



Department  
for Transport

## Sustainable Travel Transition Year Revenue Competition 16/17 - Application Form

Guidance on the Application Process is available

<https://www.gov.uk/government/publications/sustainable-travel-transition-year-revenue-competition-2016-to-2017>

Bids should be no more than 20 pages long (excluding any supporting documents listed as exempt in the Guidance document).

### **Applicant Information**

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

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

**Bid Manager Name and position:**

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**Website address for published bid:** <http://travelwest.info/projects>

*When authorities submit a bid for funding to the Department, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within two working days of submitting the final bid to the Department. The Department reserves the right to deem the business case as non-compliant if this is not adhered to.*

## **SECTION A - Project description and funding profile**

**A1. Project name:** Travel WEST Transition

### **A2. Headline description:**

*Building on the success of Travel WEST, **Travel WEST TRANSITION** will deliver a package of proven and 'ready to go' behaviour change schemes together with a suite of offers and services to encourage large scale uptake of sustainable travel, with a strong focus on promoting walking and cycling.*

***Travel WEST TRANSITION** is all about improving and scaling up our most effective and established interventions from Travel WEST, with a vision for how they will support economic growth and access to work and skills now and in the future. In line with our Joint Transport Plan, our objective is to promote a low carbon, accessible, integrated, health enhancing, efficient and reliable transport network to achieve a more competitive economy and better connected healthier communities.*

**A3. Total package cost (£m):** £8,069,000

**A4. Total DfT revenue funding contribution sought (£m):** £2.2M

**A5. Local contribution (£m):** £5,869,000

<b>Source of Funding</b>	<b>Revenue or Capital</b>	<b>Contribution</b>
Local Growth Fund: Sustainable Transport Package 16/17 committed in Strategic Economic Plan	Capital	£3,000,000
LTP Block Funding	Capital	£2,399,000
S106 contributions	Revenue	£135,000
Private sector match for onsite sust. travel provision	Revenue	£140,000
Staff time	Revenue	£50,000
Freight consolidation (covering contract costs)	Revenue	£125,000
Private sector	Revenue	£20,000
	<b>TOTAL</b>	<b>£5,869,000</b>

### **A6. Equality Analysis**

Has any Equality Analysis been undertaken in line with the Equality Duty?

Yes       No

[See Appendix 6](#)

### **A7. Partnership bodies:**

<b>Partner</b>	<b>Role in Travel WEST Transition</b>
West of England Local Enterprise Partnership	Strategic overview of project with representation on the Programme Board
Employer representatives, including (but not	Coordinating business input into the project. Key

limited to) North Bristol Suscom, Severnet, Business West, Go Green.	promoter of the project
University West of England	Programme monitoring and evaluation
Living Streets and ModeShift Stars	Supporting delivery of 'Active and Healthier Schools'
DHL	Freight consolidation scheme operator.
Lifecycle	Cycle training delivery partner
Bristol Bike Project	Wheels to Work delivery partner
JoinMyJourney	Car share scheme provider
<b>An illustration of the far reaching support for the project can be found in Appendix 7 showing 47 letters of support from local employers, business representative bodies, community groups and schools.</b>	

## **SECTION B – The Business Case**

### **B1. The Strategic Case**

#### **Context: challenges and opportunity**

**2016/17 is a transformational period in the West of England** with unprecedented levels of capital investment in our transport infrastructure, including the [£200M MetroBus project](#), the [Cycle City Ambition Fund](#) programme and the [Go Ultra-Low Cities](#) scheme. Combined with investment at a more local level through the Local Growth Fund, these schemes will provide thousands more residents with access to low carbon and affordable transport and provide a focus point for our work through Travel WEST TRANSITION. The backdrop to this year of significant change is the ongoing challenge of providing 88,000 new jobs through investment in our Enterprise Zone and Areas and delivering 85,000 new homes across the region by 2036

Together with our 5 years' experience of delivering smarter choices programmes through LSTF, the £440M investment in transport in the West of England since 2006 is paying dividends. Bus and rail patronage is rising in excess of 10% from 2014 and **Bristol retains the title of having more people commuting to work by bicycle or foot than any other local authority in England and Wales, with the region consistently meeting its cycling targets.** Through targeted engagement, support services and a robust communications strategy, Travel WEST TRANSITION is in a strong position to build on these achievements with 90% of people who work in the region also living there.

Despite these encouraging trends the West of England still faces a huge challenge to improve transport links between Enterprise Areas and New and Priority Neighbourhoods. **Chronic congestion in the region is estimated to cost the local economy millions per year and over 60% of residents still perceive that there are no practical alternatives to travelling by car.** This challenge must also be put in the context of the rapidly growing problem of ill health as a result of increasingly sedentary lifestyles and poor local air quality, which intensifies the disease burden and consequent costs to the NHS and damages the local economy through absenteeism and lower productivity.

Through a range of behaviour change interventions and support services that promote walking and cycling, Travel WEST TRANSITION seeks to improve the health of our local population and help tackle absenteeism. **Moreover, there are clear co-benefits associated with travel behaviour changes away from sedentary travel, including less congestion and emissions reductions, which both contribute to a healthier and stronger local economy that is more attractive for inward investment.**

**Without the targeted support for businesses and communities and the behavioural ‘nudges’ and incentives that Travel WEST TRANSITION will provide, there is a significant risk that the potential for economic growth in the region will not be realised** without further increases in local congestion. In the short, medium and long-term this congestion will have real impacts on business operations and damage the prospects of our Enterprise Areas and Zone.

In line with our Joint Local Transport Plan, the overarching objective of the TRAVELWEST TRANSITION programme is to promote a low carbon, accessible, integrated, health enhancing, efficient and reliable transport network to achieve a more competitive economy and better connected healthier communities. Looking ahead, we want to build and improve on our achievements of linking those seeking access to work, skills and training with employment, ensuring that all of our residents have equal opportunity and access to a rising quality of life.

### **Scheme impact and evidence of support**

**Travel WEST TRANSITION is all about improving and scaling up our most effective and established schemes from Travel WEST**, with a consistent vision for how they will support economic growth and access to work and skills in the future.

An emphasis has been placed on those schemes that we can continue to run in the period between LST F 15/16 ending and STTY starting, so as to provide confidence to the DfT that we are ‘ready to deliver.’ Acknowledging the limited funds and competitive nature of the bid, **the interventions in the programme are scalable and the West of England Authorities are open to negotiating the level of funding sought from the DfT if required.**

Travel WEST TRANSITION delivers:

A **high BCR of 10.11** ensuring good value for investment from the DfT  
A reduction in carbon emissions with a monetised value of just under £0.5m  
Health impacts with a monetised value over £7M

With strong and demonstrable support from the Local Enterprise Partnership, employers and community groups, **Travel WEST TRANSITION is already up and running and ready to deliver, with the West of England councils committing to bridge the funding gap at risk between LSTF 15/16 and STTY.**

Our Local Enterprise Partnership is firmly committed to realising a transport network that meets the demands of people and business and has allocated a further **£3M of capital funding to sustainable transport in 16/17 from the Local Growth Fund**— almost ½ of which is earmarked for walking and cycling schemes. Our Strategic Economic Plan places sustainable travel at the heart of the growth strategy for the Enterprise Areas and Zone and contains within it £20m capital allocated to sustainable travel up to 2020. As with our major transport projects, **Travel WEST TRANSITION will focus on adding value to these schemes** which aim to improve connections between our key corridors and link people to jobs.

Currently in public consultation, **our Sustainable Urban Mobility Plan for our Enterprise Zone identifies the need for continued investment in behaviour change measures** as part of a three pronged approach to encourage sustainable business travel and commuting. Through employer consultation the plan has good buy in from local business who were involved in identifying the importance of behaviour change measures such as cycle,

training, personal travel planning and promotional campaigns that Travel WEST TRANSITION will provide.

Where possible work delivered through LSTF WEST has been mainstreamed to business as usual. Funded through developer contribution, an officer in South Gloucestershire has recently been recruited to oversee engagement in new housing developments as people move into new homes. Ensuring that business engagement increasingly becomes 'business as usual', the West of England authorities are developing a more tailored approach for developer S106 contributions using the LST F smarter choices programme as our model. In Bristol, the City Council has also committed to absorbing the cost of our principal travel website - TravelWest - providing further evidence of our lasting commitment to our smarter choices work. As we look to mainstream other elements of our work, **Travel WEST TRANSITION will ensure a legacy for STTY** that will see benefits to the competitiveness of the local economy and the health and wellbeing of our communities for years to come.

### Overarching strategy

Underpinned by a coherent and targeted marketing and communications strategy, the programme will focus on two principal areas: Stimulating Growth in Enterprise Areas (by supporting sustainable business growth and access to work and skills) and Transitions to Low Carbon Lifestyles (encouraging more active and healthier communities and schools). **The major investment in transport infrastructure and growth in the region will provide the 'hook' for Travel WEST TRANSITION.** We will exploit the premise that where there is a change in behaviour norms (in this instance through disruption to the highway and/or new transport options, house moves) there is an opportunity to influence habits and work with organisations and individuals to embed sustainable travel patterns.



As transport infrastructure comes online throughout the year, people move into new homes and employers set-up in our Enterprise Areas, we will target residents at life 'transition points' when they are most predisposed to change engrained travel habits.

### Stimulating Growth in Enterprise Areas

Our work with businesses goes from strength to strength as **employers play an increasing role in shaping the programme based on their needs**. Partnering with employer representative bodies such as [North Bristol Suscom](#), [Severnet](#), [Business West](#) and [Go Green](#), has meant that we are able to support more employers than ever before and have the buy in we require from the business community. This has resulted in tangible, additional benefits for our supporting transport schemes, where we are able to draw on a large employer database of contacts for the purposes of consultations, expressions of support for transport schemes and partnership working more broadly.

**In Travel WEST 15/16 we more than doubled our target for the number of businesses we wanted to support, increased participation in [our Travel Challenge](#) by 20%, doubled the target for the number of match-funded grants for onsite sustainable travel provision and increased participation in our Travel to Work Survey by 43% to 19,000 participants. We delivered 160 business travel roadshow events and engaged with 4806 employees in 15/16, of which 702 were provided with a travel-related offer/resource to help them make the switch to a sustainable mode of travel. A follow-up survey revealed that 40% of participants had been supported to change their travel behaviour.**

As well as these quantifiable examples of success, our [Travel Awards](#) programme continues to bring together the business community to celebrate their achievements in promoting sustainable travel and to share best practice. Our [video case studies](#) of work with local employers also demonstrates the visible impact that our work is having and through our communications and marketing team we will continue to push the message to those not yet signed up to the programme.

Offering targeted and tailored travel support in our Enterprise Areas as employers transition into new offices will allow us to lock in sustainable travel behaviour from the very start, reducing congestion on our principal corridors and facilitating sustainable economic growth. An example of the effectiveness of this approach can be found in our work with Southmead Hospital where (in partnership with the Trust and My P2P) we offered personalised travel planning sessions to 350 staff as they moved to a new site. A follow-up survey revealed SOV use had dropped by 14.7% and cycling levels increased by a third having real impacts on onsite traffic levels and highway congestion.

In Travel WEST we ensured a legacy for the programme by embedding the management of our loan bike/scooter and bus pass scheme into the day to day operations of our project partners. These initiatives supported residents seeking access to work, skills and training. Based on past learnings and with a strategy to scale up the initiative for the Access Fund, Travel WEST TRANSITION will continue to support the loan bike and bus pass scheme. 5 cycle bases will be maintained across the region and we will improve on the target that saw 61 residents benefit from the loan bike scheme since August 2015.

Our interventions under Stimulating Growth in Enterprise Areas meet the core objectives of the STTY. Encouraging active modes of travel will benefit the economy through reduced congestion and worker absenteeism and the match-funded grants will draw direct investment from the business community. Reducing commuter SOV use will have a positive impact on levels of carbon emissions and improve local air quality. This in turn will have wider social/economic benefits by reducing pressure on the NHS as a result of healthier and more physically active residents. The schemes under Stimulating Growth in Enterprise Areas are based on evidence of what works, what businesses have told us they need and delivery models that are established. We will increasingly improve and refine our approach to business engagement and our access to work and skills programme and provide a scalable approach that will continue into the Access Fund in 17/18.

Supporting Sustainable Business Growth and Access to Work and Skills	Building on success	Meeting objectives of STTY				Targets and vision for the future
<p><b>Business Engagement:</b></p> <ol style="list-style-type: none"> <li>1. Travel Roadshows, including, loan bikes, bus taster tickets, car club membership...</li> <li>2. Bike maintenance and 'Dr Bikes'</li> <li>3. 'JoinMyJourney' car share scheme (South Glos. only)</li> <li>4. Travel Plan support</li> <li>5. Travel Challenge</li> <li>6. Travel to Work Survey</li> <li>7. Travel Awards</li> <li>8. Targeted support in Enterprise Zone/Areas</li> <li>9. Marketing and communications, including 'Disruption Campaign'</li> </ol>	<p>We more than doubled our target for businesses engaged in 15/16, reaching 187 employers across the region and providing them with resources and support to encourage staff to use sustainable modes of travel.</p> <p>Delivering 161 business-focussed travel roadshow events, 40% of survey respondents who received support from our travel roadshow team stated that they had changed their travel behaviour following a conversation with one of our travel advisers.</p> <p>Our strong relationship with local business representatives has helped us to develop our annual Travel Challenge. In 14/15 we had 3600 participants which grew to 4,500 in 15/16. Of those surveyed 37% had increased the number of days they cycled to work and 42% they amount they walked.</p> <p>Our annual Travel to Work Survey (which provides employers with a bespoke report of staff travel behaviour and needs) grew from 11,000 responses in 14/15, to 19,000 in 15/16.</p>	Supporting the Local Economy	Reducing Carbon Emissions	Wider Social/Economic Benefits	Increased Levels of Physical Activity	<p>We will engage with and support a further 50 businesses across the region, targeting a 15% increase in sustainable travel modes where we engage.</p> <p>We will encourage a further 1,000 participants to take part in the Big Commuter Challenge and target a 45% increase in cycling and 50% increase in walking from participants.</p> <p>We will increase participation in our Travel to Work survey to 25,000 participants ensuring that businesses have the right data to make decisions on how best to remove barriers to sustainable commuting</p> <p>We will target 45% of people to change their travel behaviour through our travel roadshow events.</p> <p>Partnering with 'Join my Journey' we will introduce a car share scheme targeted at our multi-nationals in the north of the city where there are high rates of SOV use.</p> <p>Through our 'Disruption Campaign' we will provide employees with information on disruption to the highway as a result of major scheme development throughout the year. This campaign will promote alternatives to SOV use during this period, signposting people to the range of support services on offer through Travel WEST TRANSITION as regular travel behaviour patterns are disrupted.</p>
<p><b>Employer match-funded Grants for onsite sustainable travel improvements</b></p>	<p>We more than doubled our target for providing match-funded grants for onsite sustainable travel measures in 15/16 – providing 46 in total.</p> <p>This initiative has had a noticeable impact on sustainable business growth as <a href="#">this case study</a> and others illustrate.</p> <p>Supporting onsite provision of sustainable travel facilities ensures an attractive alternative to SOV use for staff and reduces the cost burden on the employer of providing and maintaining car parking spaces.</p>	Supporting the Local Economy	Reducing Carbon Emissions	Wider Social/Economic Benefits	Increased Levels of Physical Activity	<p>Under reduced funding levels we will provide a further 20 grants to promote walking and cycling to the workplace.</p> <p>We will target a 15% increase in sustainable travel modes where business have been supported through a grant.</p>

<p><b>Cycle Champions and bike loans and hire:</b></p> <ol style="list-style-type: none"> <li>1. Loan Bikes</li> <li>2. Bike maintenance training.</li> <li>3. Match-funded grants for onsite sustainable travel improvements</li> <li>4. Staff support for bike hire scheme in Bath</li> <li>5. Marketing and Communications</li> </ol>	<p>We identified 56 cycle ambassadors in our businesses in 14/15. During 15/16 we have almost doubled this number to 101.</p> <p>Our Cycle Champions programme is all about giving businesses the tools to increase levels of commuter cycling to the workplace and ensuring a legacy for our smarter choices work.</p> <p>Our Cycle Champions (and wider project) are supported through our loan bike scheme; bike maintenance training and partnerships with local cycle shops to provide discounts on equipment.</p>	Supporting the Local Economy	Reducing Carbon Emissions	Wider Social/Economic Benefits	Increased Levels of Physical Activity	<p>We will triple the number of Cycle Champions from the 14/15 baseline to 150, providing benefits to business through reduced local congestion and a healthier workforce that with reduced levels of absenteeism.</p> <p>We will offer 200 loan bikes through our business (and community) engagement work, including personal monthly loans and electric bikes loans to support business operations.</p> <p>We will support the highly successful cycle hire scheme in Bath to encourage sustainable tourism and support the local economy.</p>
<p><b>Freight Consolidation</b></p>	<p>Our Electric Vehicle Freight Consolidation scheme decreases the number of HGVs entering the cities of Bristol and Bath. The scheme reduces emissions, the potential for accidents involving pedestrians and cyclists and helps businesses large and small consolidate their deliveries into one timeslot providing measurable efficiencies for users of the scheme. There are currently 140 businesses signed up to use the scheme in Bristol and Bath.</p>	Supporting the Local Economy	Reducing Carbon Emissions	Wider Social/Economic Benefits	Increased Levels of Physical Activity	<p>Staff support for Freight Consolidation will ensure a more financially viable scheme going forwards, supporting local business and making the city centres a more pleasant and safe place to cycle.</p> <p>We want to increase the number of businesses signed up to the scheme in 16/17 and work is already underway to expand the scheme into the north of Bristol.</p>
<p><b>Wheels to Work</b></p> <ol style="list-style-type: none"> <li>1. 5 x Cycle bases for loan bikes supported.</li> <li>2. Bus taster tickets.</li> <li>3. Personalised Travel Planning</li> <li>4. Marketing and communications</li> </ol>	<p>In LSTF WEST 15/16 we used established project partners to support us in the delivery of our Wheels to Work programme. Working with partners (such as the Job Centre and the Bristol Bike Project) we embedded a range of offers into these organisations to help people access work through access to bus tickets and loan/loan to buy bikes and scooters.</p> <p>Of those who used the scheme, 40% were paid below the living wage and 37% unemployed. 8% of those surveyed stated they would not have been able to attend the interview or access work without the support of the scheme.</p>	Supporting the Local Economy	Reducing Carbon Emissions	Wider Social/Economic Benefits	Increased Levels of Physical Activity	<p>In 16/17 we want our Wheels to Work scheme to benefit a minimum of 100 people seeking access work, skills and training. We will continue to support the 5 cycle hubs across the region that will offer this service and use funding for bus taster tickets and personalised travel planning. This initiative has a strong connection with the core objectives of STTY and we would look to scale up this project appropriately through the Access Fund in 17/18.</p>



### Transitions to Low Carbon Lifestyles

Daily travel behaviours, in particular mode of choice, are seen as a habitual. The DfT Behavioural insights Toolkit notes that timing is important for breaking habitual behaviour, with moments of change (such as going to school, starting work, moving house, changing job or retiring) providing 'windows of opportunity' when behaviour is consciously considered. A good time to influence travel behaviour is therefore at key transition points in people's lives. These tend to be times in which habits and patterns of behaviour are disrupted, and new ones established. Travel WEST TRANSITION will see the continuation and refinement of our community, new developments and schools work with an emphasis on increasingly targeted engagement at the transition point to ensure maximum impact and value for money.

