of their own.

### 7. The Move to Secondary School

This project will support sustainable travel choices and will specifically target children and carers in the build up to, and after, the **transition from Primary to Secondary School**. Working with 75 (of 351) Primary and 15 (of 78) Secondary Schools the Project will develop and deploy a programme of social marketing-led materials, work sessions on travel behaviour and its impact, and provision of personalised journey planning between home and the chosen Secondary School.

The final phase of this project will '**secure the transition**' working with 15 secondary schools through buddying and peer support for sustainable travel. This will include school travel plan advice, level 3 bikeability training and self-sustaining Bike Clubs/Sustainable Travel programmes with links to Healthy Schools initiatives to increase physical activity.



Grants for projects to boost walking and cycling will be based around strategies which proved successful during the Cycling City project. Off-site safer routes measures will be developed in **partnership** with schools and local communities.

## 8. Preparing for Adulthood

Another key transition point in life is the move from Secondary School into work, training or Further Education (FE). This is also a key transition point when many young people become car and motor cycle drivers.

This project will work with 16-19 year olds in 10 FE colleges / secondary schools to ensure that safer and sustainable travel are key considerations in future travel choices through **information and incentives**. We will work with job centres and training providers to understand the key challenges faced by this age group, including knowledge of existing provision to enable access to jobs, training and FE in a sustainable manner.

## 9. Universities

Bristol and Bath have 4 universities and huge transient populations (67,000 students), presenting the opportunity to get many young people using bikes and buses while they are at university in our cities and engendering a habit that will **stay with them for life**.

We will develop a pilot project with UWE and Bristol University to engage students in considering travel options and sustainable living at **key transition points in their student life** (prior to arrival and when making choices about where to live in 2<sup>nd</sup> and 3<sup>rd</sup> years). Once developed, this engagement programme will be rolled out to Bath and Bath Spa Universities. The project will include:

- **Enhanced information and incentives** for public transport and cycle use
- **Expanding bus services**, including the existing six UWE 'U link' to serve major employers in the North Fringe and Bristol University combined with wider public transport incentives. This will increase patronage and help the services to become commercially viable
- **Improved cycling 'offer'** at Bristol, Bath and Bath Spa Universities: provide additional cycle parking; expand bike maintenance programme; develop cheap 12 month bike loan scheme for students; run social cycling events / cycle challenges to encourage students to give cycling a go.
- Wider measures including car clubs, car sharing and **complementary controls** on student parking to promote the opportunities for low-carbon student lifestyles in Bath and Bristol.

## 10. Moving Home

We will utilise existing evidence to **work with developers and estate agents** to encourage a shift to sustainable travel when people move house. The project will begin with a pilot at 3 sites with the aim to roll this out to other locations during the project. We will learn from these, and successful initiatives will be incorporated into main stream residential travel plans for future developments.

The project will include:

- Pilot the use of work units within community centres to provide localised flexible tele-working facilities.
- Work with the developer and estate agents to enhance the quality of travel packs for potential new occupiers, providing information on public transport, cycle / pedestrian maps, taster tickets, etc. Information will be site-specific and tailored to the different information that people need at different stages (before and after their move), using best practice examples from elsewhere.
- Using community events to promote sustainable transport through travel roadshows.

## C2 Package Costs

	£K	2011-12	2012-13	2013-14	2014-15	Total
Project Management	Revenue	0	158	308	321	787
	Capital	0	0	0	0	0
Evaluation	Revenue	0	11	11	41	63
	Capital	0	0	0	0	0
Key Commuter Routes	Revenue	0	1089	1689	1499	4277
	Capital	0	425	1630	1382	3437
Area Travel Plans	Revenue	0	308	532	522	1361
	Capital	0	231	330	315	876
Business Travel	Revenue	0	59	110	110	279
	Capital	0	83	125	115	323
Vibrant Streets	Revenue	0	327	882	928	2137
	Capital	0	880	1190	1190	3260
Rural Links and Hubs	Revenue	0	169	278	278	725
	Capital	0	160	270	270	700
Key Centres	Revenue	0	150	130	75	355
	Capital	0	535	610	335	1480
Move to Secondary School	Revenue	0	438	599	599	1635
	Capital	0	120	370	180	670
Preparing for Adulthood	Revenue	0	182	366	368	916
	Capital	0	0	0	0	0
Universities	Revenue	0	347	648	638	1632
	Capital	0	15	25	40	80
New Development	Revenue	0	96	173	170	439
	Capital	0	0	0	0	0
Grand Total		0	6382	9875	9175	25432

## C3. Rationale and strategic fit

The themes and measures within this expression of interest are generated from JLTP3 and the emerging Core Strategies of the four authorities. Supporting economic growth and tackling carbon emissions were the two key objectives identified from the consultation that we need to focus on over the coming years.

Given the high level of self containment within the West of England there is a real opportunity to achieve significant modal shift and carbon reduction both for existing trips and to support continued inwards investment and sustainable growth.

As a community we need to create thriving neighbourhoods with strong local economies. Encouraging local community led solutions is essential if we are to be successful.

The need to target health improvements cuts across all of our policy areas and, fundamentally, a healthy active future generation will support communities, the economy and carbon reduction.

The themes have been carefully selected to fit with the Local Enterprise Partnership goals:

Business	=	Low Carbon Commuting
Place	=	Active and Sustainable Communities
People	=	Transitions to a low-carbon lifestyle

The WEST project provides a significant complementary work stream to the West of England JLTP3, and an opportunity to support the Plan's key and supporting objectives such as accessibility, safety and quality of life. The additional funding will enhance and promote the schemes being developed through JLTP3 and major scheme funding. It focuses on supporting sustainable travel choices to ensure maximum benefits from other transport investments being made.

#### C4. Community support

To support the development of this bid there has been discussion with a wide range of stakeholders both individually and via existing networks. In addition a workshop was held specifically focused on gaining local stakeholders views on the emerging proposals for the Key Commuter Routes (Key Component) and WEST (Large Project) bids. The outcomes of the workshop have been shared with attendees (see [www.travelplus.org.uk](http://www.travelplus.org.uk)) as part of their ongoing involvement in the implementation of successful projects.

The measures included within this bid have been developed within the context of JLTP3. This was the subject of extensive consultation over the period of its development including targeted engagement between July and October 2010. Through effective and targeted public engagement, some 4,500 responses were received with a representative age and modal balance.

As a key part of the Cycling City Project, a Stakeholder Advisory Panel was formed which comprises cycling and pedestrian organisations, public and private sector business partners and community groups. The Panel helped to harness practical support for the project and ensured wide community engagement. A Stakeholder Engagement Group will be a key part of the WEST project delivery arrangements (see Appendix Four).

A key aspect of the delivery of the project, particularly within the Active and Sustainable Communities theme, will be the active participation of local communities. This will largely be achieved through existing mechanisms such as the Neighbourhood Planning Network (NPN) in Bristol, Priority Neighbourhoods in South Gloucestershire or parish councils. Letters of support from a number of these organisations are shown in Appendix One. We recognise that we will need to further develop the WEST proposals with these and other organisations when we have the opportunity after shortlisting, and are maintaining a register to record actions to follow up.

## SECTION D – Value for Money

### D1. Outcomes and value for money

The WEST integrated project has as its primary aim the reduction of **road traffic and congestion**, and the associated **carbon emissions**. However, it will also deliver **local economic benefits** in terms of improved access to employment, improved health and

productivity of the workforce and the strengthening of local community economies by encouraging use of local services and retail outlets. In addition WEST will deliver significant **health benefits** from increasing levels of physical activity through greater use of walking and cycling for local trips.

### **Traffic Reduction and Congestion Benefits**

WEST will deliver significant investment in 'smarter choices' to promote and support the use of alternatives to car-based travel. These measures include the site specific activity focused around the targeted Travel Plan areas, employer engagement along the key commuter corridors, promotion and information in local communities and key centres and working with young people at key life transition points. The results of the Sustainable Travel Towns Demonstrations estimated that a package of such 'smarter choices' could **reduce car trip distance by 5-7%** and generated **area-wide traffic reductions of some 2%**. The cost of achieving these reductions is calculated 4p per car km removed, with a CBR estimated at between 5:1 and 10:1.

Complementing the information and engagement activities, WEST will target significant resources into further development of pedestrian and cycling links, targeted investment in public transport services and improvements in the public realm to support local and end of trip journeys. These measures will support walking and cycling activity and further shifts to public transport use. For example the cycling demonstration towns showed a 27% increase in cycling over the period 2005 to 2009. Bristol and South Gloucestershire's own experience confirms this with **a 28% increase in cycle activity on key routes** included in their Cycling City activity and an overall increase of some 60% in cycling in the central areas between 2002 and 2011.

**Traffic reduction** will be achieved through the development of alternatives to conventional car travel such as car clubs, car sharing and community transport services, and reducing the need to travel through remote working. Also **a reduction in freight traffic** activity will be delivered through a further expansion of the freight consolidation scheme in Bristol and Bath.

Using this evidence base and the West of England strategic transport model the impacts on traffic and congestion of the WEST package have been estimated. The results show the following estimated impacts:

- Vehicle trips across the whole of the West of England region are reduced by some 3%.
- Vehicle mileage across the area is also reduced by 3%.
- These traffic changes are expected to have a significant impact on congestion, with the congestion index (mins/km) for the whole area reduced by 12%.
- Overall these levels of traffic reduction at around 3% are in line with the Sustainable Travel Town's results of some 2% area-wide reductions. However, the impacts are estimated to vary across the region with the greatest benefits found in areas where the road network is currently close to capacity such as the North Fringe. In these areas traffic can be reduced by as much as 6% and congestion by as much as 25%.

### **Carbon Benefits**

The carbon benefits from the project will **derive mainly from the traffic reductions** described above. However, in addition there will be further carbon reduction benefits from the development of **low carbon business fleets**, including the introduction of electric vehicles. The outputs from the model used for traffic impacts has been used, along with the low carbon fleet data, as inputs



to the DfT Carbon Tool to produce estimates of carbon dioxide emissions reduction from the package over the project period.

Across the whole of the West of England area the WEST package is expected to reduce CO2 emissions by 81,200 tonnes, some 3%, which is in line with total traffic reductions.

### **Economic Benefits**

The Local Enterprise Partnership (LEP) has identified transport investment as a key driver of economic competitiveness and growth. The WEST package will contribute to this investment, generating economic benefit and supporting economic growth. One of the key economic benefits will be **business efficiency improvements** from congestion reduction, estimated at some 12% over the project period, generating travel time savings, improved journey reliability and travel quality. This will be further supported by the development of low carbon fleets that will help reduce the fuel costs and improve competitiveness of business travel for companies in the area.

The WEST project will also support increased labour market efficiency by improving **access to key employment sites** across the area in the target travel plan areas, commuter corridors and key centres. In addition by greater levels of physical activity, through increased cycling and walking, there will be improvements in health, reduction in sickness levels and increased workforce productivity.

Lastly the WEST project will support **local community economic activity** by improved access to local employment, retail and leisure facilities within sustainable communities.

### **Health, Air Quality and Safety Benefits**

The elements of our bid that are designed to encourage cycling and walking will deliver high value for money in terms of their effect on physical activity and health. Our approach is based on that adopted in Cycling City (and before that, the Cycling Demonstration Towns), where these types of schemes were found to offer a health benefit of £2.59 for each £1 invested, in terms of decreased mortality alone (DfT / Cycling England, 2009). This is principally because active travel substantially reduces the risk of ill-health and disease, not least cardio-vascular disease, the number one cause of premature death in England. Moreover, active travel is recognised as a key means by which people can reduce their risk of early entry into the health care system since diseases such as cardiovascular disease, diabetes, stroke as well as obesity are largely avoidable outcomes of lifestyle choices.

