

West of England Sustainable Travel (WEST)

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Document

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

Overall	Strategic		Economic					Managerial				Financial				Commercial													
	Name/No.	Date	Description	Identified problems and objectives of the option	Scale of impact	Fit with wider transport and government objectives	Fit with other objectives	Key uncertainties	Depth of business case assessment?	Economic Growth	Carbon emissions	Other benefits/impacts and synergies	Local environment	Well being	Expected VM Category	Implementation timeline	Public acceptability	Practical feasibility	What is the quality of the supporting evidence?	Key risks	Affordability	Capital Cost (£m)?	Revenue Cost (£m)?	Cost Profile	Overall cost risk	Other costs	Feasibility of option	Where is funding coming from?	Any income generated? (€/m)
13	Promoting Smarter Working	18/05/2011	Encouraging businesses to allow their employees to work from home all or part of the time. Provide information about teleworking as part of any initiative aiming to influence commuter travel.	AM and PM Peak hour congestion.	2	5. High	5. High	Whether businesses will allow more employees to work from home.	Don't know	5. Green	4. Amber/green	3. Amber	4. Amber/green	4. Amber/green	6. 5-10 years	3	2	3	Lack of uptake by businesses due to financial pressures. Low cost risk to the local authorities, but impact could be limited in the short term. More appropriate to combine with other smarter choices measures.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	3	LSTF, JLTP3, Council resources, Employers' resources.	No	
14	Low Emissions Zone	18/05/2011	Low Emissions Zone in Bath. Vehicles would be defined by their emissions and those that exceed pre-determined levels are charged to enter a defined area in Bath.	Air quality in Bath.	3	5. High	5. High	Legal processes associated with LEZ implementation - potential objections.	Don't know	3. Amber	5. Green	3. Amber	5. Green	3. Amber	5. 2-5 years	3	3	5. High	Legal processes associated with LEZ implementation - potential objections.	5. Affordable	02. 0-5	02. 0-5	Spend - 2013/14 to 2014/15.	3	None	5. Dynamic	LSTF, JLTP3, other Government funding.	No	
15	Rural Links and Hubs	18/05/2011	Community Engagement; Research, Promotions and Communication; Active Neighbourhood Fund; Car Sharing and Car Clubs; Wheels to Work; Community Transport.	Fewer transport options available; Real and perceived lack of information about options available; Real and perceived cost of alternatives to the car.	4	4	5. High	There is an issue about the ongoing annual costs of the car share group. The wheels to work scheme may not achieve financial viability by the end of the period.	5. Majority	4. Amber/green	4. Amber/green	4. Amber/green	3. Amber	5. Green	5. 5 years	5. High	5. High	4	There is an issue about the ongoing annual costs of the car share group. The wheels to work scheme may not achieve financial viability by the end of the period.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	5. Dynamic	LSTF, JLTP3, Employers' funding, Parish / Town Councils. Once established it is expected that the Parish Councils / local champion would continue to co-ordinate travel information in the longer term.	No	
16	Subsidised bus services	18/05/2011	Focus on subsidising commuter bus routes.	Public transport not running to / from the right locations at the right times.	3	4	4	Unlikely to be commercially viable at the end of LSTF funding and bus services would have to be terminated.	4	4. Amber/green	4. Amber/green	5. Green	4. Amber/green	5. Green	3. 6-12 months	3	5. High	4	Unlikely to be commercially viable at the end of LSTF funding and bus services would have to be terminated.	1. Not affordable	01. None	03. 5-10	Spend - 2012/13 to 2014/15.	1. High risk	None	5. Dynamic	LSTF, Council resources.	No	
17	Vibrant Streets	18/05/2011	Community Engagement; Danger Reduction; Research, Promotions and Communication; Sustainable Transport; Infrastructure - Vibrant Streets; Active Neighbourhood Fund; Car Clubs.	Traffic dominated urban streets discourage on-street activity, perceived/actual barriers to walking & cycling. Low level Sense of Place discourages use of local facilities accessible by sustainable modes.	5. Significant impact	4	4	Relies on active involvement of community.	5. Majority	3. Amber	4. Amber/green	4. Amber/green	5. Green	5. Green	4. 1-2 years	5. High	5. High	5. High	Potentially conflicting views about required streetscape improvements.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	5. Dynamic	LSTF, JLTP3, car club match funding (S106).	No	
18	Home Zones	18/05/2011	Home Zones are an attempt to strike balance between vehicular traffic and pedestrians/cyclists/businesses/residents. Physical alteration of streets and roads in an area that encourage motorists to drive with greater care and at lower speeds.	Traffic dominated urban streets discourage on-street activity, perceived/actual barriers to walking & cycling. Low level Sense of Place discourages use of local facilities accessible by sustainable modes.	3	3	3	Level of support from residents and lack of flexibility in approach.	3	3. Amber	3. Amber	4. Amber/green	5. Green	5. Green	5. 2-5 years	3	4	5. High	Level of buy-in from residents	5. Affordable	03. 5-10	01. None	Spend - 2012/13 to 2014/15.	3	None	5. Dynamic	LSTF, JLTP3, S106.	No	
19	Sustainable Travel Key Centres	18/05/2011	Facilitating Sustainable Travel in Key Centres (Bristol, Bath, and Weston-super-Mare). Public Realm; Way Finding; Cycling and Walking Infrastructure; Freight Consolidation.	Variety of physical barriers can deter take up of sustainable transport. E.g. poor legibility of the highway environment for walkers and cyclists. Poor perceptions/awareness of sustainable transport options, leading to congestion of the urban centres.	5. Significant impact	5. High	5. High	Public/stakeholder acceptability.	5. Majority	5. Green	5. Green	5. Green	5. Green	5. Green	5. 2-5 years	5. High	5. High	5. High	Public/stakeholder acceptability.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	5. Dynamic	LSTF, JLTP3, Council resources.	No	
20	Sustainable Travel Cities Towns	18/05/2011	Facilitating Sustainable Travel in Cities and Towns.	Variety of physical barriers can deter take up of sustainable transport. E.g. poor legibility of the highway environment for walkers and cyclists. Poor perceptions/awareness of sustainable transport options.	3	5. High	5. High	Level of impact that could be achieved spreading resources across a large number of towns/cities. Funding may be spent in towns where congestion is less of an issue.	3	4. Amber/green	4. Amber/green	4. Amber/green	4. Amber/green	4. Amber/green	6. 5-10 years	5. High	5. High	5. High	Delivery within LSTF funding timeframe.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2018/19.	3	None	5. Dynamic	LSTF, JLTP3, Council resources, S106.	No	
21	Junior School	18/05/2011	Programme targeted at children at Primary School to encourage children to travel sustainably.	Journey to school contributing towards AM Peak traffic.	1. Small impact	4	4	Reliance on third party to deliver improvements.	5. Majority	3. Amber	3. Amber	3. Amber	3. Amber	3. Amber	2. 1-6 months	3	5. High	5. High	Reliance on third party to deliver improvements.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	5. Dynamic	LSTF, JLTP3, Council resources.	No	
22	Secondary School to Adulthood	18/05/2011	Bike It Plus; Promotions, Back up Bikeability, Facilities, Pedestrian Training Links to School/Safer Routes to School; Job Centre/Training Providers/Colleges; Youth Card Plus; Wheels to Work; Life Course Approach - Pre-Licence Holders.	This approach internalises the issue of habit so that when people have to consciously consider travel behaviour change they are more amenable to the array of options than when habit is stable and potentially increasingly entrenched.	3	4	5. High	Reliance on third party to deliver improvements.	5. Majority	4. Amber/green	4. Amber/green	4. Amber/green	4. Amber/green	5. Green	5. 2-5 years	4	4	5. High	Reliance on third party to deliver improvements.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 and 2014/15.	5. Low risk	None	5. Dynamic	LSTF, JLTP3, Council resources, Colleges' resources.	No	
23	Universities	18/05/2011	Project officer; Students to Travel More Sustainably; Extending U-Link; Wider Public Use of Services; Marketing and Promotions; Specific Initiatives; Car Clubs Younger Members.	The choices students make about where to live at key transition points in their lives; current messages about options available ignored; transport messages not available through new media; public not aware the U link service is not just for students.	5. Significant impact	5. High	5. High	Reliance on third party to deliver improvements. Identifying and focusing on key transition points for individual students.	5. Majority	5. Green	5. Green	4. Amber/green	4. Amber/green	4. Amber/green	4. 1-2 years	5. High	5. High	5. High	Reliance on third party to deliver improvements.	5. Affordable	02. 0-5	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None	3	LSTF, UWE U link service, University of Bristol funding available and other universities.	No	
24	New Development	18/05/2011	Project Officer; Targeted Marketing and Promotion; Car Clubs; Telecentres/Hubs; Accelerated PT Delivery Fund.	PT/walking/cycling infrastructure often not available when new developments are first occupied due to the delay in securing sufficient developer contributions to provide these services or lack information about the available options.	4	5. High	5. High	Reliance on third party to deliver improvements. Identifying people planning to move home.	5. Majority	5. Green	5. Green	5. Green	5. Green	5. Green	5. 2-5 years	5. High	5. High	5. High	Reliance on third party to deliver improvements.	5. Affordable	01. None	02. 0-5	Spend - 2012/13 to 2014/15.	5. Low risk	None.	3	LSTF, JLTP3, Council resources, support / contributions through residential / workplace travel plans.	No	
25	Moving Home	25/10/2011	Promoting sustainable travel choices at key transition points when people move home.	Lack of information of options for travel. Unfamiliar with their new surroundings. Influencing travel behaviour before it becomes unsustainable.	2	4	5. High	Working with developers, rented housing providers, estate agents to help deliver improvements.	1. Little	5. Green	5. Green	5. Green	5. Green	5. Green	5. 2-5 years	5. High	3	1. Low	Reliance on third party to deliver improvements.	5. Affordable	01. None	02. 0-5	Spend 2012/12 to 2014/15	5. Low risk	None	4	LSTF, Council Resources, S106, Community Infrastructure Levy	No	
26	Commuter Coaches	11/01/2011	High quality commuter service, operating on key corridors from Weston super Mare to Bristol/North Fringe.	Out-commuting from Weston super Mare impact on Junction 21, AM/PM peak congestion.	5. Significant impact	5. High	5. High	Financial sustainability over the long term.		5. Green	5. Green	5. Green	5. Green	5. Green	5. 2-5 years	4	4	3	Getting an operator on board	4	01. None	02. 0-5	Spend 2012/13 to 2014/15	4	None	4	LSTF, Council Resources	No	
27	Improving Access to Employment	11/01/2011	Supporting access to training, apprenticeships and employment by sustainable transport. Partnership working with Job Centre, colleges and employers.	High levels of youth unemployment, access difficulties prevent employers accessing certain age groups.	3	5. High	5. High	Need to explore partnership working and tailored solutions.	4	5. Green	5. Green	5. Green	5. Green	5. Green	5. 2-5 years	5. High	3	5. High	Managing delivery of solutions	4	02. 0-5	02. 0-5	Spend 2012/13 to 2014/15	5. Low risk	None	5. Dynamic	LSTF, Council Resources	No	