**In 15/16 we delivered 150 travel roadshow events for communities and new developments, speaking to 4,400 people, of whom 1347 were provided with resources and/or information to help them make the switch to a sustainable mode of travel. Of those surveyed, 40% stated that they had changed their travel behaviour as a result of the support offered by our travel advisers.** Travel WEST TRANSITION will focus efforts on some of our largest new developments in North Somerset and South Gloucestershire and will continue to work with developers to ensure that these sites have provision for sustainable transport from the outset. Support for our Bristol Family cycle centre will provide several social/economic benefits to an area of high deprivation in South Bristol by providing local volunteer and employment opportunities and linking closely with our 'access to work and skills' project: Wheels to Work. The centre already hires two NEETs and provides a high quality, safe environment for those wishing to take up cycling, from the very young to the elderly. Adult and family cycle training remains a key element of our communities and schools offer, giving people the confidence and skills to cycle and reducing the likelihood of incidences of conflict and accidents on the highway.

Our engagement work with primary and secondary schools builds on our partnerships with Living Streets and Modeshift STARS, promoting active forms of travel not only to students, but to teachers and parents who are important role models and influencers of travel behaviour. **The impact of the Living Streets work is backed up by their national stats: in schools where the model is adopted walking rates increase by an average of 23%, together with a 32% drop in car use. Similarly, schools that use the Modeshift STARS awards scheme show a national average increase in cycling of 38% and a corresponding reduction in car use of 16%.**

The interventions under the Transitions to Low Carbon Lifestyles theme complement our work with businesses ensuring we are pushing the message of sustainable travel at schools and communities, as well as at the workplace. We want to change collectively held perceptions about sustainable travel and believe that continued and effective smarter choices interventions can create a tipping point where walking, cycling and using public transport replaces SOV use as the social, cultural and moral norm.

Active and Healthier Communities and Schools	Building on success	Meeting objectives of STTY				Targets and vision for the future
<p><b>Adult and Family Cycle Training</b></p>	<p>Over 150 residents were referred to cycle training services in 15/16 by our travel adviser team. The courses help to build confidence and by encouraging more cyclists to take to the roads have clear benefits for air quality, carbon emissions and public health. These training sessions are also vital in reducing the number of cyclists killed or injured in road traffic accidents by providing them with the right skills to navigate the highway safely.</p>	Supporting the Local Economy	Reduce Carbon Emissions	Wider Social/Economic Benefits	Increased Levels of Physical Activity	<p>We believe that cycle training is a critically important offer going forward and we will continue to support the scheme through this programme, aiming to beat our target for 15/16.</p> <p>For 16/17 and into the Access Fund we will more actively promote cycle training scheme to those seeking access to work and skills. 16/17 will be our baseline for referrals from which we will set robust targets for the Access Fund.</p>
<p><b>Bristol Family Cycle Centre</b></p>	<p>The Bristol Family Cycle Centre is the development of a pilot project that began as Bristol All Abilities Cycling in 2010. Work has taken a formerly derelict site and transformed it into the first cycling centre of its kind.</p>	Supporting the Local Economy	Reduce Carbon Emissions	Wider Social/Economic Benefits	Increased Levels of Physical Activity	<p>The Bristol Family Cycling Centre is located in an area of high deprivation in South Bristol. Opening in April, the centre will be a community hub for all things cycling including; an 'earn a bike' scheme for the unemployed, NEETS and asylum seekers, a kids bike exchange and cycling centre for the over 50s.</p> <p>The hub will not only encourage a healthier and more active community, but will also provide excellent opportunities for volunteering, work experience, training and employment bringing a much-needed boost to the local economy.</p> <p>Given the centre's location to the South Bristol Hospital, the future vision is that the centre can also provide facilities for rehabilitating victims of strokes and accidents.</p>

<p><b>Community Engagement:</b></p> <ol style="list-style-type: none"> <li>1. New Developments engagement</li> <li>2. Marketing and Communications (including improved cycling and walking information through N.Somerset ipoints)</li> </ol>	<p>Using lessons learned and monitoring from the past 5 years of LSTF, we have a good understanding of when and how to target community groups to ensure we lock-in sustainable travel habits.</p> <p>In 15/16 we delivered 150 travel roadshow events for communities and new developments, speaking to 4,400 people, of whom 1347 were provided with resources and/or information to help them make the switch to a sustainable mode of travel. Of those surveyed, 40% stated that they had changed their travel behaviour as a result of the support offered by our travel advisers.</p>	Supporting the Local Economy	Reduce Carbon Emissions	Wider Social/Economic Benefits	Increased Levels of Physical Activity	<p>In 16/17 we will focus our engagement efforts in new housing projects in North Somerset and South Gloucestershire due to the large scale of development happening in these areas. This engagement work will be centred on promoting and raising awareness of local infrastructure installed under LSTF WEST and the Local Growth Fund. In this way we will add value to local transport projects that are connecting new developments with local centres, jobs and education.</p> <p>Our community engagement work focuses on 'life transition points' targeting people when they are most susceptible to break engrained travel habits.</p> <p>In North Somerset we will install cycling and walking information into our 'ipoints', raising the profile of local routes and tapping in to the emerging cycle-tourism culture in the area.</p>
<p><b>Schools Engagement:</b></p> <ol style="list-style-type: none"> <li>1. Modeshift STARS</li> <li>2. Living Streets</li> <li>3. Match-funded grants</li> <li>4. School bus support</li> <li>4. Marketing and Communications</li> </ol>	<p>Our target in 15/16 was to engage with 40 schools in the region. At the end of this financial year we have already engaged with 68.</p> <p>Working with Living Streets and Modeshift Stars we are making a real difference to the health of our children, ensuring that their experience of walking and cycling is a positive one and reducing carbon emissions in the process.</p> <p>Using national stats our Living Streets work is seeing walking rates increase by an average of 23% together with a 32% drop in car use in schools where we engage.</p> <p>Supporting our Modeshift Stars work is also paying dividends with national stats revealing an increase in cycling of 38% and a corresponding reduction in car use of 16% in schools where we engage.</p>	Supporting the Local Economy	Reduce Carbon Emissions	Wider Social/Economic Benefits	Increased Levels of Physical Activity	<p>Our target for 16/17 is to build on the highly successful work carried out by Living Streets and Modeshift Stars and increase the catchment of these interventions. Through our partnership with Living Streets we want to double the number of primary schools we engage with to over 50.</p> <p>Through this work package we will provide a limited match-funded grant pot for schools for improving onsite sustainable travel infrastructure such as cycle or scooter parking.</p>

## Marketing and Communications Strategy

Our marketing and communications strategy underpins and supports all of our work through Travel WEST TRANSITION. In line with the programmes focus on transition points, our **marketing and communications drive campaign will exploit disruption to the highway resulting from major transport infrastructure projects, using this ‘opportune moment’ to encourage residents to try alternative, sustainable modes of travel.** Tried and tested materials, marketing toolkits and media channels have been established through the LSTF programme which will be utilised for promotion of new infrastructure, awareness of transport initiatives and local marketing initiatives.

Our principal travel website for the West of England – [Travelwest.info](http://Travelwest.info) - will remain the key portal for this our campaigns given the rapid, year on year growth in ‘hits’ it has experienced since launch. Comparing month, by month, TravelWest had 284 visitors in February 2012 at launch, growing to 40,748 in Feb 2015 and reaching 73,837 in Feb 2016.

Our [Better by Bike](http://BetterbyBike) website receives an average of 10,000 unique hits per month, helping to signpost new and existing cyclists to our cycle related offers through Travel WEST TRANSITION (such as maps, cycle training, loan bikes) and celebrating the region’s cycle friendly culture through promotional campaigns. On the back of Bristol’s European Green Capital status, the City has been awarded [European City of Sport for 2017](http://EuropeanCityofSportfor2017) and will seize this opportunity (and others, such as the Tour of Britain) to build momentum and break perceived negative attitudes around cycling.

Travel WEST TRANSITION will also see the continued support of the highly successful Bus Checker App which provides real time bus information for smart phone users. The app has received a 4 star rating across platforms and has 31,000 unique visitors per month. In a survey of 500 users, 64% stated that the app had encouraged them to use the bus more often on routes they would not normally use or on services they had not previously known about.

<b>Project</b>	<b>DfT funding sought</b>	<b>Match Funding</b>	<b>Total</b>
<i>Programme Management and Core Services (inc. travel roadshow team and associated offers supporting other tranches)</i>	£214,000	0	£214,000
<i>Monitoring and Evaluation (UWE)</i>	£32,900	0	£32,900
<i>Marketing and Communications</i>	£454,000	£20,000	£474,000
<i>Stimulating Business Growth (inc. staff project management costs)</i>	£756,750	£3,082,000	£3,838,750
<i>Transitions to Low Carbon Lifestyles (inc. staff project management costs)</i>	£742,350	£2,767,000	£3,509,350
<b>Total</b>	<b>£2,200,000</b>	<b>£5,869,000</b>	<b>£8,069,000</b>

Please note LTP and LGF contributions have been split equally between the two principal work streams to reflect the benefits that this infrastructure will have for both communities and business.

## B2. The Economic Case – Value for Money

### Introduction

The Travel WEST TRANSITION investment package will promote cycling and walking across the West of England local authorities. As recommended in the STTY 2016/17: Guidance on Bidding, the economic case and subsequent value for money assessment have been undertaken using the Department for Transport's Cycling and Walking Appraisal Toolkit (also referred as the DfT's Active Mode Appraisal Toolkit, March 2015). This section briefly outlines the modelling approach, key appraisal assumptions, and results of the analysis. An overview of key risk and uncertainties are also presented in this section. Further details of the economic appraisal can be found in the appended Technical Note: Economic Case and the populated Active Mode Appraisal Toolkit for the Travel WEST TRANSITION package submitted alongside the bid.

### Modelling approach

Due to the relatively small scale of the individual interventions, and how they work together to provide an impetus to encourage walking and cycling across the whole area, these schemes have been assessed as a single package of investment, using DfT's Active Mode Appraisal Toolkit, March 2015. The Transport's Active Mode Appraisal Toolkit covers a range of economic, environmental and social impacts. These are summarised in the table below. However, as the core £2.2 million Travel WEST Transition package does not include direct investment into infrastructure, assessments of journey quality impacts have been excluded.

**Table 1: Impacts Assessed for Travel WEST Transition**

<b>Impact</b>	<b>Benefit Estimated</b>
Physical Activity	Yes
Absenteeism	Yes
Accident benefits	Yes
Environmental benefits	Yes
Decongestion and Indirect Tax	Yes
Journey Quality	No – as no infrastructure schemes included in the Travel WEST Transition Programme

The basis of the traffic forecasting work is the Do Something scenario from the previous successful Travel WEST LSTF 2015/16 bid. An analysis of achieved growth in active modes usage in the West of England region is used to derive forecasts for the impact of the scheme. Locally collected Journey to Work data was used to derive locally relevant journey characteristics and associated assumptions. Some of these key assumptions are summarised in the following section.

### Key Assumptions

The key assumptions adopted for this assessment are listed in Table 2 below. Further details are contained in the Technical Note: Economic Case. It is also worth noting that a range of benchmark values are built into the DfT's Active Mode Appraisal Toolkit to facilitate the estimation of benefits by different impact categories. These DfT assumptions are visible in the Toolkit.

**Table 2: Key Assumptions**

	<b>Modelling Criteria</b>	<b>Value</b>	<b>Commentary</b>
<b>Scheme Details</b>	Opening Year	2016	As required by funding competition
	Last year of initial funding	2017	As required by funding competition
	Decay rate	7.70%	Scheme benefits assumed to gradually erode over appraisal period
<b>Do Nothing Scenario</b>	Estimated number of cycle journeys	48,786	Derived from the LSTF Submission 2015/16. Data converted to produce estimate for the total number of commuter journeys.
	Average cycle journey length (km)	7.6	Derived from processing of Bristol & South Glos Travel to Work data. This implies an average cycle to work journey of 26 min.
	Average Cycle Speed (kph)	17.5	Derived from processing of Bristol & South Glos Travel to Work data. This implies an average cycle to work journey of 26 min and average travel distance of 7.6km.
	Estimated number of walk journeys	132,679	Derived from the LSTF Submission 2015/16. Data converted to produce estimate for the total number of commuter journeys.
	Average walk journey length (km)	1.75	Derived from processing of Bristol & South Glos Travel to Work data. This implies an average cycle to work journey of 21 min. applying the average walk speed of 5kph suggests average journey length of 1.75km.
	Average walk speed (kph)	5	The British Heart Foundation reports that the average walking pace on country/forest paths is 5kph.
	Estimated for the number of return journeys	90%	Based on professional judgement. Not all trips will involve a return leg by the same mode.
<b>Do Something Scenario</b>	Estimated number of cycle journeys	52,981	Derived from applying the historical actual growth reported across the region for cycling (i.e. 8.6% pa). This growth rate is applied for 1 year only.
	Estimated number of pedestrian journeys	144,089	The growth rate used for cycling journeys used as a proxy for pedestrian growth as no local data collected. This growth rate is applied for 1 year only.
<b>Decongestion benefit</b>	Proportion of cyclists attracted from car journeys	67%	Based on assumption used in LSTF 2015/16 Bid.
	Proportion of pedestrians attracted from car journeys	67%	Based on assumption used in LSTF 2015/16 Bid.
	Area Type	Other urban	Most suitable category for the scheme as a whole.
<b>Additional</b>	Background growth	4.3%	The West of England region will continue to experience considerable investment in

<b>information</b>			active transport modes. The increasing levels of traffic congestion – caused by the temporary road works associated with the Metrobus scheme – will add to the overall background growth in active modes.
	Period of growth (yrs)	13	Based on the West of England LEP's 'Impact Guidance Note for Infrastructure Projects' (2015), which suggests the appraisal period should reflect that 'benefits gradually build over 3 years and then deliver a stream of benefits over a 10 year period'.
	Number of days in analysis period	220	Number of standard workdays per year.
	Optimism bias	15%	Web tag, Unit A1.2, table 8. Previous experience of delivering the type of projects included in Travel WEST Transition package leads to the adoption of this factor.

### Economic Impacts and Value for Money

A completed pro-forma for the Travel WEST TRANSITION package, as requested, is also appended to this form. The appended Technical Note: Economic Case provides details of the methodology, appraisal assumptions and appraisal results for the central case, as well as two further sensitivities. This section summarises the results for the central case. The assessment of Travel WEST TRANSITION package using the DfT's Active Mode Appraisal Toolkit suggests that the £8million package, which includes £2.2 million request of STTY funding for 2016/17 can deliver a present value of benefits (PVB) of £85.9 million over the appraisal period (13 years – as recommended in the West of England LEP Appraisal Guidance). The toolkit forecasts a 13 year Benefit Cost Ratio (BCR) of 10.11. A summary of the economic impacts are provided in the Table 3.