There are also important mental health benefits derived from a transport environment which causes less noise and stress, and more physically active lives as the latter is an important means to stress reduction. All road users benefit from roads that have higher levels of walking and cycling since these are indicative of slower speeds and higher levels of social interaction and social capital, causally linked to less illness and premature death. In addition, it is well recognised that physical activity has the greatest positive long-term effect on mood and risk of depression than any other interventions including pharmacological (drugs).

Reducing traffic levels, increasing walking and cycling activity and developing low emission vehicle fleets will also play **a major role in improving air quality**. Poor air quality levels, along with traffic safety, is one of the key environmental impacts of transport perceived by local communities.

Improving air quality will **reduce morbidity and mortality through related respiratory and cardio-vascular disease**, and the consequent economic cost of treating these diseases. Most of the key routes and target areas within WEST project, such as central Bristol, Bath, the A4 and the A370, fall within Air Quality Management Areas (AQMAS) where air quality is poor. Therefore improvements in these areas will have proportionally greater impact than in other areas.

The WEST project will contribute to **improved road safety** through reduced vehicles speeds in residential areas, improved facilities for cyclists and pedestrians and safer access to education and employment. Such speed reduction and safety measures have been shown to **reduce accident rates by some 40%**, with a particular emphasis on children and other vulnerable groups.

## **D2. Financial sustainability**

Alongside a focus on initiatives which can be self-sustaining, the authorities recognise the need to identify resources themselves or through partners to continue activities beyond the project. Clearly the financial climate and the need to look several years hence make commitment to resources approaching the scale of this project challenging. Notwithstanding this the authorities intend to utilise a range of approaches to sustain the project's activities, including:

- Taking on responsibility for the maintenance and marketing of the new and enhanced walking, cycling and bus measures.
- Additional bus services will be 'kick-start' funded using a market led approach, with a commitment from operators to provide at least an additional 12 months funding for the service beyond the WEST project.
- Area travel plans will be developed by working in partnership with employers and these will continue beyond the WEST project. The experience and good practice gained will be rolled out including ongoing promotions and marketing with associated infrastructure improvements.
- Through pump prime funding the intention is for new University and orbital services to build patronage and then move towards commercial viability. Developer S106 funding will become available to continue to support the orbital service.
- Revenue collected during the WEST project for the commuter coach between Weston and Bristol / North Fringe will be used to continue the service for a further period by which time it is expected to be fully commercially viable as similar services are in the South East.
- It is expected that village agents / parish councils will continue to support and promote initiatives developed through the Rural Hubs and Links project, with appropriate local authority support.
- JLTP resources will continue to be used for sustainable travel measures with schemes not funded within the WEST timescale scored for 'value for money' and prioritised for future funding.
- Over £500,000 per year to continue with promotional activity by the Authorities and their WEST Partners.

## **SECTION E – Deliverability**

### **E1. Implementation**

The West of England authorities have wide experience of successfully developing and

implementing complex and demanding cross boundary projects such as the GBBN (£70m) and Cycling City (£22m). The WEST project delivery structure will utilise the key individuals for Programme and Project Management who fulfilled these roles in these projects (see Appendix Four). Delivery will follow GBBN practice where the project is divided into defined task orders each with a budget and implementation profile. This is supported by a strict change request process ultimately reporting to the Joint Transport Executive Committee (JTEC).

Legally constituted under a Joint Working Agreement, JTEC provides strong political leadership bringing together the four authority Executive Members with responsibility for transport. Overseen by a Programme Board made up of authority representatives and key stakeholders (see Appendix Three) the WEST project will be underpinned by these well established joint governance arrangements.

Working jointly on management, procurement, delivery and sharing specialist skills and knowledge will deliver efficiencies and economies. Shared delivery mechanisms are already employed for Cycling City and the Sustainable Transport Field Team to deliver travel advice and Car Club services. The authorities will draw on the skills of the third sector to maximise their unique knowledge. This has already begun with letters of support appended to this application.

## **E2. Output milestones**

The high level tasks for this project are shown in Appendix Five, and detailed milestones will be based around the start and completion of these activities.

## **E3. Summary of key risks**

An assessment of risk has been undertaken which includes the identification of measures to mitigate these risks. This is shown in Appendix Six.

## **E4. Project evaluation**

### **Evaluation**

The authorities recognise the value of good quality evaluation and are committed to working with the DfT to ensure that the outcomes and impacts of the Project are fully assessed.

Relevant data is already available from a number of sources such as existing monitoring activities related to emerging JLTP indicators (e.g. cycling and bus patronage) and surveys undertaken by businesses. To strengthen this we will commission specialist resources, drawing on the expertise of local universities, to review baseline data, develop an evaluation plan and support data collection and reporting. This will build upon our experience of evaluating previous DfT and EC supported major projects.

### **Dissemination**

The outcomes of the project will be disseminated widely to share experiences and good practice. This will be undertaken in a variety of ways including use of Council and partner websites, production of case studies and factsheets, and reporting through the annual JLTP Progress Report.

In addition, dissemination will be carried out through numerous well-established networks the partner authorities are linked to, such as ACT Travelwise, the Core Cities network and the CIVINET UK and Ireland network.

## **APPENDIX ONE**

### **Letters of Support**

Ms Barbara Davies,  
Head of Joint Transport Team  
West of England Office  
Wilder House  
Wilder Street  
Bristol BS2 8PH

Date: 27 May 2011  
Our Ref:  
Enquiries to: Peter Jackson  
Telephone: 01454 853400  
Email: Peter.Jackson@westofenglandlep.co.uk

31 MAY 2011

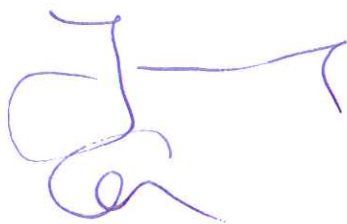
*Dear Barbara*

## **Local Sustainable Transport Fund – West of England Sustainable Transport (WEST) Project**

We wish to add the support of the Local Enterprise Partnership Board to the West of England authorities application to the Local Sustainable Transport Fund.

We are pleased that this bid will build upon the previous Key Commuter Routes application with a strong focus on improving travel choices for journeys to work, and delivering these enhancements through close engagement with individual employers and business groups. Business recognises the importance that transport plays in supporting economic competitiveness and growth.

I am particularly pleased that you have asked the Local Enterprise Partnership to be an integral part of the governance of the WEST Project through inclusion on the Project Board. I would be happy to nominate Robert Sinclair for this role.



Colin Skellett  
Chair of the West of England Local Enterprise Partnership Board

[www.westofenglandlep.co.uk](http://www.westofenglandlep.co.uk)  
[administrator@westofenglandlep.co.uk](mailto:administrator@westofenglandlep.co.uk)

C/o South Gloucestershire Council Directorate PO Box 2081  
South Gloucestershire  
BS35 9BP



25 MAY 2011



Mr. Alistair Cox  
c/o West of England Partnership Office  
Wilder House  
Wilder Street  
Bristol  
BS2 8PH

23 May 2011

Dear Alistair

**Re: Local Sustainable Transport Fund – West of England Sustainable Travel Bid**

I write on behalf of the North Bristol Sustainable Commuting Partnership or North Bristol SusCom. We are a business-led organisation representing many of the largest employers in the North Bristol area and our members include Airbus, GKN, Rolls Royce, BAE Systems, HP, MITIE, Friends Provident, UWE, the MOD, North Bristol NHS Trust and the Bath & Bristol Science Park.

The partnership was formed to reduce congestion in the North Bristol area. We aim to encourage behaviour change in our 40,000 employees, 30,000 students and key stakeholders by developing innovative and attractive alternatives to single occupancy car travel. Recently, we developed and adopted an area wide travel plan containing shared objectives, targets and an action plan. This month we are launching our website to help provide easy access to sustainable travel options in the area. In June we will run a commuter challenge with our employees.

The Local Sustainable Transport Fund bid by the West of England authorities provides a real opportunity for us to increase the pace of change in the travel behaviour of our employees. Smarter choices activity will help us support new employees to make better and more sustainable choices about how they commute to work or to determine how they can work effectively from time to time



on a remote basis. Most immediately this includes the 1,400 MOD staff transferring from Bath to Abbey Wood and the 6,000 new jobs to be created at the Science Park.

On behalf of North Bristol SusCom, I am pleased to endorse the West of England Sustainable Travel bid with a particular interest in the Low Carbon Commuting Theme. The bid's approach matches our aspirations in the North Bristol area, and we have been pleased to be involved as a partnership in the development of the West of England's bid.

We appreciate that it is important to contribute as a partnership to new funding. To date and over several years, we are able to commit to £37,800, which is made up of time invested by the partners in meetings and work between meetings and cash and in-kind contributions to manage the efficient running of North Bristol SusCom.

On this basis we support the bid by the West of England authorities for funding from the Local Sustainable Transport Fund. We look forward to working with you in securing its successful delivery.

Yours truly



Bonnie Dean (SPark - Bristol and Bath Science Park)  
Interim Chair  
**North Bristol SusCom**  
bdean@s-park.co.uk  
07979 700 310





## THE BRISTOL PORT COMPANY

St. Andrew's House, St. Andrew's Road, Avonmouth, Bristol BS11 9DQ.

Tel: 0117 982 0000 Fax: 0117 982 0698

Email: [enquiries@bristolport.co.uk](mailto:enquiries@bristolport.co.uk) Website: [www.bristolport.co.uk](http://www.bristolport.co.uk)

Alistair Cox  
Service Manager - City Transport  
Bristol City Council  
Wilder House  
Wilder Street  
Bristol BS2 8PH

25 May 2011

Dear Mr Cox

### **Local Sustainable Transport Fund – West of England Sustainable Travel (WEST)**

The Local Sustainable Transport Fund provides an excellent opportunity to further strengthen the joint working between North Somerset Council and Bath and North East Somerset, Bristol and South Gloucestershire Councils.

The Royal Portbury Dock is one of the main employment areas in North Somerset and we are pleased that an element of the bid will focus on improving and promoting access to the docks for employees by sustainable modes.

On this basis we are happy to support the West of England authorities funding bid to the Local Sustainable Transport Fund, and are keen to work with you in its successful delivery.

Yours sincerely

Sue Turner  
Director of Communications  
The Bristol Port Company  
0117 982 0000  
0797 007 8277  
[www.bristolport.co.uk](http://www.bristolport.co.uk)

26.5.11

To whom it may concern.

I am writing on behalf of Bath Chamber of Commerce and the Initiative in B&NES to support the LSTF bid, particularly as it relates to our district.

The two organisations represent around 300 businesses, all of whom are keen to see improvements to transport which will play a vital part in helping to create an environment in which our economy can grow. In particular, we are eager for measures to be brought in which will reduce congestion and improve air quality.

We are particularly keen to see an extension to the hours that Park and Ride Services are available, especially on Sundays, which is now the second busiest day of the week for many retailers.

We also think that an improvement to cycle routes, better signage, electric charging points and continuing financial support for the Freight Consolidation Centre serving Bath will prove to be a wise investment.

Yours sincerely,



W. Ian Bell,  
Executive Director,  
Bath Chamber of Commerce and the Initiative in B&NES.



26 MAY 2011



MINISTRY OF DEFENCE

**Marlene Morley CBE**

Head of Collocation

Spur 8,  
Crescent Block  
DE&S Ensleigh  
BATH BA1 5AB

Tel: +44 (0)1225 468774  
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Email: Marlene.Morley853@mod.uk

Alistair Cox  
c/o West of England Partnership Office  
Wilder House  
Wilder Street  
Bristol  
BS2 8PH

Our Reference: DES Coll  
25/2

Date: 23 May 2011

Dear Mr Cox,

**Abbey Wood, Filton, Bristol - Sustainable Transport issues.**

I am Head of the Defence Equipment and Support's (DE&S) Collocation Team and am responsible for the development and implementation of a sustainable transport policy for our offices at Abbey Wood, Filton, Bristol. As the final stage of the DE&S Collocation programme approaches we will be transferring staff from Bath to the Abbey Wood site throughout 2011 and 2012. As most of the people involved already live within daily commuting distance of Abbey Wood we are doing what we can to improve the sustainable transport options available to them and to reduce our carbon footprint.