Theme A: Stimulating Growth in Priority Areas

Project 1: Developing Area Travel Plans

Location:

- The North Fringe and Emersons Green
- Port area - Royal Portbury Dock (RPD), Avonmouth & Severnside
- Bristol Airport

Target audience:

Focus of activity is around key employers/employment clusters across the West of England currently difficult to access by non-car modes. Measures targeted at:

- Commuters
- Airport passengers and staff

Barriers to change:

- Car perceived as more convenient
- Not being aware of alternatives
- Lack of alternatives to car
- Resistance to change
- Large scale low density employment sites such as Avonmouth, Severnside and RPD difficult to serve with conventional scheduled bus network
- Changing shift patterns
- Temporary workers

Proposed solutions:

To target area wide travel plan initiatives around 3 main areas that have been identified as key growth areas but are currently difficult to access by sustainable travel. This work will be supported by improvements to cycling/walking and public transport links.

North Fringe

A large number of initiatives will be undertaken to improve sustainable travel to North Fringe workplaces. These are described in the 'Key commuter routes' project summary sheet. There is already a travel plan for the North Fringe, prepared by major employers, the RDA and Highways Agency (a group known as North Bristol Sus Com). Sus Com represents some 40,000 employees and 30,000 students. We will support them in implementing their travel plan, including:

- Providing a grant fund part time support officer for Sus Com.
- Appoint an Employer Account Manager for travel planning in the West of England to project manage relationships with businesses, share best practice and encourage collaboration between co-located businesses and also be responsible for delivery in the North Fringe.
- Improving on site and off site infrastructure for cycling and walking.
- Deploying a sustainable travel field team to encourage and inform at business locations.
- Providing support for a major promotional campaign for car sharing for North Fringe employers.
- Pump priming a commuter bus service serving key locations along the

A4174 Ring Road (see key commuter routes).

There are links with this project and other projects which also target the North Fringe. For example, bus services will be improved between Bristol and the North Fringe (part of the Universities project) and where appropriate services will be re-routed via the Romney Avenue Bus link.

Royal Portbury Dock/Avonmouth/Sevenside

At these sites, we will:

- Develop an area-wide travel plan to improve access to the port area.
- Appoint an Employer Account Manager for travel planning, to manage relationships with businesses, share best practice and encourage collaboration between co-located businesses.
- Develop employer specific customised mapping and transport information resources.
- Promote 2carshare.com, and run campaigns, competitions and events to encourage car-sharing, highlighting the cost savings in relation to current petrol prices.
- Explore the potential for those businesses and organisations using their own mini-buses to link with public transport services and other organisations.
- Work with employers to establish a scooter and electric bike loan scheme.
- Develop local bus/community transport links for shift workers at the major employment sites.
- Improve pedestrian/cycle links into the area, looking at links to/from rail stations and from adjoining residential areas (Lawrence Weston to Avonmouth/Severn Beach).
- Improving and extending the Royal Portbury Dock cycle path to link with Portishead, Bristol and interim villages
- Promote options and new services through the sustainable travel field team.
- Provide information on sustainable travel to the site through job centres, employment agencies and website.

Bristol Airport

Bristol Airport includes 46 employers and nearly 3,000 workers and has been working closely with North Somerset Council to develop their Surface Access Strategy and Travel Plan. However, the travel plan does not currently target all employers at the site. A planning application has recently been approved for expansion of the Airport and a S106 agreement is in place to provide a number of improvements to the public transport, highway, walking and cycling infrastructure as well as developing their current travel plan. The proposal is to support this process by:

- The Employer Account Manager for travel planning working with all employers at the airport and surrounding areas to help build relationships, share best practice and encourage collaboration between co-located businesses.
- Deploying the sustainable transport field team to encourage and inform at business locations.
- Providing support for a major promotional campaign for car sharing

- Promotion of the airport bus service from Weston-super-Mare to ensure its longer term viability prior to the S106 trigger points being achieved whereby the service will be enhanced

Transition Points

We will target interventions at points of change. For example, a large business park at Emersons Green is due to be occupied in summer 2012 and 2,600 staff are relocating from Bath to the MOD at Filton Abbey Wood. These moves present a challenge but also an opportunity to encourage commuters to travel sustainably from day one.

General

Provision of infrastructure at businesses, and on key commuter routes (see commuter routes project) will improve the environment for walking, cycling and public transport and be backed up by promotions and marketing.

Marketing and promotions will build on the experience of Cycling City with smarter choices road shows. A Sustainable Travel Field Team will be deployed at businesses to promote cycling, walking, public transport and car sharing; and will offer advice, route planning, support and buddy ride/walks. There will also be events and promotions including a Jam busting commuter challenge. Promotion of opportunities to travel sustainably will also take place through job centres and employment agencies.

Partners / Supporters:

Sus Com
UWE
Bristol Port Estate & Vicinity
Bristol Airport

Additional funding / resource available:

Employers' resources

Problems addressed:

In North Fringe: am and pm peak congestion and difficulties in parking. Particularly significant congestion at hot spots such as Coldharbour Lane access to M32 and A4174 Ring Road and A38 access to M4/M5.

Access to RPD has been highlighted as an issue for employees – previously issues with recruiting/retaining staff although this has changed with the current economic climate. A draft action plan was produced in July 2007 but resources were not available at this time to progress it. Would help relieve congestion at M5 J19.

Access to the Airport was highlighted as an issue in the JLTP and whilst the improvements to be made as part of the expansion of the Airport will go a long way to address this it will be enhanced by the additional co-ordination and marketing support provided as part of this project.

Strategic fit and support for JLTP3 objectives:

Links to other projects in this theme – business travel, key commuter routes, access to work & skills and rural links & hubs. Also links to work at new developments and Universities (UWE project).

Supports the following JLTP3 goals: Supporting Economic Growth, Reducing Carbon Emissions, and Improving Accessibility. Also contribution towards improving Safety, Security and Health through increased active travel and improved air quality.

Supporting economic growth and LEP objectives:

This project directly accords with the LEP focus on supporting economic growth and the creation of jobs. The Travel Plan areas embrace key employment sites which are expected to grow and help support the LEP ambition of 95,000 new jobs by 2030, and these locations include a number of LEP targeted high growth sectors.

Financial sustainability in the longer term:

The area travel plans will be developed by working in partnership with employers and these partnerships will continue beyond WEST. Groups have already been established within the dock area and the North Fringe and it is expected that these groups will continue once LSTF funding ceases. As the areas are all growth areas there will be opportunities to secure developer contributions for continuing with the work. The experience and good practice gained will be rolled out including ongoing promotions and marketing with associated infrastructure improvements.

Risks:

- Difficulty of engaging with employers in Royal Portbury Dock/Avonmouth/Sevenside.
- Employers may want different solutions. Regular liaison needed to keep all employers on board

Delivery arrangements:

Activity to be delivered by resource appointed through local authorities or employers to work with employers to deliver promotional activity and measures

Sustainable travel field team to deliver road shows at company locations

Procurement:

Employer engagement officers to be appoint by local authorities through existing arrangements

Joint contacting of sustainable travel field team

Outputs and outcomes:

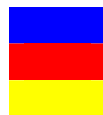
- Employer network developed by end of year 1
- Area travel Plans produced/reviewed by end Q3 year 2
- Infrastructure measures delivered by end of financial year in years 1, 2 and 3
- Number of employers participating in travel forums
- % employees mode share to work

Cost (£ 000s)	12/13		13/14		14/15		Total	
	Cap	Rev	Cap	Rev	Cap	Rev	Cap	Rev
Employer Account Management	0	38	0	137	0	137	0	312
On site Measures	83	26	150	10	150	20	383	56
Off site Infrastructure Cycling and Walking	78	0	210	0	200	0	488	0
New Public Transport/ Demand Responsive Services	80	140	0	175	0	175	80	490
Sustainable Transport Field Team	0	63	0	76	0	76	0	215
Promotions, Marketing and Incentives	25	85	25	93	25	82	75	260
Sub Total	266	352	385	491	375	490	1026	1333

Developing Area Travel Plans	2012/13			2013/14				2014/15			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Employer Account Management											
		M1		M2							
On site Measures											
											M3
Off site Infrastructure Cycling and Walking											
											M3
New Public Transport/Demand Responsive Services											
Sustainable Transport Field Team											
Promotions, Marketing and Incentives											

Key

Appoint/Engagement/Specification/Design
 Mobilisation/Procurement
 Implementation/Delivery



Milestone 1 (M1) - Inception meeting with each of the 3 areas held
 Milestone 2 (M2) - ATP produced/reviewed for each area
 Milestone 3 (M3) - Infrastructure measures delivered

Theme A: Stimulating Growth in Priority Areas

Project 2: Key Commuter Routes

To be developed in 2 phases. Phase 1 Key Commuter Routes key component bid with Phase 2 forming part of WEST.

