

The West of England

Access **WEST** (17/18 – 19/20)

DfT Access Fund bid proposal

Bath & North East
Somerset Council



Applicant Information

Local transport authority name(s):

West of England, comprising:

Bristol City Council (Lead),
Bath and North East Somerset council,
North Somerset Council,
South Gloucestershire Council

Bid Manager Name and position:

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SECTION A - Project description and funding profile

A1. Project name: Access WEST

A2. Headline description:

The West of England transport network is being transformed over the next 3 years with unprecedented levels of investment in walking, cycling and public transport that will serve to unlock growth in our Enterprise Areas and Zone and provide greater access to affordable and sustainable travel options for our residents. Using this investment as our 'hook', the objective of Access WEST is to work with business, communities and educational institutions to facilitate growth in the local economy through increased uptake of walking and cycling and to break down the barriers that prevent our residents from accessing work, education and training opportunities.

A3. Type of bid:

- ☒ **Revenue & Capital** and I confirm we have sourced the capital funding locally and have made provisions for a minimum additional 10% matched contribution.
- ☒ **Contains Local Growth Fund contribution, but not reliant on it.** This bid contains a local contribution from the Local Growth Fund, but the work can still progress as planned if LGF funding is not secured.

A4. Total package cost: £8,517,604

A5. Total DfT revenue funding contribution sought: £6,900,000

A6. Local contribution: £1,617,604

Source of funding	R/C	Contribution
Local Authority staff time	Revenue	£185,104
Match-funded grant scheme*	Capital/Revenue	£439,500
LTP**	Capital	£100,000
S106	Revenue	£15,000
Private Sector Match***	Revenue	£78,000
Local Growth Fund Round 3****	Capital	£800,000
	Total	£1,617,600

* Private sector contribution harnessed through project delivery via match-funded grant scheme (see project summary)

** LTP linked to development of Weston-super-Mare cycle hub (see project summary)

*** Private sector match from North Bristol SusCom and Next Bike (see letters of support, Appendix 6)

**** LGF linked to Weston-super-Mare public realm/ street scene improvements and pedestrianisation of Regent Street

A7. Equality Analysis

☒ Yes ☐ No

A8. Partnership bodies:

Partner	Expertise and role in Access WEST
West of England Local Enterprise Partnership	Ensuring that the investment through Access WEST aligns with the objectives of our Strategic Economic Plan: helping people into work and encouraging growth in our Enterprise Areas and Zone. Strategic overview of project with representation on the Programme Board.
University of the West of England	Programme partners since LSTF (2011). Ensuring effective monitoring and evaluation of all Access WEST work packages.
Bristol Green Capital Partnership Sustainable Transport Network	Ensuring that the project meets the needs of a wide range of sustainable transport groups, including, Sustrans, Bristol Walking Alliance, Lifecycle and bus operators. Coordinating stakeholder input and key promotor of the project
Employer representative groups	Ensuring that the project meets the needs of the wider business community. Consisting of Business West (18,000 members), North Bristol SusCom (68,000 employees and students) and SevernNet (150 business members). These groups form a strong and long-lasting connection to businesses in the West of England and are a key partner in stakeholder engagement and project promotion.
ModeShift Stars	National awards scheme to recognise schools that have demonstrated excellence in supporting cycling, walking and other forms of sustainable travel. Partner in delivering 'Active Schools' work package.
Join My Journey	Local provider of multi-modal journey-sharing platform for employees. Partner in delivering 'Business Engagement' work package.
Wheels to Work WEST partners	Partners in delivering 'Wheels to Work WEST' work package including (but not limited to) Next Bike, Bristol Bike project, Job Centre, Learn Direct.

Partnership working with a diverse range of stakeholders across the region has been key to the West of England's success in delivering smarter choices programmes since our Cycling City award in 2008. Extensive consultation in the bid development stage and throughout delivery has ensured that our proposals have always been driven by the needs of employers, communities and educational providers. Access WEST will build on these established relationships, using the expertise of our partners to shape project delivery and ensure successful outcomes.

Evidence of the widespread support for Access WEST can be found in Appendix 6, showing 71 letters of support from businesses, schools, universities, commercial partners and community groups. Case studies and evidence of the impact of previous schemes have also been provided in these letters.

*"By actively encouraging joint working and the involvement of business, this project will assist in unlocking growth in our Enterprise Zone and Areas, providing greater access to sustainable travel options. **This bid has strong alignment with our recent Growth Deal 3 submission which seeks capital funding for sustainable transport which would dovetail with the revenue funds via Access WEST bringing enhanced benefits.***

We therefore strongly support and endorse this bid as it will contribute to the LEPs strategic objectives to reduce congestion and improve accessibility to our key growth locations, and to create a well-motivated, healthy workforce, which will play an important part in helping to secure economic growth."

Stephen Robertson, Chairman, West of England Local Enterprise Partnership

*"The match funding grant allowed us to develop a fleet of cycles with trailers for delivery, collection, commuting, meetings and exhibitions...The Big Commuting Challenge over the last few years has resulted in all of our staff travelling by bicycle or public transport. **We no longer use cars.** Travel WEST has been the catalyst to change the way we operate. Take up has been 100% and staff have reported that their GPs have noted a reduction in blood pressure as a result.*

Peter J Wise, Director, Minuteman Press

*"Bristol SU has benefitted from two grants from Travel West. The first in June 2015 enabled us to set up "Balloon Bikes", an affordable bike hire scheme for students. Without the funding this extremely popular project would not have been possible...A recent survey of users showed that 100% were very satisfied or satisfied with the scheme and **68% use their bike daily**... We were delighted to see our work rewarded at the West of England Sustainable Travel Awards 2015 where we won 'Most innovative Sustainable Transport Measure."*

Clare Prosser, Head of Enterprise and Development, Bristol Student Union

Section B: The Business Case

B1. Project Summary

The schemes in Access WEST seek to reduce local congestion and grow the economy by increasing levels of walking and cycling and providing improved access to new and existing employment, education and training. As part of our wider investment in sustainable travel they represent excellent value for money for the DfT while fulfilling the core objectives of the Access Fund. For clarity, the table below explicitly states what the funding will deliver on the ground, the forecast impact of the project and the local evidence basis to support this. The wider rationale for the schemes is expanded upon in the strategic and economic cases.

What the funding will deliver on the ground	Forecast impact	Meeting objectives of Access Fund				Local evidence basis
Tranche: Enabling Business Growth		Supporting the economy by supporting access to new and existing employment education and training	Promoting increased levels of physical activity through walking and cycling	Reducing congestion through additional travel choices	Reducing carbon emissions and improving air quality	
Work package: Business Engagement						
6.5 FTE business engagement officers, delivering resources in this tranche	<ul style="list-style-type: none"> Provide travel planning support to over 350 businesses Deliver at least one resource under this tranche to over 350 businesses Target a 5% increase in walking and cycling levels where engagement is achieved 					<ul style="list-style-type: none"> To date we have over 200 businesses signed up to the STTY programme receiving one or more of our business engagement support services and/or travel planning services
Fifty per cent of total costs associated with Sustainable Travel Field Team, comprising team manager, travel resources/incentives and 6 part-time travel advisers.	<ul style="list-style-type: none"> Deliver 250 targeted business engagement events for employers across the region Provide walking and cycling information and support to 10,000 employees. Provide a travel support service (i.e. loan bike, cycle training referral, personalised travel planning, Dr Bike session) to 3,000 employees Targeting sustainable travel behaviour change over >50% for those who receive a support service 					<ul style="list-style-type: none"> We delivered 132 travel roadshow events for employers in 15/16, providing staff with information, incentives and support to encourage sustainable commuting habits. Across the 15/16 programme our Sustainable Travel Field Team had just under 10,000 conversations with members of the public providing a travel support service to over 1/4 43% of respondents from a follow-up survey reported having changed their travel behaviour after being provided with a travel support service, with 83% of people engaged stating they were either satisfied or very satisfied with the information and support they received.
Workplace Active Travel Champions campaign and associated resources	<ul style="list-style-type: none"> Grow existing membership to 300 Active Travel Champions across the region. Support each champion to get 6 colleagues to take up walking and cycling over the course of the project: 1,800 employees in total 					<ul style="list-style-type: none"> To date we have 100 Active Travel Champions in businesses across the sub-region providing support to new and returning pedestrian and cycling commuters.
Costs associated with 25 x electric loan bikes for business use (inc. 7 additional bikes purchased).	<ul style="list-style-type: none"> 150, 6-month electric bike loans Targeting 100 miles per loan or 15,000 pool bike miles over 3 years. 					<ul style="list-style-type: none"> Through STTY we currently have 15 electric pool bikes available for businesses to loan. Since the scheme started in mid-2014 the bikes have clocked over 7500 miles, helping to replace car journeys and improve air quality
Annual Travel Challenge	<ul style="list-style-type: none"> 4,500 participants per year. Replace 60,000 car trips over the 3 challenges, spanning 18 weeks in total. 45,000 trips to be replaced by walking, running and cycling to work. 					<ul style="list-style-type: none"> Our annual Travel Challenge has been running for 3 consecutive years in its current format and has proven an effective tool in encouraging employees into walking and cycling habits. Through STTY a total of 17,886 journeys were logged that would otherwise have been made by car, with 8682 of these made by either walking, running or cycling to work. Across all modes of travel this year's challenge resulted in 250,893 car miles being replaced saving 60 metric tonnes of Co2
Annual Travel to Work Survey	<ul style="list-style-type: none"> Target 30,000 participants in our travel to work survey by 2020 					<ul style="list-style-type: none"> Our annual travel survey is a vital monitoring tool for both employers and the project as a whole. Participation in our travel survey grew from 11,000 participants in 14/15 to 19,000 15/16
Join my Journey, online multi-modal journey sharing tool for employees	<ul style="list-style-type: none"> Target 500 participants by 2020 					<ul style="list-style-type: none"> This scheme is currently being piloted through STTY
Well-Being Charter: linking PTP sessions with employee workplace health checks to promote walking	<ul style="list-style-type: none"> 40 businesses signed up to the charter, Delivering personalised travel planning to 480 people to promote walking 					<ul style="list-style-type: none"> This scheme is currently being piloted through STTY