The purpose of this letter is to add DE&S's support to the West of England Partnership's activities to improve sustainable transport options in the area and the measures to secure funding towards these aims. As a founder member of the North Bristol Sustainable Commuting Network (NB Sus Comm), particularly welcomed is the work you are developing in respect of an orbital Bath – Filton bus service and provision of individual travel planning activities. I can confirm that if these ideas come to fruition then they would improve the options available to staff and help them make smarter choices for the journeys they make.

We are planning to allocate funding to help qualifying staff with the additional cost of their daily travel to work and will also fund the necessary membership fee associated with being a corporate member of the NB Sus Comm. This can be considered as match funding for your related activities.

On this basis we are happy to support your work and, as a major employer in the area, remain keen to work with you in its successful delivery.

Yours sincerely  
Marlene Morley



19<sup>th</sup> May 2011

Alistair Cox  
Service Manager - City Transport  
Bristol City Council  
Wilder House  
Wilder Street  
Bristol  
BS2 8PH

Dear Alistair

**Local Sustainable Transport Fund – West of England Sustainable Travel (WEST)**

The Local Sustainable Transport Fund provides an excellent opportunity to further strengthen the joint working between North Somerset Council and Bath and North East Somerset, Bristol and South Gloucestershire Councils.

We have been involved in progressing the bid through attending the stakeholder event and updates in our meetings with North Somerset Council. As the airport is one of the main employment areas in North Somerset we are pleased that an element of the bid will focus on improving and promoting access to the airport for employees and airport customers by sustainable modes.

On this basis we are happy to support the West of England authorities funding bid to the Local Sustainable Transport Fund, and are keen to work with you in its successful delivery.

Yours sincerely



**Alan Davies**  
Planning & Environment Director  
Direct dial: +44(0)1275 473603



16 Grosvenor Street, London, W1K 4QP

25 MAY 2011

Mr. Alistair Cox  
c/o West of England Partnership Office  
Wilder House  
Wilder Street  
Bristol  
BS2 8PH

23 May 2011

Dear Alistair

**RE: Local Sustainable Transport Fund – West of England Sustainable Travel Bid**

I write on behalf of the Bristol & Bath Science Park, which is located at Emerson's Green in North Bristol. As the Park develops we expect to attract significant inward investment from research-led corporations and to create up to 6,000 high value jobs.

Several years ago when the cycling community successfully challenged the original rapid transit route scheme from the centre of Bristol to the north fringe of Bristol we worked with the MOD and Airbus to establish a business-led partnership to explore the ways in which the local business community might contribute to the reduction of congestion in the north fringe and how alternative ways of travel might be developed. One of the outcomes was the creation of the North Bristol Sustainable Commuting partnership, a membership organisation of the largest employers in the north fringe area.

We have undertaken a number of successful initiatives to promote positive behaviour change in the travel habits of our employees and stakeholders and also to consult more comprehensively with local authorities. Most recently, for example, this has included working closely with the West of England Partnership to develop and adopt an area wide travel plan and to prepare the bid for the Local Sustainable Transport Fund.

At the Science Park we have reviewed the ways in which we might contribute to this effort. We are prepared to make cash and in-kind contributions of up to £22,500 over a five-year period to the specific activities required (surveys, consultations, representations) as well as to support the secretariat to support the Group.

We strongly support the bid being made by the West of England authorities to the Local Sustainable Transport Fund. We would very much like to work with you in its successful delivery.

Yours truly

A handwritten signature in black ink, appearing to read 'Bonnie Dean', with a stylized, cursive script.

Bonnie Dean  
Chief Executive  
Quantum at SPark  
SPark One  
Howsmoor Lane  
Emerson's Green  
Bristol  
BS16 7AQ

M: 7979 700 310  
E: [bdean@s-park.co.uk](mailto:bdean@s-park.co.uk)





Eur Ing David Callaghan CEng (MIMechE)

Bristol Site Sustainable Commuting lead

Hewlett Packard Ltd

Long Down Avenue

Stoke Gifford

Bristol, BS34 8QZ

+44 (0)117 312 9326

Mr. Alistair Cox  
c/o West of England Partnership Office  
Wilder House  
Wilder Street  
Bristol  
BS2 8PH

24<sup>th</sup> May 2011

**Local Sustainable Transport Fund – West of England  
Sustainable Travel Bid**

Dear Mr Cox,

I write on behalf of Hewlett-Packard Ltd. Bristol site, which is located just off the A4174 in North Bristol. We are situated between the Ministry of Defence Abbey Wood site and the University of the West of England.

We have seen some significant changes in the ease of commuting to our site over the 28 years that we have been based here and with the significant expansion of our neighbours and the increase in commuters to the wider North Fringe area, we are seeing this become a significant issue for our employees and a business challenge.

To help address this, we are one of the organisations taking an active role in the North Bristol Sustainable Commuting Partnership or North Bristol SusCom. This is a business-led organisation representing many of the largest employers in the North Bristol area and along with ourselves, our members include Airbus, GKN, Rolls Royce, BAE Systems, MITIE, Friends Provident, UWE, the MOD, North Bristol NHS Trust and the Bath & Bristol Science Park.

Internally, we have undertaken a number of successful initiatives to promote positive behaviour change in the travel habits of our employees. For instance we have had a very good working relationship with the Bristol Cycling City project and have seen a measurable increase in the number of regular cycle commuters as a result. We were privileged to enjoy the opportunity of hosting Norman Baker MP, Parliamentary Under-Secretary of State for Transport on site to showcase this work recently.

HP Confidential

Registered Office: Cain Road, Bracknell, Berkshire, RG12 1HN

Registered Number: 690597 England

VAT Number: GB 314 14 9679



Through the North Bristol Sus Com group we have also worked to consult more comprehensively with local authorities. Most recently, for example, this has included working closely with the West of England Partnership to develop and adopt an area wide travel plan and to prepare the bid for the Local Sustainable Transport Fund.

In HP Bristol we have reviewed the ways in which we might contribute to this effort and are prepared to make cash contributions (figure to be confirmed after internal process review) in addition to in-kind contributions (calculated at £1500 per annum) to the specific activities required (surveys, consultations, representations) and to support the secretariat for the Group.

We strongly support the bid being made by the West of England authorities to the Local Sustainable Transport Fund. We would very much like to work with you in its successful delivery.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'D. Callaghan'.

David Callaghan



31 MAY 2011

**GKN Aerospace - Filton**  
PO Box 500  
Golf Course Lane  
Filton  
BS34 9AU  
T +44 (0)117 317 5000  
F +44 (0)117 317 5001

Date: 24 May 2011  
Our Ref: Filton EHS / EAK  
Tel: 0117 3175407

Dear Alistair Cox

**Local Sustainable Transport Fund  
West of England Sustainable Travel Bid**

I write on behalf of GKN Aerospace Filton as one of the nine largest employers in the North Bristol area and a member of the North Bristol Sustainable Commuting Partnership.

We aim to engage with our 1500 employees to both reduce traffic congestion in the North Bristol fringe area and to reduce our environmental impact through encouraging and supporting accessible alternatives to single occupancy car travel as a means of commuting to work.

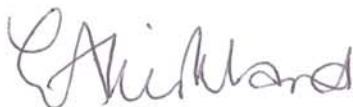
Our commitment to reducing overall environmental impact is a key component of our ISO14001 Environmental Management System and sustainable transport options are important to both our existing employees and prospective new recruits.

We are adopting the area travel plan working in partnership with other large employers and organisations in the North Bristol fringe; actively promote cycling through our Bike 4 Work scheme and the provision of accessible shower and changing facilities for all staff; and will be running a series of events to promote the North Bristol SusCom Commuter Challenge to our employees in June.

On behalf of GKN Aerospace Filton I am pleased to endorse the West of England Sustainable Travel bid with particular interest in the Low Carbon Commuting Theme. I have reviewed ways in which we might contribute to the ongoing work and can commit to in kind contributions of £4,500 over the next 3 years with a possible further cash contribution (to be confirmed) towards the costs proposed.

On this basis we are happy to support the West of England authorities funding bid to the Local Sustainable Transport Fund, and are keen to work with you in its successful delivery.

Yours sincerely,



Liz Kirkland  
Environment, Health and Safety Manager  
GKN Aerospace, Filton



31 MAY 2011

Bovis Homes Limited  
South West region  
Cleeve Hall  
Bishops Cleeve  
Cheltenham  
Gloucestershire GL52 8GD  
Telephone: 01242 662400

Direct line: 01242 662431  
Facsimile: 01242 662488

Alistair Cox  
C/o West of England Partnership Office  
Wilder House  
Wilder Street  
Bristol  
BS2 8PH

26<sup>th</sup> May 2011

Dear Mr Cox,

**Local Sustainable Transport Fund – West of England Sustainable Travel (WEST)**

Bovis Homes is developing of the Charlton Hayes housing development in Filton, North Bristol. The site is currently being built and we expect to complete 600 new homes by 2014/15.

We have a commitment to encouraging sustainable travel to and from the new development through a S106 agreement. This includes funding of additional public transport services, which will begin after the initial pump priming of an orbital bus service around the A4174 (Ring Road) funded through this Local Sustainable Transport Fund bid.

We would be pleased to work with the authorities to enhance our sustainable travel information packs for new occupants as they make the transition to their new homes. We will also be seeking to develop a car club as part of our S106 commitment.

On this basis we are happy to support the West of England authorities funding bid to the Local Sustainable Transport Fund, and are keen to work with you in its successful delivery.

Yours sincerely



David Farley  
Projects Director

27 MAY 2011

Exel Europe Limited

Exel Europe Limited · Newnham Drive · Heartlands Business Park  
Daventry · Northamptonshire · NN11 8YG · United Kingdom



26<sup>th</sup> May 2011

Alistair Cox  
Service Manager - City Transport  
Bristol City Council  
City Development  
Wilder House, Wilder St  
Bristol  
BS2 8PH

Dear Alistair

**Local Sustainable Transport Fund – West of England Sustainable Travel (WEST)**

DHL Exel works closely with Bristol and Bath and North East Somerset Councils in operating and promoting the Joint Bristol and Bath Freight Consolidation Centre. This innovative project provides consolidated delivery services to both Bristol and Bath city centres reducing freight vehicle movements for the participants by some 70%.

The Local Sustainable Transport Fund provides an excellent opportunity to further strengthen this joint working between DHL Exel and Bristol and Bath and North East Somerset Councils.

We are pleased that this bid focusses on the key centres of Bath and Bristol, and the chance this provides to support and reinforce consolidation services with further targeted marketing and promotions. This approach should grow participation in the Consolidation scheme and further reduce freight movements within the two key centres.

In developing the bid, we attended the Stakeholder Event in April 2011, at which freight consolidation was raised by a number of participants. Should the bid be successful we will continue to work with the authorities to better understand how the greatest beneficial impact from close joint working can be achieved. As part of this we will seek to align our own marketing activities and pool budgets with those enabled through the Fund to provide added value from scale economies and a joined up approach.

On this basis we are happy to support the West of England authorities funding bid to the Local Sustainable Transport Fund, and are keen to work with you in its successful delivery.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Nick Gahan".