Location: West of England

Target audience: Commuters travelling to work by car

Barriers to change:

- Poor perceptions of public transport
- Public transport not running to / from the right locations at the right times
- Cost of public transport
- Lack of information on alternatives
- Lack of facilities in the workplace

Proposed solutions:

Phase 1 (October 2011 – March 2013)

- Engagement with large employers on key commuter routes including offering small grants for on-site sustainable travel infrastructure and promoting business benefits of teleworking. We envisage working with 50 employers in the first year, and an additional 25 employers in each subsequent year.
- Promotions including roadshows at key employment locations. These will provide employees with information and incentives to try cycling / bus travel to work.
- Further commuter cycle routes and pedestrian enhancements in Bristol urban area building on cycling city.
- Additional bus service enhancements building on and complementary to the Greater Bristol Bus Network (GBBN).
- Begin roll out of cycling city experience to Bath and North East Somerset (B&NES) / North Somerset: identify network of commuter cycle routes; prepare signing strategy; do preliminary design work; implement small 'quick win' infrastructure schemes on these routes.

Phase 2 (August 2012 – March 2015)

- Focus on 11 key commuter routes serving city/town centres and other major employment sites in the area.
- Maintain engagement programme with employers started in Phase 1, working with existing businesses and engaging 25 additional businesses each year.
- Continue with roadshow promotions developed in Phase 1.

Public Transport

- Provide new state of the art in-bus information – including stop locations and news/information feeds via TFT displays across the West of England area. This will provide bus users with a better journey experience. It will also provide confidence to those who are unfamiliar with the routes, enabling them to know where they are along the route, expected journey time and

when they need to alight.

- Develop new bus services to link businesses in the Bristol North Fringe to their employees. These will include a high quality express commuter bus from Weston-super-Mare (North Somerset) with upmarket branding and services such as free wifi to appeal to motorists; a new orbital route linking the North Fringe to settlements in South Gloucestershire; and improvements to existing routes from Bristol itself.
- Upgrade express bus services linking our key centres to improve the offer to the business traveller through Wi Fi and high quality interiors
- Improve the punctuality of existing bus services to major employment sites, such as those in the North Fringe, through bus priority measures.
- Expand the provision of real-time information to more bus services across the West of England area.
- Expand benefits of GBBN project through a further bus route, as well as enhancements with stop upgrades and accessibility improvements on routes feeding into GBBN corridors.
- Carry out targeted promotion of bus services to nearby businesses and residents, as each bus route improves (including free bus taster tickets)
- Promote greater use of existing park and ride services by employees working in Bath and Bristol city centres, through engagement with employees at roadshows and extension of existing UTMC to include parking information displays.
- Develop station travel plan working with rail, bus and taxi operators to encourage non-car access to new Bath Spa interchange.

Cycling / pedestrian improvements

- Continue roll out of cycling city to B&NES and North Somerset: build and sign key commuter cycle routes identified in Phase 1; install cycle parking at businesses; promote improved routes to businesses and to residents living near new cycle routes using personal travel planning
- Develop additional commuter cycle routes in Bristol and South Gloucestershire to tackle 'missing links', sign new routes and promote them to businesses and residents; provide additional cycle parking at businesses where demand exceeds supply.
- Develop consistent approach to signing of new and existing cycle/ pedestrian routes across all four authorities.

Enabling measures to tackle barriers to change:

- Working with businesses through travel plans to promote information and ensure facilities available on site to support travel by sustainable modes including cycle parking, showers, lockers, pool cars etc
- Providing higher quality public transport facilities with competitive prices
- Providing new public transport /cycling/walking routes to areas not currently served
- Better more accessible information. This will embrace new technology to provide information through web based, phone and social media.
- Provide support to get started with cycling including offer of a loan bike, a Dr Bike service to get bikes into good working order; a bike buddy service to help employees find a good route to work; and free adult cycle training to

<p>gain confidence in commuting by bike (through the Area Travel Plan project)</p> <ul style="list-style-type: none"> • Activities to establish a new social norm of travelling sustainably, building on the success of the sustainable Travel Towns programme to incentivise employees who positively change their travel habits. 	
<p>Partners / Supporters: Suscom Businesses / employers Bus operators Sustrans</p>	<p>Additional funding / resource available: Through travel plans / S106.</p>
<p>Problems addressed: Facilitate more sustainable commuting both into and out of key employment sites, hence reducing congestion on key routes and increasing reliability for all road users; reduce carbon emissions from driving; improve access to employment from locations not currently served by public transport</p>	
<p>Strategic fit and support for JLTP3 objectives: We have identified action to reduce car commuting as a key component of our WEST bid because car use for the journey to work accounts for a large proportion of carbon emissions from transport (24% according to DfT carbon pathways analysis). More than half of the West of England area's population live along the identified Key Commuter Routes and they account for 21% of traffic movements in the area. Action to tackle car-based commuting therefore offers an opportunity to achieve substantial carbon savings while at the same time reducing peak hour congestion and increasing reliability of the road network for all users. We want to build on the lessons we have learned through cycling city and GBBN, rolling out successful practice to the wider travel-to-work area.</p> <p>Support for JLTP3 goals of: Supporting Economic Growth, Reducing Carbon Emissions, Improving Accessibility, Improving Safety, Security and Health and Quality of Life</p>	
<p>Supporting economic growth and LEP objectives: This project directly accords with the LEP focus on supporting economic growth and the creation of jobs. These commuter routes serve a number of key employment sites including the LEP identified Local Enterprise Zone at Temple Quarter, 4 of the 5 Local Enterprise Areas and the major regeneration site at South Bristol.</p>	
<p>Financial sustainability in the longer term: Partnership working with employers will be established through WEST and will be maintained in the longer term through existing staff resources. The experience and good practice gained will be rolled out including ongoing promotions and marketing with associated infrastructure improvements. The infrastructure improvements delivered as part of WEST will be delivered by 2014/15. It is planned that new public transport services will become commercially viable informed by market research and secured through careful procurement procedures. Opportunities will be sought through planning applications to secure developer contributions towards continuing the travel planning elements of this</p>	

project.

Risks:

As part of infrastructure implementation, stakeholder engagement and the consultation process pose particular risks in terms design revisions and timescales. Existing well established engagement groups and channels will help mitigate these risks. There are naturally also risks associated with longer term financial sustainability of new public transport services.

Delivery Arrangements:

Through internal resources building on the Cycling City project and partnership arrangements with individual Employers and Employer Groups.

Procurement:

Use of existing procurement arrangements with the market for public transport issues, and new joint procurement for external delivery of sustainable travel promotions, information and events with employers.

Outputs and outcomes:

The monitoring of Employer travel plans has shown the efficiency of these interventions and continued monitoring and evaluation will be used to measure impacts and value for money.

Cost (£ 000s)	12/13		13/14		14/15		Total	
	Cap	Rev	Cap	Rev	Cap	Rev	Cap	Rev
Engagement with employers	5	117	5	199	5	199	15	516
Sustainable Transport Field Team	0	30	0	88	0	88	0	206
Strategic Routes for walking and cycling	852	89	1608	25	3268	0	5728	114
Bus Improvement Measures	661	1087	1520	2121	425	1869	2606	5077
Promotions/Marketing	0	517	0	777	0	699	0	1993
Communications Strategy	0	100	0	105	0	25	0	230
New Technology	0	0	0	40	0	80	0	120
Network Management measures	299	185	100	106	100	106	499	397
Sub Total	1817	2125	3233	3461	3798	3066	8848	8652

Note: Costs exclude Key Commuter Routes key component project.

Key Commuter Routes	2012/13			2013/14				2014/15			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Engagement with Employers	Blue										
	Red										
	Yellow	Yellow	M1	Yellow	Yellow	Yellow	M2	Yellow	Yellow	Yellow	M3
Sustainable Transport Field Team	Blue										
		Red									
			Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Strategic Routes for Walking and Cycling		Blue									
			Red								
				Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Bus Improvement Measures	Blue	Blue									
			Red	Red							
					Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Promotions/Marketing		Blue									
			Red								
				Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Communications Strategy	Blue	Blue	Blue								
			Red								
				Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
New technology	Blue	Blue									
			Red	Red							
					Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Network Management Measures	Blue	Blue	Blue								
			Red								
				Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow

Key

Engagement/Specification/Design
 Mobilisation/Procurement
 Implementation/Delivery



Milestone 1 (M1) - 50 employers targeted
 Milestone 2 (M2) - A further 25 employers targeted
 Milestone 3 (M3) - A further 25 employers targeted

Theme A: Stimulating Growth in Priority Areas
Project 3: Business Travel

Location: West of England wide

Target audience: Businesses

Barriers to change:

- Companies are often unaware of the benefits of low carbon / active travel for journeys made during the course of work.
- Some low carbon travel options require significant up-front investment by businesses (e.g. electric and plug-in hybrid vehicles, electric bikes)
- The take up of electric cars and light goods vehicles by businesses is currently held back by the availability of charging infrastructure.