**Table 3: Economic Impacts – Summary Table**

<b>Impact Drivers Value for Money indicators</b>	<b>Central Case (000s)</b>	
Congestion benefit	8,698.9	Note: PVB and PVC values are derived from the Active Mode Appraisal Toolkit. This adjusts the calculation of the PVB to exclude any 'Infrastructure benefits' and any private sector contributions involved in the scheme delivery. 'Infrastructure benefits' are included by offsetting 'Government' costs in the PVC calculation. 'Local Air Quality' benefits are zero. This is due to the fact that current WebTAG marginal external costs for the years post 2015 are zero. 'Journey ambience' is also zero as the Travel WEST Transition scheme does not contain any infrastructure improvements that are liable to generate such benefits.
Infrastructure	65.81	
Accident	2,188.08	
Local Air Quality	0.00	
Noise	144.63	
Greenhouse Gases	493.61	
Reduced risk of premature death	70,365.83	
Absenteeism	7,119.43	
Journey Ambience	0.00	
Indirect Taxation	-2,801.93	
Government	8,563.70	
Private contribution	276.15	
PVB	85,932.40	
PVC	8,497.89	
BCR	10.11	

*The Central Case scenario indicates that the Travel WEST TRANSITION package delivers exceptional value for money. Even when the assumption for the growth in scheme users is reduced significantly (and below the growth rate that has been previously achieved in the area) as part of the sensitivity tests, the package still shows excellent level of Value for Money. The results of these sensitivity tests are presented in the appended Technical Note: Economic Case*

*Key risks and uncertainties*

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

*To ensure that these risks are mitigated as best as possible, detailed and costed project plans will be developed for individual elements of the proposed scheme if funding is secured. Strong programme and project management, with change control processes will be implemented. The budgets will be monitored to enable for forward planning, to accommodate changes in inflation. As the Travel WEST TRANSITION scheme also includes an element of third party funding for delivery, if there is a failure in the availability of this funding then aspects of delivery could be curtailed.*

*A completed Scheme Impacts Pro-forma has been appended to this form in Appendix 1 summarising the impact of proposals against scheme objectives.*



### **B3. The Financial Case – Project Costs**

Please complete the following tables. **Figures should be entered in £000s** (i.e. £10,000 = 10).

#### **Table A: Funding profile (Nominal terms)**

<b>£000s</b>	<b>2016-17</b>
<b>DfT funding sought</b>	<b>£2,200</b>
<b>Local Authority contribution (in. LTP, Staff Time, Freight Consolidation)</b>	<b>£2,574</b>
<b>Third Party contribution including LGF (exact package make-up pending)</b>	<b>£3,295</b>
<b>TOTAL</b>	<b>£8,069</b>

### **B4. Management Case - Delivery**

*The West of England has a proven track record of delivering sub-regional projects from Cycling City (£20m+), to the Greater Bristol Bus Network (£70m+) and previous iterations of the STTY, including LSTF WEST. Currently it is working effectively to deliver the MetroBus project, CCAF, the Go Ultra-Low Cities scheme and MetroWest which have a combined value of over £250M.*

#### ***Immediate Programme Mobilisation***

*To ensure the West of England Authorities maintain momentum following the four years of LSTF and realise the benefits of an annual programme, the four partner councils have committed to fund key staff at risk, bridging the gap between the end of LSTF 15/16 and the start of STTY. Local funds have also been allocated at risk to deliver our annual business commuter challenge in June.*

*Our monitoring partners, UWE, have committed to work with us in March and April to establish appropriate methods for collecting data from the 2016/17 period. This will be based on learning from Travel WEST and recommendations from the DfT's meta-analysis of the national LSTF programme.*

*The Travel WEST TRANSITION programme focusses on schemes that are highly deliverable; involve no capital works, no lengthy procurement, and virtually no dependencies. As the West of England authorities have committed to bridge the funding gap at risk between LSTF 15/16 and STTY we will already have staff in place to manage delivery from May should we be successful in securing funding. A high level project plan showing key milestones has been included in the Appendix 3*

### **B5. Management Case – Statutory Powers and Consents**

*No Statutory Powers or Consents are required for this programme*

### **B6. Management Case – Governance**

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

*Building on the successful WEST 15/16 arrangements, a Programme Board will oversee the delivery of Travel WEST TRANSITION which will comprise representatives of the authorities and the LEP. As the West of England Authorities have committed to bridge the funding gap at risk between LST F15/16 and the current proposal governance arrangements will remain intact and active.*

*The Board will approve the programme plan and consider highlight and exception reports, changes to the risk log and other key deliverables. Tolerances in terms of time and budget will be explicitly defined in a Programme Manual which will be based on PRINCE 2 principles. Key changes to the project outside of the tolerances of the Programme Board will be escalated to the Joint Transport Board (JTB).*

*This Committee brings together the lead transport Elected Members for the four authorities who meet quarterly and receive a regular update on the major schemes programme which will include Travel WEST TRANSITION. High level reports are shared with the Joint Scrutiny Committee (cross party and authority meeting of 12 Elected Members) and the LEP Board. Figure 1 in appendix 4 shows the governance arrangements.*

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

### **B7. Management Case - Risk Management**

*A risk register is included in Appendix 5. A risk management strategy has been developed for the LSTF WEST project which revolves around risk assessment, tracking and management through the Programme Manager and Board (see section B6). A detailed Programme Manual has been produced which formalises these processes and responsibilities. It is proposed that the Travel WEST TRANSITIONS project would adopt this approach.*

### **B8. Management Case - Stakeholder Management**

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

Yes       No

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

Yes       No

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

- **Decision Makers** – elected Members, funders and officers who are all involved in decision making on the scheme or preparatory work for decision making.
- **Local Enterprise Partnership** – businesses are key beneficiaries of an improved transport system and can play a key role in forming opinions of other stakeholders.
- **Statutory Bodies** – organisations with whom the authorities have an obligation to consult, including utility companies, emergency services and environmental groups.
- **Sub-regional stakeholders** – organisations and groups which have an interest in the economic, social well-being and development of the sub-region and the impacts *Travel WEST TRANSITION* may have.
- **Special interest groups** – identified groups who have particular interest related to the scheme such as transport or the environment and who are not statutory consultees.

- **Industry groups** – organisations which have an interest in transport in the sub-region.
- **Public and local residents** – members of the public in general including residents within the catchment and employers, shops, health and leisure facilities etc.

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

### **B9. The Commercial Case**

*The four councils have an OJEU procured framework agreement in place for professional services for the delivery of all required elements identified in Travel WEST TRANSITION. This includes the business engagement officers, sustainable travel team and supporting services. The OJEU procured framework allows the programme to call in additional resources as and when required. All activities will follow authority procurement regulations and State Aid rules.*

## **SECTION C – Monitoring, Evaluation and Benefits Realisation**

### **C1. Monitoring and Evaluation**

*Since the start of LSTF the West of England authorities have been in partnership with the Centre for Transport and Society at University West of England Bristol to plan and deliver the monitoring and evaluation of the Travel WEST programme. A thorough Monitoring and Evaluation plan was agreed with the DfT for LSTF WEST and this was extended into 2015/16. Given the academic scrutiny over three years we are now in a strong position to understand the body of evidence around what interventions are most successful in the smarter travel discipline.*

*We wish to build further on our evidence base and we plan to continue evaluating at a proportionate level the activities planned for 2016/17. We will be particularly keen to ensure continuity in data collection and evaluation around the themes that are continuing in order to ensure the longest time series possible. The outcome will be four years of consistent monitoring for the LSTF programme and the continuation funding, thereby enabling robust evaluation of the interventions.*

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

Yes       No

## SECTION D - Declarations

### **D1. Senior Responsible Owner Declaration**

As Senior Responsible Owner for *Travel WEST TRANSITION* I hereby submit this request for approval to DfT on behalf of *Bristol City Council (acting as lead authority for the bid)* and confirm that I have the necessary authority to do so.

I confirm that *Bristol City Council (acting as lead authority for the bid)* will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: *Colin Rees*

Signed:

Position: *Group Manager Strategic City Transport, Bristol City Council.*



### **D2. Section 151 Officer Declaration**

As Section 151 Officer for *Bristol City Council* I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that *Bristol City Council*

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2016/17;
- Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name:

*Julia Owens*

Signed:

*Julia Owens*

*\*Please note that as raised to the DfT prior to submission, the S151 sign-off will be provided on 30<sup>th</sup> March earliest and 1<sup>st</sup> April latest*

**Appendix 1 – Scheme Impact Pro-forma**

**Appendix 2 – Economic Appraisal Technical Note**

**Appendix 3 – Project Plan**

**Appendix 4 – Delivery Organogram**

**Appendix 5 – Risk Register**

**Appendix 6 – Equality Analysis**

**Appendix 7 – Letters of Support**

## Appendix 1

### [Scheme Impact Pro-Forma](#)

#### Sustainable Travel Transition Year 16/17 - Schemes Impact Pro Forma

For cycling/walking elements of your bid, please provide the following evidence - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
Description of infrastructure/facilities	Our LEP is committed to realising a transport network that meets the demands of people and business and has allocated a further £3M of funding to sustainable transport in 16/17 from the Local Growth Fund— almost ½ of which is earmarked for walking and cycling schemes.	Our LEP is committed to realising a transport network that meets the demands of people and business and has allocated a further £3M of funding to sustainable transport in 16/17 from the Local Growth Fund— almost ½ of which is earmarked for walking and cycling schemes.	Please refer to section B1 of the application
Route length (km)	-	-	

Average trip length (km)	7.6	7.6	Local active mode journey characteristics are derived from processing of the Travel to Work Survey completed by employees in Bristol and South Gloucestershire. The 2015 survey was completed by over 11,300 employees and should be able to provide a robust estimate of local journey characteristics. Data for commute time exceeding 60 minutes has been excluded from the analysis. Average speed have been calculated by averaging the time/distance ranges (Refer to tables 7 and 8 of the appended technical memorandum)
Average cycling speed (kph)	17.5	17.5	Same as above
Number of users (per day)	26,514	28,794	Without Scheme (Baseline) has been sourced from LSTF 2015/16 bid. This reflects the 2015/16 post investment position and forms the baseline for the 2016/17 bid. A growth of 8.6% (2015 LSTF Monitoring Report) has been applied to calculate the 'with scheme' number of users for Travel WEST Transition. The total number of commuter journeys have been calculated by applying an expansion factor of 1.84 (calculated based on the relationship between the total number of trips implied by the GBATS4M demand matrices and the total number of commute trips recorded across the four local authorities by the 2011 Journey to Work Census). Without Scheme: 26,514 users (48,786 journeys), With Scheme: 28,794 users (52,981 journeys). Please refer to tables 6 and 10 of the appended technical memorandum for further details
Percentage of additional users that would have driven a car otherwise.	N.A.	67%	Based on value from Travel WEST bid. This followed the same approach adopted for the successful 2011 and 2015 WEST LSTF bids. Analysis results show that modal shift to cycling and walking comes from bus and train users as well as car drivers and passengers, out of which car drivers account for approximately 67% of the increase in cycling and walking users

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
Traffic levels (Vehicle km) in the affected area	-	-	The modelling approach does not account for modal shift explicitly. However the DfT Active Mode Appraisal Toolkit allows the estimation

Traffic levels (Vehicle hours) in the affected area	-	-	of decongestion impacts to be made
Average Speed in the Morning Peak	-	-	
<b>Mode share (in person trips)</b>			
Car Driver	-	-	
Car Passenger	-	-	
Bus passenger	-	-	
Rail Passenger	-	-	
Cyclist	-	-	
Walking	-	-	

<b>For Bus elements of your bid please fill in the following table</b>			
<b>Input data</b>	<b>Without Scheme</b>	<b>With Scheme</b>	<b>Reference to supporting information (e.g. section of Economic Appraisal Summary).</b>
Annual number of passenger trips	-	-	The Travel WEST Transition scheme includes some bus related elements, however, benefits from these have not been included in this appraisal
Average trip distance (km)	-	-	
Total bus kilometres travelled (km), only change if 'with' scheme includes new bus services	-	-	
Average wait time (mins)	-	-	
Average fare per trip (£)	-	-	
Average in-vehicle time (mins)	-	-	
Description of your intervention	E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boards, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time		

## Appendix 2

### Economic Appraisal Technical Note



### **Sustainable Travel Transition Year Funding**

#### **Prepared by ch2m**

**PREPARED FOR:** South Gloucestershire Council

**COPY TO:**

**PREPARED BY:** Simon Guy / Toufik Al-Joura:

**DATE:** March 24, 2016

**PROJECT NUMBER:**

**REVISION NO.:** 1

**APPROVED BY:** Karan Monga

*This technical memorandum details the methodology, assumptions and results for estimating the benefits of the Sustainable Travel Transition Year schemes promoted by the four local authorities within the West of England region.*

#### Overview

*In accordance with the objectives of the Sustainable Travel Transition Year Fund, schemes have been chosen on the basis that they support economic growth, reduce carbon emissions, help to deliver wider social and economic benefits and encourage increased levels of physical activity. The schemes in Travel WEST TRANSITION have a strong focus on walking and cycling and either directly or indirectly improves access to work, skills and training.*

*The West of England has a proven track record of delivering sub-regional projects. The Travel WEST TRANSITION programme focusses on schemes that are highly deliverable; involve no capital works, no lengthy procurement, and virtually no dependencies. It builds on the current LSTF programme funded until March 2016.*

*Table 1 details the breakdown of scheme costs*

**Table 1: Scheme Costs**

	<b>Contribution</b>
DfT Funding Contribution	£2.200M
Local Contribution	£5.574M
Private Sector	£0.295M
Total	£8.069M

*Due to relatively small scale of the individual interventions, and how they work together to provide an impetus to encourage walking and cycling across the whole area, the programme has been assessed as a single package.*



## Assessment Outline

Table 2 details the key indicators that determine most of the cost and benefits that need to be measured to undertake an assessment of cycle and walk schemes.

**Table 2. Indicators used in the economic appraisal of walking and cycling schemes**

Indicator	Used to appraise
Cycling and walking users	Journey Quality
New individuals cycling or walking	Physical Activity Journey Quality
Car Kilometres saved	Accidents Green House Gases, air quality and Noise Indirect Tax revenue Travel Time (decongestion)
Commuter trips generated	Absenteeism

The following paragraphs provide a brief description of each impact.

### Journey Quality Impacts

Journey quality is an important consideration in scheme appraisal for cyclists and walkers. It includes fear of potential accidents and therefore the majority of concerns are about safety (e.g. segregated cycle tracks greatly improve journey quality over cycling on a road with traffic). Journey quality also includes infrastructure and environmental conditions on a route. TAG Unit A4.1 contains relevant guidance for the calculation of journey quality benefits

### Physical Activity Impact

Physical activity impacts typically form a significant proportion of benefits for active mode schemes. In order to derive the impact requires an estimate of the number of new walkers or cyclists as a result of the scheme; the time per day they will spend active; and mortality rates applicable to the group affected by the scheme. TAG Unit A4.1 provides details on the estimation of these benefits

### Absenteeism Impacts

Improved health from increased physical activity (such as walking or cycling) can also lead to reductions in short term absence from work. To estimate this impact requires estimates of the number of new walkers and cyclists who are commuting; the time per day they will spend active; and average absenteeism rates and labour costs. TAG Unit A4.1 provides details on the estimation of these benefits

### Accident benefits

Accident benefits (or dis-benefits) are calculated from changes in the usage of different types of infrastructure by different modes and the accident rates associated with those modes on those types of infrastructure. Therefore accident analysis should take account of changes in accidents involving pedestrians and cyclists, resulting from changes in walking

and cycling and the infrastructure used, and the impact of mode switch on accidents involving other road users. Accident benefits can be estimated using the Marginal External Cost method. Details can be found in TAG Unit A5.4

### Environmental benefits

The environmental benefits from a walk or cycling scheme are achieved through a reduction in motorised traffic and hence a reduction in the associated externalities. Environmental benefits can be estimated using the Marginal External Cost method. Details can be found in TAG Unit A5.4

### Decongestion and Indirect Tax Impacts

Mode switch from car to active modes will benefit those who continue to use the highways (decongestion benefit) and impact on indirect tax revenues. Decongestion and changes in indirect tax revenue can be estimated using the Marginal External Cost method. Details can be found in TAG Unit A5.4

Table 3 details which benefits have been estimated for the Travel WEST TRANSITION programme.

**Table 3: Summary of Benefits calculated for Travel WEST TRANSITION STTY bid**

<b>Impact</b>	<b>Benefit Estimated</b>
Physical Activity	Yes
Absenteeism	Yes
Accident benefits	Yes
Environmental Benefits	Yes
Decongestion and Indirect Tax	Yes
Journey Quality	No. – No infrastructure schemes included in the STTY programme

In order to appraise the benefits for the package we have utilised the Department for Transport's Active Mode Appraisal Toolkit.

### Data Review

#### User Base

A key factor in determining benefits from the schemes is the estimation of the number of new cyclists and walkers. In order to do so requires an understanding of what has been achieved in the West of England region over the past 5 years and how this compares with national averages

Table 4 contains data from the 2015 LSTF Monitoring Report. This data shows that over the period 2008 – 2013 the number of cyclists recorded at count sites across the region increased by 39% - or 8.6% annually.

**Table 4: Growth of cycling in West of England region (Source: 2015 LSTF Monitoring Report)**

Year	Estimate for Daily Number of Cycle trips
08/09	137,700
09/10	150,400
10/11	154,300
11/12	180,100
12/13	191,900
Growth Rate 2008/09 to 2012/13	39%
Annual Growth Rate	8.6%

This impressive growth in cycling is reflected when cycle usage in the four local authorities is compared with the English average. Table 5 shows that proportion of residents who cycle at a given frequency. It can be seen that all four local authorities tend to have higher percentage of residents cycling regularly compared to the English average.