Nick Gahan  
Operations Director

Deutsche Post DHL

Exel Europe Limited  
Solstice House  
251 Midsummer Boulevard  
Central Milton Keynes  
MK9 1EQ

Phone +44 (0) 1327 308400  
Fax +44 (0) 1327 308408  
www.dhl.com

Registered in England  
Registration No.  
528867



Ref: SN/11-601

Date: 24<sup>th</sup> May 2011

Enterprise House  
Easton Road  
Bristol BS5 0DZ  
Tel: 0117 955 8211  
Fax: 0117 955 1248

Pete Davis  
SRO  
C/O West of England Partnership  
Wilder House  
Wilder Street  
Bristol  
BS2 8PH

Dear Mr Davis,

**Re: Local Sustainable Transport Fund – Low Carbon Commuting Projects**

The Local Sustainable Transport Fund provides an excellent opportunity to further strengthen the joint working relationship between First and Bath & North East Somerset, Bristol, North Somerset and South Gloucestershire Councils.

First continues to work closely with the four councils in delivering improvements to the quality and reliability of public transport in the West of England sub region. Together we are delivering the Greater Bristol Bus Network (GBBN) scheme, including £22m investment in new vehicles, and are keen to work with the authorities to further enhance the public transport package for the region.

We are keen to work with the partnership in order to deliver the 10 projects that form the bid. Area Travel Plans are an innovative way of creating real modal shift, including bespoke personal travel plans. We are keen to work with the authorities to further develop the infrastructure along the GBBN corridors and through providing reliable quick bus journeys at peak times we will further enhance the key commuter routes across the Sub Region. There is great potential to join different modes of transport together at modal points where for example a cyclist could lock a bike securely in the safe knowledge that CCTV is also available whilst the journey continues by bus. Similarly, locations where community transport can also integrate into the main network. There are also significant opportunities in developing better ways to provide school and post 16 transport. Encouraging students to use public transport today and continuing to use public transport when they leave full time education rather than jumping straight into a car is another significant way of creating modal shift. We are keen to work with the authorities to develop innovative ways of achieving this. We also believe that it is vitally important to relate future land use planning with public transport.

Contd.

*Pete Davis/24 May 2011/page 2*

We are keen to develop the existing networks in conjunction with new developments as this is the best way to create long term sustainable and viable bus routes.

First is happy to help support the initiative through allocating marketing funds towards projects as they are rolled out during the first and subsequent years.

We are therefore happy to support the West of England Partnership funding bid to the Local Sustainable Transport Fund, and are keen to work with you in its successful delivery.

If you wish to discuss this matter further, please do not hesitate to contact me.

Yours sincerely,



**Simon Newport**  
**Regional Route Development Manager**  
**South West and Wales**



Ref: JD/amm/128

Thursday 26<sup>th</sup> May 2011

Enterprise House  
Easton Road  
Bristol BS5 0DZ  
Tel: 0117 955 8211  
Fax: 0117 955 1248

Mr P. Davis  
West of England Partnership  
Wilder House  
Wilder Street  
Bristol  
BS2 8PH

31 MAY 2011

Dear Mr Davies,

### **Local Sustainable Transport Fund Bid**

Thank you for providing me with details of your Local Sustainable Transport Fund Bids within the West of England Partnership area.

I am pleased to confirm the support of First for these bids particularly as you are focusing on the low carbon commuting projects for 50% of your submission.

The investment made so far in the Greater Bristol Bus Network has been significant as a partnership project and the low carbon commuting area travel plans, business travel and key commuter routes all build upon the work done to date.


We would look forward to developing joint projects as part of a successful sustainable transport bid enabling us to maximize the benefit that can be leveraged out of the funding.

Best wishes in your bid submission.

Yours sincerely,



Justin Davies  
Regional Managing Director



Alistair Cox  
Service Manager - City Transport  
Bristol City Council  
City Development  
Wilder House, Wilder St  
Bristol  
BS2 8PH

Dear Alistair

### **Local Sustainable Transport Fund – Key Commuter Routes**

The Local Sustainable Transport Fund provides an excellent opportunity to further strengthen the joint working between Wessex Connect and Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire Councils.

As set out in the initial Local Sustainable Transport Fund bid for a key component element, Wessex Connect continues to work closely with the four councils in delivering improvements quality and reliable public transport across the West of England area. We operate both contracted and commercial services, including Park and Ride services for Bristol City Council, and the U-Link services for the University of the West of England and University of Bristol.

Further to our support for the key component bid by the West of England authorities we are pleased that this main bid continues to focus on a number of key commuter routes, and the chance this provides to support and reinforce services with targeted marketing and promotions. This approach will further boost bus patronage, reduce car dependency (particularly for commuting) and tackle congestion.

Should the bid be successful we will work with the authorities to better understand how the greatest beneficial impact from close joint working can be achieved. As part of this we will seek to align our own marketing activities and pool budgets with those enabled through the Fund to provide added value from scale economies and a joined up approach.

On this basis we are happy to support the West of England authorities funding bid to the Local Sustainable Transport Fund, and are keen to work with you in its successful delivery.

Yours sincerely



David Rooney  
Business Development Manager – Rotala Plc



19 May 2011

24 MAY 2011

Kevin Hamblin  
Principal & Chief Executive

Filton College Main Site  
Filton Avenue  
Bristol BS34 7AT  
Tel: 0117 931 2121  
Fax: 0117 931 2233

Dear Alistair Cox

**Local Sustainable Transport Fund – West of England Sustainable Travel (WEST)**

Filton College is a further Education College with 8157 students located in the North Fringe of Bristol. The Local Sustainable Transport Fund provides an excellent opportunity to strengthen the joint working between the College and the West of England authorities.

We actively encourage sustainable travel and have participated in joint working with South Gloucestershire Council for the last 5 years through the North Fringe travel forum and the Concorde project which linked College sites and other secondary schools as part of the Cycle City Project.

The 'preparing for adulthood' project with the Local Sustainable Transport Fund bid will address a key transition point in young people's lives as they move from secondary education into work or further education. This provides an opportunity to present young people with information to help them make informed choices about the way they travel before habits are formed. We will be pleased to support this project, continuing our joint working with the authorities.

I trust the West of England authorities' funding bid to the Local Sustainable Transport Fund will be a success and look forward to working with you on its successful delivery.

Yours sincerely



Kevin Hamblin  
Principal

WISE  
New Road  
Stoke Gifford  
Bristol BS34 8LP  
Tel: 0117 919 2601  
Fax: 0117 377 6828





University of the  
West of England

**Facilities**

Frenchay Campus, Coldharbour Lane  
Bristol BS16 1QY, UK  
Tel +44 (0)117 32 82209  
Fax +44 (0)117 32 83633  
E-mail Chris.Abbott@uwe.ac.uk  
Website www.uwe.ac.uk

Pete Davies  
West of England Partnership Office  
Wilder House  
Wilder Street  
Bristol BS2 8PH

Chris Abbott  
Director

31 MAY 2011

25 May 2011

Dear Alistair Cox

**Local Sustainable Transport Fund – West of England Sustainable Travel  
(WEST)**

The Local Sustainable Transport Fund provides an excellent opportunity to further strengthen the joint working between The University of the West of England (UWE), University of Bristol, Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire Councils.

The UWE's main campus is in the North Fringe of Bristol which experiences significant congestion problems. The University has over 29,000 students and 3,000 staff. We have a track record of travel planning and involvement in the North Fringe Travel Forum facilitated by South Gloucestershire Council. UWE is also an active member of North Bristol SusCom, the partnership of large employers in the North Fringe working together towards sustainable commuting. Our Ulink bus service is on track for a fourfold increase in four years, carrying over 1m passenger journeys annually.

We are pleased that the bid includes a joint Universities project. We already have strong links with the other Universities in the West of England and the inclusion of a joint project officer will strengthen our work with students at key transition points. The inclusion of pump priming revenue to enhance the network of Ulink bus services which will link the centre of Bristol with UWE and other large employers in the North Fringe will help boost patronage and tackle congestion. We will work with South Gloucestershire Council and the employers to procure and promote the enhanced services to students and commuters.

We have had several meetings with South Gloucestershire Council officers to develop this project and we attended the stakeholder event held in April 2011.

UWE's contribution to the Ulink services and our travel plan officer currently total approximately £530k pa which can be considered as match funding for the bid.

**bettertogether**

University of the West of England, Bristol  
Vice-Chancellor Professor Steven West

On this basis we are happy to support the West of England authorities funding bid to the Local Sustainable Transport Fund, and are keen to work with you in its successful delivery.

Yours sincerely

*pp* 

Chris Abbott



Alistair Cox  
Service Manager - City Transport  
Bristol City Council  
City Development  
Wilder House, Wilder St  
Bristol  
BS2 8PH



business improvement district

31<sup>st</sup> May 2011

Dear Alistair

**Local Sustainable Transport Fund – West of England Sustainable Travel (WEST)**

The Local Sustainable Transport Fund provides an excellent opportunity to further strengthen the joint working between Cater Business Park and Bristol City Council.

The employers of Cater Business Park have worked closely with Bristol City Council in looking into access and transport issues around South Bristol, including involvement in delivering cycling enhancements through the Cycling City Project.

We are pleased that this bid focuses on key commuter routes, particularly the corridor serving South Bristol, and on low carbon business travel. Given the opportunities this can bring for improving access and sustainable transport options for the area, developing new approaches to fleet management and electric vehicle infrastructure.

On this basis we are happy to support the West of England authorities funding bid to the Local Sustainable Transport Fund, and are keen to work with you in its successful delivery.

Yours sincerely

Mike Knight  
BID Scheme Manager  
[www.caterbusinesspark.co.uk](http://www.caterbusinesspark.co.uk)

PROMOTED AND MANAGED BY CATER BUSINESS PARK TRADERS GROUP LTD - (by guarantee)

A "Not for Profit" Regeneration Company

New Address: Unit 5 Bakers Park, Cater Road, Bishopsworth, Bristol, BS13 8EP

Tel: 0117 978 3654 e-mail: [mknight@cbtg.demon.co.uk](mailto:mknight@cbtg.demon.co.uk)

Company Registration 4549402 Cardiff VAT 900 7927 31

19 May 2011

Telephone +44 (0) 1225 383232  
Facsimile +44 (0) 1225 386872

Alistair Cox  
Bristol City Council  
c/o Christine Warren

Dear Mr Cox,

**Local Sustainable Transport Fund – University of Bath initiatives:**

- (1) Providing facilities for electric vehicles on Campus,**
- (2) Increasing car sharing**
- (3) And enhancing bus service provision by real time data at bus pick up points on campus**
- (4) Enhanced Coach/Bus parking provision.**

The Local Sustainable Transport Fund provides an excellent opportunity to further strengthen the joint working between The University of Bath and Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire Councils.

The University's main campus is on the outskirts of Bath, a World Heritage City, which has significant congestion problems. The University has over 14,000 students and 2,500 staff. We have a track record of travel planning and involvement in local travel forums, such as Bath and NE Somerset Employers' Travel Forum. The University is one of the top three organisations in the area in respect of employment provision and generates considerable wealth for both the local and national economy. The British Paralympics Team will be based at Bath for 2012 with other international teams. We will also have strong involvement in the Commonwealth Games for 2014.

We already have strong links with the other Universities in the area, Bristol, Bath Spa and UWE, and the inclusion of a joint project officer will strengthen our work with students at key transition points. We will work with Bath and North East Somerset and the employers to procure and promote the enhanced services to students and commuters.

We have had several meetings with Bath and North East Somerset Council officers to develop this project.

On funding we are already working with the local bus companies to promote better data for passengers and are prepared to contribute to this initiative. Regarding facilities for electric vehicles, and providing better facilities for car sharing, we would look to part finance from income generated from car parking revenue.