Work Package: Match-funded business grants		Supporting the economy by supporting access to new and existing employment education and training	Promoting increased levels of walking and cycling	Reducing congestion through additional travel choices	Reducing carbon emissions and improving air quality	
Match-funded business grants	<ul style="list-style-type: none"> • Deliver 80 match-funded business grants over the course of the project through a competitive application process • Minimum private sector match investment of £439,500 and minimum total project value of £879,000. • Providing access to new or improved facilities to over 60,000 staff 					<ul style="list-style-type: none"> • Through our match-funded grant scheme in 15/16 we harnessed private/public sector funding to deliver sustainable transport projects totalling £495,082. This supported 65 businesses in providing exemplar onsite infrastructure to encourage their staff to walk and cycle to work. • In Bristol alone this made available new or improved walking and cycling facilities to over 15,000 staff, with a total of 170 new cycle parking spaces added • Demand for this scheme is evidenced through our latest grant round (July 2016) which with private sector match saw a £208,700 investment in cycling and walking facilities, but a further £202,000 worth of projects having to be deferred due to available budget through STTY in Bristol alone. Since the scheme started in 2014/15 the demand for grants has always exceeded the available funding – demonstrating the latent demand for grant funding.
Work Package: Wheels to Work WEST						
Loan bike scheme, 1/3 price membership for Next Bike cycle hire and bus vouchers for Wheels to Work WEST scheme	<ul style="list-style-type: none"> • 5,000 people seeking access to work, skills, training, apprenticeships or education to benefit through one of the schemes resources • Improving on customer satisfaction responses and travel behaviour change outcomes 					<ul style="list-style-type: none"> • Over 2,500 people have benefitted through the Wheels to Work scheme since its launch in 2014. After initially experiencing low uptake, the loan bike element of the scheme is now supporting triple the number of people that it did in its launch year, thanks to a streamlined referral process • Recipients of loan bikes have used the bikes either daily or 3 or more times per week (90%) and have predominantly used the bikes for access to employment (90%). 95% stated that the loan made it easier for them to access employment, skills and training with 85% of respondents saying that they will continue cycling for 3 or more days a week after the loan expires. 87% of those who received bus tickets through the scheme did so to get to an interview, start a job, attend a course or attend a work placement, with 63% of recipients attending a job centre at the time of being referred to the scheme
Tranche: Active Communities						
Work Package: Community Engagement						
3.5 FTE community engagement officers delivering resources within this tranche						
Fifty per cent of total costs associated with Sustainable Travel Field Team, comprising team manager, travel resources/incentives and 6 part-time travel advisers.	<ul style="list-style-type: none"> • Deliver 250 community events for residents across the region, • Provide walking and cycling information and support to 10,000 residents • Provide a travel support service (i.e. loan bike, cycle training referral, personalised travel planning, Dr Bike session) to 3,000 residents • Targeting behaviour change over >50% for those who receive a support service 					<ul style="list-style-type: none"> • We delivered 165 travel roadshow events for communities in 15/16, providing residents with information, incentives and support to encourage sustainable commuting habits. • Across the 15/16 programme our Sustainable Travel Field Team had just under 10,000 conversations with members of the public providing a travel support service to over 1/4 • 43% of respondents from a follow-up survey reported having changed their travel behaviour after being provided with a travel support service, with 83% of people engaged stating they were either satisfied or very satisfied with the information and support they received. • Through our travel roadshow events we referred 234 residents to cycle training providers across the region to encourage new and returning cyclists.
Events and promotion to support 3 x regional family cycle hubs. Enabling study to support the development of Weston-super-Mare cycle hub	<ul style="list-style-type: none"> • 800 people engaged through events to encourage uptake of walking and cycling among children, families, over 50's, and mobility impaired • Supporting 120 volunteer placements and 30 work placements over the course of the project • Over 1,500 people to receive cycle training skills and development over and above DfT Bikeability funded sessions • Development of Weston-super-Mare cycle hub 					

Loan bike offer	<ul style="list-style-type: none"> Delivering 1,000, 2-4week loan bike loans over the course of the project. 					<ul style="list-style-type: none"> In 15/16 we administered just under 300 loan bikes to encourage new and returning cyclists
Community-based feasibility studies, audits and engagement unlocking Local Growth Fund contributions for walking and cycling	<ul style="list-style-type: none"> Thornbury cycle links audit: unlocking LGF investment for walking and cycling improvements on A38 to improve access to employment in Filton Enterprise Zone. Weston-super-Mare town centre engagement: harnessing local support and LGF investment for public realm/ street scene improvements and pedestrianisation of Regent Street. Developing 'shovel ready' walking and cycling schemes in Radstock, Midsomer Norton and Keynsham to attract LGF infrastructure investment. 					<ul style="list-style-type: none"> Through STTY we are combining our £3m LGF allocation for sustainable transport with our smarter choices schemes, promoting and maximising the benefits of this new infrastructure.
Work Package: Schools Engagement						
4 x FTE schools engagement officers delivering resources within this tranche						
ModeShift Stars programme	<ul style="list-style-type: none"> 85 schools achieving minimum of 'bronze level' accreditation over the course of the project 					<ul style="list-style-type: none"> This scheme is currently being trialled through STTY. Modeshift STARS Year 1 Delivery Report to the DfT highlights that participating schools achieved an average 38% increase in cycling levels; 16% reduction in car use and significantly higher walking levels (46.9%) than un-engaged schools
Walking promotion at schools	<ul style="list-style-type: none"> 45 primary and secondary schools engaged. Targeting 10% increase in walking where we engage. Pilot school walking/cycling champions targeting 30 over the course of the project. 					<ul style="list-style-type: none"> We supported 28 primary and secondary schools in 15/16 using this model.

Marketing and Promotion		
Marketing support for Access WEST		
Further development of travelwest.info over and above existing level of service which has been mainstreamed into council budgets	<ul style="list-style-type: none"> Improve our TravelWest website to support customisable route planning tool and travel disruption alerts bespoke to employers and individuals 	<ul style="list-style-type: none"> Our TravelWest website had 73,837 hits in Feb 2016, growing from 40,748 in Feb 2015. The site is the no.1 portal for travel information in the West of England, providing a journey planner, links to all of our STTY funded schemes and information about travel disruption from major projects
Development of betterbybike.info over and above existing level of service which has been mainstreamed into council budgets	<ul style="list-style-type: none"> Improve our better by bike website to support customisable cycle trip planning tool 	<ul style="list-style-type: none"> Our BetterByBike website receives an average of 10,000 unique hits per month helping to signpost new and existing cyclists to a range of resources available through the STTY fund
Bus information app and improved way finding and timetabling information at MetroBus stops over and above project requirements	<ul style="list-style-type: none"> Procurement of real time bus information app that supports off-board ticketing options Improving timetabling/way-finding information at MetroBus stops over and above service level requirements 	<ul style="list-style-type: none"> Over 100,000 people have downloaded our Bus Checker App which is actively used by 30,000 people a month across the region and has a 4 star rating across platforms. In a survey of 471 users, 64% stated that the app had encouraged them to use the bus more often on routes that they would not previously known about or used

B2. The Strategic Case

"A strategy that enables more people to become physically active has a range of benefits both to the individual and society. Such a strategy must address the behavioural and motivational aspects to support people to become more physically active." (Public Health England, 2016)¹

"Inactivity creates costs for the wider economy, through sickness absence and through the premature death of productive individuals. It also increases costs for individuals and for their carers. In England, the costs of lost productivity have been estimated at £5.5 billion per year from sickness absence and £1 billion per year from the premature death of people of working age. "(Department for Health, 2011)²

Introduction

Access WEST builds on the West of England's extensive experience of delivering smarter choices programmes since Cycling City in 2008 and represents a step change in ambition from Travel WEST TRANSITION which is currently in delivery. The project will utilise evidence-based sustainable travel interventions to help our residents overcome the real and perceived barriers to taking up walking and cycling as part of their daily travel behaviour. Linking in with the unprecedented levels of investment in our transport infrastructure, Access WEST will play a critical in unlocking growth in our major employment areas, as well as helping some of our most deprived communities in the region gain access to work, education and training opportunities. Working in unison, the schemes contained in the programme will encourage growth in the economy by reducing congestion on our principal transport corridors, improving the health and productivity of our workforce and supporting our thriving local cycle industry.

The schemes in Access WEST work in synergy to influence travel behaviour at key transition points in people's lives, such as moving home, starting a job or beginning in education. As identified in the DfT's Behavioural Insights Toolkit, it is these 'moments of change' where smarter choices interventions are most effectively deployed, providing a series of 'nudges' to break car dominated travel habits and encourage a long-term shift to more sustainable modes of travel.³ We have used our experience of delivering Travel WEST TRANSITION to ensure that our programme is fully aligned to the new objectives of the Access Fund, refining our approach and improving the efficiency of our delivery.

In line with the government's ambition to make the country a cycling nation and reverse the decline in walking⁴, Access WEST will contribute to a doubling of cycling activity in the region and provide a major boost to the number of walking journeys. The West of England region has witnessed strong growth in cycling activity in the recent past. The table below presents results from the 2015 LSTF Monitoring Report. This data shows that over the period 2008 – 2013 the number of cyclists recorded at count sites across the region increased by 39% aggregate growth or 8.6% annually (compound growth). This growth is stronger than the target identified in the governments Cycling and Walking Investment Strategy.

¹ Public Health England, (2016) Working Together to Promote Active Travel: a briefing for local authorities, London, pg. 13

² Department of Health 2011 *Start Active, Stay Active - A report on physical activity from the four home countries' Chief Medical Officers*. London: Department of Health.

³ Department for Transport, (2011) Behavioural Insights Toolkit. London

⁴ Department for Transport, (2016) Cycling and Walking Investment Strategy, London

Table 1: Growth of cycling in the West of England

Growth of cycling in West of England region (Source: 2015 LSTF Monitoring Report)	
Year	Estimate for Daily Number of Cycle trips
08/09	137,700
09/10	150,400
10/11	154,300
11/12	180,100
12/13	191,900
Growth Rate 2008/09 to 2012/13	39%
Annual Growth Rate	8.6%

Continued investment in the region's cycling infrastructure through its capital programme and supporting revenue funding (which forms part of this Access West application) will allow the region to sustain this historical growth rate. In particular, sustaining the 8.6% per annum compound growth between 2013 and 2025 will facilitate a growth in cycling journeys by some 170%, making significant contributions to the Government's target. The increase in walking and cycling trips as a result of Access WEST will secure a number of 'win-wins', improving the health outcomes of our residents, reducing our regional carbon footprint and improving air quality.

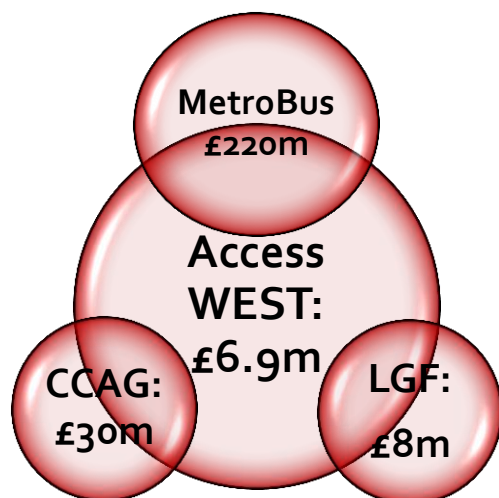
Access WEST will harness £0.9m of capital funding enabled through 'Access-funded' projects and attract over £0.5m private investment through a match-funded grant scheme and project partners. Securing revenue funding through this competition will allow the West of England to realise the full potential of our MetroBus (2017-2018, £220m) and Cycle City Ambition Grant (2017-2018, £30m) programmes through supporting engagement and promotional activities. Although not claimed as match in its entirety for this project, Access WEST will play a critical role in unlocking the benefits of our Local Growth Funding allocated to Sustainable Transport - £8m over the course of the project. As outlined in more detail in the project plan (Appendix 3) our combined interventions will link in with this capital investment at key moments prior to and after scheme completion to ensure that we are optimising the use of our new assets and maximising the potential for a shift to sustainable travel habits. The recent DfT commissioned report: *Finding the Optimum*, states that the best overall value for money for sustainable transport projects:

*"...would be obtained from a programme offering both revenue and capital, with flexibility for local authorities to choose what is right for their particular circumstances."*⁵

Adopting this approach Access WEST delivers an exceptional return on investment for the DfT with a programme level Benefit Cost Ratio (BCR) of 8.27 and Present Value of Benefits (PVB) of £52.5m over a 13 year appraisal period. Access WEST is forecast to generate additional journeys totalling £18m additional cycle kilometres and £5.4m additional walking km over the course of the project.