**Table 5: Proportion of residents cycling by frequency (Source: Department for Transport statistics, Walking and Cycling Statistics, Table CW0111)**

Region	1 per month	1 per week	3 per week	5 per week
Bath and North East Somerset	21.2	13.9	6.5	2.3
City of Bristol	25.9	17.0	9.4	5.0
North Somerset	17.7	12.0	5.3	2.9
South Gloucestershire	23.3	14.6	8.3	5.6
England Average	15.0	9.5	4.4	2.5

Whilst the system of ATC counters provides information on the overall popularity of cycling as a mode, it does not lend itself to determining the actual number of cycle journeys.

The most robust data source for determining the number of cycle and pedestrian journeys is the 2011 Census Journey to Work data set. This dataset was used as the basis for the “Do Something” number of commuters for the 2015/16 LSTF bid (Travel WEST). Both figures are reported in Table 6.

In order to convert the 2015/16 Travel WEST “Do Something” estimate for the number of cyclists / walking users to a baseline for “Travel WEST Transition” journeys we have used

an expansion factor of 1.84. This is based on the relationship between the total number of trips implied by the GBATS4M demand matrices and the total number of commute trips recorded across the four local authorities by the 2011 Journey to Work Census. Table 6 shows the baseline number of journeys for Travel WEST Transition.

**Table 6: Number of Active Mode users and estimated Travel WEST Transition journeys**

Active Mode	2011 Census data Number of Commuters	2015/16 Travel WEST Bid Do Something Number of Commuters	Travel WEST Transition 2016 /2017 Number of Journeys
Cyclist	26,149	26,514	48,786
Walking	71,115	72,108	132,679

### Journey Characteristics

Local active mode journey characteristics can be derived from processing of the Travel to Work Survey completed by employees in Bristol and South Gloucestershire. The 2015 survey was completed by over 11,300 employees and should be able to provide a robust estimate of local journey characteristics. Table 7 details reported number of trips by commute time category. Data for commute time exceeding 60 minutes has been excluded from the analysis.

**Table 7: Travel to Work survey Results for Active Modes: Journey Time**

Journey Time	No of Cycle commute trips	Number of Walk commute trips
Under 15 mins	224	194
15-29 mins	806	493
30 – 44 mins	390	337
45- 59 mins	103	85
Total	1523	1109
Average Journey Time- cycle*	26 mins	
Average Journey Time- walk**	-	21 mins

Notes: \*Based on mid-point of journey time range;\*\* Based on mid-point of first range and lower value of remaining ranges

Table 8 details reported number of trips by commute distance category. Data for commute time exceeding 60 minutes has been excluded from the analysis.

**Table 8: Travel to Work survey Results for Active Modes: Journey distance**

Journey Distance	No of Cycle commute trips
Under 2 Miles	69
2-4.9 miles	850
5-9.9miles	495

**Table 8: Travel to Work survey Results for Active Modes: Journey distance**

Journey Distance	No of Cycle commute trips
Average Journey distance- cycle*	7.6km

Notes: \*Based on mid-point of journey time range

Economic Modelling Assumptions

Table 9 details the key assumptions made in the economic assessment.

**Table 9: Key Economic Modelling Assumptions Central Case**

	Modelling Criteria	Value	Commentary
Scheme Details	Opening Year	2016	As required by funding competition
	Last year of Initial Funding	2017	As required by funding competition
	Decay Rate	7.70%	Scheme benefits assumed to gradually erode over appraisal period
Do Nothing Scenario	Estimated number of cycle journeys	48,786	Derived from the LSTF Submission 2015/16. Data converted to produce estimate for the total number of commuter journeys. See Table 6
	Average cycle journey length (km)	7.6	Derived from processing of Bristol & South Glos Travel to Work Data. This implies an average cycle to work journey of 26mins
	Average Cycle Speed (kph)	17.5	Derived from processing of Bristol and South Glos Travel to Work Data. This implied an average travel time of 26 mins and average travel distance of 7.6km
	Estimated number of walk journeys	132,679	Derived from the LSTF Submission 2015/16. Data converted to produce estimate for the total number of commuter journeys. See Table 6
	Average walk journey length (km)	1.75	Derived from processing of Bristol & South Glos Travel to Work Data. This implies an average walk to work journey of 21mins. Applying the average walk speed of 5kph suggests average journey length of 1.75km
	Average Walk Speed (kph)	5	The British Heart Foundation reports that the average walking pace on country /forest paths is 5kph;
	Estimate for the number of return journeys	90%	Based on professional judgement. Not all trips will involve a return leg by the same mode.
Do Something Scenario	Estimated number of cycle journeys	52,981	Derived from applying the historic actual growth reported across the region for cycling (i.e. 8.6% pa). This growth rate is

**Table 9: Key Economic Modelling Assumptions Central Case**

	<b>Modelling Criteria</b>	<b>Value</b>	<b>Commentary</b>
			applied for 1 year only
	Estimated number of pedestrian journeys	144,089	The growth rate for cycling journeys used as a proxy for pedestrian growth as no local data collected. This growth rate is applied for 1 year only
Decongestion benefit	Proportion of cyclists attracted from car	67%	Based on value from Travel WEST bid. This followed the same approach adopted for the successful 2011 WEST LSTF bid. Analysis results show that modal shift to cycling and walking comes from bus and train users as well as car drivers and passengers, out of which car drivers account for approximately 67% of the increase in cycling and walking users.
	Proportion of pedestrians attracted from car	67%	Based on value from Travel WEST bid. This followed the same approach adopted for the successful 2011 WEST LSTF bid. Analysis results show that modal shift to cycling and walking comes from bus and train users as well as car drivers and passengers, out of which car drivers account for approximately 67% of the increase in cycling and walking users
	Area Type	Other Urban	Most suitable category for the scheme as a whole
Additional Information	Background Growth	4.30%	The West of England region will continue to experience considerable investment in active transport modes. Added to this the increasing levels of traffic congestion – caused by the temporary road works associated with the Metrobus scheme will add to the overall background growth in active modes
	Appraisal Period	13	Based on the West of England LEP’s ‘Impact Guidance Note for Infrastructure Projects’ (2015), which suggests the appraisal period should reflect that “benefits gradually build up over 3 years and then deliver a stream of benefits over a 10–year period”.
	Number of days in analysis period	220	Number of standard workdays / year.
	Optimism Bias	15%	Web Tag, Unit A1.2, Table 8. Previous experience of delivering the type of projects included in Travel WEST Transition package leads to the adoption of this factor

### Economic Assessment Results – Central Scenario

The modelling results for the central scenario are detailed in Table 10. Overall this indicates that the scheme can provide a strong BCR of 10.1 over a 13 year appraisal period. The primary source of benefits (90%) is derived from the physical health benefits (made up of reduced risk of premature death and reduced absenteeism), with the remainder made up from mode shift.

**Table 10: Analysis of Monetised Costs and benefits – Central Scenario**

	<b>Central Case</b>
Congestion benefit	8,698.90
Infrastructure	65.81
Accident	2,188.08
Local Air Quality	0.00
Noise	144.63
Greenhouse Gases	493.61
Reduced risk of premature death	70,365.83
Absenteeism	7,119.43
Journey Ambience	0.00
Indirect Taxation	-2,801.93
Government	8,563.70
Private contribution	276.15
PVB	85,932.40
PVC	8,497.89
BCR	10.11

*PVB and PVC values are derived from the Active Mode Appraisal Toolkit. This adjusts the calculation of the PVB to exclude any “infrastructure benefits” and any private sector contributions involved in the scheme delivery. “Infrastructure benefits” are included by offsetting “Government” costs in the PVC calculation.*

*Local air quality benefits are zero. This is due to the fact that current WebTAG marginal external costs for the years post 2015 are zero. Journey ambience is also zero as the Travel WEST Transition scheme does not contain any infrastructure improvements that are liable to generate such benefits.*

### Economic Assessment Results – Sensitivity Results

Two tests have been prepared to assess the sensitivity of the scheme to changes in the key assumptions.

### Low Growth

In the low growth sensitivity test the following assumptions have been made:

- Growth in cycle/pedestrian users – 4.3% (as opposed to 8.6%). New estimate for Do Something cycle journeys = 50,884; New estimate for Do Something walk journeys = 138,384
- Background growth reduced to 2.15% p.a.

The monetised costs and benefits are detailed in Table 11.

**Table 11: Analysis of Monetised Costs and benefits – Low Growth**

	<b>Low Growth</b>
Congestion benefit	3,859.33
Infrastructure	29.22
Accident	975.61
Local Air Quality	0.00
Noise	63.98
Greenhouse Gases	222.16
Reduced risk of premature death	30,656.41
Absenteeism	3,101.74
Journey Ambience	0.00
Indirect Taxation	-1,266.02
Government	8,563.70
Private contribution	276.15
PVB	37,337.07
PVC	8,534.48
BCR	4.37

The analysis shows that even with significantly reduced growth assumptions, the scheme still shows a strong BCR of 4.37.

### Extended Appraisal Period

In the extended appraisal period sensitivity test the following assumptions have been made:

- Appraisal Period – 60 years (as opposed to 13 years)



The monetised costs and benefits are detailed in Table 12.

**Table 12: Analysis of Monetised Costs and benefits – Extended Appraisal Period**

	<b>Extended Appraisal Period</b>
Congestion benefit	13,122.56
Infrastructure	109.24
Accident	3,162.32
Local Air Quality	0.00
Noise	209.78
Greenhouse Gases	706.80
Reduced risk of premature death	88,871.77
Absenteeism	8,991.82
Journey Ambience	0.00
Indirect Taxation	-3,611.48
Government	8,563.70
Private contribution	276.15
PVB	111,177.42
PVC	8,454.46
BCR	13.15

The analysis shows that by extending the appraisal period, the schemes BCR increases to 13.15. There is a small increase in the importance of mode shift benefits (12%) and a subsequent decrease in the importance of health benefits over the 60 year assessment.

### Summary

The schemes included in the Travel WEST Transition package have been assessed in the context of Economic and Environmental impacts. The appraisal is aligned with relevant guidance and the results demonstrate that the package of schemes proposed is clearly beneficial to those working or looking for work in the area. The appraisal demonstrates that £2.2m of DfT funding as part of an £8.2m package of sustainable travel measures will result in a present value of benefits of £85.9m and a very strong BCR of around 10.00 in the central case.

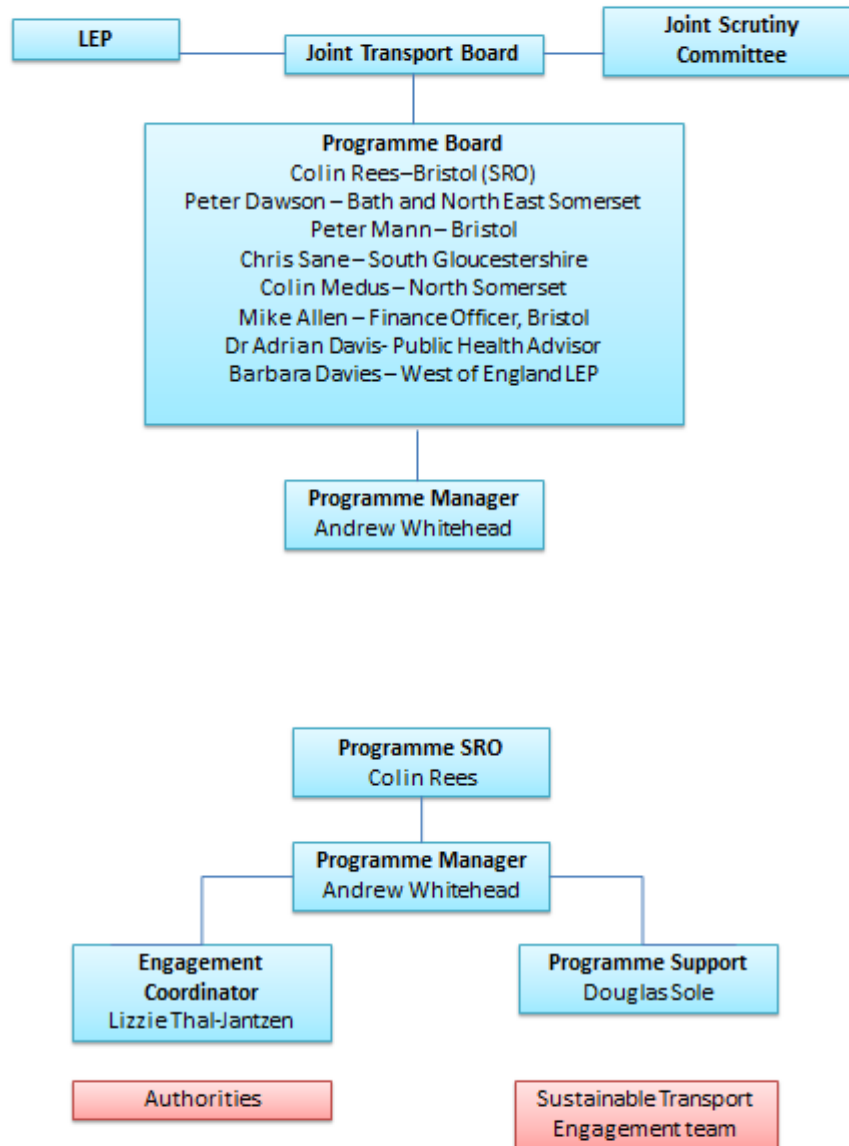




## Appendix 4

### Delivery Organogram

Figure 1



## Appendix 5

### Risk Register

Travel West Transition Risk Register									
Risk Owner	Source of Risk	Consequence	Pre Response			Specific Action	Post Response		
			Probability	Impact	Risk Rating		Probability	Impact	Risk Rating
Programme Board	Insufficient authority or partner delivery resource	Delays to programme measures and impact on quality	M	H	H	Build on well-establish delivery teams from Travel WEST; Ensure realistic Project Plans are signed off by the Programme Board; Ensure sufficient resources are identified and available to progress delivery in line with Project Plans; Top sliced funding identified for dedicated Programme Manager and Core Team; Early arrangements for continuation or commencement of new partnering or procurement arrangements.	M	M	M
Programme/ Project Managers	Schemes do not deliver projected outcomes	Failure to deliver benefits	M	H	H	Ensure project outcomes are well defined and reflected in Evaluation Plan; Programme and change management process to have regard to scheme benefits.	M	M	M
Programme Board	Impact on reputation from poor project delivery or outcomes	Impact on reputation results in loss of Government confidence and future funding opportunities	M	H	H	Establish robust governance/project management arrangements; Regular liason and progress reporting to DfT to ensure expectations are met;	L	M	L

Programme Board	Failure to deliver local contribution	Insufficient funding to complete programme measures	M	M	M	Letters of support to formalise partner contributions; Involvement of key stakeholders in governance and delivery arrangements; Close monitoring and regular reporting of local contribution, spend and status; Commitment to authority funding contributions.	L	M	L
Programme Board	Underestimation of scheme costs	Cost Increases	M	M	M	Develop detailed and costed Project Plans for individual projects; Benchmarking of costs against previous schemes; Strong Programme Management and change control process operated; Good project management including regular reporting to the Programme Board.	L	M	L
Programme Board/ Programme Manager	Failure to secure all of DfT funding	Insufficient funding to complete the programme measures	M	M	M	Close adherence to DfT grant funding requirements; Ensure scalable approach to schemes and set minimum operational funding capability; Regular liason and reporting to the DfT.	L	M	L
JTEC/ Programme Board	Cross boundary governance arrangements fail to provide robust decision making and change control process	Impact on timely delivery of programme elements and on reputation	M	M	M	Build on well-established governance arrangements for LSTF WEST 15/16 and other cross-boundary projects; Define process and tolerances for escalating issues and change requests to the Programme Board and Joint Transport Executive Committee.	L	M	L
Programme/ Project Managers	Contractor, operator or supplier cease trading or change ownership	Increased scheme cost and delays to programme	L	M	L	Thorough vetting of contractors etc. in line with authority policies and procedures	L	M	L
Programme/ Project Managers	Effects of inflation on costs	Cost increases exceed available budget	L	L	L	Robust estimate of future inflation levels Impact of inflation changes will be monitored to enable forward plan of budgets	L	L	L

## Appendix 6

### Equality Analysis

#### **Scheme – Travel WEST TRANSITION (derived from Travel WEST project EA)**

#### **Equality and Diversity Impact Assessment and Plan**

#### **Introduction**

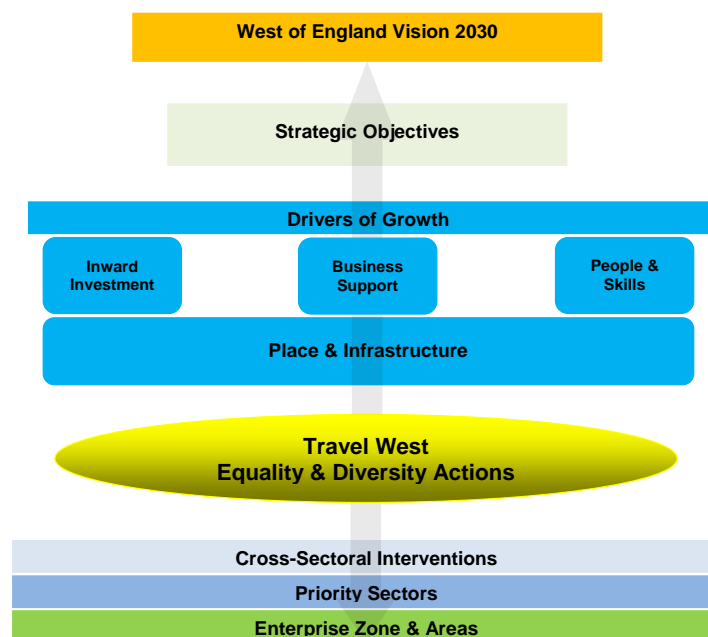
The over-arching message communicated via the West of England Vision is that of an **“Economic Region Built on Success and Delivering Success”**.