Proposed solutions:

- Offer businesses access to a shared fleet of low / zero emission vehicles (including electric cars, plug in hybrids, smart cars, electric bikes and conventional bikes) for travel during the course of work. This will build on our successful ‘Go Low’ pilot project with Avon and Wiltshire Partnership NHS Trust, reducing the use of employees’ own cars (the ‘grey fleet’) for business travel. The pilot project found that these cars were typically 12 years old and inefficient, with over 200g/km CO₂ emissions. The project will encompass 50,000 employees.

Our support for GoLow will enable the pilot scheme to be established as an independent community interest company, and extended to other large organisations with high business mileage. Within the period of LSTF funding, it will deliver:

- A fleet of 75 low emission vehicles, 20 electric cars and 60 electric bikes;
- Expansion to cover 10 or more major organisations (e.g Avon Fire Service; North Bristol NHS Trust).
- We will encourage businesses to use electric vehicles for business travel by installing 121 charging points in their premises across the West of England. These will be complemented by the installation of 31 charging points at public car parks and Park & Ride sites. The charging points will be distributed free to businesses with travel plans that agree to match fund other sustainable transport measures.

Partners / Supporters:
Employers (Green Commuter Club, Sus Com), suppliers.

Additional funding / resource available:

Problems addressed:

Use of 'grey fleet' (employees own vehicles) for business travel is inefficient in terms of carbon emissions, as vehicles are typically older and less well-maintained than business fleets.

Reduced electric vehicle 'range anxiety' through the provision of an area-wide network of charging points.

Strategic fit and support for JLTP3 objectives:

This project is complementary to our 'Key commuter routes' and 'Area travel plan' projects because we know that the requirement to have a car available during the day is a reason many employees give for driving to work. Providing a pool of low-CO₂ vehicles for travel during the course of work can therefore help reduce commuting by car.

Business travel is also an important target in its own right because it accounts for around 13% of all carbon emissions from transport (DfT carbon pathways analysis)

Supports with JLTP3 goals to:

- Reduce carbon emission;
- Support economic growth;
- Promote accessibility;

Supporting economic growth and LEP objectives:

Reducing Carbon Emissions from Business Travel will reduce travel costs, enabling businesses to bring forward expansion plans and create more jobs.

Financial sustainability in the longer term:

The Go Low scheme will be rolled out to businesses. Cost savings made through more effective ways of managing the vehicle fleet will enable the project to become self financing. Evidence generated from success stories during WEST will continue to be disseminate to other businesses post 2015. Momentum generated during the project including evidence of travel cost reductions will gain pace to enable a self-sustaining project in the longer term.

Risks:

- Lack of support from business community to engage in project. Proposed mitigation: excellent links have been established with major employers and many have already indicated support for the proposed measures. These links will continue to be developed and expanded.
- Initial costs estimates are exceeded. Proposed mitigation: develop detailed costed project plans for individual projects; strong programme management and change control.

Delivery Arrangements:

GoLow, developed by Avon & Wiltshire Partnership NHS Trust and Bristol City Council will be established as an independent community interest company.

Chargemaster plc has been appointed to deliver the first phase of electric charging units in Bristol, funded through developer contributions. A joint tender will be award for the larger LSTF-funded contract.

Procurement:

The procurement strategy will focus on securing cost efficiencies through framework and partnering agreements.

Outputs and Outcomes:

The expansion of GoLow and the roll out of electric vehicle charging points will be monitored through usage statistics. This will provided detailed information to evidence the success criteria for the project.

Cost (£ 000s)	12/13		13/14		14/15		Total	
	Cap	Rev	Cap	Rev	Cap	Rev	Cap	Rev
Electric Vehicle Charging Infrastructure/Go Low Approach	153	47	110	85	100	85	363	216
Sub Total	153	47	110	85	100	85	363	216

Business Travel	2012/13			2013/14				2014/15			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Electric Vehicle Charging Infrastructure	■						■				
		■						■			
			■	■	■	M2	■	■	■	■	■
Go-Low approach	■	■									
			■								
				M1	■	■	■	■	■	M3	

Key

Engagement/Specification/Design
 Mobilisation/Procurement
 Implementation/Delivery



Milestone 1 (M1) – Go Low available to businesses employing 25,000 people
 Milestone 2 (M2) – 60 business electric charging points installed
 Milestone 3 (M3) - GoLow available to businesses employing 50,000 people

Theme B: Connected and Thriving Centres

Project 4: Local Economic Activity in Urban Areas

Enhancing the street-scene to allow urban streets to function for the community, providing an environment encouraging active living through walking, cycling and children's play.

Location: Residential communities in the Bristol Urban Area (Bristol and South Gloucestershire)

Target audience: Local Communities (target 25)

Barriers to change:

- Traffic dominated urban streets discourage on-street activity, creating perceived and actual barriers to walking and cycling.
- Low level Sense of Place and lack of confidence in the street environment discourages local activity and use of local facilities accessible by sustainable modes, instead promoting car use to out-of-area facilities.

Proposed solutions:

- Embed localism agenda by engaging directly with urban communities to understand their concerns and local barriers to active travel (e.g. through community forums, citizen's panels, parish councils), focusing on:
 - a) Communities with pre-existing concerns
 - b) Communities which are shown by market research to be more open to incentives to try sustainable modes of transport
- Work in partnership with the local community to implement measures which address community concerns and break down barriers to sustainable travel. These measures might include:
 - a) Engagement: e.g. sustainable travel promotions, information and events to engage families and individuals
 - b) Infrastructure: e.g. Streetscene enhancements, kerb build outs, planters, walking and cycling facilities
 - c) Hubs: e.g. Community Cycle/Walking Hubs located in disused local shop units
 - d) Volunteering: e.g. Walk for Health style walking networks
 - e) More Sustainable Car Use: e.g. car clubs
- Empower local communities in the above activities by establishing a 'Community and Active Neighbourhood Fund', to provide local groups with the resources (aim to fund 150-200 projects) to take forward their own sustainable transport initiatives.
- Danger Reduction. As part of developing measures with local communities, specifically looking at slowing speeds through 20 mph zones. These can change the nature of the street scene, discouraging through traffic and positively encouraging modal shift by creating an environment much more pleasant for walking and cycling. In Bristol focus on extending existing 20 mph pilot zones city wide. In other areas potentially focussing on key areas such as local high streets and outside community facilities.

<p>Partners / Supporters: Neighbourhood partnerships (Bristol), Priority Neighbourhoods (South Gloucestershire), Health Sector, Active Bristol, Car Club Operators</p>	<p>Additional funding / resource available: Active Bristol, car club match funding (S106), Health Sector resources.</p>
<p>Problems addressed: Increased Sense of Place and confidence in moving safely around local areas leads to increased use of sustainable modes of travel and a reduction in private car use for local journeys. Positive impacts resulting for physical activity, speed reduction, road safety, use of local facilities, regeneration and community cohesion.</p>	
<p>Strategic fit and support for JLTP3 objectives: Community level implementation of Smarter Choices and behavioural change, especially linking to cycling and the roll out of the successful Cycling City project.</p> <p>Support for wider regeneration and environmental/urban realm enhancements.</p> <p>Supports JLTP3 goals of: Supporting Economic Growth, reducing carbon emissions, improving accessibility and improving safety, security and health.</p>	
<p>Supporting economic growth and LEP objectives: Key links to supporting and regenerating local business.</p>	
<p>Financial sustainability in the longer term: The infrastructure improvements will be in place by the end of the project and will be maintained by the local authority. It is envisaged that staff resources will continue to work with the neighbourhood partnerships at the end of the West project. Local initiatives such as Car Clubs have shown that following initial investment they are financially sustainable by Private Operators. Other initiatives will be assessed and rolled into existing neighbourhood and partnership work programmes.</p>	
<p>Risks: In working with communities there are key benefits in terms of addressing local barriers to sustainability. However there are also risks inherent with achieving consensus with community groups and maintaining an overall strategic approach.</p>	
<p>Delivery Arrangements: Through internal resources and partnership arrangements with Neighbourhoods and Health Sector</p>	
<p>Procurement: Use of existing procurement arrangements with private operators for issues such as car Clubs, and new joint procurement for external delivery of sustainable travel promotions, information and events.</p>	




Outputs and outcomes:

Evaluation of individual measures will assess value for money issues. This can build on existing evidence of wider health benefits, and results from assessments of the two pilot 20mph limit areas implemented in Bristol

Cost (£ 000s)	12/13		13/14		14/15		Total	
	Cap	Rev	Cap	Rev	Cap	Rev	Cap	Rev
Community Engagement	0	143	0	209	0	180	0	532
Danger Reduction	441	15	592	15	592	15	1625	45
Research, promotions and Communication	50	85	50	80	50	75	150	240
Sustainable Transport Infrastructure	260	10	455	20	495	20	1210	50
Active Neighbourhood Fund	613	0	605	520	400	600	1618	1120
Car Clubs	0	5	0	5	0	5	0	15
Sub Total	1364	258	1702	849	1537	895	4603	2002

Local Economic Activity in Urban Areas	2012/13			2013/14				2014/15			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Community Engagement	Engagement/Spec/Design	Engagement/Spec/Design									
	Mobilisation/Procurement	Mobilisation/Procurement									
		M1			M2				M3		
Danger Reduction	Engagement/Spec/Design			Engagement/Spec/Design				Engagement/Spec/Design			
Research, Promotions and Communication		Engagement/Spec/Design									
			Mobilisation/Procurement								
Sustainable Transport Infrastructure	Engagement/Spec/Design			Engagement/Spec/Design				Engagement/Spec/Design			
Active Neighbourhood Fund	Engagement/Spec/Design			Engagement/Spec/Design				Engagement/Spec/Design			
Car Clubs		Engagement/Spec/Design									
			Mobilisation/Procurement	Mobilisation/Procurement							

Key

Engagement/Specification/Design 
 Mobilisation/Procurement 
 Implementation/Delivery 

Milestone 1 (M1) – 5 neighbourhood partnerships/priority neighbourhoods engaged with
 Milestone 2 (M2) – A further 10 neighbourhood partnerships/priority neighbourhoods engaged with
 Milestone 3 (M3) – A further 10 neighbourhood partnerships/priority neighbourhoods engaged with

Theme B: Connected and Thriving Centres
Project 5: Rural Hubs and Links

Location: Rural communities and more isolated urban wards in North Somerset, B&NES and South Gloucestershire

Target audience: Local Communities (target 42)

Barriers to change:

- High levels of rural unemployment with transport being a key barrier to accessing employment.
- Difficulty in accessing education / training for some groups
- Fewer transport options available.
- Real and perceived lack of information about options available.
- Real and perceived cost of alternatives to the car.