⁵ Sloman L, Taylor I, Wilson A, King N, Goodwin P, Anabel J, Davidson S, Crawford M, Cope A and Adcock S, (2014) Finding the Optimum: Revenue/Capital Investment Balance for Sustainable Travel, Report to Department for Transport, pg. 10

Figure 1: Access WEST supporting our wider sustainable transport programme.



The West of England's Joint Local Transport Plan shows a strong alignment with the core objectives of the Access Fund and is based around five key transport goals:

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

Access WEST will help us meet these goals as well as our shared transport vision for the region:

"... We want an affordable, low carbon, accessible, integrated, efficient and reliable

*transport network to achieve a more competitive economy and better connected more active and healthy communities."*⁶

By improving access to employment in our Enterprise Zone and Areas the Access WEST programme has clear links with our Local Enterprise Partnerships' (LEP) Strategic Economic Plan (SEP) which sets out a strategy for delivering up to 78,000 jobs in the region by 2030.⁷ Working closely with our LEP has ensured that sustainable transport has been given due consideration within our SEP, with £20m allocated under the Sustainable Transport Package up to 2021.⁸ This demonstration of local commitment has allowed the region to build on the investment made through the Local Sustainable Transport Fund and ensure that momentum in this area has been sustained.

The West of England has historically aligned DfT revenue for sustainable travel with Local Growth Fund contributions ensuring a joined up approach with shared objectives that maximises the use of new transport assets:

*"An initial £3m project with a strong focus on improving travel to key growth locations was completed in May which saw LGF capital matched with DfT revenue. The marrying of capital and revenue in this way has been shown to maximise the value of the investment with funds for activities such as employer engagement, promotion and marketing supporting the infrastructure investment and the improved travel options this brings. Similarly we have been successful in securing funding £2.2m through the Sustainable Transport Transition Year and as before this will dovetail with a second £3m LGF project over the next 18 months."*⁹

As outlined in our LEPs Round 3 Growth Deal bid to the government, we will continue to refine this strategy through Access WEST aligning with the £8m investment in this time period:

⁶ West of England Partnership, (2011) Joint Local Transport Plan 3 2011-2026, pg. 5

⁷ West of England Local Enterprise Partnership, (2015) West of England Strategic Economic Plan 2015 – 2030

⁸ Ibid., pg. 42-43

⁹ West of England Local Enterprise Partnership, (2016) Growth Deal Round 3, Invest in Strength, pg. 12

We will continue to develop this approach to align work through the remaining £14m of current LGF funding for Sustainable Transport Packages with the DfT's Access Fund for Sustainable Travel. This would see a complementary programme with shared objectives supporting the local economy by improving access to new and existing employment, education and training whilst promoting healthy travel. Schemes already delivered locally following this approach show strong benefits from the perspective of transport appraisal, health economic assessment (HEAT) and job/GVA impacts.¹⁰

As outlined in the project summary (section B1), Access WEST will help 5,000 NEETs access employment, education and training opportunities; it will support thousands of employees, pupils and community members into active travel habits; it will maximise the use of our new transport infrastructure; it will support a stronger and healthier economy. The rationale for investing in Access WEST is clear. Investing in Access WEST means investing in:

Experience

- The West of England has over 8 years' experience of delivering Smarter Choices programmes to time and budget since Cycling City in 2008. Currently delivering the DfT's STTY fund (16/17) provides the best possible platform for launching Access WEST and ensures that momentum is not lost.

Opportunity

- The West of England is witnessing a revolution in how people travel around the region with the launch of MetroBus (£220m), CCAG (£30m), MetroWest (£57m) and LGF (£14m). Access WEST will use this opportunity to break engrained travel habits and encourage use of sustainable modes of transport, ensuring optimum use of the new assets.

Value for Money

- Access WEST offers an exceptional return on investment for the DfT with a BCR of 8.27 and PVB totalling £52.5m over a 13 year appraisal period.

Commitment

- Our LEP has a strong commitment to investing in sustainable transport with £20m allocated to Sustainable Transport over the duration of the Growth Deal. As we have through the STTY fund, Access WEST will continue to dovetail with this investment seeing a complementary programme with shared objectives.

¹⁰ Ibid., pg. 12-13

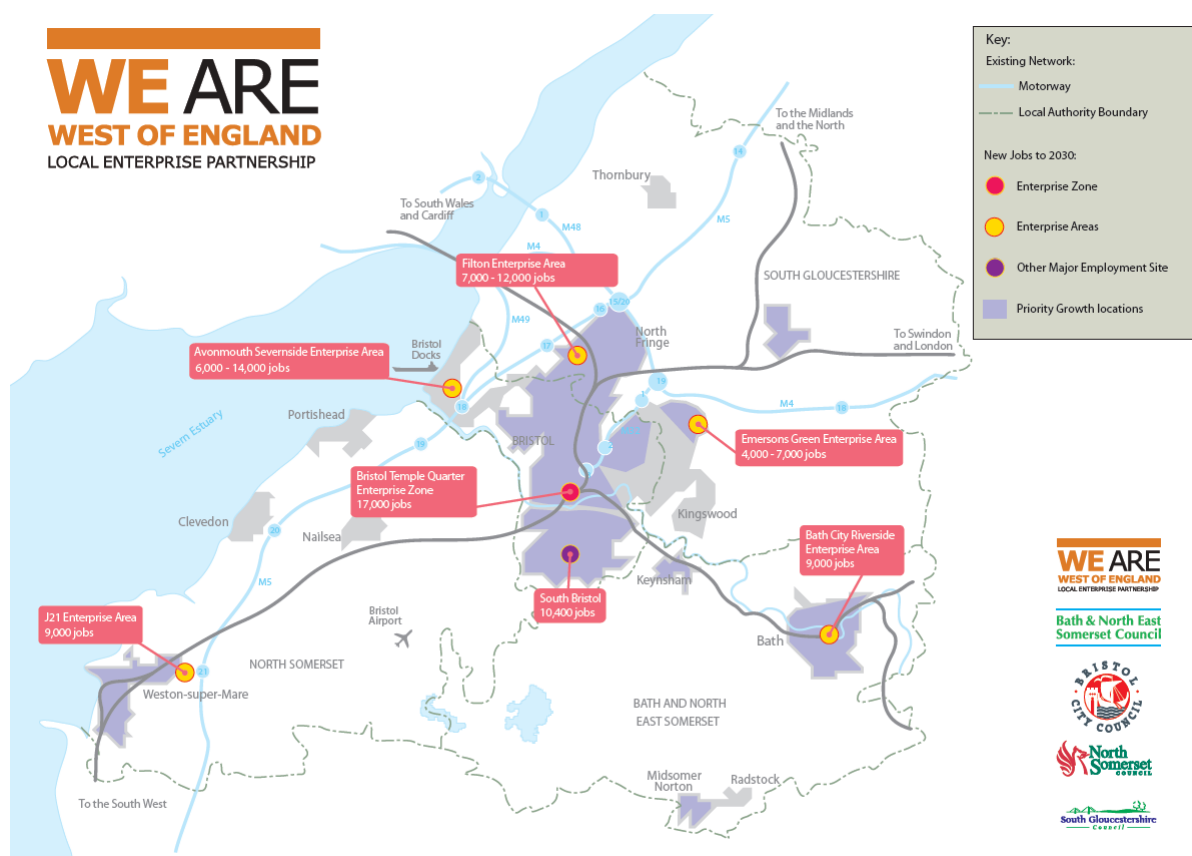
The following sections set out the local context for the area, regional transport challenges – and how we overcome these - our delivery approach and the economic benefits of the project.

Local context

The West of England area comprises Bristol City, Bath and North East Somerset, South Gloucestershire and North Somerset local authority areas and has a combined population of over 1.1m that is growing faster than the national average. The region is an economic success story, worth over £31 billion and providing £0.6bn per annum to the Treasury. Bristol is the only Core City outside of London to be a net contributor to the national economy, with the area forecast to provide up to 78,000 new jobs by 2030.

The region has an international reputation for supporting sustainable initiatives, with Bristol being the first UK city to be awarded European Green Capital status in 2015. Building on these achievements the city has also been awarded the title of European City of Sport for 2017 providing the perfect platform for increasing the scope, reach and appeal of our initiatives through Access WEST.

Figure 2: Expected growth in jobs at key employment sites by 2030



The region maintains a proud history of promoting walking and cycling, with more people commuting by bike or foot than any other major urban area outside of London. Bristol is currently fulfilling its £16/head spend target on cycling, with over 70% of residents declaring that they want to see more local investment in cycling.¹¹

The cycling economy in the West of England is showing markedly strong growth with employment data sourced from the Office of National Statistics' Business Register and Employment Survey

¹¹ Sustrans, (2015) Bike Life, Bristol.

(2014) identifying more than 2,800 jobs in the region linked to cycling related manufacturing, wholesale, retail, renting and repair activities.¹² This relates to some 0.5% of total employment in the region or 2.2% of total employment across England in the identified sectors, suggesting a level of clustering within the West of England.

The data suggests that employment in these cycling related sectors has grown by nearly 20% between 2011 and 2014. In comparison, employment in the West of England region has grown by approximately 5%. Such growth in the region's cycling related sectors of economic activity reflect the continued revenue and capital investment in the region's infrastructure over the recent past. Continued support of cycling activity through Access WEST and the private and public investment that this leverages will create additional employment and enterprise in the region, further strengthening its cycling cluster.

If the Access WEST package is considered together with other complementary capital funding between 2017/18 and 2020/21, it is estimated that over £4 million of additional annual cycling based expenditure by local cyclists could be generated. This additional expenditure in the local economy would lead to creation of more than 35 additional full-time equivalent jobs in the region and these additional jobs could support nearly £1 million of annual GVA for the local economy.