Underpinning the Vision are five Strategic Objectives:-

1. Create the right conditions for business to thrive. Give confidence and certainty to our investors to attract and retain investment to stimulate and incentivise growth.
2. Enhance & protect our natural & built environmental assets to build our resilience to climate change.
3. Create places where people want to live and work, through delivery of essential infrastructure including transport and housing to unlock suitable locations for economic growth.
4. Shape the local workforce to provide people with skills that businesses need to succeed and that will provide them with job opportunities.
5. Ensure all our communities share in the prosperity, health and well-being and reduce the inequality gap.

The Travel WEST TRANSITION project has a role to play in the delivery of each of these strategic objectives, and in particular, objective 3 aligns with our central purpose.

Travel WEST TRANSITION recognises that delivering excellence in Equality & Diversity is intrinsically linked to the successful achievement of the WoE 2030 Vision and as such we have set out carefully considered actions, the delivery of which will ensure our work has maximum impact on the achievement of the strategic objectives and ultimately the realisation of the 2030 Vision.



## Equality & Diversity and the Travel West Project

The central principle of the project concerns increasing the accessibility by sustainable travel which is critical to supporting growth in our Enterprise Zone and Enterprise Areas where we expect to see up to 70,000 new jobs. Existing road conditions are a barrier to many people choosing to walk and cycle and there is a need to make improvements to facilitate safe independent mobility for all and not just for those able to cope with high levels of traffic. In addition, by providing improved facilities for walking and cycling, the scheme will enhance the health of the local population by promoting active modes of travel. The benefits will be realised by employers, who will have a healthier, fitter workforce with a reduction in absence through sickness, and by the Health Authorities, through reduced demand upon healthcare services arising from a healthier population.

In respect of equality and diversity, central principles relating to the Travel WEST TRANSITION project are:

- Ensuring accessible sustainable travel modes are in place;
- Encouraging more cycling and walking by those who are already more likely to use these methods (e.g. Males);
- Encouraging those who are less likely to use these methods to participate (e.g. Females).

Taking approaches which are tailored to the needs of diverse groups in society is a core way of ensuring that the number of people using these methods is maximised, which contributes to the identified strategic objectives and drivers of growth as stated above and within the below table.

There is a valuable evidence base from which the project has drawn key equality & diversity related information as shown below:

<b>Gender</b>	Improved cycling infrastructure through bicycle paths and lanes that provide a high degree of separation from motor traffic is likely to be important for increasing transportation cycling amongst under-represented population groups such as women <sup>1</sup> .
<b>Children &amp; Young People</b>	<p>Independent mobility appears to be an important independent determinant of weekday physical activity for both boys and girls. Physical activity and factors such as independent mobility are likely to be influenced by the type of neighbourhood (housing density, land use mix, available green space) as well as perceptions of neighbourhood. Parents may be much more likely to allow independent mobility if they perceive their environment to be safe and traffic density to be low<sup>2</sup>.</p> <p>There is a significant positive relationship between physical activity, improved cognitive performance and academic achievement<sup>3</sup>.</p> <p>Research has found a possible link between traffic-related air pollution outside people's homes and the onset of asthma in children during the first eight years of life. Higher levels of nitrogen dioxide, PM2.5 and soot (generated by greater</p>

<sup>1</sup> Adrian Davis, 23/10/2009, Essential Evidence on a page: No. 38 "Women and commuter cycling"

<sup>2</sup> Page, A. et al, 2009 Independent mobility in relation to weekday and weekend physical activity in children aged 10-11 years: The PEACH project, *International Journal of Behavioural Nutrition and Physical Activity*, 6(2) Open Access

<sup>3</sup> Sibley, B. Etnier, J. 2003 The relationship between physical activity and cognition in children: A meta-analysis, *Pediatric Exercise Science*, 15: 243-256.



	<p>traffic volumes) were more likely to be recorded at the homes of those children who developed asthma and asthma symptoms<sup>4</sup>.</p> <p>Cycle training is valuable in terms of cycling safety skills. However, other strategies are needed when promoting cycling to school such as that any training should focus more on real cycling experiences, so that children are able to deal with traffic on school journeys, and on providing educational support to ensure safe journeys to school<sup>5</sup>.</p> <p>Research has shown that far more English children were accompanied by an adult on the journey home from school in 2010 than in 1971. In 1971, 86 per cent of the parents of primary school children surveyed said that their children were allowed to travel home from school alone. By 1990, this had dropped markedly to 35 per cent, and there was a further drop to 25 per cent being allowed to do so in 2010. In 2010, in England there was a marked increase in adult accompaniment on non-school journeys, with 62 per cent of the journeys in 2010 being accompanied, compared to 41 per cent in 1971<sup>6</sup>.</p>
<b>Older Age</b>	<p>The intensity of physical effort during cycling on an electrically assisted bicycle is sufficiently high to contribute to the physical activity guidelines for moderate-intensity health-enhancing physical activity for adults<sup>7</sup>.</p> <p>The risk of increasing falls among a largely sedentary older population can be reduced through physical activity. Walking, as the most readily available physical activity, can contribute to the prevention of falls through maintaining or increasing leg muscle and bone strength<sup>8</sup>.</p> <p>Cycling is a form of physical activity with particular benefits for older people. It is non-weight bearing and therefore has less impact on the joints than jogging or other running sports, and several studies of disease causation have shown significant risk reduction for all-cause and cancer mortality, cardiovascular disease, colon and breast cancer, and obesity morbidity in middle-aged and elderly cyclists. Cycling may also contribute to improved quality of life for older people, by enhancing social networks and building empowerment, and can be incorporated easily into a daily routine. Successful methods used to promote cycling to older people include: age-targeted cycling skills courses, encouragement for Bicycle User Groups to reach out to older people, widespread availability of cycling maps, advertising the multiple benefits of cycling and continued improvement to cycle paths. Fear of cars and other motorised traffic is a strong barrier to cycling across all age groups so investment in infrastructure should also have benefits across the population<sup>9</sup>.</p>
<b>Disability (including mental health)</b>	<p>Psychologists have long recognised the potentially detrimental effect of the commute. Most studies of the commute and stress find that active travel, followed by public transport use are the least stressful modes and that active travel is often reported as a positive experience in terms of stress management<sup>10</sup>.</p>

<sup>4</sup> Gehring, U., Wijga, A.H., Brauer, M. *et al.* 2010 Traffic-related Air Pollution and the Development of Asthma and Allergies during the First 8 Years of Life. *American Journal of Respiratory and Critical Care Medicine*, 181: 596-603.

<sup>5</sup> Adrian Davis, 02/05/14, Essential Evidence on a page: No.120 Effects of a cycle training course on children's cycling skills and cycle use

<sup>6</sup> PSI, 2013 Children's independent mobility in England and Germany, 1971-2010. London: PSI. [http://www.psi.org.uk/index.php/site/news\\_article/851](http://www.psi.org.uk/index.php/site/news_article/851)

<sup>7</sup> Simons, M., Van Es, E., Hendriksen, I. 2009 Electrically assisted Cycling: A new ode for meeting physical activity guidelines?, *Medicine and Science in Sports and Exercise*, 2097-2102.

<sup>8</sup> Chang, T. *et al.* 2004 Interventions for the prevention of falls in older adults: systematic review and meta-analysis of randomised clinical trials, *British Medical Journal*, 328.

<sup>9</sup> Zander, A., *et al.* 2013 Joy, exercise, enjoyment, getting out: A qualitative study of older people's experience of cycling in Sydney, Australia, *Journal of Environmental and Public Health*, <http://dx.doi.org/10.1155/2013/547453>

<sup>10</sup> Gatersleben, B., Uzzle, D. 2007 Affective Appraisals of the Daily Commute. Comparing Perceptions of Drivers, Cyclists, Walkers, and Users of Public Transport, *Environment and Behaviour*, 39(3): 416-431.

	<p>The intensity of physical effort during cycling on an electrically assisted bicycle is sufficiently high to contribute to the physical activity guidelines for moderate-intensity health-enhancing physical activity for adults<sup>11</sup>.</p> <p>There are more accessible options for cycling today than ever before. These include hand cycles, trikes, wheelchair friendly cycles, side-by-side cycles, one up one down cycles, recumbents, tandems and steer from rear tandems. As such there is large potential for promoting facilities and options which are suitable for a wide range of impairment types.</p>
<b>Safety</b>	<p>Research has noted that there would be substantial implications of a policy approach which seeks to mitigate barriers to walking and cycling so that (door to door) networks can be travelled on foot or bicycle without disproportionate risk<sup>12</sup>. This is important information in respect of promotion for females, younger and older people.</p> <p>Evidence also informs us that design principles and good management can address conflicts that can occur within shared spaces (e.g. cyclists and pedestrians). This is important information in respect of promotion for disabled people and both younger and older people.</p>
<b>Economic Benefit</b>	<p>Economic analysis of cycling interventions suggests that average benefit per additional cyclist is £590 per year, and that small increases in cycling numbers can justify investment in new cycling infrastructure principally due to the health benefits which accrue<sup>13</sup>.</p> <p>There is a high cost to employers from absenteeism and potentially even greater costs from presenteeism. Increasing physical activity through active travel opportunities and activities during the work day are highly likely to be cost effective in improving health<sup>14</sup>.</p> <p>Within schemes, there is also an identified benefit in relation to tourism. Using the principle that diverse groups have diverse needs and promoting opportunities accordingly has the potential to maximise usage amongst visitors to our areas.</p>
<b>Health</b>	<p>The most substantive epidemiological study to date was carried out in Copenhagen involving 13,375 women and 17,265 men aged 20-93 who were randomly selected from a population of 90,000 living in central Copenhagen<sup>15</sup>. Of this cohort, 14,976 cycled regularly to work, for about three hours per week on average.</p> <p>The researchers concluded that:  “Even after adjustments for other risk factors, including leisure time activity, those who did not cycle to work experienced a 39% higher mortality rate than those who did.”</p> <p>This is a very important finding. It provides direct evidence from a large scale study that regular cyclists are likely to have a lower risk of death compared to non-cyclists, irrespective of other physical activity they do. Additionally, later</p>

<sup>11</sup> Simons, M., Van Es, E., Hendriksen, I. 2009 Electrically assisted Cycling: A new ode for meeting physical activity guidelines?, *Medicine and Science in Sports and Exercise*, 2097-2102.

<sup>12</sup> Mullen, C., Tight, M., Whiteing, A., Jopson, A. 2014 Knowing their place on the roads: What would equality mean for walking and cycling? *Transportation Research Part A*, 61: 238-248.

<sup>13</sup> Adrian Davis, 12/06/09, Essential Evidence on a page: No.24 “Economic Benefits of Cycling”

<sup>14</sup> Main, C., Glozier, N. Wright, I. 2005 Validity of the HSE stress tool: an investigation within four organisations by the Corporate Health and Performance Group. *Occupational Medicine*, 55:208–214

<sup>15</sup> Andersen, L, B., Schnohr, P., Schroll, M., Hein, H. 2000 All-cause mortality associated with physical activity during leisure time, work,sports, and cycling to work, *Archive of Internal Medicine*, 160: 1621-1628. Freely available from <http://archinte.amaassn.org/cgi/search?fulltext=cycling+to+work>

	<p>analysis has shown higher death rates among those who reduced their level of cycling compared to those who continue to cycle<sup>16</sup>.</p> <p>Walking is the most basic form of physical activity humans can undertake to maintain good health. A key paper setting out the benefits of walking was published in 1997 and remains an important resource for walking promotion<sup>17</sup>. This set out that regular walking reduces the risk of cardiovascular and respiratory diseases, type 2 diabetes, some cancers, deaths from all causes, and helps to counter depression and maintain mental wellbeing.</p> <p>Countries with the highest levels of active travel generally have the lowest obesity rates<sup>18</sup>.</p> <p>Mixed use developments, at high density, with good connectivity for walking and cycling significantly affects body weight and reduce the risk of weight gain<sup>19</sup>.</p> <p>The order of the difference in fitness in favour of cyclists is equivalent to that enjoyed by being five years younger (cycling in general) or up to 10 years younger (for regular cyclists)<sup>20</sup>.</p> <p>A growing body of research reveals that road transport noise can cause sleep disturbance, cardiovascular disease, elevated hormone levels, psychological problems and even premature death; studies on children have identified cognitive impairment, worsened behaviour and diminished quality of life. People with existing mental or physical health problems are the most likely to be sensitive to traffic noise. Fifty-five per cent of those living in urban areas with more than 250 000 inhabitants in the EU - almost 67 million people - endure daily road noise levels above the lower EU benchmark for excess exposure<sup>21</sup>.</p>
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As a result of the analysis of the messages emerging from the SEP Equality & Diversity Impact Assessment, and our specific research, we have set our objectives for equality & diversity which will accelerate the successful delivery of the WoE SEP.

<sup>16</sup> Anderson, L.B. 2000 Personal communication, cited in Cavill, N. and Davis, A. 2007 Cycling and health. What's the evidence? London: Cycling England

<sup>17</sup> Morris, J., Hardman, A. 1997 Walking to health, *Sports Medicine*, 23(5): 306-332.

<sup>18</sup> Bassett, D., Pucher, J., Buehler, R., Thompson, D., Crouter, S. 2008 Walking, cycling, and obesity rates in Europe, North America and Australia, *Journal of Physical Activity and Health*, 5: 795-814.

<sup>19</sup> Frank, L., Andresen, M., Schmid, T. 2004 Obesity relationships with community design, physical activity, and time spent in cars, *American Journal of Preventive Medicine*, 27(2): 87-96.

<sup>20</sup> Tuxworth, W., Nevill, A., White, C., Jenkins, C. 1986 Health, fitness, physical activity, and morbidity of middle aged male factory workers, *British Journal of Industrial Medicine*, 43: 733-753.

<sup>21</sup> Stansfeld, S., Haines M. 1997 Environmental noise and health: a review of non-auditory effects. In: *IEH report on the non-auditory effects of noise*. Leicester: Institute for Environment and Health.

## Our Aim, Objectives and Actions

### Aim

Our overall aim is to ensure that within all of our work, equality & diversity principles and values are applied, and actions proactively taken which contribute to the maximisation of our success in delivering and promoting sustainable travel options.

### Objectives and Actions

Objectives	Key Actions	Intended Impact
To ensure that our extensive research portfolio is utilised to enhance the attractiveness of schemes.	We will conduct a review of the schemes to ensure that all research is taken account of during scheme design.	Features that meet the needs of and attract diverse groups are planned for from the earliest stages.
To promote schemes pre and post builds, ensuring that the needs of diverse groups are targeted (as highlighted via our equality & diversity related research above).	As part of the consultation of schemes we will tailor our engagement and promotion activity with: <ul style="list-style-type: none"> <li>• Businesses</li> <li>• Leisure sector</li> <li>• Communities</li> <li>• Schools</li> </ul> to deliver key motivating messages to target groups as identified within our research.	Maximised usage by all, in particular identified target groups, through the delivery of messages that motivate and are relevant to the needs of diverse groups.
To measure the success of our planning and promotion of schemes.	We will undertake relevant activities at one of our interventions to understand the impact of our interventions in relation to diverse groups.	<p>An enhanced understanding of how the needs of diverse groups can be met.</p> <p>An enhanced understanding of successful interventions and engagement in developing usage amongst diverse groups.</p> <p>The above will enable us to influence best practice both now and in the future.</p>

The above objectives will be continuously monitored in order to gauge both progress and the impact of these actions on the achievement of our project objectives.

## Appendix 7

### Letters of Support for the Travel WEST TRANSITION bid

1. *Ape Project*
2. *Avon and Somerset Constabulary*
3. *The Big Worle Partnership*
4. *Bristol College*
5. *Bristol Airport*
6. *The Bristol Bike Project*
7. *Bristol Students Union*
8. *Business West*
9. *The Care Forum*
10. *DAS*
11. *Filton Avenue Primary School*
12. *Go Green/Low Carbon Southwest*
13. *Greater Bedminster Community Partnership*
14. *Haywood Village Residents Association*
15. *Headley Park Primary School*
16. *Hewlett Packard*
17. *Kidical Mass*
18. *Knighstone Housing*
19. *Knowle West Media Centre*
20. ***Local Enterprise Partnership for the West of England***
21. *Mead Vale Community Primary School*
22. *Merchants Academy*
23. *Minuteman Press*
24. *Modeshift*
25. *New Fosseway School*
26. *New Fosseway Bridge Learning Campus*
27. *North Bristol NHS Trust*
28. *North Bristol NHS Trust (staff)*
29. *North Bristol SusCom*
30. *North Somerset Healthy Weight Network*
31. *Parson Street Primary School*
32. *Perry Court Primary School*
33. *Playing Out*
34. *Roll for the Soul*
35. *Richard Pedlar Architects*
36. *Southville Community Development Association*
37. *SeverNet*
38. *Silverback Films*
39. *Sole Cycling*
40. *ss Great Britain*
41. *The Island*
42. *Two Mile Hill Primary School*
43. *United Communities Housing Association*
44. *University of the West of England*
45. *Wessex Garages*
46. *Weston Works*
47. *WSP Parsons Brinckerhoff*



3/1/2016

Mr Andrew Whitehead  
WoE Sustainable Travel Transition Bid Co-ordinator  
3<sup>rd</sup> Floor, Brunel House  
St Georges Road  
Bristol  
BS2 8PH

**Dear Mr Andrew Whitehead**

**Sustainable Travel Transition Bid**

I write on behalf of APE Project CIC. We are a non profit organisation based in Bristol which delivers activities and opportunities to both mainstream and vulnerable children and young people within our city. We run a children's bike exchange scheme whereby families on low income can swap bikes with us at a very low cost to ensure their children are riding safe and well fitting bicycles. The project also delivers apprenticeship positions to young people not in employment, education or training whereby they can achieve a nationally recognized level two qualification in engineering and cycle mechanics. Our project also provides free bicycles to children experiencing homelessness, young carers, those in foster care or who have been adopted and children of refugees and asylum seekers.