Proposed solutions:

- Targeting the start point of commuter trips by engaging with local communities
- Embedding a localism agenda by engaging directly with rural communities to understand their concerns and local barriers to accessing key services, training and employment and to travelling sustainably (e.g. through community forums, citizen's panels, parish councils, transitions groups), focusing on:
 - a) Communities with pre-existing concerns and where evidence has shown clusters of unemployment due to transport issues
 - b) Communities which are shown by market research to be more open to incentives to try sustainable modes of transport
- A dedicated officer to work in partnership with the job centre, local training providers, parishes / local communities and major employers (through the key commuter routes project) to promote and co-ordinate rural transport initiatives which address real and perceived barriers to access and choosing sustainable transport options in that locality. These schemes might include:
 - a) Working with or establishing a village agent as a central point of contact for travel information and to support community travel networks
 - b) Personalised travel planning for those identified through training providers / job centres / employers as having difficulty accessing the workplace
 - c) Providing specific travel maps / information for the local area
 - d) Promoting car-sharing within the local community
 - e) Incorporating transport information into village website / newsletter
 - f) Ensuring up to date transport information (e.g. bus timetables, cycle route maps, car-share and community transport details) is provided in a central location, i.e. local shop / pub
 - g) Working with communities / employers to look at how community transport can be utilised to provide additional services

<p>h) Identifying small schemes that make it easier for people to move around their local community by foot / cycle</p> <p>i) Promotion of a wheels to work type scheme / road safety training.</p> <p>j) Setting up a cycle loan scheme provided by local bike suppliers</p> <p>k) Working with public transport operators to offer promotional tickets (ie one months free travel to those starting new employment prior to receiving their first salary)</p> <p>l) Piloting a car club in a rural community</p> <p>m)Promotion at existing community events, i.e. village fayres through the sustainable travel roadshows</p> <ul style="list-style-type: none"> • Empower local communities in the above activities by establishing a 'Community and Active Neighbourhood Fund' which can be used to provide minor scheme improvements or to 'kick start' community transport projects to improve access and aid sustainable travel. 	
<p>Partners / Supporters: Parish / Town councils / employers / job centres / training providers</p>	<p>Additional funding / resource available: Employers, Parish / Town Councils / job centres</p>
<p>Problems addressed: Increased knowledge and choice of sustainable transport enables more residents in rural areas to access employment, education, training, health and other services. Also enables a reduction in carbon emissions and congestion associated with longer journeys from rural areas. Increases viability of rural bus services and community transport schemes.</p>	
<p>Strategic fit and support for JLTP3 objectives: High levels of rural unemployment have been raised as an issue in the West of England and the Job Centre are actively seeking to address this. Transport is factored as one of the key barriers to accessing employment particularly for rural communities. Major employers in the area are also working with training providers to increase their skills base</p> <p>Community level implementation of Smarter Choices and behavioural change, addressing the specific needs of rural communities and increasing the labour market for key employers.</p> <p>Incorporates the localism agenda through working with local communities, parish councils and transitions groups. Parish Plans can be used to support this work.</p> <p>Supports with JLTP3 goals to:</p> <ul style="list-style-type: none"> • Support economic growth; • Promote accessibility; • Reduce carbon emissions; • Contribute to better safety, security and health; • Improve quality of life and a healthy natural environment. <p>Links to other projects in the low carbon commuting / transitions themes</p>	

through targeting the start of the journey, complimenting improvements made to key commuter routes and end journey experience and increasing the skills base through access to employment.

Supporting Economic growth and LEP objectives:

Fits with the people and place agenda within the LEP. Focus on access to employment and training and increasing access to the skills base.

Financial sustainability in the longer term:

Funding will be used to build links between key stakeholders and rural communities to address real and perceived transport barriers in relation to access to training and employment. We will establish partnerships and enable local communities to continue the project in the longer term when funding ceases. The local authorities will continue to provide information and advice once the project ends and LTP funding can be used to support community projects.

Risks:

- Difficulty in engaging with parish councils / local communities
- Changing role of the job centres / training providers
- Difficulty in engaging with employers to implement wheels to work schemes

Delivery Arrangements:

- Partnerships established with key stakeholders to define the work of the rural transport co-ordinator
- Recruitment to rural transport co-ordinator post/s

Procurement:

Use of existing procurement arrangements.

Outputs and Outcomes

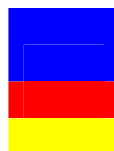
- End February 2013 – agreed action plan in place
- By end March 2014 we will have targeted 20 rural communities
- By end March 2015 we will have targeted 42 rural communities
- Increasing access to employment / training and reducing the numbers seeking Job Seekers Allowance
- Increasing the numbers using sustainable modes for their daily commute
- Increasing awareness of alternative modes of travel

Cost (£ 000s)	12/13		13/14		14/15		Total	
	Cap	Rev	Cap	Rev	Cap	Rev	Cap	Rev
Community Engagement	0	54	0	80	0	80	0	214
Danger Reduction	20	0	30	0	30	0	80	0
Research, Promotions and Communication	0	35	0	113	0	113	0	261
Active Neighbourhood Fund	130	30	210	95	210	120	550	245
Car Sharing and Car Clubs	0	10	0	10	0	10	0	30
Wheels to Work	0	10	0	20	0	12	0	42
Community Transport	0	60	0	40	0	40	0	140
Sub total	150	199	240	358	240	375	630	932

Rural Hubs and Links	2012/13			2013/14				2014/15			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Community Engagement	Blue	Blue									
		Red	Red								
			M1	Yellow	Yellow	Yellow	M2	Yellow	Yellow	Yellow	M3
Danger Reduction	Blue	Blue									
		Red	Red	Red							
			Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Research, Promotions and Communication	Blue	Blue	Blue								
		Red	Red	Red							
				Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Active Neighbourhood Fund	Blue	Blue									
		Red	Red								
			M1	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Car Sharing and Car Clubs	Blue	Blue									
		Red	Red								
			Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Wheels to Work	Blue	Blue									
		Red	Red								
			Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Community Transport	Blue	Blue	Blue								
		Red	Red	Red							
			Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow

Key

Engagement/Specification/Design



Mobilisation/Procurement

Implementation/Delivery

Milestone 1 (M1) - Agreed action plan in place and Neighbourhood Fund established

Milestone 2 (M2) - 20 rural communities targeted

Milestone 3 (M3) - 42 rural communities targeted

Theme B: Connected and Thriving Centres
Project 6: Sustainable Travel in Key Centres

Location: Bath, Bristol, Weston-Super-Mare

Target audience: Users of urban streets including businesses, shoppers and tourists

Barriers to change:

In urban centres a variety of physical barriers can deter take up of sustainable transport. For example, poor connectivity between modes, poor legibility of the highway environment for pedestrians and cyclists, and the intrusiveness of road traffic, particularly HGVs.

Poor perceptions and / or awareness of sustainable transport options can lead to congestion of the urban centres as residents, workers and visitors choose to travel in by car.

Poor connectivity between key locations can also be a barrier to movement resulting in a lack of investment in and poor quality / underutilised business / retail units.

Proposed solutions:

Within the main centres of Bath, Bristol and Weston-Super-Mare, implement a package of physical measures, complemented by appropriate promotional activities, to create urban centres more conducive to sustainable travel.

Achieve this by:

- Improving quality and legibility of the public realm
- Improving connectivity between key areas by walking, cycling and public transport;
- Reducing the intrusiveness of traffic; and
- Facilitating greater access to sustainable transport options

This package will include:

- Pedestrian / public realm improvements and wayfinding products in Bristol, Weston-super-Mare and Bath. Measures on key walking routes will facilitate the walking economy through pavement widening, street greening, pedestrian crossing upgrades, access to interchanges and enhancements to public spaces (Bath city centre). Measures will include new pedestrian wayfinding and other information provision together with de-cluttering of redundant street furniture and signing.
- Continue rolling out of Cycling City initiatives, including:
 - a) New urban cycle routes linking central areas to adjoining districts;
 - b) Improved city centre cycling links, including exceptions for cycles on one-way street (in Bath);
 - c) Increasing opportunities for cycle hire (including electric bikes);
 - d) Increasing the number of cycle hubs / cycle parking facilities; and
 - e) Offering cycle maintenance sessions, special cycling events, workplace cycle challenges and cycle champions.
- Improved information at Bath's rail, bus and coach stations, making it