Table 2: Employment in cycling related sectors in the West of England

Sectors of economic activity directly related to West of England's cycling economy	Broad Activity Categories	Total employment in 2014
30920 : Manufacture of bicycles and invalid carriages; 32409 : Manufacture of games and toys (including manufacture of wheeled toys designed to be ridden, including plastic bicycles and tricycles)	Cycling related manufacturing	94
46499 : Wholesale of household goods (including wholesale of bicycles and related parts and accessories)	Cycling related wholesale	1,440
47640 : Retail sale of sporting equipment in specialised stores (including retail sale of bicycles and related parts and accessories)	Cycling related retail	1,158
77210 : Renting and leasing of recreational and sports goods (including renting of bicycles); 95290 : Repair of other personal and household goods (including repair of bicycles) ¹³	Cycling based renting and repair	191
Total employment in sectors of economic activity directly related to West of England's cycling economy		2,883

Source: Business Register and Employment Survey (2014), Office of National Statistics

Regional transport challenges

Despite these encouraging trends the region still faces significant challenges to maintain its vibrant economy and equal access to a rising standard of living for its residents. While the West of England

¹² Due to the nature of the sector classifications, this estimate does not include employment from all organisations directly or indirectly related to the region's cycling economy. For example, the estimate does not include any employment in the public sector, which also account for notable employment related to delivery and management of the region's cycle infrastructure. The estimate also excludes employment in the voluntary sector, which includes charities like Dr Bikes. In addition to offering a valuable service to the local cyclists, such organisations particularly provide training and employment opportunities for very vulnerable members of the society. Furthermore, the estimate does not include employment from café's, coffee shops, other food and drink establishments, sports and nutrition specialists, which generate a notable proportion of their revenue through expenditure of regular and leisure cyclists (and other residents with active lifestyles) across the region.

¹³ Please note that employment activity at organisations such as Dr Bikes / Life Cycle UK are not included in this estimate, as such organisations are registered as charities rather than businesses.

workforce is more qualified than the national average there remain notable skill gaps and participation in higher education is particularly low in some areas. There are 28 wards in the region with significantly above average level of unemployment, with some communities in south Bristol and Avonmouth and other pockets in Weston-super-Mare and Bath being among the top 10% most deprived areas in the country. Moreover the four authorities also face the task of delivering 85,000 homes up to 2036, adding further pressure to the local transport network.

Worsening congestion threatens the region's economic prosperity, with Bristol recording some of the lowest traffic speeds in the country at peak times and high levels of car use deepen the problem of social inequality in the region. As noted by Public Health England (2016):

*"Disadvantaged areas also tend to have a higher density of main roads, leading to poorer air quality, higher noise levels and higher collision rates. The obesogenic environment impacts most on our most disadvantaged groups, which discourages walking and cycling and further exacerbates health inequalities. Furthermore, residents of deprived communities tend to travel less than the better off, but feel the impact of others people's travel. In short, increasing car dependency has led to increasing unfairness."*¹⁴

Although we are making progress, Carbon Dioxide (CO₂) emissions from road transport still account for 1.2 tonnes per capita and remain a significant contributor to the regions carbon footprint.¹⁵ Poor air quality in the area is estimated to lead to approximately 500 early/avoidable deaths annually, although this figure is likely to be an underestimate given the emerging evidence on the contribution of Nitrogen Dioxide (NO₂) to early death.¹⁶ Across our seven Air Quality Management Areas progress towards reducing airborne pollutants shows a mixed picture, with improvements in city centre levels of nitrogen dioxide, but a slight deterioration and little evidence of improvement in the Bath and South Gloucestershire management areas respectively.^{17,18}

The challenges noted above must also be viewed in the context of the rapidly growing problem of ill health as a result of increasingly sedentary lifestyles. Physical inactivity intensifies the disease burden and consequent costs to the NHS, damaging the local economy through absenteeism and lower productivity.¹⁹ It is estimated that physical inactivity directly contributes to 1 in 6 deaths nationally and costs the UK £7.4 billion/year to business and wider society.²⁰ Particularly concerning are levels of physical activity among children with only 21% of boys and 16% of girls aged 5 to 15 meeting the Chief Medical Officer's recommended guidelines.²¹

Meeting these challenges through active travel

The role of active and sustainable travel in meeting these challenges is well evidenced. As outlined in the recent Public Health England report: *Working together to promote active travel (2016)* increased walking and cycling levels provide substantial 'win wins', reducing traffic congestion, improving local air quality, reducing carbon emissions, reducing road casualties and improving social cohesion and the public realm.²²

14 Public Health England, (2016) Working Together to Promote Active Travel: a briefing for local authorities, London, pg. 9

15 West of England Partnership, (2015) Joint Local Transport Plan 3, progress report 2014/15, pg. 11

16 World Health Organisation, (2013) Review of evidence on health aspects of air pollution – REVIHAPP Project, First Results

17 West of England Partnership, (2015) Joint Local Transport Plan 3, progress report 2014/15, pg. 16

18 South Gloucestershire Council, (2016), 2015 updating and screening assessment for South Gloucestershire Council, incorporating 2014 Air Quality Progress Report.

19 CIPD, (2014) Absence Management, annual survey report 2014, London

20 Public Health England, (2016) Working Together to Promote Active Travel: a briefing for local authorities, London

21 Ibid.

22 Public Health England, (2016) Working Together to Promote Active Travel: a briefing for local authorities, London, pg. 9

Regular walking activity can reduce the risk of all-cause mortality (including type-2 diabetes, coronary heart disease and stroke) by up to 20%, improve quality of life through enhanced social interaction and boost local prosperity and employment levels.²³²⁴ Like walking, cycling provides a low cost alternative to car use with the potential to increase mobility among the nation's poorest families by up to a quarter as well as helping to cut congestion through its reduced impact on available road space compared to motor vehicles.²⁵

Incorporating walking and cycling into daily routines such as commuting or the morning school run is seen as one of the most effective ways of promoting active travel habits.²⁶ In this context, Access WEST is in a strong position to influence travel behaviour with over two thirds of all journeys in the region under 5 miles, more than half of which (55%) are made by car. A quarter of car journeys are less than two miles in length.²⁷ Moreover, 90% of people who live in the West of England also work in the area suggesting that there is huge potential to convert local trips to walking and cycling.

Our approach through Access WEST

Access WEST focusses on two principle tranches: Enabling Business Growth and Active Communities. Focussing on the 'transition' points in people's lives (such as starting employment, beginning education and moving home) these tranches are deeply interlinked, working together to provide a package of support services and incentives that will lock in active travel habits across the wider community and improve access to work, education and training opportunities.

Breaking down these tranches further, Access WEST will:

- ***Foster a sustainable travel culture among our business community to reduce congestion on our principal corridors, facilitate economic growth and improve access to employment.***
- ***Target those Not in Employment, Education and Training (NEET) with a tailored suite of resources designed to remove transport barriers to work, education and training opportunities.***
- ***Work in our communities to make them more active and better connected to key employment areas.***
- ***Work with our schoolchildren and FE pupils to embed health promoting travel habits that will stay with them for life.***
- ***Promote transport infrastructure as it come online to maximise the benefits of the investment.***

The scale of capital investment in walking and cycling infrastructure in the region provides the perfect hook for our combined initiatives, addressing as it does the 'structural' barriers preventing wider uptake of sustainable transport options. As new infrastructure comes online we will focus the deployment of our Access WEST schemes at local schools, colleges, universities, communities and business. Reflecting the government's ambition to make walking and cycling the natural choice for

23 Hallal P, Azevedo M, Reichert F, Siqueira F, Araujo C, Victora C, (2004) Who when and how much? Epidemiology of walking in a middle-income country, American Journal of Preventive Medicine, Volume 28, Issue 2, pg. 156-161.

24 ARUP, (2016) Cities Alive, towards a walking world, London

25 Aldred, R, (2014) The Benefits of investing in cycling

26 Public Health England, (2016) Working Together to Promote Active Travel: a briefing for local authorities, London pg. 4

27 West of England Partnership, (2011) Joint Local Transport Plan 3 2011-2026, pg. 6

shorter journey's, or as part of a longer journey, our proposals focus almost exclusively on promoting walking and cycling.

Enabling Business Growth

What challenges we are overcoming

Economic growth in the West of England has led to a larger working population and a growth in commuter based traffic. Approximately 80% of morning traffic in Bristol City centre relates to commuting trips, placing considerable strain on the effective functioning of the strategic road network. At peak times Bristol has some of the slowest recorded traffic speeds in the country posing a real threat to the continued economic productivity of our Enterprise Zone and Areas and contributing to deteriorating air quality in some of our outlying AQMAs. The whole cost to the local economy from congestion is estimated to be over £600m a year.

Business Engagement

Promoting active modes of travel to employers and their employees remains a key component in our approach to smarter choices initiatives and builds on established partnership working since 2008. In order to improve access to work and training across the region it is critical that our business community embraces a culture of sustainable travel so that walking and cycling are the natural choice for existing and future employees.

This scheme will be deployed in the region's Enterprise Areas and Zone, directly supporting the 78,000 new jobs that are planned for these sites. Engagement will focus on employers transitioning into new offices to ensure we are supporting their staff at a 'moment of change' where they consciously consider their travel habits.²⁸ In this way we are achieving maximum value of intervention with the available funding.

Our Business Engagement team has over 200 businesses signed up to Travel WEST TRANSITION employer programme (16/17) and will look to grow this number to 350 over the course of the project, targeting a 5% increase in walking and cycling levels where they engage. The team will deploy the Sustainable Travel Field Team (STFT) where the most effective case for interventions are identified, delivering 250 events over the course of the project. These 'travel roadshows' will reach 10,000 employees targeting an uptake of 3,000 walking/cycling support services (including personalised travel planning, loan bikes and cycle training referrals). Some of the impacts of this scheme are illustrated through a video case study found [here](#). This initiative will work in hand in hand with the Workplace Well-Being Charter initiative which will link personalised travel planning sessions with employee health checks. For this pilot project we will target 40 businesses signed up to the charter delivering a further 480 travel planning sessions to encourage walking to work.

In 15/16 we delivered 132 'travel roadshows' to support employees in overcoming the barriers to using sustainable transport. Of those who received a support service 43% reported to have changed their travel behaviour, with 83% stating they were satisfied or very satisfied with the support they had received.

Peer to peer engagement can be a powerful and effective tool in influencing social norms.²⁹ Through Access WEST we will triple the number of Active Travel Champions in our business community to 300 and support them to support 1,800 colleagues to take up walking and cycling

²⁸ Department for Transport, (2011) Behavioural Insights Toolkit. London

²⁹ Department for Transport, (2011) Behavioural Insights Toolkit. London

during the course of the project. Through Travel WEST TRANSITION we have made use of incentives and competitions to empower and enthuse our workplace champions – for instance providing cycle tours of the city for our champions and 5 of their colleagues who were either new or returning cyclists.

Our 6 month electric loan bike scheme for businesses was established in mid-2014. The bikes have registered usage of over 7,500 miles since then, helping to replace car journeys, encourage cycling for in-work business trips and attracting investment through our match-funded grant scheme. Through Access WEST we will add another 7 bikes to the regional fleet, providing 150 loan opportunities with a highly achievable target of 100 miles per loan – 15,000 miles over the course of the project.

Epitomised by apps like Strava, Map my Ride and Fitocracy, 'gamification' has proven to be a highly effective approach in encouraging active travel habits. Our [Annual Travel Challenge](#) has been running for 3 years and has proven to be a great success in this regard. Through our 2016 challenge a total of 17,886 journeys were logged that would otherwise have been made by car with just under half these generating new walking, running and cycling trips. Across all modes of transport this year's challenge resulted in 250, 893 car miles being replaced saving 60 metric tonnes of CO₂. We will build on this success through Access WEST, targeting 60,000 car trips replaced over the course of the project and 4,500 employees taking part each year.