We have been working closely with Re-use Bristol to collect bicycles from the tip, preventing them from being destroyed and passing them on to a family in need. We have also sourced our children's bikes from the Bristol Bike Project whom receive donated bikes, Emmaus, Lifecycle UK, Avon and Somerset Police and other recycling/waste organisations across the city. We typically recycle some 1500 children's bikes per year, passing them onto those who need them most. We have worked closely with both Sustrans and Lifecycle UK on promoting safe and affordable cycling for families within Bristol and have worked with nearly 100 mainstream schools over the past couple of years, promoting the value of sustainable transport, both for the individual and

for the city we live in. Our recycling scheme also promotes a better understanding of the value of re-using and recycling as opposed to scrapping. We have received two LSTF grants over the past few years and these have been absolutely instrumental in the development and sustainability of the project.

We are happy to support the West of England's funding bid to the Sustainable Travel Transition bid, recognised for creating innovative and suitable solutions that improve the quality of life of people within its operating area.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of APE project CIC, I am pleased to endorse the Sustainable Travel Transition bid and we are keen to work with you in its successful delivery delivering intensive work within businesses, the wider community, schools, colleges, to improve growth and increase walking and cycling levels.

Yours sincerely,

Guy Dobson.

.....



CFO and Director of Resources, Julian Kern  
Avon and Somerset Constabulary HQ  
PO Box 37, Valley Road, Portishead, BRISTOL BS20 8QJ  
Telephone: 01275 816005 Facsimile: 01275 816112  
Office Hours: 8am – 6pm

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Date: 24<sup>th</sup> March 2016

Dear Andrew

**Department for Transport Sustainable Travel Transition Year (STTY) Funding – 2016-17 business case submission**

I represent Avon and Somerset Constabulary who deliver policing services to the communities of North Somerset and have responsibility for Sustainability at Chief Officer Group level in the organisation.

The Constabulary is committed to promoting sustainable travel amongst its officers and staff as part of our wider Sustainability Strategy. Improving road safety for all roads users is also one of five key priorities set by the Police and Crime Commissioner for Avon and Somerset. We have directly benefitted from LSTF sustainable travel initiatives in the past.

Transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and competitiveness, alongside developing communities and therefore we are happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Avon and Somerset Constabulary I am pleased to endorse the STTY 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

Julian Kern  
Chief Finance Officer and Director of Resources





Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Dear Andrew

**Department for Transport Sustainable Travel Transition Year (STTY)  
Funding – 2016-17 business case submission**

I represent The Big Worle Partnership who are a lottery funded, ten year, community programme

Transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and competitiveness, alongside developing communities and therefore we are happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

Depending on the nature of upcoming projects, the partnership may approve match funding, if appropriate.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of The Big Worle Partnership I am pleased to endorse the STTY 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

Keith Bush  
Hub Development Worker

**City of Bristol College Main Centres:**

AEC at Parkway  
Ashley Down Centre  
College Green Centre  
South Bristol Skills Academy



C/O Mr Andy Whitehead  
West of England Partnership  
Wilder House  
Wilder Street  
Bristol  
BS2 8PH

Principal & Chief Executive  
**Lee Probert**

City of Bristol College  
PO Box 3158  
Bristol, BS6 9JS

Telephone + 44 (0) 117 312 5000  
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[www.cityofbristol.ac.uk](http://www.cityofbristol.ac.uk)

14th March 2016

Dear Mr Whitehead,

**Ref: Sustainable Travel Transition Bid 2016**

The City of Bristol College would like to offer our support to the Sustainable Travel Transition bid which we feel will continue the good work the City is doing into trying to improve the transport flow and services.

As a major employer and provider of training to over 10,000 students and around 1,000 staff, we are acutely aware of how the City's transport infrastructure impacts on the quality of service the College is able to provide. The problems of late staff and students, as well as the time taken to get from site to site, create significant barriers to teaching and has been known to put students off attending the College or enrolling on courses. Therefore when we have the opportunity to assist in backing new schemes, or providing useful planning data, we go out of our way to assist. With a better flowing traffic system, which is enhanced through sustainable modes of transport and 'green' schemes, the wellbeing of the College cohort and the general public will improve.

A theme for this year's Sustainability programme within the College is 'Healthy Travel' and the Sustainable Travel Transition bid which could be used to improve walking and cycle routes, should help encourage students and especially staff to seek and use alternative 'self-powered' methods of getting to and from College.

The College is a Go Green 'Prove It' member and as such shows its commitment to Bristol's sustainable future and as a result is more than pleased to support the West of England Partnership's STTY bid.

I would like to make special note of the excellent support and improvements the College received through the Local Sustainability Transport Fund which helped to provide the opportunity to install electric charging points at our centres as well as providing invaluable advice and guidance at our Student induction and welcome events with their travel roadshows.

For and on behalf of City of Bristol College,

Simon Williams  
Head of Procurement and Sustainability.

*Creating lifetime opportunities through outstanding education and training*



26<sup>th</sup> March 2016

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Direct dial: 01275 473499  
E: [ehiggins@bristolairport.com](mailto:ehiggins@bristolairport.com)

Dear Andrew

**Department for Transport Sustainable Travel Transition Year (STTY) Funding – 2016-17 business case submission**

I represent Bristol Airport Ltd, a key stakeholder for transport in North Somerset. Bristol Airport is the major international airport for the South West region and has an important role to play in delivering transport services and economic prosperity to the West of England sub-region. The Airport is also a major employer in the area, providing around 3,000 jobs. Bristol Airport has a planning permission in place to deliver infrastructure which will have the capacity to handle up to 10 million passengers on an annual basis.

Transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and competitiveness, alongside developing communities and therefore we are happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Bristol Airport, I am pleased to endorse the STTY 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely

**Elizabeth Higgins MRTPI**  
**Planning Manager**  
**Bristol Airport**

3/22/2016

Mr Andrew Whitehead  
WoE Sustainable Travel Transition Bid Co-ordinator  
3<sup>rd</sup> Floor, Brunel House  
St Georges Road  
Bristol  
BS2 8PH

**Dear Mr Andrew Whitehead**

**Sustainable Travel Transition Bid**

I write on behalf of The Bristol Bike Project, a community bicycle reuse scheme in St Paul's. Previous grant funding from LSTF has been enormously beneficial to our project enabling us to run several weekly activities to encourage cycling amongst young people and marginalized groups in our community.

We are happy to support the West of England's funding bid to the Sustainable Travel Transition bid, recognised for creating innovative and suitable solutions that improve the quality of life of people within its operating area.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of The Bristol Bike Project, I am pleased to endorse the Sustainable Travel Transition bid and we are keen to work with you in its successful delivery delivering intensive work within businesses, the wider community, schools, colleges, to improve growth and increase walking and cycling levels.

Yours sincerely,

Henry Godfrey: Co-Director



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the best student life

The Richmond Building  
105 Queens Road, Clifton, Bristol BS8  
1LN  
Tel (0117) 331 8600  

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www.bristolsu.org.uk

15 March 2016

Mr A Whitehead  
Travelwest  
3<sup>rd</sup> Floor, Brunel House  
St. George's Road  
Bristol  
BS1 5UY

Dear Mr Whitehead,

I am writing in support of the West of England's bid to the Department for Transport's Sustainable Travel Transition competition.

Bristol SU benefited from a grant in June 2015 from the Local Sustainable Transport Fund to set up "Balloon Bikes", an affordable bike hire scheme for students from the University of Bristol. Without the funding this extremely popular project would not have been possible. A recent survey of users showed that 100% were very satisfied or satisfied with the scheme and 68% use their bike daily, mainly to commute to and from university. As one user says "Having the bike has made such a difference to my life as a student. I can do so much more and get round the city so much faster discovering new places and seeing more friends. Thank-you so much!"

We were delighted to see our work rewarded at the West of England Sustainable Travel Awards 2015 where we won "Most Innovative Sustainable Transport Measure".

I wish you the very best of luck in your application and do hope you are awarded further funding to continue the excellent work of Travelwest

Yours sincerely

Clare Prosser  
Head of Enterprise Development

Email: [clare.prosser@bristol.ac.uk](mailto:clare.prosser@bristol.ac.uk)



Mr Andy Whitehead  
Programme Manager  
Bristol City Council  
Place Directorate  
3<sup>rd</sup> Floor, Brunel House  
St. George's Road  
Bristol  
BS1 5UY

24<sup>th</sup> March 2016

Dear Mr Whitehead

**Business Support of the 'Sustainable Travel Transition' Bid**

I would like to express our full support for the Sustainable Travel Transition Bid application from the West of England authorities. Business West Chambers of Commerce & The Initiative for Bristol, Bath and the West of England is the main business representation and leadership organisation for this area. It represents over 18,000 businesses, from the smallest to the largest. We have a uniquely well engaged business community and for over 25 years have been playing active roles to help make this area the best place to set up and run a business and to improve the quality of life, health and educational aspirations for our communities.

Transport and congestion is a key issue which impacts on our communities and economy and which we therefore have as a major focus.

Bristol as a city region collectively wants to transform how we operate, build on what has been achieved to help demonstrate sustainable urban living now and into the future. Both the business community and others across our city and region wish to continue drive behaviour change and imbed sustainability into how we live and work by challenging and inspiring each of us to do more. With the raised profile for Bristol as European Green Capital in 2015 and now as European City of Sport for 2017, we have a fantastic opportunity for the city to become an international ambassador for sustainable travel transition, showcasing its opportunity and desire to transform people's quality of life and to build a stronger, more resilient economy.

Access of this funding will enable this and allow the West of England to use our creative and innovative strengths to work with businesses and build further on initiatives like the Travel Awards and the Big Commuting challenge, to focus on behaviour change during the Sustainable Travel Transition Year, not only to promote more cycling and walking but to cut our carbon emissions and improve air quality and quality of life.

Yours sincerely

A handwritten signature in black ink, appearing to read "James Durie". The signature is fluid and cursive, with a large loop at the end.

James Durie  
Chief Executive  
Bristol Chamber of Commerce & Initiative – Business West  
T: 01275 370822 | M: 07980 119196 | E: [James.Durie@businesswest.co.uk](mailto:James.Durie@businesswest.co.uk)

Leigh Court Business Centre Abbots Leigh Bristol BS8 3RA  
T. 01275 373 373 E. [info@businesswest.co.uk](mailto:info@businesswest.co.uk) [www.businesswest.co.uk](http://www.businesswest.co.uk)



the care forum



anniversary

The Vassall Centre  
Gill Avenue  
Fishponds  
Bristol BS16 2QQ  
[www.thecareforum.org](http://www.thecareforum.org)

Tel: (0117) 965 4444  
Fax: (0117) 965 0200

Mr Andrew Whitehead

**Re: Sustainable Travel Transition bid for 2016-17**

Dear Andrew

I am writing on behalf of the staff and volunteers at The Care Forum, as well as our co-tenants here at The Vassall Centre in Fishponds to provide our thanks and support for the ongoing work of the business engagement team.

We are a charity with a mission to support equality in health and social care and along with our fellow tenants we work with communities of disadvantage and a number of seldom heard groups. Increasingly we are having to prioritise our charitable funds to supporting those most in need and as a result lack the financial resources to provide the kind of facilities we aspire to support staff wellbeing.

Last year we heard from staff that they were keen to travel more sustainably but often experienced barriers such as a lack of awareness of alternative travel routes, a lack of confidence on a bike and a lack of facilities such as bike repair equipment and storage. Since engaging the LSTF team we have been able to overcome these barriers, running events offering advice on sustainable travel options, an in house competition as part of the Big Commuter Challenge, installed lockers and provided an incredibly popular bicycle repair kit.

As a result the proportion of our staff who cycle to work had increased, especially amongst many of our newcomers, who are able to immediately see cycling as a viable option. Building on the support we have been engaging our landlord in our success and now have more support with green issues raised more frequently by tenants who can see the benefits for their staff and organisations too. As a result this year we would like to run more initiatives to encourage behaviour change amongst our fellow tenants and conference users at The Vassall Centre.

The knowledge and expertise provided by the dedicated business engagement team and the Bristol Workplace Travel Network provides us with the inspiration and



The Care Forum is a charitable company limited by guarantee. Registered in England no. 3170666. Registered charity no. 1053817.

the care forum



anniversary

The Vassall Centre  
Gill Avenue  
Fishponds  
Bristol BS16 2QQ  
[www.thecareforum.org](http://www.thecareforum.org)

support needed to generate new ideas and initiatives which will ensure we make the best use of Bristol's sustainable transport infrastructure, look after the wellbeing of our staff and clients and manage our environmental footprint.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'Rebecca Youl'.

Rebecca Youl

Business and Systems Coordinator – The Care Forum



The Care Forum is a charitable company limited by guarantee. Registered in England no. 3170666. Registered charity no. 1053817.





Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Dear Andrew

**Department for Transport Sustainable Travel Transition (STT) Funding – 2016-17 business case submission**

I represent DAS Legal Expenses Insurance Company Ltd who is based in Bristol City Centre and is the largest provider of legal expenses insurance in the UK. We have been protecting individuals and businesses for over 40 years and are also part of a global insurance group.

Transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and competitiveness and therefore we are happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

Over the years we have benefitted hugely from the TravelWest LSTF which has provided DAS staff with invaluable sustainable travel support by offering Travel Roadshows, Dr Bike maintenance sessions and funding for improved facilities at our Bristol site. As a result our Bristol travel plan was certified to the TravelWest Gold Award in October 2014 which evidences our commitment and progress in this area through a widely-recognised scheme.

The fund has also given us the opportunity to attend meetings and focus groups to discuss topics such as car sharing and local travel improvements. These events are critical to the development of a truly sustainable city and have allowed us to connect with key stakeholders, such as the Highways Agency as well as businesses from in and around the Bristol region.

The Sustainable Transport Transition bid would allow us to focus more on staff behaviour change at DAS. Over the years we have surveyed our staff annually via the TravelWest Travel to Work survey and the Big Commuter Count and whilst these have provided useful data to the LSTF, the results have allowed us to encourage staff to choose more sustainable methods and have supported our own business cases to our Board to make improvements to our onsite facilities, such as the installation of secure cycle shelters, showers and changing rooms, and an Electric Vehicle Charging Point. Whilst





the infrastructure is very important to us, we recognise that there is a large number of our staff who could help to reduce the congestion in Bristol and improve their health and wellbeing by moving to an alternative mode of transport, such as cycling. The number of staff cycling to work has increased tremendously over the past few years but we feel that our staff who are yet to change their ways would benefit greatly from continued support through the Sustainable Travel Transition Year.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of DAS Legal Expenses Insurance I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

Stuart Gascoigne  
Corporate Responsibility Advisor



Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Dear Andrew

**Department for Transport Sustainable Transport Transition (STT) Year Funding – 2016-17 business case submission**

Filton Avenue Primary which is a 4 form entry primary school situated on the borders of Horfield and Lockleaze. Our catchment area is quite broad which means that travelling to school means crossing major roads.

We are happy to support the West of England's funding bid to the Sustainable Transport Transition Year Fund. Extending previous LSTF funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Filton Avenue Primary, I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,



Anne Rutherford  
Executive Head

Thursday 17<sup>th</sup> March 2016

Dear Mr Whitehead,

I am writing as the Go Green Manager in support of the 'Sustainable Travel Transition Year' bid. In 2015 it has been vital for the business community of Bristol, who are members of the Go Green programme to be able to take advantage of all the support that the Travelwest team have provided. This has resulted in many positive steps made by thought leaders in the city who act as ambassadors for green business in their communities. The Travel Awards and Big Commuting Challenge are initiatives that the Go Green programme sign posts too through our free online tool to encourage businesses to improve their sustainable travel for commuting and workplace travel. They act as positive incentives for behaviour change and we are very happy to support them again in 2016 in order to strengthen our own programme.

I am happy to discuss our support with any of your team if you have any further questions.

Yours sincerely,

Amy Nicholass



Go Green Manager  
Low Carbon South West CIC



% The Southville Centre, Beaufey Road, Bristol BS3 1QG

17 March 2016

Mr Andrew Whitehead

WoE Sustainable Travel Transition Bid Co-ordinator

3<sup>rd</sup> Floor, Brunel House  
St Georges Road  
Bristol  
BS2 8PH

Dear Mr Whitehead

### **Sustainable Travel Transition Bid**

I write on behalf of the Greater Bedminster Community Partnership which is one of the 14 Neighbourhood Partnerships representing community groups and organisations across Bristol.