<p>easier for people to continue their journey.</p> <ul style="list-style-type: none"> Continuing promotion of the Bristol and Bath freight consolidation centre, using electric delivery vehicles. Investigate piloting wider uses such as for delivery of large items to collection points and potential for priority loading bays and use of existing bus lanes. Public realm and pedestrian improvements in Weston-super-Mare to support the redevelopment of Dolphin Square with associated employment opportunities and open up currently underutilised retail / business units. A parking guidance system will support improvements by relieving congestion in the area and directing people to underutilised car parks. 	
<p>Partners / Supporters: Link to Business Improvement Districts (BIDs) which have been established in Bath & Bristol and proposed for Weston super Mare (vote planned for March 2012). Weston town centre developers.</p>	<p>Additional funding / resource available: Business Improvement District funding (derived from collection of 0.75%-1.5% extra business tax to improve BID area)</p>
<p>Problems addressed: Increased use of sustainable modes of travel and reduced use of private cars in the urban centres will reduce carbon emissions, congestion and air pollution. The centres will be more vibrant and attractive to both local users and tourists enticing new retailers into the area, opening up employment opportunities, supporting economic regeneration and promoting greater physical activity. The tourist economy will also be supported by the improvements to end-to-end journeys by sustainable modes.</p>	
<p>Strategic fit and support for JLTP3 objectives: Links with wider campaigns, promotions and special events to promote change in travel behaviour.</p> <p>Links to wider behavioural change programmes including employer and school travel plans and low carbon commuting measures. Key links with overall cycle promotion and roll out of successful Cycling City project.</p> <p>Significant research and evidence base available as to the effectiveness of behavioural change projects based on Personalised Travel Planning (PTP), Cycle City and public realm improvements.</p> <p>Supports Policy CS29 of the North Somerset Council Core Strategy for town centre regeneration.</p> <p>Supports with JLTP3 goals to:</p> <ul style="list-style-type: none"> Reduce carbon emission; Support economic growth; Promote accessibility; Contribute to better safety, security and health; 	

Supporting economic growth and LEP objectives:

Facilitating Sustainable Travel in Key Centres will help create the right conditions for growth in our urban centres including the newly designated Local Enterprise Zone at Temple Quarter, Bristol and Local Enterprise Areas in Bath (City Riverside) and Weston-super-Mare. The proposed programme of works will demonstrate a clear commitment to urban renewal by focussed investment in transport infrastructure and the public realm. This will create confidence for private sector investment and improve accessibility to new jobs.

Financial sustainability in the longer term:

This project focuses mainly on infrastructure schemes that will be delivered by the end of the project in 2014/15. The authorities will be liable for ongoing maintenance. Regeneration of the key centres is ongoing and there has already been and will continue to be significant investment. We are committed to promoting growth in our urban centres and will continue to improve the transport conditions. Proposed investment in the freight consolidation centre will allow this service to grow, creating economies of scale that will enable it to become self-sustaining by 2015.

Risks:

- Lack of support from community for proposed measures. Proposed mitigation: communities and interest groups will be involved in developing and prioritising schemes.
- Initial costs estimates are exceeded. Proposed mitigation: develop detailed costed project plans for individual projects; strong programme management and change control.

Procurement:

The procurement strategy will focus on securing efficiencies through framework and partnering agreements. The freight consolidation centre is procured through a joint agreement between DHL, Bristol City Council and Bath & North East Somerset Council.




Outputs and Outcomes:

New walk, cycle, public transport and information-providing infrastructure will create a mode shift to these modes. This will be evidenced by before and after surveys.

Cost (£ 000s)	12/13		13/14		14/15		Total	
	Cap	Rev	Cap	Rev	Cap	Rev	Cap	Rev
Public Realm	782	0	677	0	643	0	2102	0
Way Finding	0	0	50	0	50	0	100	0
Cycling and Walking Infrastructure	175	25	290	25	690	25	1155	75
UTMC Parking Management	255	0	25	0	0	0	280	0
Freight	0	206	0	252	0	202	0	660
Interchanges	55	28	100	111	50	111	205	250
Sub Total	1267	259	1142	388	1433	338	3842	985

Sustainable Travel in Key Centres	2012/13			2013/14				2014/15			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Public Realm & Way Finding	Blue	Blue		Blue	Blue						
			Red			Red					
				Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Cycling and Walking Infrastructure	Blue			Blue							
		Red			Red						
		M1	Yellow	Yellow	Yellow	Yellow	Yellow	M2	Yellow	Yellow	Yellow
UTMC Parking Management				Blue	Blue						
						Red	Red				
								Yellow	Yellow	Yellow	Yellow
Interchanges	Blue	Blue	Blue								
				Red	Red						
						Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Freight Management											
	Red										
		Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	M3

Key

- Engagement/Specification/Design 
 - Mobilisation/Procurement 
 - Implementation/Delivery 
- Milestone 1 (M1) - Implementation commences on phase 1 cycling and walking schemes in Bath, Bristol & Weston-super-Mare
Milestone 2 (M2) – Complete 5 cycling schemes, 5 walking schemes and parking guidance system
Milestone 3 (M3) - Bristol/Bath Freight Consolidation Centre becomes financially sustainable.

Theme C: Transitions to Low Carbon Lifestyles

Project 7: The Move to Secondary School

Location: West of England wide

Target audience: School children transitioning from primary to secondary school Years 4 - 7

Barriers to change:

When children start secondary school parents often resort to taking them by car as they have a number of concerns about road safety including their child's road safety skills, as well as issues around perceived cheapness of car travel versus public transport, and convenience of trip chaining. Whether these are perceived or actual issues, when combined with road environments which aren't conducive to walking / cycling and public transport which is either unavailable or costly, it can result in car travel to secondary school and the attrition of sustainable travel habits. This adds significantly to traffic congestion, and costs to business, especially around morning peak commute times.

Proposed solutions: - Sub-Projects

To build on the work already undertaken through school travel plans and Safer Routes to School to provide a package of measures targeted at those pupils preparing (Years 4-5) and in transition (Years 6-7) from primary to secondary school – to maximise take up of sustainable modes on their new journey to school before the habit of being driven there is imbedded. Working with a minimum of 75 (of 351) primary and 15 (of 78) secondary schools a key to the success of this project is the drip feeding approach of information to children and parents to ensure that informed choices are made and key messages are reinforced. The project seeks to support this by continued working with schools and communities including ensuring that safe routes are available to school and in the build up to transition from primary school sustainable travel is embedded, not least to reduce congestion and carbon emissions.

- To build a sustainable travel (especially cycling) culture at secondary school level a package of measures for Year 4 through to and including Year 7 pupils will be developed. Prior to decision taking in Year 6, in years 4 and 5 – targeting information provision and education through comprehensive social marketing led initiatives during this period ensures that children and parents are able to make informed choices about school attendance and travel mode choice. Targeted Bikeability Level 1 at this stage complements this by introducing cycling to parents and children and by instilling confidence in this as a realistic school travel mode. The programme will include a 'booster' training session focused on increasing independent mobility from Year 5
- Decision time in year 6 – focusing early at this group when a decision over school attendance is fresh by providing personalised travel planning ensures that children and parents are made aware of all sustainable travel options to their chosen secondary school. This alongside

Bikeability training further helps to instil confidence in both children and parents that cycling/walking (also possibly public transport?) to school is a safe and realistic option.

- Securing transition in year 7 – provision of buddying and peer support to facilitate a safe and confident approach to using sustainable travel choices and ‘lock in’ sustainable travel habits. This will help to embed sustainable access to education and potentially follow through to the workplace given the importance of habit in travel behaviour. This will build on the successful model of mentoring new Year 7s employed in Bradley Stoke Community School, South Gloucestershire

This will be implemented through secondary schools and their feeder primary schools. This package will include:

- Targeted social marketing tailored to this age range
- ‘Booster’ Pedestrian training
- Bikeability cycle training (including new methods of delivery Levels 2 and 3 at year 7)
- Encouraging take up of Bike It (or similar)
- Self-sustaining Bike Clubs/Sustainable Travel Programmes with links to Healthy Schools initiatives to increase physical activity
- ‘Peer’ cycle buddy / promotion groups
- Safer Routes to School infrastructure improvement projects
- In-class travel planning workshops for Year 6
- Promotional stands at inception days (and pre-transfer visits)
- Schools Travel Health Check
- Grants to projects boosting walking and cycling

Partners / Supporters:

Sustrans
Schools

Additional funding / resource available:

Some staff time provided by NHS Bristol Health Schools team.

Problems addressed:

Giving pupils the skills to travel to secondary school by sustainable modes, and ensuring that parents have confidence in their child’s ability to do this, will minimise car use on the secondary school run and reduce peak time congestion.

Reducing private car use on the school run will support the economy and reduce carbon emissions. It will also help improve physical activity levels among children as they make greater use of active travel modes. It has potential to have a long term influence on travel behaviour as these children will become young people who know how to travel sustainably and are not reliant on car travel.

Strategic fit and support for JLTP3 objectives:

Links with wider campaigns, promotions and special events to promote change in travel behaviour. This includes the Bristol Healthy Schools and Active Bristol programmes.

Links to wider behavioural change programmes for school children aged 15-17 and work with Universities. Key links with overall cycle promotion and roll out of successes of Cycle City project from Bristol and South Gloucestershire.

Significant peer reviewed evidence base and grey literature available as to effectiveness of behavioural change projects based on School Travel Plans, Safer Routes to School and Bike It projects.

Monitoring of travel choices for before and after participation.

Support for JLTP3 goals: Reducing carbon emissions and congestion, improving accessibility and improving safety, security and health (including longer term e.g. reduced absenteeism in school and workplace). Potential for longer term benefits including access to skills.

Supporting economic growth and LEP objectives:

A key issue is peak time traffic congestion, and cost to businesses. Just under 20% of vehicles on the road network at 8:50am are parents/carers driving their able bodied children to schools, many of which are short trips. Reducing the number of such trips by car will help reduce congestion and consequent costs to business.