On this basis we are happy to support the West of England authorities funding bid to the Local Sustainable Transport Fund, and are keen to work with you in its successful delivery.

Yours sincerely



**Martyn Whalley**  
Director of Estates

Alistair Cox  
Bristol City Council  
Brunel House  
St Georges Road  
Bristol  
BS1 5UY

31 May 2011

Dear Alistair,

**LSTF Large project proposals – Sustrans' support**

I am writing to provide Sustrans' support for the West of England Partnership's large project bid to the Local Sustainable Transport Fund.

Sustrans has long enjoyed a productive working relationship with all four West of England authorities and hope to continue this in to the future. We have been pleased to play a part in the development of the initial proposals and bid outline, and are delighted to see the emphasis on; low carbon commuting, active and sustainable communities, and transitions to low carbon lifestyles. This focussed, but multi faceted approach, will no doubt deliver modal shift that will contribute to the economic prosperity of the city-region, whilst reducing transport produced carbon emissions. There are of course many of other benefits of the approach you have developed, not least those around improving the health of the local population and reducing health inequalities, but also those that reduce the barriers to economic opportunity.

Sustrans looks forward to a continuing and productive working relationship with all four local authorities, and wish you every success with your bid.

Yours sincerely,



Adrian Roper  
SW Regional Director

25<sup>th</sup> May 2011

Dear Alistair Cox

**Local Sustainable Transport Fund: West of England Sustainable Travel (WEST) Main Bid Expression of Interest**

The Local Sustainable Transport Fund provides an excellent opportunity to further strengthen the joint working between public health and the four Councils in the West of England. As we noted in our letter of support for the Key Component bid, partnership work in the West of England on health and transport is advanced and this pre-dates the Coalition's announcement of the return of public health to local government by 2013.

Partnership with transport planning includes the signing of a Memorandum of Understanding with the four Councils, and the establishment of a Health and Transport Forum. Through such partnerships we continue to work closely with transport planning colleagues.

We highlight that within the three themes and ten project areas there is a great opportunity to increase population physical activity. Through specific initiatives the bid identifies cost effective ways to work with individuals to establish healthy habits as they move through the life course. We therefore wholeheartedly support this Expression of Interest and look forward to working on the business case for a full bid in the coming months.

Yours sincerely



Pamela Akerman Acting Director of Public Health, NHS Bath and North East Somerset



**NHS**  
**Bath and**  
**North East Somerset**



Pat Diskett, Deputy Director of Public Health, NHS Bristol



**NHS**  
**Bristol**



Dr Chris Payne, Director of Public Health NHS South Gloucestershire



**NHS**  
**South Gloucestershire**



Becky Pollard, Director of Public Health NHS North Somerset



**NHS**  
**North Somerset**





Alistair Cox Senior Transport Manager  
Bristol City Council  
Wilder Street  
St Pauls  
Bristol

Laura McMurtrie  
Chief Executive  
Avon and Wiltshire Partnership  
Chippenham  
SN15 1GG

Tel: 01249 468000

[laura.mcmurtrie@awp.nhs.uk](mailto:laura.mcmurtrie@awp.nhs.uk)

26/05/2011

**Expression of Interest. Department for Transport Local Sustainable Transport Fund**

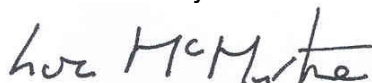
Dear Alistair

I am writing in respect of the bid that is currently being made by the West of England Partnership to seek funding from the Department for Transport Local Sustainable Transport Fund. The potential for a multi-agency, public sector sustainable travel resource has been raised with local stakeholder organisations in the West of England area. The considerable support that has been shown for this scheme is now being taken forward towards practical implementation. This is being done as a development of the Go Low model initiated by Avon and Wiltshire Mental Health Partnership NHS Trust. Over £250k has been invested to date to pilot an innovative scheme designed to mitigate against and adapt to economic and environmental pressures. Further development work is being planned in partnership with Bristol City Council and other public sector bodies.

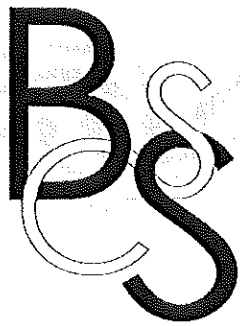
The funding that is being sought from the large fund would be used in respect of the business development and service implementation to a wide range of stakeholders. The amount of funding is currently being evaluated in the process of creating a business plan. It is intended that the grant would be used to support the implementation phase of the business as well as support the introduction of electric and low emission vehicles which would be targeted on the over 50k staff employed in public sector organisations in the area.

I look forward to the possibility of this request being included in the bid.

Yours sincerely



Laura McMurtrie  
Chief Executive



Bradley Stoke Community School  
Fiddlers Wood Lane  
Bradley Stoke  
South Gloucestershire  
BS32 9BS

Headteacher: Dave Baker

Tel: 01454 868840

Fax: 01454 868841

Email: [admin@bradleystokecs.org.uk](mailto:admin@bradleystokecs.org.uk)

Web: [www.bradleystokecs.org.uk](http://www.bradleystokecs.org.uk)

---

19<sup>th</sup> May 2011

26 MAY 2011

FAO Alistair Cox

Dear Mr. Cox,

**Local Sustainable Transport Fund – West of England Sustainable Travel (WEST)**

Bradley Stoke Community School has a proven track record of working with the West of England Cycle City project and Bikeability officers. Ever since the school opened in 2005, we have had a strong history of partnership working with South Gloucestershire's Road Safety Team which has included large numbers of students participating in cycle training, watching road safety theatre performances and participating in debate and promotion of healthy and sustainable transport. Moreover, we have worked with South Gloucestershire Council officers to establish a sustainable travel working group across our partnership of schools and FE college which has developed signposted cycle routes between the centres to encourage students to walk or cycle. 23% of our students cycle to school and we would like to continue this success with cohorts of new students when they start with us in the future. The school ethos strongly encourages sustainable travel and we would be delighted to continue our partnership working through the delivery of the Local Sustainable Transport Fund.

The 'move to secondary schools' project within the transitions theme of the bid represents an opportunity to work with primary schools ahead of the transition to our school which is very welcome. As part of this project we would seek ways to strengthen engagement with our partner primary schools and support work with students in year 7 once they have made the transition.

I wish the West of England Authorities success with the bid and look forward to working with you in its successful delivery. Please feel free to contact me if you require additional information.

Yours sincerely,

Dave Baker  
Headteacher



Southern Brooks Community Partnership  
Coniston Community Centre  
The Parade  
Coniston Road  
Patchway  
South Glos  
BS34 5JP

Registered Charity No 1086485  
Tel: 01454 868570/1  
Fax: 01454 868572

23 MAY 2011

---

19<sup>th</sup> May 2011

Dear Alistair Cox,

**Local Sustainable Transport Fund – West of England Sustainable Travel (WEST)**

Southern Brooks Community Partnership is the community lead organisation for the Patchway and Filton Priority Neighbourhood in South Gloucestershire. The Partnership is currently working on an action plan to address issues of deprivation including crime, health and education, training & skills.

The Local Sustainable Transport Fund active and sustainable communities project will focus on improving sustainable access within communities, support access to jobs and training, and improving health by encouraging walking and cycling in Priority Neighbourhoods. The project will support our action plan and provide a unique opportunity to encourage sustainable travel within our established community.

On behalf of the Partnership I would like to welcome the West of England authorities funding bid. We look forward to working with you in its successful delivery.

Yours sincerely

*Julie Close*

Julie Close  
Director

/ 7 JUN 2011



c/o Southville Centre, Beaulley Road, Bristol, BS3 1QG  
[www.greaterbedminster.org.uk](http://www.greaterbedminster.org.uk)

June 1 2011

To whom it may concern

The Greater Bedminster Community Partnership is one of 14 Neighbourhood Partnerships in Bristol. Our partnership is community lead and covers the electoral wards of Southville and Bedminster with a population of over 23,000, just south of the centre of the city. Greater Bedminster is a dense, mainly Victorian area, with a mix of housing types. Our streets are packed with cars both moving and parked. Many of these belong to commuters using our community as a base for the short walk to city centre work and entertainment. Air quality is poor on main roads.

Over the last few years, we have worked closely with Bristol City Council, including Highways, on joint projects. These include

1. Promotion of a 20mph zone (one of two in Bristol). Our role in this has been to campaign within the local population, raising awareness of the new regulations and the implications for safety. In particular, we are working through primary schools and PTAs.
2. Promotion of cycling within our area as part of the Cycling City initiative. For example, we have advised on the positioning of cycle racks, especially in our retail streets.
3. We are encouraging walking in the area and are working with the health authority on this as well as the city council. We have undertaken joint audits of key walking routes in our area involving BCC, police and local residents and noting strong and weak features, especially from the point of view of older people and others who are disproportionately disadvantaged by a street scene which is hostile to them. This has allowed us to make minor changes, such as clearing derelict sites and removing obstacles, but has also informed



discussions on more long term issues such as the positioning of road crossings and signage. We see this as a long-term collaborative project and a conversation just begun.

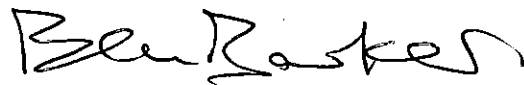
4. We are currently working with graduate students from the University of the West of England on a project to better integrate our local railway system (specifically Parson Street Station) with other transport forms such as walking, cycling and buses. This report is expected towards the end of June and will be used to promote discussion locally and with relevant agencies.

In the light of this strongly established record of partnership working we are very keen to support Bristol's application for funding from Central Government. We think that their success will be our success.

Yours sincerely,



Matthew Symonds  
Chair



Ben Barker  
Secretary



## SHIREHAMPTON COMMUNITY ACTION FORUM

Please reply to:  
Dr D.L.Thomas, Chairman  
15 Park Hill, Shirehampton, Bristol BS11 0UH

Tel: 0117 982 2941 Fax:0117 377 1927  
Email: [chair@shirecaf.org.uk](mailto:chair@shirecaf.org.uk)  
[www.shirecaf.org.uk](http://www.shirecaf.org.uk)

31 May 2011

Alistair Cox  
City Transport Service Manager  
3 rd Floor  
Brunel House  
George Road  
Bristol BS1

Dear Mr Cox

### **Local Sustainable Transport Fund Bid**

I understand that you are seeking letters of support from Neighbourhood Partnerships and Residents' Groups, in connection with the above bid. Shirehampton Community Action Forum (SCAF) is particularly interested in the Vibrant Streets Project. We note that this may include support for events, training, and information, to environmental enhancement measures.

SCAF has an active Community Safety Group, which has for nearly 10 years taken a close interest in road safety, public transport, and sustainable development in our area. We successfully lobbied for improved crossings for disabled people on a route from the Cotswold Estate to Shirehampton High Street, we have had constructive discussions with First Bus about provision of bus shelters, and have been actively involved in schemes to improve Shirehampton Station. The objectives of the Vibrant Streets Project therefore seem to be closely aligned with our own, and with those of our active members.

SCAF is therefore strongly supportive of the principal of your bid, and would welcome the opportunity to become more closely involved, if it is successful.

In view of the short timescale identified for your bid, I have been unable to consult our members. However, in view of the close alignment between our activities and those you describe, I am confident that they will wish your bid to succeed.

Yours sincerely

Dr David Thomas  
Chairman

Sustainable  
Westbury  
on  
Trym



[www.suswot.org.uk](http://www.suswot.org.uk)

47 Abbey Road  
Westbury-on-Trym  
Bristol  
BS9 3QN

0117 9622475  
[alexdudd@blueyonder.co.uk](mailto:alexdudd@blueyonder.co.uk)

6 June 2011

Dear Alistair

I write as Chair of sustainable Westbury on Trym (SusWot). We would very much like to be part of the bidding process for the Local Sustainable Transport Fund Bid.