Community groups within Greater Bedminster have successfully bid for and benefitted from grants from the Local Sustainable Transport Fund, which has improved pedestrian routes in our area, and in one case enabled the community to work with Network Rail to improve a railway footbridge in a bad state of repair.

We therefore fully recognise the need to promote and coordinate sustainable transport initiatives, and endorse the Sustainable Travel Transition bid. We are keen to work with you in its successful roll out, delivering schemes with businesses, the wider community, schools and colleges, to improve growth and increase walking and cycling.

Yours sincerely,

**Stephanie Brammar**  
co-Chair  
**Greater Bedminster Community Partnership**  
stef.brammar@way-out-west.org



Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Dear Andrew

**Department for Transport Sustainable Travel Transition Year (STTY)  
Funding – 2016-17 business case submission**

I represent Haywood Village Residents Association (HVRA) who Represent the community of Haywood Village.

Transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and competitiveness, alongside developing communities and therefore we are happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We have worked with LSTF over 2015/16 to promote sustainable travel and were lucky enough to receive a £3K grant to provide ongoing support towards "sustainable travel" community events that are being delivered to the growing community.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of HVRA I am pleased to endorse the STTY 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

Dave Robson  
Chair – HVRA

Haywood Village Residents Association, c/o 33 Whitney Crescent, WSM, BS24 8ES

Andrew Whitehead  
Programme Manager

c/o Laura Podeschi

NSC Sustainable Travel & Road Safety Team

Town Hall

Walliscote Grove Road

Weston-super-Mare

BS23 1UJ

Dear Andrew

**Department for Transport Sustainable Transport Transition (STT) Year Funding – 2016-17 business case submission**

I represent Headley Park Primary School who are a local authority maintained Primary in South Bristol with 410 school children and 30 nursery children. Headley Park serves communities in Bishopsworth, Withywood and Hartcliffe.

We are happy to support the West of England's funding bid to the Sustainable Transport Transition Year Fund. Extending previous LSTF funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date which have made a real difference to the number of children safely walking to our school.

*The school and PTFA would be happy to explore opportunities for additional fund raising activities that could support walking to school..*

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Headley Park Primary I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,



Geoff Mountjoy (Business Manager)



21 March 2016

Andrew Whitehead  
Programme Manager c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

David Callaghan  
Site Sustainability lead  
Bristol

david.callaghan@hpe.com  
+44 5601 090099 Office  
+44 7870 464898 Mobile

Dear Andrew,

**Department for Transport Sustainable Travel Transition (STT)  
Funding – 2016-17 business case submission**

I represent Hewlett Packard Enterprise (HPE) who have been based in the north fringe of Bristol for over 30 years. HPE is a world leading IT company and we are proud to have HP Laboratories and several storage organisation R&D teams, as well as a number of business units and supporting functions at our Bristol campus.

Transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and attracting the employee talent we rely on in this company and therefore we are happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund.

HPE have been engaged with the LSTF team for many years and this has enabled us to support sustainable travel and reduce single occupancy vehicle use through a number of match funded projects, including cycling infrastructure improvements, car sharing initiatives and installation of electric vehicle charging points. We wish to maintain this momentum and extending funding into 2016-17 will provide an excellent opportunity to build upon the previous LSTF work and achievements to date.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Hewlett Packard Enterprise, I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

Longdown Avenue  
Stoke Gifford  
Bristol, BS34 8QZ  
UK

David Callaghan  
Site Sustainability lead



3/21/2016

Mr Andrew Whitehead  
WoE Sustainable Travel Transition Bid Co-ordinator  
3<sup>rd</sup> Floor, Brunel House  
St Georges Road  
Bristol  
BS2 8PH

**Dear Mr Andrew Whitehead**

**Sustainable Travel Transition Bid**

I write on behalf of East Bristol Kidical Mass, a project which I started with Wellspring Healthy Living Centre with Local Sustainable Transport Funding in 2014. The aim of this project originally was to get families, especially women with small children cycling after a break. Since then we've not only offered regular free bike rides for families, but we've also ran refresher sessions for women learning to cycle with a childseat, as well as instructing some BAME women at Bannerman Road school and over 30 children participated in cycling skill improvement sessions there also.

We are happy to support the West of England's funding bid to the Sustainable Travel Transition bid, recognised for creating innovative and suitable solutions that improve the quality of life of people within its operating area. This project has had a positive impact on the community of Easton and Lawrence Hill.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of East Bristol Kidical Mass, I am pleased to endorse the Sustainable Travel Transition bid and we are keen to work with you in its successful delivery delivering intensive work within businesses, the wider community, schools, colleges, to improve growth and increase walking and cycling levels.

Yours sincerely,

Zoe Banks Gross

23/3/16

Mr Andrew Whitehead

WoE Sustainable Travel Transition Bid Co-ordinator  
3<sup>rd</sup> Floor, Brunel House  
St Georges Road  
Bristol  
BS2 8PH

**Dear Mr Andrew Whitehead**

**Sustainable Travel Transition Bid**

I write on behalf of Knightstone Housing Association for whom I am a Community Empowerment Officer.

We were the beneficiaries of some money towards a Lambeth Bike Hangar in one of our schemes. Knightstone funded half of the works.

We are happy to support the West of England's funding bid to the Sustainable Travel Transition bid, recognised for creating innovative and suitable solutions that improve the quality of life of people within its operating area.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of ....., I am pleased to endorse the Sustainable Travel Transition bid and we are keen to work with you in its successful delivery delivering intensive work within businesses, the wider community, schools, colleges, to improve growth and increase walking and cycling levels.

Yours sincerely,

Lucille Smith  
Knightstone Community Empowerment officer (Central Bristol)  
07921387044

18 March 2016

Andy Whitehead, Programme Manager  
Local Sustainable Transport Fund (LSTF)  
3<sup>rd</sup> Floor, Brunel House  
St. George's Road  
Bristol  
BS1 5UY

RE: Sustainable Travel Transition Year (STTY) - 2016/2017 Business Case Submission

Dear Mr Whitehead

Knowle West Media Centre (KWMC) would like to support LSTF in its bid for STTY funding to enable the organisation to continue its valuable work supporting local businesses and with initiatives such as the Big Commuting Challenge and Travel Awards.

KWMC is a digital arts charity with 41 staff members based in South Bristol. Geographically we have more of a challenge when it comes to encouraging the use of sustainable transport – as we are located on a steep hill some four miles from the city centre. We are working hard to motivate and enable staff to reduce single-person car usage and have benefitted hugely through working with LSTF 2015-2016.

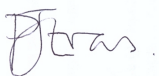
Last year we received an LSTF-funded grant towards an electric bike, which has complemented other measures we have in place, including bike racks and shower facilities for cyclists. The electric bike has given staff a quick way of getting to local meetings within the community and dramatically cut down on short distance car journeys. Staff have also used the bike for commuting and for city centre meetings. Having the bike on site has encouraged several staff who have not ridden for years to take up cycling again.

KWMC took part in the Big Commuting Challenge for the first time last year. It was highly motivational and we came third in our category. As a result, a car share scheme was started for staff living in East Bristol and many staff have continued to try to use more sustainable travel.

KWMC was recognised for its efforts this year at the Go Green Awards with a Highly Commended in the Most Improved Travel and Transport category – which was a direct result of our work with LSTF.

On behalf of KWMC I am very pleased to endorse the STTY funding bid for 2016/17.

Yours sincerely,



Penny Evans – Assistant Director

## WEST OF ENGLAND LOCAL ENTERPRISE PARTNERSHIP

Ben Robinson  
Team Manager - Policy & Scheme Development  
Bristol City Council  
Brunel House  
St George's Rd  
Bristol  
BS1 5UY  
23 March 2016

### Sustainable Travel Transition Year

Dear Ben

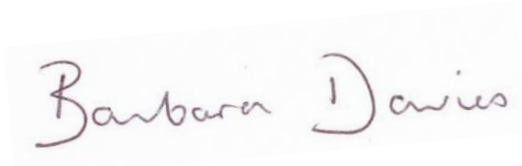
The West of England Local Enterprise Partnership is fully supportive of the funding bid through the Sustainable Travel Transition Year process.

Evidence of our commitment to this bid and our desire to maximise the positive benefits derived from sustainable transport projects is illustrated by the allocation of £3m of capital funding within the Local Growth Fund for 2016/17, as part of a £20m allocation within the programme through to 2020/21.

We have seen positive benefits from this approach of matching capital investment with revenue funding for activities such as targeted engagement with businesses particularly in our priority growth locations, business grants to improve facilities at workplaces and promoting the range of travel alternatives available.

Since the creation of the Local Sustainable Transport Fund and the success of the WEST bid in 2011 I have been impressed with the level of involvement from local business and look forward to continuing to increase the numbers involved in travel planning and the promotion of sustainable commuting going forward. These are important to the Local Enterprise Partnership, fit with our aims of reducing congestion and creating a well-motivated, healthy workforce, and will play an important part in securing economic growth.

Yours sincerely



Barbara Davies  
Chief Executive, West of England Local Enterprise Partnership

[We are a private/public partnership that is growing the economy of the Bristol & Bath city region.](#)

West of England Local Enterprise Partnership  
Engine Shed, Station Approach, Temple Meads, Bristol BS1 6QH

[www.westofenglandlep.co.uk](http://www.westofenglandlep.co.uk)  
Tel: 0117 903 6868  
Email: [administrator@westofenglandlep.co.uk](mailto:administrator@westofenglandlep.co.uk)

North Somerset Council

# Mead Vale Community Primary School

Kestrel Drive, Worle, Weston-super-Mare, North Somerset, BS22 8RQ

E-mail: [meadvale.pri@n-somerset.gov.uk](mailto:meadvale.pri@n-somerset.gov.uk)

Website: [www.meadvale.n-somerset.sch.uk](http://www.meadvale.n-somerset.sch.uk)

Tel: 01934 511133 Fax: 01934 518237 Headteacher: Mrs B. Hartland Smith



Andrew Whitehead  
Programme Manager  
C/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

25<sup>th</sup> March 2016

Dear Andrew

## Department for Transport Sustainable Travel Transition Year (STTY) Fund – 2016-17 business case submission

I represent Mead Vale Community Primary School which is a 420 place school in Worle.

We are happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending previous LSTF funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We would happy to match fund a project that would fit in with our school improvement priorities in 2016-17.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Mead Vale Community Primary School, I am pleased to endorse the STTY 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

*Bev Hartland Smith*

Headteacher





Merchants' Academy

**BE PROUD**

Our vision is to ensure that all students achieve more than they ever thought possible.

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Dear Andrew

**Department for Transport Sustainable Transport Transition (STT) Year Funding – 2016-17 business case submission**

I represent Merchants' Academy which is an Academy in Withywood, South Bristol. We are an all age Academy with students from early years to Sixth form. I have been involved in cycling projects with our students of all ages with Sustrans and TravelWest for the past two years. This has involved charity bike rides, a weekly cycling club and a number of informative active travel sessions.

We are happy to support the West of England's funding bid to the Sustainable Transport Transition Year Fund. Extending previous LSTF funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Merchants' Academy, I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

Hana Brierley

English Teacher, Head of House and Active Travel Champion for Merchants' Academy.

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel and Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston super Mare  
North Somerset BS23 1UJ

14 March 2016

Dear Andrew,

**Department for Transport Sustainable Travel Transition (STT) Funding –  
2016-17 business case submission**

I represent Minuteman Press, we are a graphic design and printing company which use vegetable based inks, FSC certified stock and recycle almost all waste generated. We operate zero vehicles and maintain a fleet of cycles and a trailer. In 2015 we were awarded Best Newcomer in the Travelwest awards and have recently been announced as Fairtrade Office of the Year 2016.

Transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and competitiveness and therefore we are delighted to support the West of England's funding bid to the STT Year Fund. Extending funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We are active advocates of sustainable travel, regularly converting other businesses and employees thereof with the support and advice of Travelwest.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Minuteman Press, I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,



Peter Wise MA FRGS FCIM DipM  
Director

Ross Butcher  
National Chair  
Modeshift,  
Business Central Darlington,  
2 Union Square,  
Central Park,  
Darlington, DL1 1GL  
[www.modeshift.org.uk](http://www.modeshift.org.uk)

Andrew Whitehad  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Tuesday 22<sup>nd</sup> March 2016

Dear Andrew,

**Subject: Department for Transport Sustainable Travel Transition Year (STTY) Funding – 2016-17 business case submission**

I confirm that Modeshift is delighted to support the West of England's bid submission to the 2016/17 Sustainable Travel Transition Year fund. We welcome the opportunity to work in partnership with West of England local authorities in the delivery of their bid. Modeshift will continue to provide support through its travel accreditation schemes Modeshift STARS and Modeshift STARSfor.

All four local authorities are members of Modeshift, the national sustainable travel organisation. Membership of Modeshift provides a range of benefits including regional support, access to best practice and entitlement to use STARS and STARSfor. STARS has helped to reward and recognise schools for the work they do whilst enabling them to leave a lasting legacy that successfully embeds sustainable travel as the norm. STARSfor builds on the travel planning experience of 23 local authorities for settings other than schools.

We have set out below how the STARS and STARSfor initiatives will help meet the Access Fund / Sustainable Travel Transition Fund Criteria:

- Supporting the local economy and facilitating economic development by creating strong communities that deliver and support sustainable travel initiatives
- Reducing carbon emissions, bringing about improvements to air quality and increased compliance with air quality standards and wider environmental benefits such as noise reduction
- Helping to deliver wider social and economic benefits through delivering better access to employment, education and services
- Actively promoting increased levels of physical activity through increases in walking and cycling

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Modeshift, I am pleased to endorse the STTY 2016-17 bid and we are keen to work with you in its successful delivery.



If you wish to discuss the above further please do not hesitate to get in touch. I can be contacted via email at [chair@modeshift.org.uk](mailto:chair@modeshift.org.uk) or on 07809 655624

Sincerely

A handwritten signature in black ink, appearing to be 'Ross Butcher', with a long horizontal line extending to the right.

Ross Butcher,

National Chair of Modeshift

## Valuing the Individual, Achieving Together



### NEW FOSSEWAY SCHOOL

Bridge Learning Campus  
Teyfant Road Hartcliffe  
Bristol BS13 0RG

Head Teacher: Mrs Shân Wynne-Jones

Tel: 0117 9030220

Fax: 0117 9030221

[EWills123@bridgelearningcampus.com](mailto:EWills123@bridgelearningcampus.com)

[HPritchard123@bridgelearningcampus.com](mailto:HPritchard123@bridgelearningcampus.com)

18 March 2016

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Dear Andrew

#### Department for Transport Sustainable Transport Transition (STT) Year Funding – 2016-17 business case submission

I represent New Fosseway School, a special school based in Hartcliffe, south Bristol. Our students are aged 6- 19 and have a wide range of learning disabilities. They come from a wide catchment area which covers most of Bristol.

We are happy to support the West of England's funding bid to the Sustainable Transport Transition Year Fund. Extending previous LSTF funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of New Fosseway School, I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

Rachel Phillips  
KS5 Lead Teacher



New Fosseway School is committed to safeguarding and promoting the welfare of **all** members of our school community regardless of ability, religion, ethnic background, gender and sexual orientation.



## NEW FOSSEWAY SCHOOL

Bridge Learning Campus, Teyfant Road, Hartcliffe, Bristol, BS13 0RG

Head teacher: Mrs Shân Wynne-Jones

Tel: 0117 9030220 Fax: 0117 9030221

Email: [e.baker@bridgelearningcampus.com](mailto:e.baker@bridgelearningcampus.com)

Tuesday 22nd March 2016

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Dear Andrew

### Department for Transport Sustainable Transport Transition (STT) Year Funding – 2016-17 business case submission

I represent New Fosseway School who is situated in Hartcliffe. We are a Special Needs School who has 124 pupils from the age of 6-19. Our catchment area is South Bristol.

We are happy to support the West of England's funding bid to the Sustainable Transport Transition Year Fund. Extending previous LSTF funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of New Fosseway School, I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

Suzanne Nelson  
PE Coordinator and KS2 Teacher



New Fosseway School is committed to safeguarding and promoting the welfare of **all** members of our school community regardless of ability, religion, ethnic background, gender and sexual orientation.

**Facilities Management**

North Bristol NHS Trust  
Trust Headquarters  
Southmead Hospital  
Westbury on Trym  
Bristol  
BS10 5NB  
Tel: 0117 414 3791  
Fax: 0117 414 3801

Email: [Simon.wood@nbt.nhs.uk](mailto:Simon.wood@nbt.nhs.uk)  
Web: [www.nbt.nhs.uk](http://www.nbt.nhs.uk)

**Date:** 21.03.2016

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Dear Andrew

**Department for Transport Sustainable Travel Transition (STT) Funding – 2016-17  
business case submission**

I am writing on behalf of North Bristol NHS Trust (NBT) to express support for the above project. NBT employs 9000 staff and receives thousands of visitors each day.

The LSTF has undoubtedly made a positive difference to the practical application of our travel plan and supported our staff, especially, to make more sustainable travel choices. The proactive engagement by the LSTF local team has been significant in supporting our own staff and helped maintain energy and enthusiasm at NBT as we made, arguably, one of the most significant organisational changes possible by closing two separate hospitals and consolidating onto one of the previous sites (Southmead Hospital) with all of the travel changes that involved.

Practical help, support and funding from the LSTF has either enabled or enhanced aspects of the following initiatives.