Our [Annual Travel to Work Survey](#) provides our employers (and the project) with a vital tool to monitor the progress of their efforts. Participation in our travel survey grew from 11,000 in 14/15, to 19,000 in 15/16. We will increase this number to 30,000 participants by the end of the project, providing a robust source of data to evaluate the effectiveness of our interventions.

Match-funded business grants

Exemplar onsite facilities for walking and cycling are critical in raising the profile and appeal of active travel among existing and prospective employees. Improved onsite infrastructure taps into the 'structural' and 'attitudinal' levers in behaviour change with the potential to challenge collective perceptions about the difficulties associated with walking and cycling to work.

The primary aim of the Access WEST match-funded grant scheme is to harness private sector investment to develop exemplar facilities for walking and cycling. As through our LSTF programmes, these grants will be used to install additional cycle parking capacity and/or upgrade existing cycle parking to make it more attractive, i.e. more secure. Facilities that benefit both walkers and cyclists such as lockers will also be eligible under this scheme as will electric pool bikes as a natural progression from our loan scheme. A video case study illustrating the impact that this scheme can have for small business owners can be found [here](#)

In 15/16 we harnessed a total project investment of over £495,000, supporting 65 businesses in the process. In Bristol alone, this made available new or improved walking and cycling facilities to over 15,000 staff with a total of 170 new cycle parking spaces added. Since the scheme began in 14/15 we have never had sufficient funds to cover all of the grant applications we have received. Rising demand for this scheme is evidenced through our latest grant round (July 2016) which with private sector match saw a £214,700 investment in cycling and walking facilities, but a further £185,000 worth of projects having to be deferred due to available budget.

Wheels to Work WEST

Evidence suggests that cost of transport is a significant barrier to accessing employment, education and training opportunities among the young and unemployed.³⁰ Our Wheels to Work WEST scheme meets this challenge head on by providing applicants with a free loan bike and/or bus ticket to support them back into work, accessed by either self-referral or via one of our project partners (such as local job centres, colleges, Learn Direct).

The loan bikes and bus tickets are made available for those seeking access to work, skills, education and training or who have recently been offered a job following a period of unemployment. Those that earn less than the living wage are also eligible under the scheme.

Over 2,500 people have benefitted through the Wheels to Work WEST scheme since its launch in 2014. After initially experiencing low levels of uptake our loan bike scheme is now supporting triple the number of people that it did in its launch year.

Recipients of loan bikes have used the bikes either daily or 3 or more times per week (90%) and have predominantly used the bikes for access to employment (90%). 95% stated that the loan made it easier for them to access employment, skills and training with 85% of respondents saying that they will continue cycling for 3 or more days a week after the loan expires. 87% of those who received bus tickets through the scheme did so to get to an interview, start a job, attend a course or attend a work placement, with 63% of recipients attending a job centre at the time of being referred to the scheme.

Using STTY as our platform we will provide our Wheels to Work WEST offer to 5,000 people over the course of the project, improving on customer satisfaction responses and travel behaviour change outcomes.

Active Communities

What challenges are we overcoming?

Just under half of trips (49%) nationally relate to leisure and shopping activities with a significant proportion (66% for shopping) made by car making our communities a large generator of traffic and contributor to poor air quality.³¹ In terms of our schoolchildren, CMO recommended levels of physical activity are extremely low amongst 5-15 year olds resulting in rising costs to the Health Service for years to come. To meet this challenge we need an effective strategy that embeds active travel habits from an early age with our schools, colleges and universities being an obvious place to carry out these interventions.

Communities Engagement

Our community engagement work through Access WEST will focus on areas of deprivation and high unemployment across the West of England to ensure that we are providing support directly to those seeking access to work, education and training. As with our 'Business Engagement' work package, our community work will provide personalised travel planning and a range of support services to get people into employment by bike or foot. Our community engagement events will naturally promote our Wheels to Work WEST offer (see above).

³⁰ Davis A, (2014) Addressing attitudes of young people aged 16-24 and young mothers towards sustainable travel modes, barriers to behaviour change and channels to engage them in voluntary travel behaviour change. A literature review.

³¹ Department for Transport, (2016), National Travel Survey data factsheets

Through LSTF 15/16 we delivered 165 'travel roadshow' events in our communities. We will continue this work through Access WEST providing 250 community based events to encourage active travel habits, targeting >50% behaviour change among those we provide with a support service (including personalised travel planning, loan bikes and cycle training).

Building on the launch of the Bristol Family Cycle Centre (part-funded through STTY), Access WEST will support a further 2 cycle hubs across the region: Weston-Super-Mare and, Odd Down in Bath. A one-stop shop for all of our cycle-related offers (loan bikes, Wheels to Work WEST scheme, earn-a-bike scheme, cycle training and bike maintenance skills) our cycle centres will support 120 volunteer placements and 30 work placements over the course of the project. Through these hubs (and other avenues) we will deliver 1,500 cycle training sessions over and above the DfT Bikeability funded courses, aligning with the government's 2040 ambition to provide cycle training opportunities for all children. Moreover, we want to give all of our residents the opportunity to try cycling and will deliver 1,000 2-4 week loan bikes over the course of the project, building on the 300 we delivered through LSTF 15/16.

Unlocking £0.8m investment from the new LGF, our community work package will deliver a series of cycling audit and co-design projects across the region. Specifically, we have allocated funding to Weston-super-Mare town centre engagement activities to get the business and wider community on board, enabling public realm and street scene improvements and the pedestrianisation of Regent Street. In the north of Bristol an 'Access-Funded' cycle audit of Thornbury will inform the walking and cycling infrastructure investment required to connect to the LGF works on the A38 and in Midsomer Norton, Radstock and Keynsham a series of co-design projects will be undertaken with the community to develop 'shovel-ready schemes' for delivery through the LGF.

Schools Engagement

Improving access to education is one of the core objectives of the Access Fund and as such is an important focus point of the Access WEST proposal. Building on the success of STTY, Access WEST will continue to work with Modeshift STARS schools accreditation scheme which recognises schools that have demonstrated excellence in encouraging walking and cycling as well as providing them with a platform for monitoring progress. The effectiveness of this scheme is demonstrated through Modeshift STARS Year 1 Delivery Report to the DfT which highlights that participating schools achieved an average 38% increase in cycling levels; 16% reduction in car use and significantly higher walking levels (46.9%) than un-engaged schools. Through Access WEST we will support 85 schools to achieve a minimum of bronze level through the scheme.

Complementing this initiative (and building on our successful work with Living Streets), Access WEST will provide a strong focus on walking to school, college and university, encouraging pupils to embrace an active lifestyle that will have benefits for their health and academic performance. Through this scheme we will engage with 45 primary and secondary schools targeting a 10% increase walking where we engage. Engagement with our colleges and FE through our Sustainable Travel Field Team will incorporate the suite of offers from the Business Engagement, Wheels to Work WEST and Communities schemes including access to loan bikes, cycle training, bike maintenance sessions and bus taster tickets.

Optimising Infrastructure Investment

The West of England has a strong and enduring commitment to promoting sustainable mobility. Major transport schemes in the region are set to revolutionise the way people travel in and around the area with large-scale investment in the MetroBus BRT network (£220m), MetroWest local rail project (£57m) and Cycle City Ambition Grant (£30m). A further £8m of funding for sustainable travel up to 2020 is also planned through the Local Growth Fund. New transport assets coming online through the duration of the Access Fund will provide the perfect hook for engagement work

Figure 1: MetroBus Network



in Access WEST, and ensure that we achieve optimum use of the new infrastructure.

MetroBus

Our MetroBus BRT services are due to commence in 2017, with the new routes playing a critical role in connecting some of the most deprived areas in the region with key growth and employment zones. In particular the service will provide a vital transport link for low-income communities in south Bristol where car ownership levels are well below the national average, opening up previously inaccessible work, education and training opportunities to 1000s of our residents. The MetroBus project will also bring substantial benefits for pedestrians and cyclists, improving and completing key sections of the regional walking/cycle network and facilitating 'door to door' journeys by providing cycle parking across all of the 94 bus stops.

Our Access WEST proposal will link with

the investment being made in MetroBus, by deploying the Sustainable Travel Field Team at the launch of the service (July-Aug 17 and Nov-Dec 17) to support passengers with the off-board ticketing system and to promote use of both the local bus services and walking/cycling routes.

Cycle City Ambition Grant

Building from a position of unparalleled strength through Cycling City, LSTF WEST and CAF investment, the West of England CCAG will support further modal shift to cycling across the region, connecting key employment zones and unlocking capacity on the road network through reduced congestion. As well as delivering high quality infrastructure, the investment will improve the legibility of key routes, and increase cycle parking capacity.

Figure 2: CCAG schemes showing links to Enterprise areas and deprived communities

Although not formally claimed as match for Access WEST, the CCAG project is an excellent opportunity to combine Access Fund revenue with planned capital investment. Through Access West one of our primary focus areas will be the promotion of key walking and cycling infrastructure as it comes online throughout 2017/18 – 2019/20. As figure 4 (right) demonstrates, much of the focus of our engagement work will centre on areas that are among the top 30% deprived areas in the country. The project plan in Appendix 3 provides more detail of where and when this engagement activity will take place.

Local Growth Fund

As highlighted in the introduction our LEP has committed to £20m investment in sustainable transport over the course of

the Growth Deal. For the duration of the Access Fund (up to 2020) the total allocation is £8m. The figure below illustrates the planned walking and cycling schemes through our LGF allocation up to 2020, minus those that are undergoing further feasibility work. As with our CCAG schemes we will target our Access WEST interventions in the local vicinity once these projects are completed. The project plan in Appendix 3 provides more detail of where and when this engagement activity will take place.