Financial sustainability in the longer term:

New measures will be piloted as part of WEST and it is anticipated that successful measures within the project will continue at a reduced level when LSTF funding ceases. There will be opportunities to develop a web-based portal that can be utilised. Options for charging for Bikeability level 3 training will be explored. Much of the work on Moving Sustainably to Secondary School will be embedded within our core road safety education programmes. We are also looking to local business partnerships to help support this programme.

Risks:

There are risks associated with time delays in building infrastructure although the majority of the spend will be on behavioural interventions.

Delivery Arrangements:

The project builds on existing work undertaken by each of the 4 authorities and cross boundary collaborative working.

Procurement:

Procurement is likely to be through an Official Journal route.

Outputs and outcomes:

A review for DfT of smarter choices as applied to school travel concluded that evidence suggests that a programme of school travel work might reasonably be expected to result in a reduction in car use at between 60% and 90% of engaged schools. CBA studies of school travel interventions

Cost (£ 000s)	2012/13		2013/14		2014/15		Total	
Sustainable Transport Promotion	0	91	0	171	0	171	0	433
Promotions, Events, Initiatives	35	221	35	289	35	289	105	799
Back up Bikeability, Facilities, Pedestrian Training	0	138	0	143	0	143	0	424
Links to School/Safer routes to School	175	21	205	36	200	36	580	93
Sub total	210	471	240	639	235	639	685	1749

The Move to Secondary School	2012/13			2013/14				2014/15			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Sustainable Travel Engagement	Engagement/Spec/Design	Engagement/Spec/Design			Engagement/Spec/Design				Engagement/Spec/Design		
	Mobilisation/Procurement	Mobilisation/Procurement	Mobilisation/Procurement								
			M1	M1	M1	M1	M1	M1	M1	M1	M1
Promotions, Events, Initiatives	Engagement/Spec/Design										
	Mobilisation/Procurement	Mobilisation/Procurement	Mobilisation/Procurement	Mobilisation/Procurement							
Back up Bikeability, Facilities, Pedestrian Training	Engagement/Spec/Design										
	Mobilisation/Procurement	Mobilisation/Procurement									
							M2	M2	M2	M2	M2
Links to School/Safer Routes to School	Engagement/Spec/Design	Engagement/Spec/Design									
	Mobilisation/Procurement		Mobilisation/Procurement				Mobilisation/Procurement				
										M3	M3

Key

Engagement/Specification/Design



Mobilisation/Procurement



Implementation/Delivery



Milestone 1 (M1) – 6 secondary schools engaged with & their associated feeder primaries

Milestone 2 (M2) – A further 9 secondary schools engaged with & their associated feeder primaries

Milestone 3 (M3) – Off-site safer routes measures delivered

Theme C: Transitions to Low Carbon Lifestyles
Project 8: Access to Work and Skills

Location: West of England wide

Target audience: 16/19 year olds

Barriers:

Difficulty in young people accessing training and employment. High levels of unemployment in young people has been identified as an issue nationally and transport has been highlighted as one of the key barriers to accessing employment for this age group. This is accentuated in more rural communities due to the lack of options available but cost can be a real barrier in the more urban areas..

The perceived social norm for owning / driving a car can create a divide between those who have access to a car and those who do not.

Among the anticipated barriers are-

- Real or perceived difficulty in accessing employment / training opportunities by non-car modes
- Real or perceived lack of information about options available
- Becoming a driver has become a significant “rite of passage”, even more significant as extended education and lack of employment opportunities become increasingly the norm in that age group.
- Alternatives to car use may be perceived as neither attractive nor credible.

Proposed Solutions – Sub-Projects

A key transition point in life is the move from secondary school into work or further education when life choices are being made by individuals. This project aims to ensure that young people can access employment and training opportunities and that sustainable travel is a conscious consideration in young people’s decision taking.

Training and employment opportunities for young people can be difficult to access by non-car modes. Key employment sites have also identified a skills shortage and are working with training providers to address this. For those young people who have the potential to learn to drive and have access to a car delaying licence uptake or at least car ownership by 6 months or more can significantly reduce road casualties from age 17 which is the age at which deaths and serious injuries are greatest. Promoting sustainable travel and delaying driving may also enable alternative transport options, such as cycling and public transport, to become established as habitual behaviours, and so help congestion and carbon reduction, as well as health benefits.

Strand 1 – working with job centres, employers, apprenticeship scheme co-ordinators, schools, colleges and other training providers to understand the key challenges faced by this age group in accessing key opportunities by non-car modes. Through having a dedicated officer to provide an access to

skills and work programme there is the potential to help provide young people with sustainable travel choices through a range of incentives and tailored information. Options include personalised travel planning, promotion of car-sharing to training / employment, a wheels to work scheme and discounted bus travel (particularly offering one months free travel to those starting employment).

Strand 2 - the positive deferment of car ownership and license holding of 17 year olds. Social marketing led provision of information about the advantages in terms of road safety and cost savings of using sustainable modes compared to vehicle ownership will be balanced with the provision of incentives whilst tackling the perception that owning a car is a required rite of passage and public transport and cycling is not cool. Engagement through schools and Further Education establishments with follow up at 6, 12, and 18 months to assess effectiveness of the intervention.

The scheme is being piloted within 2011/12 through jointly funded working by NHS Bristol and Bristol City Council's Road Safety Education team.

<p>Partners / Supporters: Employers Training Providers University of Bristol NHS Bristol Colleges (to date) Filton College City of Bath College Weston College</p>	<p>Additional funding / resource available: Piloting of intervention is supported by free research support from Dept Social Medicine, University of Bristol.</p>
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Problems addressed:
Overcoming the perceived and actual transport barriers for young people in accessing training and employment and increasing the potential labour market for key employers.

Support for engaging with pre-drivers has been noted as an area ripe for interventions, not least to address the very high levels of injury and death occurring among young people aged 17-21.¹ This poses a significant economic cost aside from the major trauma to families and friends. Moreover, habitualisation or car dependency is noted to be a slow process of learnt behaviour so that interventions which delay and keep other travel options available is a critically important means to reducing carbon, congestion, poor air quality etc... and improving health in the long term.

Strategic fit and support for JLTP3 objectives:
Links to other transition areas and addresses issues for improving access, of habit, road safety, congestion, air quality, health and carbon emissions.

¹ McKenna, F. 2010 The public health benefits of road safety education for teenagers. <http://www.road-safety.org.uk/downloads/1281709104-McKennathinkpiece2.doc>

Fits with the people and place agenda within the LEP. Increasing skills / /labour market, reducing carbon emissions, improving the economy, improving accessibility and improving safety, security and health.

Supporting economic growth and LEP objectives:
Enhancing the skills base, increasing access to the labour market, reducing congestion, improving air quality, improving health, and reducing absenteeism (CBI cost to businesses £13.4B per year)

Financial sustainability in the longer term:
We will mainstream this in the longer term by building successful partnerships between Further Education establishments, job centres and business. Ongoing guidance and support will be provided by the local authorities.

Risks:

- Difficulty in engaging with key partners although initial contacts have already been made
- Changing role of job centres / training providers

Delivery Arrangements:
The project builds on existing work undertaken by each of the 4 authorities and cross boundary collaborative working.

Procurement:
Existing procurement arrangements would be available.

Outputs and outcomes:

- Partnerships set up with schools/colleges/job centres
- Number of promotional events at colleges/schools/job centres
- Number of young people helped to access training/employment opportunities

Cost (£ 000s)	2012/13		2013/14		2014/15		Total	
	Cap	Rev	Cap	Rev	Cap	Rev	Cap	Rev
Job Centre/Training Providers/Colleges	0	80	0	124	0	124	0	328
PT Incentives	0	15	0	105	0	105	0	225
Wheels to Work	55	55	55	95	55	87	165	237
Promotion	0	0	0	33	0	33	0	66
Infrastructure Improvements	0	0	50	0	50	0	100	0
Life Course Approach – Pre Licence Holders	0	63	0	96	0	111	0	270
Sub total	55	213	105	453	105	460	265	1126

Access to Work and Skills	2012/13			2013/14				2014/15			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Job Centre/Training Providers/Colleges	Blue	Blue	Blue				Blue				
	Red	Red									
		Yellow	Yellow	M1	Yellow	Yellow	M2	Yellow	Yellow	Yellow	M3
PT Incentives	Blue	Blue									
	Red	Red	Red								
			Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Wheels to Work	Blue	Blue									
	Red	Red	Red								
		Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Promotion	Blue	Blue									
			Red								
				Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Infrastructure improvements		Blue	Blue			Blue					
			Red				Red				
				Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Life Course Approach - Pre-Licence Holders		Blue	Blue		Blue				Blue		
	Red	Red			Red	Red			Red	Red	
		Yellow		Yellow	Yellow	Yellow		Yellow	Yellow	Yellow	Yellow

Key

Engagement/Specification/Design
 Mobilisation/Procurement
 Implementation/Delivery



Milestone 1 (M1) – 4 secondary schools, 1 FE college and Job Centres Plus engaged with
 Milestone 2 (M2) – A further 4 secondary schools and 2 FE colleges engaged with
 Milestone 3 (M3) - A further 2 secondary schools and 2 FE colleges engaged with

Theme C: Transitions to Low Carbon Lifestyles

Project 9: Universities

Location: UWE, University of Bristol, Bath Spa University and University of Bath

Target audience:
Students at key transition points.
Approx 40,000 students in Bristol and 15,000 in Bath

Barriers to change:

- The choices students make about where to live at key transition points in their lives.
- Desire to own and run a car.
- Ignoring current messages about options available, transport messages not available through new media (smartphone apps etc).
- Public not aware the Wessex Red services are not just for students use.