Our interest is in the Vibrant Streets Project. We are very keen on this as one of our projects is about re-energising the centre of our 'village'. To do this we wish to make the area more pedestrian friendly. We have no fixed plan and have been in consultation with the community and local traders for nearly two years as to what might be done. This may involve complete pedestrianisation of part of the village shopping centre or widening some pavements so that we could hold a regular Produce Market in the village. At the moment we have our monthly Produce Market in a remote car park. Our local Councillor Alastair Watson and others have been involved in discussions with Bristol Council officers, including Alan Berridge, about what might be done. We have produced various plans in the past that show some of the possibilities.

Shops are steadily closing in the village and we are anxious to stop this decline. In the past Westbury on Trym has successfully opposed a supermarket development in the village. We want Westbury residents and the wider community to feel that they can and want to shop and use their local facilities rather than drive elsewhere.

SusWot is already running successful projects but the re-energising of the whole community will require significant resources. Our mission statement / tag line is '**using less living more**' and we are motivated by the urgent need to reduce energy use in the village and the wider community.

Please contact me if you need more information about SusWot ([www.suswot.org](http://www.suswot.org)).

Yours sincerely

Alex Dunn

Chair

Sustainable Westbury on Trym

## **APPENDIX TWO**

### **Early Assessment and Sifting Tool (EAST) Summary Table**



Early Assessment and Sifting Tool (EAST)

Change text size

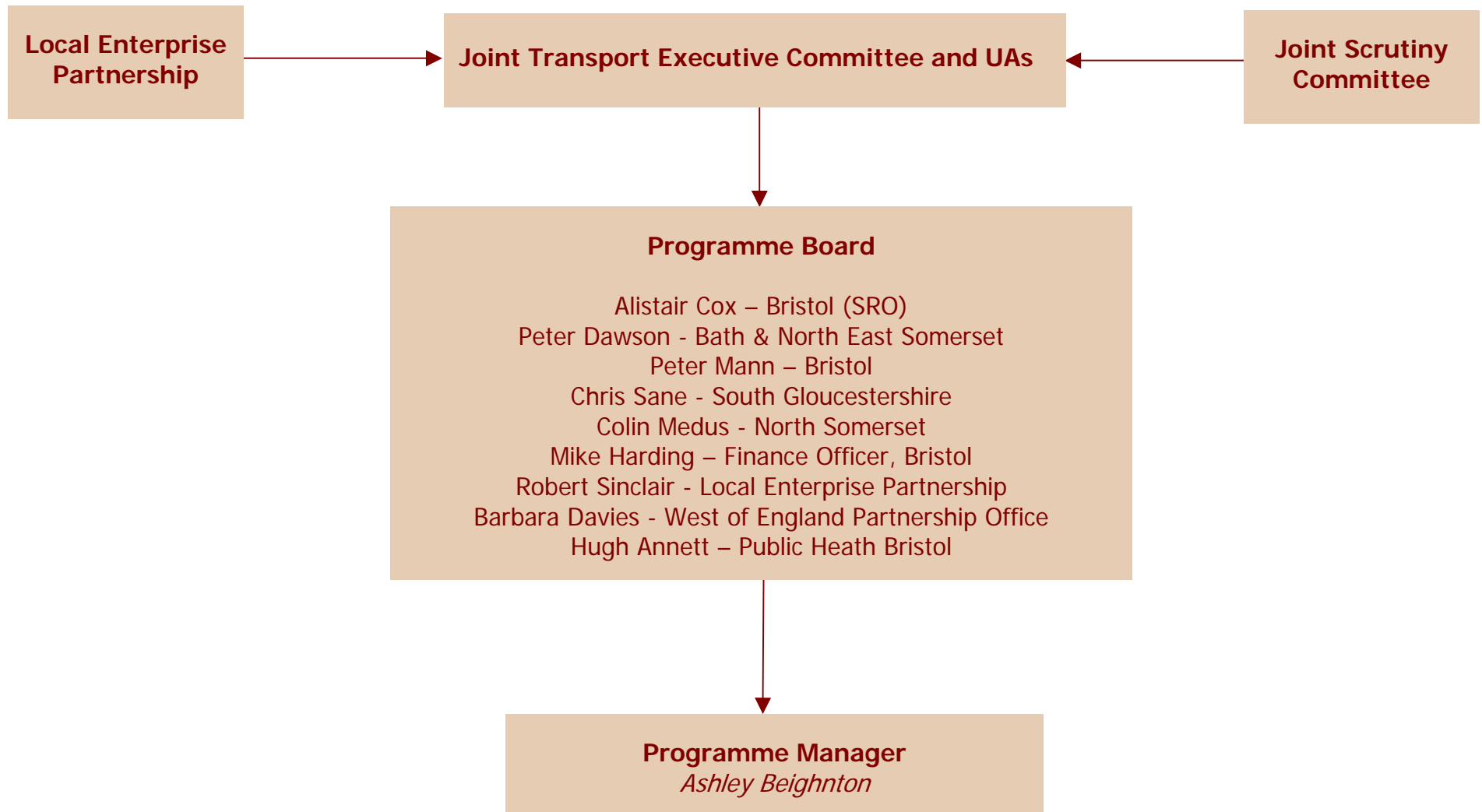
This tool aims to help you to record and summarise early on your options. Below is a summary of all saved options.  
To add a new option: click on the 'Add New Option' button above and complete the assessment sheet.  
To view a saved option: click on its name in the 'Name(s)' column below.  
To delete a saved option: click on the 'Delete' hyperlink to the left of its name below.  
To read further assistance on how to use this tool: please download the 'Tool User Guide' from above.

24 option(s) have been saved in total. 24 option(s) currently visible.