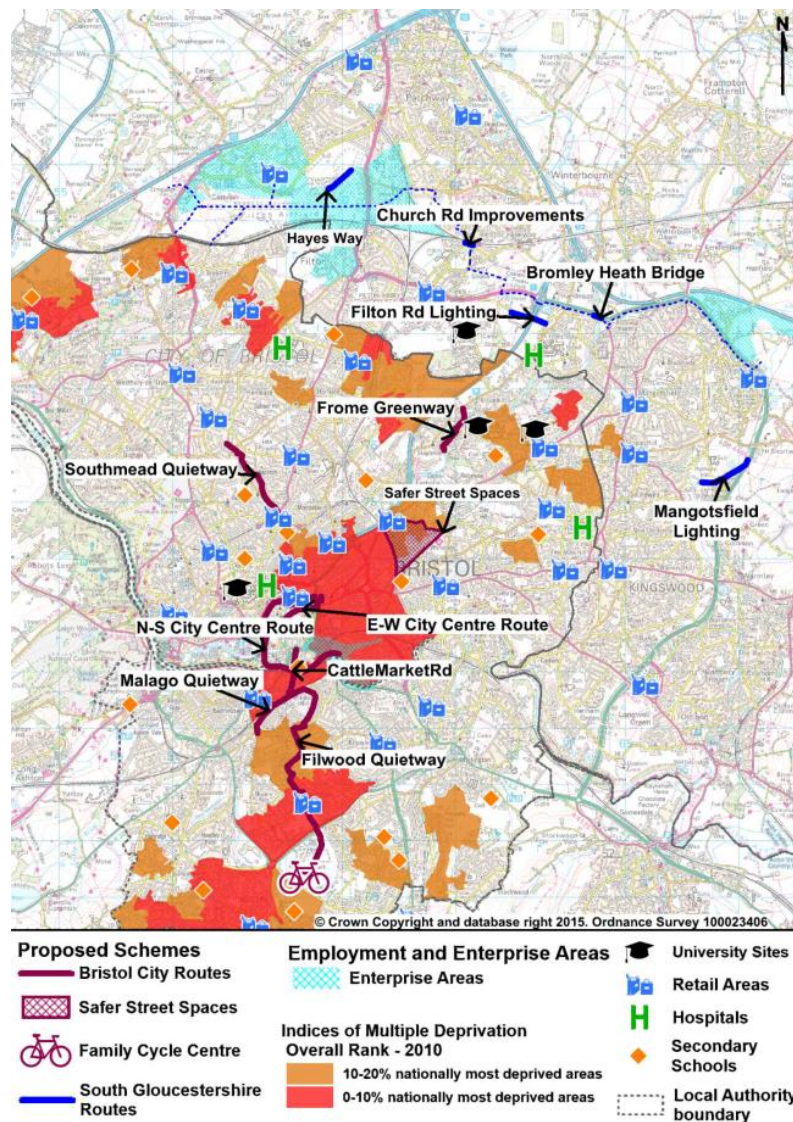
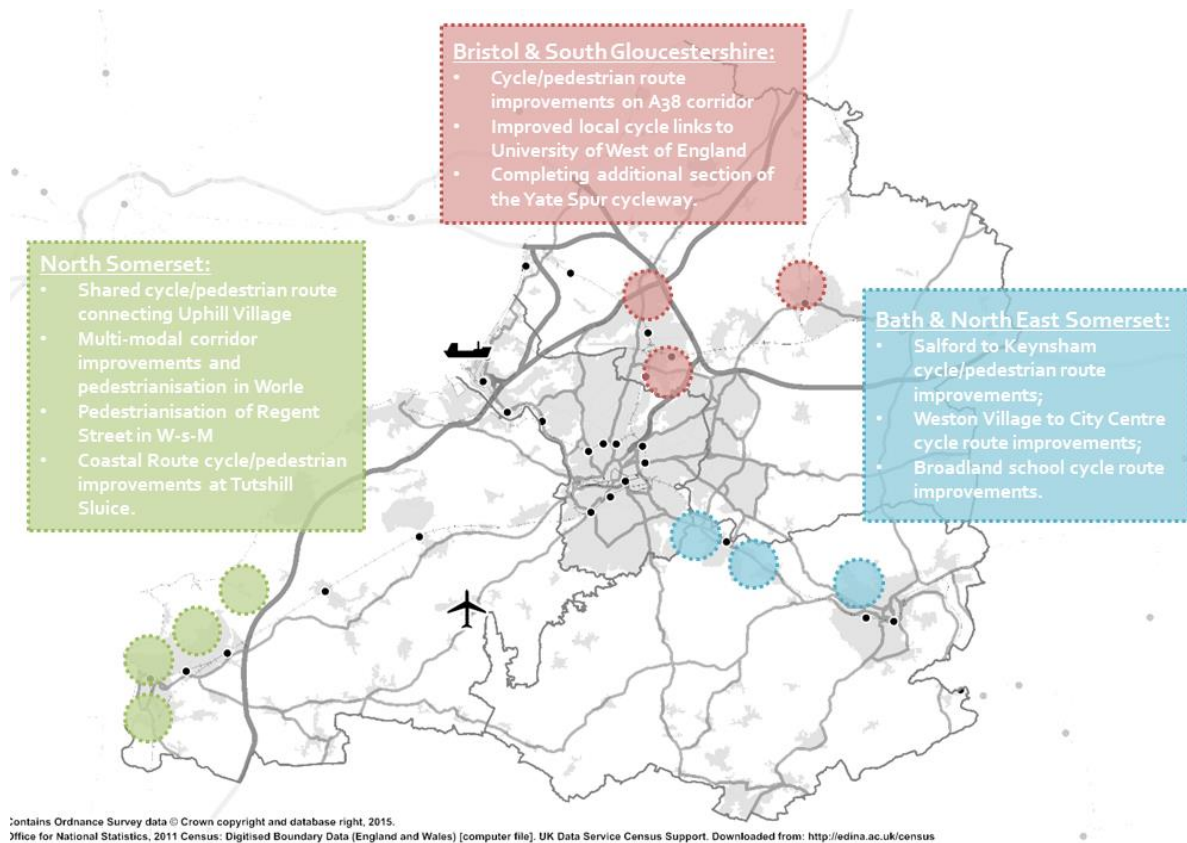


Figure 3: Planned walking and cycling schemes under LGF up to 2020

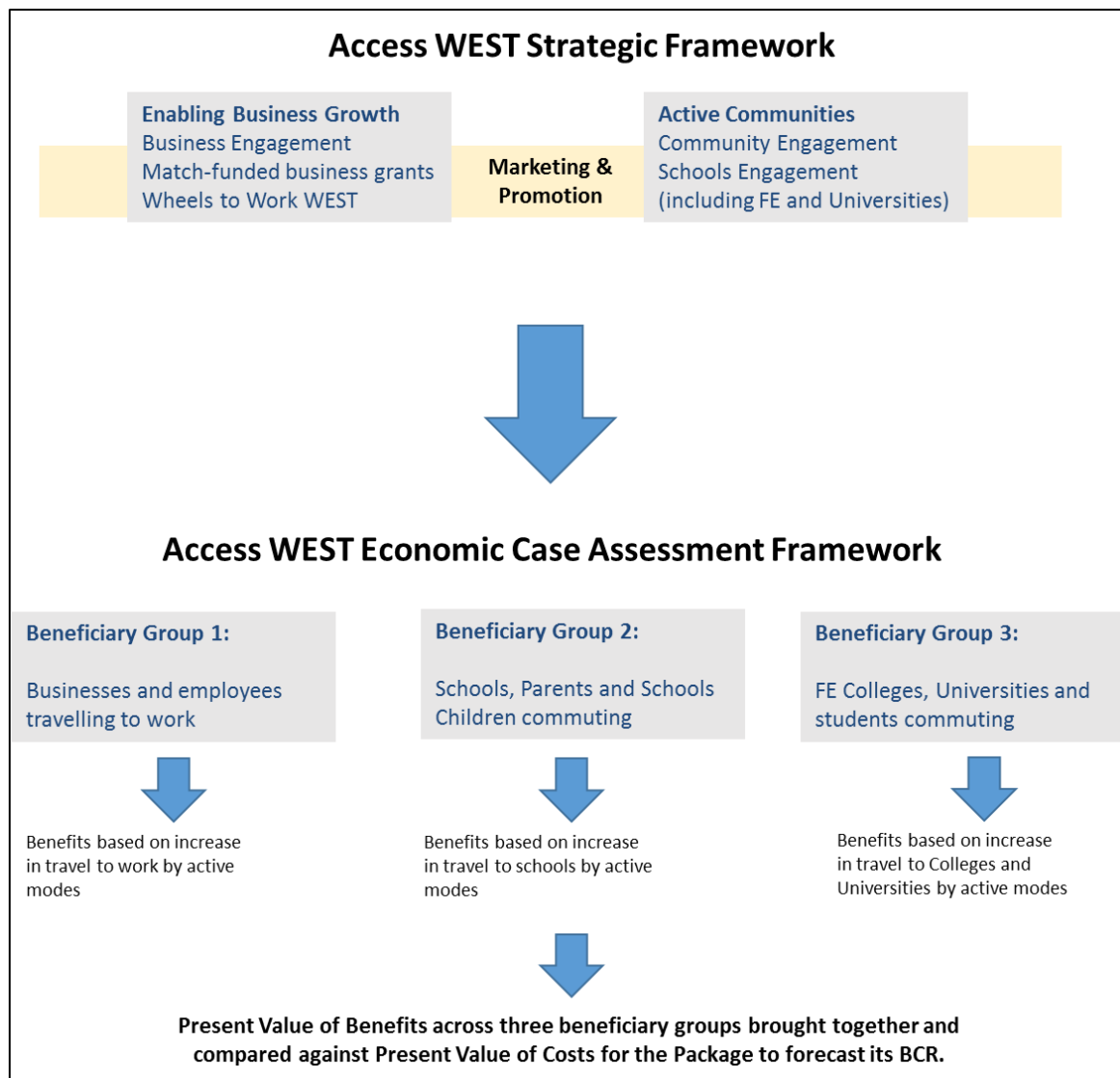


B3. The Economic Case – Value for Money

Introduction:

The Strategic Case highlights that there are two broad investment themes / tranches of the Access WEST funding package, namely Enabling Business Growth and Active Communities. These are underpinned by supporting marketing and promotion. The investment through Access WEST package will have different impacts on different beneficiary groups, including employees commuting to work (i.e. commuters), school children and parents travelling to schools (i.e. school pupils and escorts), and students commuting to universities and further education colleges in the West of England. Hence, this economic case forecasts (present value of) benefits of individual beneficiary groups using DfT's Active Mode Toolkit. The present value of benefits across the three beneficiary groups are aggregated together to forecast the package level present value of benefits. These are subsequently compared with the Access WEST's present value of costs to forecast the BCR for the package.

The Strategic Framework highlighting the investment themes / tranches and the linked Economic Case Assessment Framework for the Access WEST package is summarised in the figure below. Further details regarding the modelling approach are outlined in the following section of this Economic Case.



In summary, the BCR of the Access WEST package of investment is forecast to be 8.27. This presents exceptional value for money for the £8.5m package, which includes £6.9m DfT funding through the Access Fund. The package is also forecast to deliver a range of wider economic benefits, not reflected in the BCR calculations, including creation of new jobs and increase in GVA for the local economy.

Modelling Approach:

The structure of the package of interventions is described above and suggests that the entire package of investment is targeted at three beneficiary groups: commuters, school pupils and escorts and university and further education students. As such, the individual, relatively small scale interventions can be aggregated into sub-packages that reflect the beneficiary group that they target. At the same time, the range of relatively small scale interventions work together to provide an impetus to encourage walking and cycling across the entire West of England. Within this context, the interventions can be aggregated across the entire package as well.