Proposed solutions:

- Develop pilot project with UWE/University of Bristol to engage students in considering travel options and sustainable living at key transition points in their student life (prior to arrival and when making choices about where to live in 2nd and 3rd years) based on findings from research undertaken as part of the key component. Once developed, this engagement programme will be rolled out to Bath and Bath Spa Universities. Project Officer to work with the institutions on pre-arrival information and incentives on arrival utilising Freshers' Fairs and other early arrival events.
- Provide public transport information and promotion via new media (smartphone apps), in a form targeted at students/young people, through 'MyMobileBristol' initiative.
- Grant fund project officer to work with Bristol, UWE, Bath and Bath Spa Universities to implement sustainable travel initiatives aimed at students. This will enhance sustainable travel initiatives within the universities.
- Expand existing six UWE 'Wessex Red' bus services to serve major employers in the North Fringe and Bristol University. This will increase patronage and help the services to become commercially viable
- Promote the new 'Wessex Red' bus services to commuters building on the identified messages and branding developed through the key component.
- Improve cycling 'offer' at Bristol, Bath and Bath Spa Universities: provide additional cycle parking; expand bike maintenance programme; develop cheap 12 month bike loan scheme for students; run social cycling events/cycle challenges to encourage students to give cycling a go. Maintenance and bike loan will be run from a 'Bike Hub', based on Leeds University's successful Velocampus project
- Partnership work on developing and implementing Bristol University's Cycling Strategy
- Extend CIVITAS cycle hire scheme to Bath University and Bath Spa University
- Improve cycle and pedestrian links between university sites and

<p>Bristol/Bath Railway Path (see 'key commuter routes' project)</p> <ul style="list-style-type: none"> • Enable use of Car Club services for 18 year olds, so that all undergraduates can take advantage of this opportunity. 	
<p>Partners / Supporters: UWE University of Bristol Bath Spa University of Bath</p>	<p>Additional funding / resource available: UWE Wessex Red service The University of Bath is already part-funding bus services from central Bath to the University; and is willing to part-fund electric vehicle infrastructure from its car-parking revenue.</p>
<p>Problems addressed: Congestion in the North Fringe and lack of parking at UWE. Desire to ensure Wessex Red becomes commercially viable. University of Bristol major trip generator for staff and students. Reduction of private car traffic/parking issues in central area of Bristol. Changing travel behaviour resulting in reduction in congestion/carbon emissions both immediately and in the longer term and developing a healthier less car-dependent lifestyle.</p>	
<p>Strategic fit and support for JLTP3 objectives: If we can get young people using bikes and buses while they are at university, this habit will stay with them for life. There will be immediate carbon savings and economic benefits by encouraging commuters to use Wessex Red services and students to travel sustainably. There are also links with our low carbon commuting theme, as UWE is located in the North Fringe and efforts to reduce car journeys to the university will benefit the North Fringe more widely. Supports JLTP3 goals: Supporting Economic Growth, Reducing Carbon Emissions, Improving Accessibility. Also contribution towards improving Safety, Security and Health through increased active travel.</p>	
<p>Supporting economic growth and LEP objectives: Reducing the number of car trips by students by enhancing the travel alternatives will help reduce congestion and consequent costs to business. Widening access to University contracted 'Wessex Red' bus services will improve access to adjacent employment sites.</p>	
<p>Financial sustainability in the longer term: Partnership working with universities is well established. This will be maintained in the longer term through existing staff resources. The experience and good practice gained will be rolled out including ongoing promotions and marketing with associated infrastructure improvements. The infrastructure improvements delivered as part of WEST will be delivered by 2014/15. Bus services will be expanded to serve major employment sites that</p>	

will increase passenger numbers and enable services to become financially viable.

Risks:

- If there is a reduced student intake it would threaten the level of funding available for the Wessex Red services and the commercial viability of the service in the long run
- Transitions work with students needs to be linked to term times. Likely to miss first term intake due to lead in times for recruitment

Delivery arrangements:

- Officers will be employed by local authorities and located and managed by Universities
- Additional bus services delivered by University

Procurement:

Recruitment of officers will be through local authorities and managed by Universities.

Procurement of additional Wessex Red services undertaken by University via existing contract.

Outputs and outcomes:

- Increased frequency delivered on Wessex Red services by Q4 year 1
- Promotional activity for transitions work delivered at the beginning of each term
- Good practice pack prepared for transitions work by end of year 3
- Cycle offer improved at Bristol and Bath Universities at end of year 2 and 3
- % mode share of student travel

Cost (£ 000s)	12/13		13/14		14/15		Total	
	Cap	Rev	Cap	Rev	Cap	Rev	Cap	Rev
Project officer	0	34	0	82	0	82	0	198
Students to Travel More Sustainably	0	25	10	15	10	5	20	45
Extending Wessex Red	0	230	0	860	0	830	0	1920
Marketing and Promotions	35	34	35	74	35	74	105	182
Specific Initiatives	15	15	25	20	40	20	80	55
Car Clubs - Younger Members	0	5	0	5	0	5	0	15
Total	50	343	70	1056	85	1016	205	2415

Universities	2012/13			2013/14				2014/15			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Project officer											
Students to Travel More Sustainably											
Wessex Red services improved											
			M2								
Marketing and Promotions											
			M1								
Specific Initiatives											
								M3			
Car Clubs Younger Members											

Key

Appointment/Engagement/Specification/Design
 Mobilisation/Procurement
 Implementation/Delivery



Milestone 1 (M1) - Promotional activity delivered for 2 Universities
 Milestone 2 (M2) - Wessex Red services improved
 Milestone 3 (M3) – Improve cycle facilities at a further 2 Universities

Theme C: Transitions to Low Carbon Lifestyles

Project 10: New Developments

Location: Major new residential developments in Bristol and South Gloucestershire

Target audience: Residents moving into new developments

Barriers to change:

Moving to a new home causes people to review their everyday journeys, so is a great opportunity for encouraging them to try sustainable modes. Unfortunately it is often the case that public transport/walking/cycling infrastructure is not available when new developments are first occupied due to the delay in securing sufficient developer contributions to provide these services or there is a lack information about the local options available. So people simply default to travelling by car, imbedding a habit which is more difficult to change later on.

Proposed solutions:

To build on the requirements of developers to produce residential travel plans and provide initiatives to promote sustainable travel. The project will pilot new initiatives with the plan to continue successful initiatives by securing these as part of travel plans for future new developments. The project will begin with a pilot at two new development sites Charlton Hayes and Cheswick and will be rolled out to other locations.

Depending on the needs of the development the project would include:

- Working with developers to ensure cycling/pedestrian/public transport infrastructure and signage are provided at an early stage of development.
- Working with developers to provide real time passenger information at bus stops on site; creating layouts that are pedestrian and cycle-friendly; encouraging 'unbundling' of parking spaces and homes.
- Developers are expected to provide travel packs to new occupiers, providing information on public transport, cycle/pedestrian maps, taster tickets, etc. The project would seek to enhance the promotional material available making it site specific and using best practice examples from elsewhere.
- Using community events to promote sustainable transport through sustainable travel roadshows.

This project will enable promotional material and activity to reach new residents sooner than through existing s106 requirements.

<p>Partners / Supporters: Developers Bovis Homes</p>	<p>Additional funding / resource available: Support / contributions through residential travel plans secured as part of development</p>
<p>Problems addressed Encouraging sustainable travel from the start at new developments will reduce their impact on the transport network, minimising both congestion and carbon emissions. High levels of sustainable travel will contribute to creating more liveable, vibrant communities, with many of the activities to promote sustainable transport helping initially to build community cohesion.</p>	
<p>Strategic fit and support for JLTP3 objectives: Supports the Local Development Framework for providing sustainable new communities. Supports JLTP3 goals of : Supporting Economic Growth, Reducing Carbon Emissions, Improving Accessibility, Improving Safety, Security and Health and Quality of Life</p>	
<p>Supporting economic growth and LEP objectives: Fits with the people, business, place agenda within the LEP. Major new developments are located close to work places e.g. the North Fringe. Encouraging sustainable travel between home and workplace will help reduce congestion and support the economy at these locations.</p>	
<p>Financial sustainability in the longer term: This project focuses on bringing forward initiatives in advance of developer contributions. Successful pilot schemes will be included in future S106 agreements or provided through Supplementary Planning Documents.</p>	
<p>Risks:</p> <ul style="list-style-type: none"> • House building slows further and s106 requirements slip • Difficulty of engaging developers 	
<p>Delivery arrangements: Local authority in partnership with developers.</p>	
<p>Procurement: Recruitment of fixed term appointment through existing arrangements</p>	
<p>Outputs and outcomes:</p> <ul style="list-style-type: none"> • Develop pilot materials and trial approach in at least 2 major developments in years 1 and 2 • Roll out approach to other locations (up to 10) in year 2 and 3 • Prepare good practice materials for inclusion in future developments • % of mode share travel to work from pilot sites. 	

Cost (£ 000s)	2012/13		2013/14		2014/15		Total	
	Cap	Rev	Cap	Rev	Cap	Rev	Cap	Rev
Project Officer	0	49	0	37	0	37	0	123
Targeted Marketing and Promotion	139	108	0	162	0	159	139	429
Car Clubs	0	60	0	0	0	0	0	60
Accelerated PT Delivery Fund	0	357	0	480	0	0	0	837
Sub total	139	574	0	679	0	196	139	1449

New Developments	2012/13			2013/14				2014/15			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Project Officer											
			M1								
Targeted Marketing and Promotion											
				M2			M3				
Car Clubs											

Key

Appoint/Engagement/Specification/Design
 Mobilisation/Procurement
 Implementation/Delivery



Milestone 1 (M1) - Developer contacts established
 Milestone 2 (M2) - Home info packs produced for 2 sites
 Milestone 3 (M3) - Real time info at bus stops serving developments