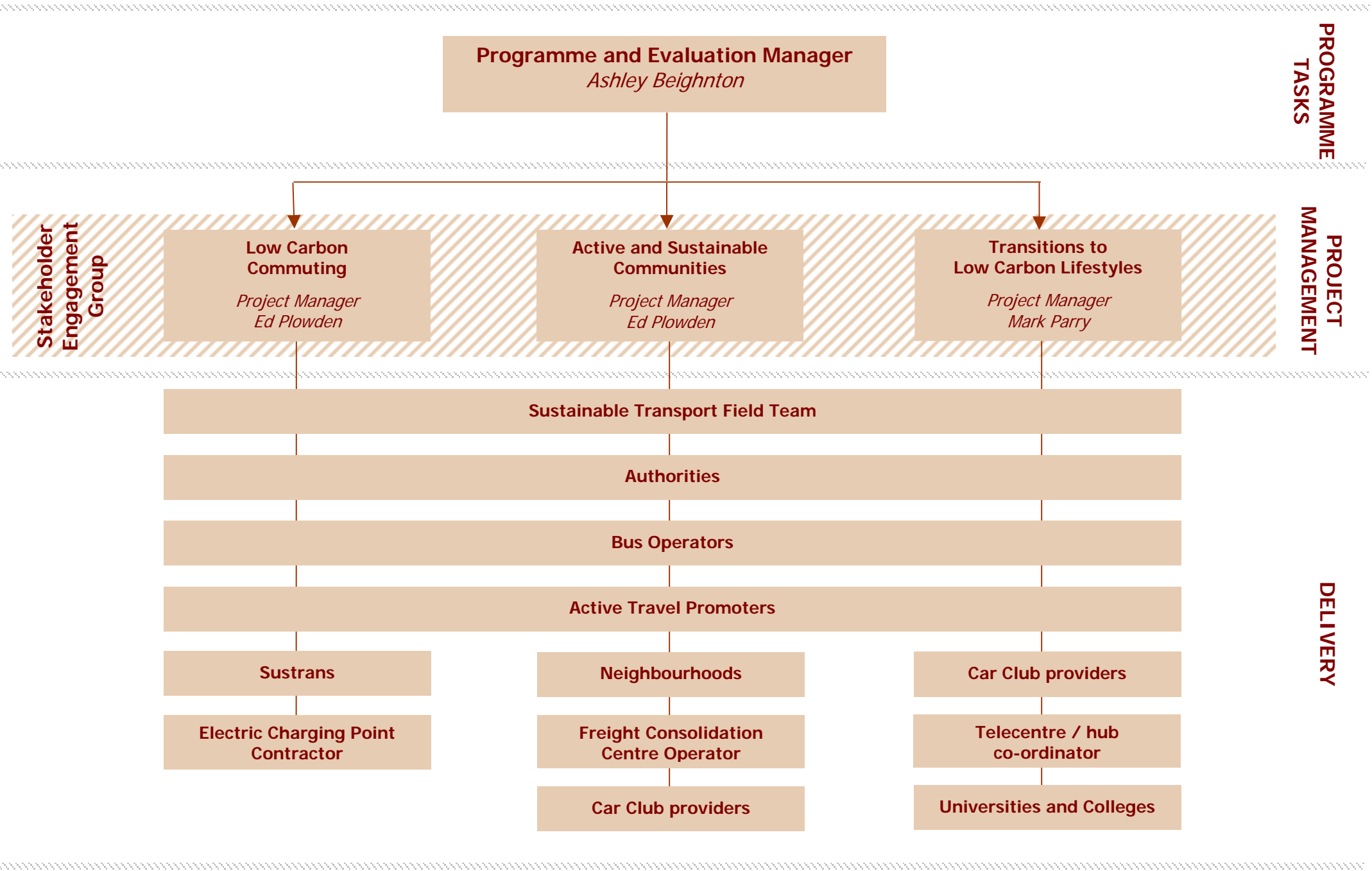
Unique Ref. No. (Background)	Overall			Identified problems and objectives of the option	Strategic				Economic							Managerial					Financial					Commercial				
	Name/No.	Date	Description		Scale of Impact	Fit with wider transport and government objectives	Fit with other objectives	Key uncertainties	Degree of consensus over outcomes?	Economic Growth	Carbon emissions	Socio-distributional impacts and the regions	Local environment	Well being	Expected VM Category	Implementation timetable	Public acceptability	Practical feasibility	What is the quality of the supporting evidence?	Key risks	Affordability	Capital Cost (£m)?	Revenue Costs (£m)?	Cost Profile	Overall cost risk	Other costs	Flexibility of option	Where is funding coming from?	Any income generated? (Y/N)	If yes, how much income generated (£m)?
1	<a href="#">Area Travel Plans (three areas)</a>	17/05/2011	ATP for the North Fringe, Docks - Royal Portbury (RPD)/Avonmouth/Sevenside, and Bristol Airport. Employer Account Management; On and Off site Cycling & Walking; PT Infrastructure; New PT/Demand Responsive; Marketing & Incentives.	These areas have been identified as key growth centres, but are currently difficult to access by sustainable travel. Car perceived as the only convenient option. Large scale low density employment sites difficult to serve with conventional buses.	4	5. High	5. High	Need to explore partnership working.	5. Majority	4. Amber/green	4. Amber/green	5. Green	5. Green	4. Amber/green		5. 2-5 years	5. High	5. High	5. High	None identified, builds upon existing travel planning work.	5. Affordable	02. 0-5	02. 0-5	Spent over period 2012/13 to 2014/15.	5. Low risk	None	4	LSTF, JLTP3, Council resources, S106, and employers' resources.	No	
2	<a href="#">Area Travel Plans (whole area)</a>	17/05/2011	ATPs covering the whole of the West of England area. Employer Account Management; On and Off site Cycling & Walking; PT Infrastructure; New PT /Demand Responsive. Promotions, Marketing and Incentives.	AM and PM peak congestion. Car perceived as the only convenient option. Lack of alternatives to car travel for some destinations.	3	5. High	5. High	Businesses may not be at transition points. Level of funding to have an impact covering a large geographical area.	5. Majority	4. Amber/green	4. Amber/green	4. Amber/green	4. Amber/green	4. Amber/green		5. 2-5 years	5. High	5. High	5. High	Risk of funding being spread too thinly.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	1.High risk	None	5. Dynamic	LSTF, JLTP3, Council resources, S106, employer resources.	No	
3	<a href="#">Commuter Routes</a>	17/05/2011	Measures spread across all major commuting routes. Engagement with Employers; Market Research; Sustainable Transport Field Team; Strategic Routes for Walking and Cycling; Bus Improvement Measures; Promotions/Marketing; Network Management Measures.	Perceptions of public transport – comfort, cost; Public transport not running to / from the right locations at the right times; Cost of public transport; Lack of information on alternatives; Lack of facilities in the workplace.	3	5. High	5. High	Securing level of funding to cover all of the main commuter routes, rather than focus on the key commuter routes.	3	4. Amber/green	4. Amber/green	5. Green	5. Green	5. Green		6. 5-10 years	5. High	5. High	5. High	New public transport services to this extent may not be commercially viable by the end of the 4 year period.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	1.High risk	None	5. Dynamic	LSTF, JLTP3, Council resources.	No	
4	<a href="#">Key Commuter Routes</a>	17/05/2011	Measures on selected Key Commuter Routes. Engagement with Employers; Market Research; Sustainable Transport Field Team; Strategic Routes for Walking and Cycling; Bus Improvement Measures; Promotions/Marketing; Network Management Measures. □	Perceptions of PT – comfort, cost; PT not running to/from the right locations at the right times; cost of public transport; lack of information on alternatives; lack of facilities in the workplace.	5. Significant impact	5. High	5. High	None identified.	5. Majority	5. Green	5. Green	5. Green	5. Green	5. Green		5. 2-5 years	5. High	5. High	5. High	None identified.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	5. Dynamic	LSTF, JLTP3, Council resources, and travel plans/S106.	No	
5	<a href="#">Focused Key Commuter Route</a>	17/05/2011	Focused improvements on a single commuter route. Engagement with Employers; Market Research; Sustainable Transport Field Team; Strategic Routes for Walking and Cycling; Bus Improvement Measures; Promotions/Marketing; Network Management Measures. □	Perceptions of public transport – comfort, cost; Public transport not running to / from the right locations at the right times; Cost of public transport; Lack of information on alternatives; Lack of facilities in the workplace.	2	5. High	5. High	Selecting one corridor out of all the key commuting corridor to focus on.	5. Majority	4. Amber/green	4. Amber/green	4. Amber/green	4. Amber/green	4. Amber/green		4. 1-2 years	3	5. High	5. High	None identified.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	3	None	1. Static	LSTF, JLTP3, Council resources, S106.	No	
6	<a href="#">Significant capital expenditure</a>	17/05/2011	Significant capital expenditure on key commuter route - e.g. rapid transit, rail. □	AM and PM peak hour congestion.	5. Significant impact	5. High	5. High	Process risk associated with statutory powers.	5. Majority	5. Green	5. Green	4. Amber/green	3. Amber	5. Green		6. 5-10 years	3	3	5. High	Compliance with LSTF guidance. Timescale risk associated with statutory powers.	1. Not affordable	06. 50-100	01. None	Spend - 2016/17 to 2021/22.	1.High risk	None.	1. Static	Major scheme process, S106.	No	
7	<a href="#">Significant PT service support</a>	17/05/2011	New Park and Ride (P&R) sites and services, extensive supported bus services	AM and PM peak congestion. Car perceived as the only convenient option. Lack of alternatives to car travel for some destinations.	3	4	4	Unlikely to be sustainable beyond end of LSTF funding. Timescales associated with P&R implementation. Does not meet requirements of LSTF - not for supported bus services	4	4. Amber/green	4. Amber/green	5. Green	4. Amber/green	3. Amber		5. 2-5 years	5. High	3	5. High	Does not meet requirements of LSTF - not for supported bus services. Unlikely to be sustainable beyond end of LSTF funding.	3	04. 10-25	04. 10-25	Spend 2012/13 to 2014/15.	1.High risk	None	5. Dynamic	LSTF, Council resources, S106.	No	
8	<a href="#">Smartcard ticketing</a>	17/05/2011	Delivery of an area-wide Smartcard to simplify and speed up payment of fares and encourage integrated ticketing.	The cards should help cut journey times and improve reliability with cashless payment.	3	5. High	5. High	Operator participation.	5. Majority	4. Amber/green	4. Amber/green	4. Amber/green	4. Amber/green	3. Amber		4. 1-2 years	5. High	5. High	5. High	Technology.	5. Affordable	Don't know	Don't know	Spend - 2012/13 to 2014/15.	5. Low risk	None	3	JLTP3, Council resources. South West Smart Applications Ltd has also submitted LSTF Tranche 1 Bid.	No	
9	<a href="#">Leisure Shopping &amp; Other Travel</a>	17/05/2011	Targeting journeys in the Inter Peak: Engagement with leisure attractions and shopping centres; Market Research; Strategic Routes for Walking and Cycling; Bus Improvement Measures; Promotions/Marketing.	Perceptions of public transport – comfort, cost; Public transport not running to / from the right locations at the right times; Cost of public transport; Lack of information on alternatives.□	1. Small impact	3	3	Securing funding is likely to be a key issue.	3	3. Amber	4. Amber/green	4. Amber/green	4. Amber/green	4. Amber/green		5. 2-5 years	1. Low	5. High	4	Less likely to secure funding since peak traffic (i.e. as result of commuting) is more of a problem than in the interpeak.	3	03. 5-10	02. 0-5	Spend - 2012/13 to 2014/15.	3	None	5. Dynamic	LSTF, JLTP3, Council resources.	No	
10	<a href="#">Technology</a>	17/05/2011	Wide scale roll out of technology measures, including: WiFi, UTM expansion, ANPR expansion, trip planning and consultation tools.	This measure would help to make better use of the existing network.	3	3	3	Deliverability within LSTF timescales. High cost and timescale risk associated with technology projects.	3	5. Green	4. Amber/green	3. Amber	4. Amber/green	3. Amber		6. 5-10 years	5. High	3	5. High	High cost and timescale risk associated with technology projects.	5. Affordable	Don't know	Don't know	Spend - 2014/15 to 2016/17.	2	None	3	LSTF, JLTP3, S106.	No	
11	<a href="#">Business Travel</a>	18/05/2011	Electric Vehicle Charging Infrastructure at workplaces; Go-Low approach (offer businesses access to a shared fleet of low zero emission vehicles); Working with businesses - promotion and marketing.	Companies often unaware of the benefits of low carbon / active travel for journeys made during the course of work. Some low carbon travel options require significant up-front investment by businesses	4	4	4	Take-up by businesses. Access to fleet for small businesses.	4	3. Amber	5. Green	3. Amber	5. Green	3. Amber		5. 2-5 years	4	3	3	Level of take-up by businesses.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	3	LSTF, JLTP3, employers' funding.	No	