Therefore, the schemes have been assessed from two perspectives. Assessment of benefits is undertaken at a sub-package level, reflecting each of the beneficiary groups outlined above. Due to difficulty in sub-dividing costs by sub-package, costs are assessed at a package-wide level. The benefits are aggregated across beneficiary groups before comparing against package-wide costs, to

provide a holistic BCR for all interventions. Both assessments are undertaken using DfT's Active Mode Appraisal Toolkit (March 2015), which forecasts a range of economic, environmental and social impacts, including:

- Physical activity
- Absenteeism
- Accident benefits
- Environmental benefits
- Decongestion and indirect tax
- Journey quality

It should be noted that air quality impacts (within environmental benefits) have not been captured with the DfT Toolkit assessment. This is due to underlying assumption within the Toolkit that precludes the West of England from reporting air quality impacts due to location type. That said, Appendix 1 outlines the indicative scale of air quality impacts, if the West of England's location type was different. Nevertheless, these impacts have not been incorporated into the economic analysis. Further, journey quality impacts have only been captured for the commuter beneficiary group, as only this beneficiary group will receive direct investment into infrastructure (in the form of cycle stands) as part of the wider package.

Current walking and cycling data and forecast growth assumptions are underpinned by a variety of sources. The successful 'Sustainable Travel Transition Year Revenue Competition 16/17' provides the basis for the analysis surrounding the commuter beneficiary group, coupled with local Journey to Work survey data. Travel plan data from all major higher education institutions in the region provide the baseline position for university and further education beneficiary group. Data on school pupils and escorts is sourced from local authority survey data, supported by National Travel Survey benchmarks.

An analysis of achieved growth in active mode usage in the West of England over recent years is used to derive forecasts for the impact of the intervention. This is considered appropriate as the region has achieved significant growth in active modes mode share whilst supported by DfT funding through LSTF and STTY. Continued support through the Access Fund will facilitate a continuation of historic growth trends. More detail on the key assumptions utilised in the economic analysis is summarised in the following section.

Key Assumptions:

The key assumptions adopted across the assessments for all beneficiary groups are presented in Table 3. Further details are provided in Appendix 1 Technical Note: Economic Case. It is also worth noting that a range of benchmark value are built into the DfT's Active Mode Appraisal Toolkit to facilitate the estimation of benefits by different impact categories. These DfT assumptions are visible in the Toolkit.

Table 3: Key assumptions

Category	Modelling Criteria	Value by Beneficiary Group			Commentary
		Commuters	School Pupils and Escorts	Students	
Scheme Details	Opening year	2017	2017	2017	As required by funding competition.
	Last year of initial funding	2020	2020	2020	As required by funding competition.
	Decay rate	7.69%	7.69%	7.69%	Scheme benefits assumed to gradually erode over appraisal period.
Do Nothing Scenario	Estimated number of cycle journeys	52,981	14,338	11,824	Based on the STTY outturn forecasts for cycle journeys
	Average cycle journey length (km)	7.6	2.5	7.6	Commuters value derived from processing of Bristol & South Glos Travel to Work Data and also applied to students. School pupils and escorts value based on National Travel Survey
	Average cycle speed (kph)	17.5	10.5	17.5	Calculated from average travel distances above, coupled with average travel times derived from Bristol & South Glos Travel to Work Data (for commuters and students) and pro-rated walking speed differential (for school pupils and escorts).
	Estimated number of walk journeys	144,089	260,564	40,592	Based on the STTY outturn forecasts for pedestrian journeys
	Average walk journey length (km)	1.75	1.3	1.75	Commuters value derived from processing of Bristol & South Glos Travel to Work Data and also applied to students. School pupils and escorts value based on National Travel Survey
	Average walk speed (kph)	5	3	5	British Heart Foundation and published medical research.
	Estimate for the number of return journeys	84%	100%	84%	Based on GBATS4M demand matrices for commuter and student values. For school pupils and escorts, assumed all trips to school will require a direct trip from school too.
	Estimated number of cycle journeys	56,319	14,739	12,035	Derived from applying locally sourced cycle data to the Do Nothing number of cycle journeys. The proportion reflects the quantum of total active mode funding in the region which will form revenue funding (i.e. c. 24%). Capital funding will contribute to the background growth assumed below. More detail provided in Economic Case Technical Note.
	Estimated number of pedestrian journeys	145,962	264,212	41,081	Derived from applying locally sourced cycle data to the Do Nothing number of cycle journeys. The proportion reflects the quantum of total active mode funding in the region which will form revenue funding (i.e. c. 24%). Capital funding will contribute to the background growth assumed below. More detail provided in Economic Case Technical Note.
Journey Quality Impacts	For cyclists (pence per min)	0	0	0	No journey quality impacts for cyclists during journey
	For pedestrians (pence per km)	0	0	0	No journey quality impacts for pedestrians during journey
	For cyclists (pence per trip)	12	0	0	As per DfT Guidance regarding cycle stand provision (WebTAG Databook A4.1.6), discounted to reflect only 12% of commuters will benefit from cycle stand provision.
Decongestion Benefit	Proportion of cyclists attracted from car journeys	0.67	0.67	1.00	For commuters and school pupils and escorts, based on analysis of GBATS3 model as per previous STTY and LSTF bids. For students, assumed all from car journeys as the proportion of active mode trips is already high.
	Proportion of pedestrians attracted from car journeys	0.67	0.67	1.00	For commuters and school pupils and escorts, based on analysis of GBATS3 model as per previous STTY and LSTF bids. For students, assumed all from car journeys as the proportion of active mode trips is already high.
	Area type	Other Urban	Other Urban	Other Urban	Most suitable category in light of DfT Guidance (WebTAG Unit A5.4, Table A2)
Additional Information	Background growth	2.85%	1.54%	1.42%	The West of England region will continue to experience considerable investment in active transport modes over the assessment period driving background growth. Around 76% of investment is in capital infrastructure, and drives the background growth assumptions here. Revenue-based growth is attributable to the package and captured in the growth rates applied in the Do Something Scenario.
	Appraisal period (years)	13	13	13	Based on West of England LEP's recommendations, set out in 'Impact Guidance Note for Infrastructure Projects' (2015)
	Number of days in analysis period	220	190	190	Number of standard workdays/education days per year
	Optimism bias	15%	15%	15%	As per DfT Guidance (WebTAG Unit A1.2 Table 8), recognising previous experience of delivering this type of project.

Economic Impact and Value for Money:

Completed pro-formas for each beneficiary group are found in Appendix 2. The appended Technical Note: Economic Case provides details of the methodology, appraisal assumptions and appraisal results for the package. This section summarises the results for the package, presenting the benefits by beneficiary group and the package-wide costs to derive a BCR for the entire package. The DfT's Active Mode Appraisal Toolkit suggests that the £6.9m package can deliver present value of benefits (PVB) of £52.5m over the appraisal period. The toolkit therefore forecasts a BCR of 8.27 across the appraisal period, which implies excellent value for money for the Access Fund package. A summary of the economic impacts are listed below:

Table 4: Summary of economic impacts

Economic Impact Category	Beneficiary Groups			Total Benefits	Total Costs
	Commuters	School Pupils and escorts	Students		
Congestion benefit	£4,584	£770	£489	£5,843	
Infrastructure	£35	£6	£4	£44	
Accident	£1,142	£192	£122	£1,456	
Local Air Quality	£0	£0	£0	£0	
Noise	£76	£13	£8	£96	
Greenhouse Gases	£252	£42	£27	£321	
Reduced risk of premature death	£25,930	£14,809	£2,485	£43,224	
Absenteeism	£2,406	£1,849	£289	£4,544	
Journey Ambience	£96	£0	£0	£96	
Indirect Taxation	-£1,425	-£240	-£153	-£1,818	
Government	£0	£0	£0	£0	
Private contribution	£0	£0	£0	£0	£1,263
PVB	£33,060	£17,435	£3,268	£52,500	
PVC					£6,352
BCR					8.27

Note: The DfT Toolkit adjusts PVB and PVC to exclude infrastructure benefits. Private contribution costs are also deducted from the PVB calculation.

Key Risks and Uncertainties:

The key risks stem from the potential for cost increases for the Access Fund package, including: insufficient authority or partner delivery resources; scheme do not deliver projected outcomes; impact on reputation from poor performance.

To ensure that these risks are mitigated as best as possible, detailed and costed project plans will be developed for individual elements of the proposed scheme if funding is secured. Strong programme and project management, with change control processes will be implemented. The budgets will be monitored to enable for forward planning, to accommodate changes in inflation. As the Access Fund scheme also includes an element of third party funding for delivery, if there is a failure in the availability of this funding then aspects of delivery could be curtailed. A completed Scheme Impacts Pro-forma has been appended to this form in Appendix 2 summarising the impact of proposals against scheme objectives.

Wider Economic Benefits

As demonstrated in the Strategic Case, the West of England has a strong cycling economy. In particular, employment data sourced from the Office of National Statistics' Business Register and Employment Survey (2014) suggests that more than 2,800 jobs in the region linked to cycling related manufacturing, wholesale, retail, renting and repair activities.³²

The data suggests that employment in these cycling related sectors has grown by nearly 20% between 2011 and 2014. In comparison, employment in the West of England region has grown by approximately 5%. Such growth in the region's cycling related sectors of economic activity reflect the continued revenue and capital investment in the region's infrastructure over the recent past.

³² Due to the nature of the sector classifications, this estimate does not include employment from all organisations directly or indirectly related to the region's cycling economy. For example, the estimate does not include any employment in the public sector, which also account for notable employment related to delivery and management of the region's cycle infrastructure. The estimate also excludes employment in the voluntary sector, which includes charities like Dr Bikes. In addition to offering a valuable service to the local cyclists, such organisations particularly provide training and employment opportunities for very vulnerable members of the society. Furthermore, the estimate does not include employment from café's, coffee shops, other food and drink establishments, sports and nutrition specialists, which generate a notable proportion of their revenue through expenditure of regular and leisure cyclists (and other residents with active lifestyles) across the region.

Further revenue funding from the Access Fund matched by further public sector capital investment and private sector investment will continue to drive up cycling as a sustainable mode of travel for social, domestic, leisure and commuting in West of England, pushing the region to become the national cycling capital. This continued growth in cycling will create additional employment and enterprise in the region, further strengthening its cycling cluster.

Although it is not possible to forecast all new employment created in the West of England's cycling economy resulting from continued growth, a brief summary of the potential impact is presented in the paragraph below. This is based on using benchmarks and techniques sourced from the London School of Economics' 'The British Cycling Economy' 'Gross Cycling Product' Report which demonstrates that regular cycling activity in an area which drives cycling expenditure can support jobs locally as well as result in contributions to the local economy in terms of Gross Value Added (GVA).

Hence, in addition to delivering active travel mode based benefits earlier in this Economic Case, the increase in cyclists resulting from the Access WEST and other complementary capital funding between 2017/18 and 2020/21, could trigger over £4 million of additional annual cycling based expenditure by local cyclists. This additional expenditure in the local economy would lead to creation of more than 35 additional full-time equivalent jobs in the local economy. These additional jobs could support nearly £1 million of annual GVA for the local economy.

Furthermore, the Access WEST scheme will continue to support social enterprise opportunities along with associated benefits in the West of England. These benefits include providing training, employment and apprenticeships to vulnerable members of the community whilst providing free loan bikes to encourage people to access work and education through active modes. In addition, the forecast growth in active modes will make significant contributions to the ambitions and targets of DfT's Cycling and Walking Investment Strategy.

B4. The Financial Case – Project Costs

Access WEST contains tried and tested sustainable transport initiatives which has allowed for an accurate and robust costing of the proposal. The bid document and associated finances have been scrutinised by the West of England finance business partners to ensure that there are no significant ongoing costs associated with the project. The scalable nature of the schemes contained within Access WEST ensure that the risk of over/underspend are absolutely minimal. Section D2 contains sign-off from Bristol's s151 officer.

In line with the DfT guidance, the match contribution associated with our proposal has focussed on those elements that bring added value to the revenue we are requesting. An allocation from the new LGF has been included in our match contribution, linked as it is with our Access-funded engagement work – specifically Weston-super-Mare public realm/pedestrianisation improvements (see project summary and strategic case). Our total sustainable transport allocation through the new Growth Deal (£8m) has not been included as match for this bid. As the Strategic Case demonstrates there are strong and highly relevant links between our new LGF and the Access Fund, but in line with explicit DfT guidance this was not declared as match because the remaining elements of our LGF would proceed without securing Access Fund revenue - albeit with much reduced benefits as outlined in the economic case.

Our match contribution contains private sector match through our match-funded grant scheme. This highly popular and effective scheme has been running since 2013-14 and harnesses the match contribution through project delivery. Demand for these grants is increasing – in Bristol alone our

latest grant round (July 2016) saw a total of £208,700 investment in cycling and walking facilities, but a further £202,000 worth of projects having to be deferred due to available budget through STTY.

The reporting lines for Access WEST are shown below:

Grant Breakdown by Programme Work Package	Match	DfT Grant
Sub-Regional Programme Management	0	368,134
Sub-Regional Marketing and Communications	102,600	365,157
Business Engagement	293,000	1,956,142
Wheels to Work WEST	285,000	701,227
Community Engagement	215,004	1,790,613
Schools Engagement	282,500	1,189,227
Monitoring and Evaluation	0	90,000
Match Funded Grants	439,500	439,500
	1,617,604	6,900,000

Table A: Funding profile

£000s	2017/18	2018/19	2019/20
DfT funding sought	2,430	2,211	2,260
Local Authority contribution	101	112	72
Third Party contribution including LGF	420	416	497
TOTAL	2,951	2,738	2,828

B4. Management Case - Delivery

The West of England has an established track record of delivering smarter choices programmes to time and budget since Cycling City in 2008. Delivering Travel WEST TRANSITION means that all but two of our schemes are currently operational and ready to be scaled up in line with the start of the Access Fund: 17/18. Moreover, the majority of our schemes have been operational since LSTF in 2011 providing confidence that Access WEST will deliver the outputs stated in the project summary. The DfT's announcement date for the Access Fund (December 16) will afford the Access WEST programme ample time to mobilise individual schemes and retain key staff to ensure a smooth transition from STTY. A project plan has been provided in Appendix 3 identifying project mobilisation periods, key milestones and activity linked to capital projects. Access WEST contains a capital contribution from the Local Growth Fund and Local Transport Plan relating to:

1. Public realm/Street scene improvements and pedestrianisation of Regent Street Weston-super-Mare town centre. (LGF)
2. Development of a cycle hub in Weston-super-Mare (LTP)

Table C: Construction milestones

Milestones	Estimated Date
Start of works: <i>Weston Town Centre public realm/street scene improvements and pedestrianisation of Regent Street:</i>	01/09/18
Footway reinstatement complete for Christmas shoppers	30/11/18
Opening date:	28/02/19
Start of works: <i>Weston-super-Mare cycle hub</i>	01/09/2019
Completion of external structure	01/12/2019
Opening date:	01/03/2020

B5. Management Case – Statutory Powers and Consents

- Weston Town Centre public realm/street scene improvements and pedestrianisation of Regent Street: works fall within highway boundary. TRO to be obtained June 2018.
- Weston-super-Mare cycle hub: Planning permission request to be submitted March 2018, obtained by July 2018.

B6. Management Case – Governance

The governance arrangements are set out in the figure in Appendix 4. The Programme Manager for Access WEST is Andrew Whitehead reporting to the Senior Responsible Owner (SRO) Colin Rees. Both of these staff bring a wealth of experience of working on cross-boundary projects including delivery of LSTF WEST.

Building on the successful WEST 15/16 and Travel WEST TRANSITION arrangements, a Programme Board will oversee the delivery of Access WEST which will comprise representatives of the authorities and the LEP. The Board will approve the programme plan and consider highlight and exception reports, changes to the risk log and other key deliverables. Tolerances in terms of time and budget will be explicitly defined in a Programme Manual which will be based on PRINCE 2 principles. Key changes to the project outside of the tolerances of the Programme Board will be escalated to the Joint Transport Board (JTB).

This Committee brings together the lead transport Elected Members for the four authorities who meet quarterly and receive a regular update on the major schemes programme which will include Access West. High level reports are shared with the Joint Scrutiny Committee (cross party and authority meeting of 12 Elected Members) and the LEP Board. Figure 6 in Appendix 4 shows the governance arrangements.

For Access WEST a core central team will be continued to coordinate engagement and marketing and communications work packages. Recognising the importance of a central team, the costs of these posts have been ring-fenced and separately identified, and individuals are ready to start.

Bristol, Bath and North East Somerset, and South Gloucestershire Councils are progressing a West of England Devolution deal to create a new West of England Mayoral Combined Authority (MCA). The MCA is anticipated to come into existence within the duration of the Access West, However, Bristol City Council will remain the accountable body for the life of the Access WEST project.

B7. Management Case - Risk Management

A risk management strategy has been developed for the Access WEST project, following PRINCE2 principles to assess, track and manage risks through the Programme Manager and Programme Board (see Appendix 5). A detailed Programme Manual has been produced which formalises the due processes and responsibilities. Our experience of project delivery through Travel WEST and Travel WEST TRANSITION helps to reduce potential risks associated with the project. The majority of the schemes proposed for Access WEST are currently being managed successfully. Overall, the project can be viewed as low risk given our track record of delivery and project management.

Identified risks have been assessed and minimised through mitigation. It is important to note that all risks have allocated owners and will be tracked accordingly. A full risk register is included as Appendix 5. The main risks and mitigations are summarised as follows:

Forecasting Costs - Transition WEST is currently delivering many of the Access WEST schemes, and this will help to minimise the margin of error in forecasting likely scheme costs. Developing

detailed and costed project plans that are benchmarked against previous projects will minimise potential risks.

Securing Match Funding - We have obtained letters of support from partner organisations to formalise partner contributions. Our match-funding success through Travel WEST and Transition WEST and a current queue of requests for employer grants indicates future match funding is secure.

Achieving Desired Outcomes - There is a risk that project outcomes may be affected by a number of factors such as low participation rates. We propose to build on well-established delivery teams - following realistic and thorough project plans. Our delivery partners such as those in the business community also demonstrate great appetite to work together to achieve shared outcomes for the greater economic benefit and the wellbeing of employees.

Human Resource - We have successfully retained key staff members from Travel WEST and Transition WEST (including the retention of staff at our own risk) which will aid continuity and smooth project delivery across grant funding allocations.

B8. Management Case - Stakeholder Management

A stakeholder engagement plan will be drawn up for specific communication issues around individual projects. For Access WEST, the following broad categories of stakeholder have been identified:

Decision Makers – elected Members, funders and officers who are all involved in decision making on the scheme or preparatory work for decision making.

Local Enterprise Partnership – businesses are key beneficiaries of an improved transport system and can play a key role in forming opinions of other stakeholders.

Statutory Bodies – organisations with whom the authorities have an obligation to consult; including health bodies, emergency services and environmental groups.

Sub-regional stakeholders – organisations and groups which have an interest in the economic, social well-being and development of the sub-region and the impacts Access WEST may have.

Special interest groups – identified groups who have particular interest related to schemes forming Access WEST - such as transport and environmental groups who may not necessarily be statutory consultees (e.g. bicycle user groups).

Industry groups – organisations which have an interest in transport, economic growth and public health in the sub-region; including employers, education providers, health bodies and leisure facilities.

Members of the public / local residents – members of the public including residents within the catchment area and those that travel to the area for employment, leisure and tourism.

Five broad types of communication activity will be used to make contact with these stakeholders - community engagement; stakeholder engagement; media and public relations (including social media) and through consultation.

a) Can the scheme be considered as controversial in any way?

☐ Yes

☒ No

b) Have there been any external campaigns either supporting or opposing the scheme?

☐ Yes

☒ No

B9. The Commercial Case

The West of England authorities have an excellent record of procuring services individually or on behalf of the West of England. A review of contracts that feed into Access WEST funding has been

carried out with a timetable for contract review drawn-up along with officers to lead the work allocated where necessary. The work will be carried out in-house, and the timetable will ensure that there will be no loss of service provision where there is a need to renew or retender contracts. All activities will follow authority procurement regulations and State Aid rules. We will continue with using a range of procurement methods and we will work with specialist procurement officers to maximise best value for money

Audit of Procurement Arrangements

Current	Work Areas Involved	Arrangements for continuation
New contracts required as existing contracts expire 31 March 2017.	Feasibility / design work for B&NES	2 month process to start Dec 2016
	Living Streets – Bristol	School engagement to be retendered in Dec 2016
	Living Streets – South Glos.	Request for quotes to start Dec 2016
	Bus App – Bristol on behalf of sub-Region	Market testing / request for quotes from Dec 2016
Extension of current contracts and subsequent retendering during 2017-2020	Cycle hire - Nextbike – B&NES	Extensions through to Dec 2018 available but would then be re-tendered
Extension of current contract expiring 31 March 2017	Monitoring and Evaluation – Bristol on behalf of sub-Region	Waiver to existing contract. Work to start in Dec 2016
Existing framework contract in place	Business engagement officers and Sustainable Travel Field Team	Highways and Transport Framework Contract ends March 2019; work to start before April 2018 on letting the contract.

SECTION C – Monitoring, Evaluation and Benefits Realisation

Since the start of LSTF the West of England authorities have been in partnership with the Centre for Transport and Society at University West of England, Bristol. We have jointly planned and delivered the monitoring and evaluation of the Travel WEST programme which was agreed with the DfT. This was extended into 2015/16 and has now been further developed to provide evaluation of Travel WEST TRANSITION to March 2017.

There are consistent long term data sets now available to us. These include aggregate data (including traffic flows and satisfaction scores), data relating to business engagement linked with travel demand management, and valuable insights relating to behaviour change at transition points in people's lives. We have also had the benefit of an evaluation of the process of delivering sustainable transport initiatives and the emerging results from the meta-analysis of LSTF projects. Given the academic scrutiny over the funded period, we are in a strong position to make best use of the evidence concerning the relative success of different interventions.

We will continue to develop and consolidate our evidence base and we plan to continue evaluating at a proportionate level the activities to be funded as part of Access WEST. We are particularly keen to ensure continuity in data collection and evaluation around the themes that are continuing in order to ensure the longest time series possible. Time series data are the most valuable type of data available for intervention analysis.

By submitting this bid, I agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and, where appropriate, evaluation of outcomes.

☒ Yes ☐ No