Unique Ref. No. Background	Overall			Strategic					Economic					Managerial					Financial					Commercial						
	Name/No.	Date	Description	Identified problems and objectives of the option	Scale of impact	Fit with wider transport and government objectives	Fit with other objectives	Key uncertainties	Degree of consensus over outcome?	Economic Growth	Carbon emissions	Socio-distributional impacts and the regions	Local environment	Well being	Expected WM category	Implementation timescale	Public acceptability	Practical feasibility	What is the quality of the supporting evidence?	Key risks	Affordability	Capital Cost (£m)?	Revenue Costs (£m)?	Cost Profile	Overall cost risk	Other costs	Flexibility of option	Where is funding coming from?	Any income generated? (V/M)	If yes, how much income generated (£m)?
12	<a href="#">Teleworking Hubs</a>	18/05/2011	Widespread provision of 'telecentres' for those who wish to work from home or satellite location close to their homes. LAs set up local office facilities that can be used, on occasion, by employees from a range of companies.	AM and PM Peak hour congestion.	3	5. High	5. High	Deliverability timescales longer than LSTF funding period. Level of take-up by businesses and financial sustainability over the long term.	Don't know	4. Amber/green	4. Amber/green	3. Amber	4. Amber/green	4. Amber/green		6. 5-10 years	3	3	3	Lack of uptake by businesses. Deliverability timescales longer than LSTF funding period.	1. Not affordable	Don't know	Don't know	Spend - 2014/15 to 2016/17.	2	None	3	LSTF. In the longer term, businesses paying to use desks.	No	
13	<a href="#">Promoting Smarter Working</a>	18/05/2011	Encouraging businesses to allow their employees to work from home all or part of the time. Provide information about teleworking as part of any initiative aiming to influence commuter travel.	AM and PM Peak hour congestion.	2	5. High	5. High	Whether businesses will allow more employees to work from home.	Don't know	5. Green	4. Amber/green	3. Amber	4. Amber/green	4. Amber/green		6. 5-10 years	3	2	3	Lack of uptake by businesses due to financial pressures. Low cost risk to the local authorities, but impact could be limited in the short term. More appropriate to combine with other smarter choices measures.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	3	LSTF, JLTP3, Council resources, Employers' resources.	No	
14	<a href="#">Low Emissions Zone</a>	18/05/2011	Low Emissions Zone in Bath. Vehicles would be defined by their emissions and those that exceed pre-determined levels are charged to enter a defined area in Bath.	Air quality in Bath.	3	5. High	5. High	Legal processes associated with LEZ implementation - potential objections.	Don't know	3. Amber	5. Green	3. Amber	5. Green	3. Amber		5. 2-5 years	3	3	5. High	Legal processes associated with LEZ implementation - potential objections.	5. Affordable	02. 0-5	02. 0-5	Spend - 2013/14 to 2014/15.	3	None	5. Dynamic	LSTF, JLTP3, other Government funding.	No	
15	<a href="#">Rural Links and Hubs</a>	18/05/2011	Community Engagement; Research, Promotions and Communication; Active Neighbourhood Fund; Car Sharing and Car Clubs; Wheels to Work; Community Transport.	Fewer transport options available; Real and perceived lack of information about options available; Real and perceived cost of alternatives to the car.	4	4	5. High	There is an issue about the ongoing annual costs of the car share group. The wheels to work scheme may not achieve financial viability by the end of the period.	5. Majority	4. Amber/green	4. Amber/green	4. Amber/green	3. Amber	5. Green		5. 2-5 years	5. High	5. High	4	There is an issue about the ongoing annual costs of the car share group. The wheels to work scheme may not achieve financial viability by the end of the period.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	5. Dynamic	LSTF, JLTP3, Employers' funding, Parish / Town Councils. Once established it is expected that the Parish Councils / local champion would continue to co-ordinate travel information in the longer term.	No	
16	<a href="#">Subsidised bus services</a>	18/05/2011	Focus on subsidising commuter bus routes	Public transport not running to / from the right locations at the right times.	3	4	4	Unlikely to be commercially viable at the end of LSTF funding and bus services would have to be terminated.	4	4. Amber/green	4. Amber/green	5. Green	4. Amber/green	5. Green		3. 6-12 months	3	5. High	4	Unlikely to be commercially viable at the end of LSTF funding and bus services would have to be terminated.	1. Not affordable	01. None	03. 5-10	Spend - 2012/13 to 2014/15.	1.High risk	None	5. Dynamic	LSTF, Council resources.	No	
17	<a href="#">Vibrant Streets</a>	18/05/2011	Community Engagement; Danger Reduction; Research, Promotions and Communication; Sustainable Transport; Infrastructure - Vibrant Streets; Active Neighbourhood Fund; Car Clubs.	Traffic dominated urban streets discourage on-street activity, perceived/actual barriers to walking & cycling. Low level Sense of Place discourages use of local facilities accessible by sustainable modes.	5. Significant impact	4	4	Relies on active involvement of community.	5. Majority	3. Amber	4. Amber/green	4. Amber/green	5. Green	5. Green		4. 1-2 years	5. High	5. High	5. High	Potentially conflicting views about required streetscape improvements.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	5. Dynamic	LSTF, JLTP3, car club match funding (£106).	No	
18	<a href="#">Home Zones</a>	18/05/2011	Home Zones are an attempt to strike balance between vehicular traffic and pedestrians/cyclists/businesses/residents. Physical alteration of streets and roads in an area that encourage motorists to drive with greater care and at lower speeds.	Traffic dominated urban streets discourage on-street activity, perceived/actual barriers to walking & cycling. Low level Sense of Place discourages use of local facilities accessible by sustainable modes.	3	3	3	Level of support from residents and lack of flexibility in approach.	3	3. Amber	3. Amber	4. Amber/green	5. Green	5. Green		5. 2-5 years	3	4	5. High	Level of buy-in from residents	5. Affordable	03. 5-10	01. None	Spend - 2012/13 to 2014/15.	3	None	5. Dynamic	LSTF, JLTP3, £106.	No	
19	<a href="#">Sustainable Travel Key Centres</a>	18/05/2011	Facilitating Sustainable Travel in Key Centres (Bristol, Bath, and Weston-super-Mare), Public Realm; Way Finding; Cycling and Walking Infrastructure; Freight Consolidation.	Variety of physical barriers can deter take up of sustainable transport. E.g. poor legibility of the highway environment for walkers and cyclists. Poor perceptions/awareness of sustainable transport options, leading to congestion of the urban centres.	5. Significant impact	5. High	5. High	Public/stakeholder acceptability.	5. Majority	5. Green	5. Green	5. Green	5. Green	5. Green		5. 2-5 years	5. High	5. High	5. High	Public/stakeholder acceptability.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	5. Dynamic	LSTF, JLTP3, Council resources.	No	
20	<a href="#">Sustainable Travel Cities Towns</a>	18/05/2011	Facilitating Sustainable Travel in Cities and Towns.	Variety of physical barriers can deter take up of sustainable transport. E.g. poor legibility of the highway environment for walkers and cyclists. Poor perceptions/awareness of sustainable transport options.	3	5. High	5. High	Level of impact that could be achieved spreading resources across a large number of towns/cities. Funding may be spent in towns where congestion is less of an issue.	3	4. Amber/green	4. Amber/green	4. Amber/green	4. Amber/green	4. Amber/green		6. 5-10 years	5. High	5. High	5. High	Delivery within LSTF funding timeframe.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2018/19.	3	None	5. Dynamic	LSTF, JLTP3, Council resources, £106.	No	
21	<a href="#">Junior School</a>	18/05/2011	Programme targeted at children at Primary School to encourage children to travel sustainably.	Journey to school contributing towards AM Peak traffic.	1. Small impact	4	4	Reliance on third party to deliver improvements.	5. Majority	3. Amber	3. Amber	3. Amber	3. Amber	3. Amber		2. 1-6 months	3	5. High	5. High	Reliance on third party to deliver improvements.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	5. Dynamic	LSTF, JLTP3, Council resources.	No	
22	<a href="#">Secondary School to Adulthood</a>	18/05/2011	Bike It Plus; Promotions, Back up Bikeability, Facilities, Pedestrian Training; Links to School/Safer Routes to School; Job Centre/Training Providers/Colleges; Youth Card Plus; Wheels to Work; Life Course Approach - Pre-Licence Holders.	This approach internalises the issue of habit so that when people have to consciously consider travel behaviour change they are more amenable to the array of options than when habit is stable and potentially increasingly entrenched.	3	4	5. High	Reliance on third party to deliver improvements.	5. Majority	4. Amber/green	4. Amber/green	4. Amber/green	4. Amber/green	5. Green		5. 2-5 years	4	4	5. High	Reliance on third party to deliver improvements.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 and 2014/15.	5. Low risk	None	5. Dynamic	LSTF, JLTP3, Council resources, Colleges' resources.	No	
23	<a href="#">Universities</a>	18/05/2011	Project officer; Students to Travel More Sustainably; Extending U-Link; Wider Public Use of Services; Marketing and Promotions; Specific Initiatives; Car Clubs Younger Members.	The choices students make about where to live at key transition points in their lives; current messages about options available ignored; transport messages not available through new media; public not aware the U link service is not just for students.	5. Significant impact	5. High	5. High	Reliance on third party to deliver improvements. Identifying and focusing on key transition points for individual students.	5. Majority	5. Green	5. Green	4. Amber/green	4. Amber/green	4. Amber/green		4. 1-2 years	5. High	5. High	5. High	Reliance on third party to deliver improvements.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	3	LSTF, UWE U link service, University of Bristol funding available and other universities.	No	
24	<a href="#">New Development</a>	18/05/2011	Project Officer; Targeted Marketing and Promotion; Car Clubs; Telecentres/Hubs; Accelerated PT Delivery Fund.	PT/walking/cycling infrastructure often not available when new developments are first occupied due to the delay in securing sufficient developer contributions to provide these services or lack information about the available options.	4	5. High	5. High	Reliance on third party to deliver improvements. Identifying people planning to move home.	5. Majority	5. Green	5. Green	5. Green	5. Green	5. Green		5. 2-5 years	5. High	5. High	5. High	Reliance on third party to deliver improvements.	5. Affordable	01. None	02. 0-5	Spend - 2012/13 to 2014/15	5. Low risk	None.	3	LSTF, JLTP3, Council resources, support / contributions through residential / workplace travel plans.	No	

### APPENDIX THREE : West of England Local Sustainable Transport Fund - Governance Arrangements



APPENDIX FOUR : West of England Local Sustainable Transport Fund - Delivery Arrangements







Measures	Pre-Bid	2012/13											2013/14											2014/15											
		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		
<b>Business Travel</b>																																			
Electric Vehicle Charging Points																																			
Go-Low Approach																																			
<b>Rural Hubs and Links</b>																																			
Active Neighbourhood Fund																																			
Research, Promotions and Communications																																			
<b>Vibrant Streets</b>																																			
Active Neighbourhood Fund																																			
Research, Promotions and Communications																																			
<b>Key Centres</b>																																			
Bristol																																			
Bath																																			
Weston-super-Mare																																			
<b>Move to Secondary School</b>																																			
Enabling Measures																																			
Research, Promotions and Communications																																			
<b>Preparing for Adulthood</b>																																			
Universities																																			
Moving Home																																			

#### Task

Engagement / Specification / Design

Mobilisation / Procurement

Implementation / Delivery



## APPENDIX SIX : Programme Risk Register

Risk		Status	Consequence	Probability	Impact	Rating	Action to mitigate risk	Residual Probability	Residual Impact	Residual Risk Rating	Risk Owner
1	<b>Delays to the implementation of infrastructure measures</b>	New Risk	Impact on funding and failure to deliver the entire programme	Medium	High	High	<ul style="list-style-type: none"> <li>➤ Build on existing design, engagement and delivery arrangements for Cycling City.</li> <li>➤ Involvement of partners, stakeholders and communities in development and implementation of programme measures.</li> </ul>	Medium	Medium	Medium	Programme / Project Managers
2	<b>Insufficient staff resources available within authorities and partners</b>	New Risk	Delays to the delivery of programme measures and impact on quality	High	Medium	High	<ul style="list-style-type: none"> <li>➤ Ensure sufficient resources are identified and available to progress delivery in line with Programme Plan.</li> <li>➤ Top-sliced' funding identified for dedicated Programme and Project Managers and technical support.</li> <li>➤ Early commencement of partnering or procurement arrangements for delivery.</li> </ul>	Medium	Medium	Medium	Programme Board
3	<b>Cost increases or unforeseen costs</b>	New Risk	Insufficient funding to complete the programme measures	High	Medium	High	<ul style="list-style-type: none"> <li>➤ Develop detailed costed project Plans for individual Projects</li> <li>➤ Strong Programme Management and change control process</li> <li>➤ Regular liaison and progress reporting to DfT to ensure expectations are met</li> </ul>	Medium	Medium	Medium	Project / Programme Managers
4	<b>Impact on reputation from poor project delivery or outcomes</b>	New Risk	Impact on reputation results in loss of Government confidence and future funding opportunities	Medium	High	High	<ul style="list-style-type: none"> <li>➤ Establish robust governance and programme/project management arrangements.</li> <li>➤ Regular liaison and progress reporting to DfT to ensure expectations are met.</li> </ul>	Low	Medium	Low	Programme Board
5	<b>Programme and its measures fail to maintain stakeholder / community support</b>	New Risk	Failure to deliver entire programme or to realise full benefits	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>➤ Establish Stakeholder Engagement Group to help steer the programme delivery.</li> <li>➤ Involvement of partners, stakeholders and communities in development of programme measures.</li> <li>➤ Clearly define programme and project scope and leeway for change.</li> </ul>	Medium	Medium	Medium	Programme Manager
6	<b>Negative coverage in the media</b>	New Risk	Poor public perception of the programme effects its benefits	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>➤ Keep media informed through briefings and information sessions.</li> <li>➤ Manage expectation with 'smart' targets or be more outcome than target focused.</li> </ul>	Medium	Medium	Medium	Programme Board

Risk		Status	Consequence	Probability	Impact	Rating	Action to mitigate risk	Residual Probability	Residual Impact	Residual Risk Rating	Risk Owner
7	<b>Failure to deliver local contribution</b>	New Risk	Insufficient funding to complete the programme measures	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>➤ Letters of support to formalise partner contributions.</li> <li>➤ Involvement of key stakeholders in governance and delivery arrangements.</li> <li>➤ Close monitoring and regular reporting of local contribution spend and status.</li> <li>➤ Commitment to authority funding contributions.</li> </ul>	Low	Medium	Low	Programme Board
8	<b>Failure to secure all DfT funding</b>	New Risk	Insufficient funding to complete the programme measures	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>➤ Close adherence to DfT grant funding requirements.</li> <li>➤ Robust programme and project management to ensure delivery in line with funding profile.</li> <li>➤ Regular liaison and progress reporting to DfT.</li> </ul>	Low	Medium	Low	Programme Board/ Programme Manager
9	<b>Inadequate and too local authority focused delivery arrangements</b>	New Risk	Impact on timely delivery of measures and their quality and benefits	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>➤ Early commencement of partnering or procurement arrangements.</li> <li>➤ Ensure programme draws on most appropriate delivery mechanisms to achieve outcomes.</li> <li>➤ Draw on experiences of Cycling City and GBBN.</li> </ul>	Low	Medium	Low	Programme/ Project Managers
10	<b>Cross boundary governance arrangements fail to provide robust decision making and change control process</b>	New Risk	Impact on timely delivery of programme elements and on reputation	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>➤ Build on well established governance arrangements for cross boundary schemes.</li> <li>➤ Define process and tolerances for escalating issues and change requests to the Programme Board and Joint Transport Executive Committee</li> </ul>	Low	Medium	Low	Joint Transport Executive Committee/ Programme Board
11	<b>Delivery partners fail to implement their project elements</b>	New Risk	Impact on timely delivery of measures and programme benefits	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>➤ Secure firm commitment from delivery partners e.g. MoUs</li> <li>➤ Involve partners through Stakeholder Engagement Group and/or Project Teams</li> <li>➤ Strong Programme / Project Management arrangements</li> </ul>	Low	Medium	Low	Programme Board
12	<b>Programme fails to maintain political support</b>	New Risk	Impact on funding and timely delivery of programme elements	Low	Medium	Low	<ul style="list-style-type: none"> <li>➤ Regular briefing and reporting to UA Members.</li> </ul>	Low	Low	Low	Joint Transport Executive Committee