**Big Commuting Challenge**

NBT has taken part in this challenge for the last 2 years as part of our behaviour change efforts. In 2015 Trust employees logged 2037 journeys covering 165,576 miles. This saved 2602 kilograms of CO<sub>2</sub> and £4004 (compared with the same journeys in single occupancy vehicles).

### **Travelwest Business Awards**

These awards have greatly assisted the Trust in monitoring the success of our travel plan, outlining future objectives and sharing best practice with other organisations.

### **Travel Roadshows**

The roadshow team has visited the Trust on an almost monthly basis, engaging successfully with both staff and visitors to the Trust, encouraging behaviour change and providing equipment to support individuals with sustainable travel choices.

### **Dr Bike**

Originally provided by the LSTF, this initiative became a huge success at Southmead Hospital and is something we have continued on a monthly basis to support NBT cyclists.

In addition to this, the LSTF and the roadshow team have provided the following:

- 'Getting to Southmead' bus maps
- Personal Travel Plans
- Bike Maintenance Lessons
- Bus Timetable Stand
- Pedometers
- Travel to Work Survey
- Cycle Training
- Bus Checker App
- Outdoor Bike Pump
- Cycle Repair Kits
- Matched Funding
- Travel Maps
- Personal Travel Plans
- Loan Bike Support

In the period 2012-2015 the combined efforts of NBT and supporting partners like LSTF have delivered a significant shift towards sustainable travel here at NBT; .

- Staff SOV journeys have gone from 60.3% to 37.9%
- Staff cycling to site has gone from 15% to 17.1%
- Staff using public transport has gone from 6.9% to 15.1%
- We have increased the number of bus services to the site from 8 to 31 and we are aiming for more when our latest development is finished. We have redesigned our bus terminus from 1 to 4 stops and bus lay-over

It is very clear to me that the LSTF has enhanced our ability to make change and supported our funding of initiatives to increase the effectiveness and capacity of the changes. I have no hesitation in supporting what has already been achieved and backed within NBT and would promote a continuation of or a similar approach in future to the LSTF

Attached are some of the comments from our staff on LSTF projects.

Yours sincerely,



Simon Wood  
**Director of Facilities**

## NBT Staff Comments – LSTF

*“Without doubt, the access I have had to some of the sustainable travel initiatives have helped keep me out of the car and on my bike, as well as encouraging any visitors who are coming to site to meet with me to take alternative transport methods. So I have used:  
Free Dr Bike appointments – not only keeping me on my bike but helping me do so safely, and increasing the number of journeys I now make by bike  
Getting to Southmead bus maps – for visitors and volunteers coming to site from across the city  
Travel roadshows – for finding out about other cycling activities going on, meeting other cyclists and cycle experts and for getting a bit of free kit – especially the hi-vis gear.”*

*“I would really rate all of these schemes. A year ago I would never have thought I would have sold my car and travel differently to work. Now I do and its fab and I am much fitter.”*

*“I started cycling to work around two years ago, and early on I received some valuable bike maintenance advice from the Dr Bike technician. Consequently, not only have I been able to maintain my bike in good order, but also been able to impart this advice to others, and thus perpetuate the movement of staff towards cycling to work.”*

*“The LSTF provided me with free maps for getting to work at Southmead hospital which I found very helpful and saved me a lot of effort/ hassle.  
Whilst I haven't yet used the free Dr Bike service for my bike I think it is a generous gesture showing hospital staff who cycle to work that their means of transport is highly valued and is to be encouraged, especially appreciated as it is not easy cycling with so much traffic on the roads.  
It is important to encourage people to use public transport and more sustainable ways of travelling and I think the initiatives LSTF has provided NBT staff are excellent in doing this as well as achieving a sense of caring for the community.”*

*“Over a period of 12+ years of cycling to work, and as someone to whom the technicalities of cycle maintenance do not come naturally, I have found the Dr Bike ‘maintenance surgeries’ invaluable in helping support my safe travel to work. I would be very sorry to see them go.”*

*“I use the free Bus Checker App. If I am going to use the number 77 bus which stops outside the front of the Brunel Building I check when it is due so no need to leave the office until a few minutes before, I work on level 6. If I am intending to use the 76 which I catch on Southmead Road, I check when the next bus is due and decided whether to wait for it or walk to Doncaster Road where I also have the option of the number 2. In short the app saves me time sat on the bus stop; I can leave work at the right time. I also attend the road shows when they are on site and find them informative. “*

*“Useful road shows with cycle safety equipment on display/freebies are useful to encourage safer cycling”*

*“I'm happy to show my support for the LSTF. I have cycled to work the whole time I have been at Southmead, from Bath (also using a train!) and now Filton, and plan to continue*

*when I move to Stoke Gifford. I think all the cycle friendly initiatives at Southmead have helped me sustain this, especially the Dr Bike. As I work full time, finding time to get my Bike serviced is difficult, but as I use it every day it needs doing regularly. Being able to use Dr Bike in my lunch break has helped keep my Bike in good condition, ensuring I can cycle every day. I have also used the bus checker app regularly to get buses in and out of Bristol and found it really useful. All this has helped me leave my car at home!"*

*"I have found the 'Getting to Southmead' bus maps are incredibly helpful to patients, as the bus stop can be a bit of a muddle. Also, when I took the bus to work, I used the Bus Checker app every day. Very helpful as you knew when to leave your desk at the end of the day."*

*"I was new to using a motorcycle in October 2015 and at one of the roadshows I received a number of useful pieces of information about additional free(!) training for my route to work and safety items – all of which was worthwhile and I felt supported as an employee to change my method of transport."*

*"Dr Bike appointments:*

- very beneficial as any issues are resolved on the day on the spot, ensuring safer cycling*

*Free bus checker app*

- Very much appreciated by staff who use the bus, ensure accurate up to date information available for travel to & from work*

*Travel roadshow:*

- I have had some good feedback from staff I manage advising how useful these have been re understanding the impact certain travel has and what else can be considered as an option*

*The big commuting challenge*

- Good fun"*

*"The travel roadshows have provided the awareness of services available and given a voice to try to change things to improve all our journeys to work.*

*I have used Dr Bike a couple of times in the past and they have always been really helpful. Especially if you find you have a problem with your bike but you don't have time to get to a bike shop outside of work hours.*

*I also use Bus Checker app on a regular basis, as I don't own a car. Probably one of the most useful apps on my phone!"*

*"The Travel Roadshows and Bus Checker App have assisted me enormously in my commute to and from work between North Somerset and Southmead Hospital. In what is a reasonably difficult journey with no direct public transport links, I wouldn't have been able to make sustainable journeys without these two very useful resources".*

*"I sometimes use a motorbike to get into work and attended a 'commuter improvers' course, organised by Gavin somebody, can't remember his last name. It was really useful on how to stay safe on a motorbike. I do use the Bus Checker App every day even when not commuting to work."*

*"I have found the Dr Bike appointments really useful. Using a bike every day to cycle to work and working full time means that if there is a problem with the bike it is very difficult to arrange for a shop to assess and fix the bike. The Dr Bike appointments mean that the bike can be looked at whilst I am at work – which is so helpful! The workshops on bike maintenance have also been really useful in allowing me to identify and fix basic problems and keep my bike on the road!"*

*"Have used the travel roadshow, the free Dr bike apts & the big commuting challenge & found them all super useful! I sent my big commuting challenge story to them and won a kindle. I've really benefitted from these schemes and couldn't have done without them!"*

*"If anything, more funding needs to be given to sustainable travel rather than less."*



Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

23 March 2016

Dear Andrew

**Department for Transport Sustainable Travel Transition (STT) Funding – 2016-17 business case submission**

As you know **North Bristol SusCom Ltd.** is a group of major employers, located in North Bristol, promoting **sustainable commuting** to our 40,000 employees, 30,000 students and visitors. We have been working together, for a number of years, to influence and improve local sustainable transport provision, to **combat traffic congestion** and reduce the impact upon our environment.

Sustainable Transport infrastructure and behaviour change activity are absolutely essential in helping to deliver economic growth and competitiveness. We are very happy to support the West of England's funding bid to the Sustainable Travel Transition (STT) Year Fund. It is vital that we are all able to continue the work we are doing with employers in the West of England especially as we continue to experience significant increases in development, particularly in North Bristol, both in terms of new homes and new jobs.

The proposals for the STT bid build on the excellent work we have seen delivered with LSTF support. Things like the annual travel to work survey, the annual Big Commuting Challenge and the annual Travel Awards really help our businesses to measure how staff are getting to/from work, encourage staff to try more sustainable ways to travel and recognise and reward those businesses that are getting it right.



Having access to LSTF funded programmes has enabled us to engage with businesses on longer-term transport issues – things like the Joint Transport Study that is looking at infrastructure requirements to 2036. By helping business with some of their more immediate travel issues, we have been able to keep them engaged on major infrastructure projects, that often take a long time to deliver.

All of our members have benefited from LSTF funding and are keen to see support continue through STT funding and Access funding in the future. For the 2016-17 STT funding programme, our members will provide £20,000 match funding in the form of membership fees to continue North Bristol SusCom as well as providing match funding for employer grants. Our members will also commit a significant amount of staff time to engage their employees in travel surveys, commuter challenges, travel roadshows etc.

We look forward to working with the STT team to deliver another successful programme of activity and to maintain the momentum we have built up through the LSTF programmes.

On behalf of North Bristol SusCom, I am pleased to endorse the STT 2016-17 bid.

Yours sincerely,



Ann O'Driscoll  
Director  
North Bristol SusCom

#### North Bristol SusCom Members



North Bristol SusCom Limited, Registered in England & Wales, Company No: 8180944



Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

March 2016

Dear Andrew,

**RE: Department for Transport Sustainable Travel Transition Year (STTY) Funding – 2016-17 business case submission**

As Chair person I am writing to represent North Somerset Healthy Weight Network and North Somerset Childhood Obesity Strategy group. These two multi-agency partnerships oversee work to reduce rates of excess weight and obesity across the population of North Somerset, with work focussed on adults and children, and targeted at high risk groups and individuals.

As you will know, increasing rates of active and sustainable forms of travel forms part of the North Somerset Childhood Obesity Strategy and Action Plan and will form a key area for action within the North Somerset Whole System Obesity Strategy. The target population groups outlined in your submission, including; schools, colleges and neighbourhood priority areas, align very closely with our own areas for action. New transport infrastructure and work to promote sustainable travel plays a key role in reducing rates of obesity, as well as delivering on a wider set of objectives.

The groups I am writing on behalf of fully support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending funding into 2016-17 provides a fantastic opportunity to build upon the previous LSTF work and will help towards further integration of our shared objectives.

As multi agency partners we are keen to support the STTY 16/17 bid and to work with you as the lead coordinators for this important area of activity.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Samuel Hayward'.

Samuel Hayward  
Advanced health improvement specialist  
Tel: 01934 42 6528



0117 9030226



office@parsonstreet.com



0117 9030230



@ParsonStreet



Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ



Dear Andrew

## Department for Transport Sustainable Transport Transition (STT) Year Funding – 2016-17 business case submission

I represent Parson Street Primary School

We are happy to support the West of England's funding bid to the Sustainable Transport Transition Year Fund. Extending previous LSTF funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Parson Street Primary School I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

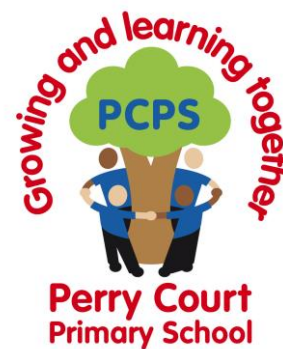
Yours sincerely,

Maria Hemming  
Active Travel Co-Ordinator



Great Hayles Road  
Hengrove  
Bristol  
BS14 0AX

EYFS/Key Stage 1: Tel: 0117 377 2168 perrycourt.eyfsks1@bristol-schools.uk  
Key Stage 2: Tel: 0117 377 2078/Fax: 0117 377 2079 perrycourt.ks2@bristol-schools.uk  
<http://www.perrycourtprimary.co.uk>  
Headteacher: Ms Annette Osborne



Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Saturday 19<sup>th</sup> March 2016

Dear Mr Whitehead

**Department for Transport Sustainable Transport Transition (STT) Year Funding –  
2016 -2017 business case submission**

I am writing on behalf of the children, staff and governors of Perry Court Primary School which is situated in the Hengrove Ward of Bristol. Perry Court Primary has 458 pupils on roll, including 60 part time nursery children.

Perry Court Primary has a wide catchment area with children attending the school who reside in Knowle West, Hartcliffe, Withywood and further afield. Approximately half of the pupils are in receipt of Free School Meals.

We are happy to support the West of England's funding bid to the Sustainable Transport Transition Year Fund. Extending previous LSTF funding into 2016 - 2017 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Perry Court Primary School I am pleased to endorse the STT 2016 - 2017 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

*Annette Osborne*

Annette Osborne  
Headteacher





Playing Out CIC, 148 North St, Bedminster, Bristol, BS3 1HA. Tel: 0117 9537167  
Email: [hello@playingout.net](mailto:hello@playingout.net) Website: [www.playingout.net](http://www.playingout.net) Company no: 7694294

Mr Andrew Whitehead  
WoE Sustainable Travel Transition Bid Co-ordinator  
3<sup>rd</sup> Floor, Brunel House  
St Georges Road  
Bristol  
BS2 8PH

15<sup>th</sup> March 2016

Dear Mr Andrew Whitehead

### **Sustainable Travel Transition Bid**

I write on behalf of Playing Out CIC, a Bristol-based organisation supporting children's freedom to play out and a more equitable use of streets, primarily through resident-led temporary street play closures.

Our work in Bristol has been partly funded through the previous LSTF grants programme and has enabled us to provide hands-on support for residents, to attend numerous events around the city and to provide training and equipment for residents to ensure sessions are safe and sustainable.

We are happy to support the West of England's funding bid to the Sustainable Travel Transition bid, recognised for creating innovative and suitable solutions that improve the quality of life of people within its operating area.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Playing Out, I am pleased to endorse the Sustainable Travel Transition bid and we are keen to work with you in its successful delivery delivering intensive work within businesses, the wider community, schools, colleges, to improve growth and increase walking and cycling levels.

Yours sincerely,

Naomi Fuller, Playing Out CIC Communications Manager and board member.



17/3/2016

Mr Andrew Whitehead  
WoE Sustainable Travel Transition Bid Co-ordinator  
3<sup>rd</sup> Floor, Brunel House  
St George's Road  
Bristol  
BS2 8PH

**Dear Mr Whitehead,  
Sustainable Travel Transition Bid**

I write on behalf of Bristol Bike Café Community Interest Company (trading as Roll for the Soul). Roll for the Soul is a not-for-profit cycle café, bike workshop and event space in Bristol City centre. Inspired by the many great grassroots cycling projects in Bristol – particularly Bristol Cycle Festival and the Bristol Bike Project – we opened in July 2013, with the aim of providing a focal point for Bristol's cycling community and supporting the city's cycling culture.

We were fortunate enough to receive a grant from Bristol City Council's Active Neighbourhoods Transport Grants scheme in the previous round of LSTF funding. Without this we would not have been able to start a business which has been self-financing since the first day of trading and which provides an ongoing benefit to the city. We have worked closely with BCC in a number of ways, including: providing rewards and events for workplace cycle champions; maintenance of a public bike pump; redeployment of under-used BCC bikes as heavily-used hire bikes; publicising consultations and events; and evaluation and monitoring of our impacts.

We are happy to support the West of England's funding bid to the Sustainable Travel Transition bid as a means of creating innovative and suitable solutions that improve quality of life for people in the region.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Bristol Bike Cafe CIC, I am pleased to endorse the Sustainable Travel Transition bid. We are keen to work with you in delivering its benefits to businesses, schools, colleges, and the wider community, to improve health and increase walking and cycling levels.

Yours sincerely, Rob Wall

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

21<sup>st</sup> March 2016

Our Ref: LSTF 16-17

Dear Andrew,

**Department for Transport Sustainable Travel Transition (STT) Funding – 2016-17 business case submission**

**I am writing with regard to our support for the services provided to businesses by Bristol City Council's Local Sustainable Transport Fund. We are a small architects business here in Bristol.**

Transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and competitiveness and therefore we are happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

They have provided continued initiatives regarding transport, which have been key to us promoting & providing green transport solutions. In the past we were lent an electric bike, which led to us purchasing our own for work use, provided an Emergency Cycle Repair Kit & various other initiatives all of which have been very useful.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Richard Pedlar Architects, I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

Emma Hodson  
Office Administrator  
Richard Pedlar Architects





Saturday 19 March, 2016

Mr Andrew Whitehead  
WoE Sustainable Travel Transition  
Bid Co-ordinator  
3<sup>rd</sup> Floor, Brunel House  
St Georges Road  
Bristol, BS2 8PH

Southville Community Development Association  
The Southville Centre  
Beauley Road, Southville  
Bristol, BS3 1QG



Phone: 0117 9231039  
Fax: 0117 9077198  
Email: [info@southvillecentre.org.uk](mailto:info@southvillecentre.org.uk)  
Web: [www.southvillecentre.org.uk](http://www.southvillecentre.org.uk)

Dear Mr Andrew Whitehead

### **Sustainable Travel Transition Bid**

I write on behalf of Southville Community Development Association (SCDA) a registered charity as well as a company limited by guarantee and a Social Enterprise Mark holder (meaning that its activities provide social and environmental benefit as well as financial returns on investment). SCDA receives no direct funding from the local council or other public bodies but generates its own income through trading and fundraising, with any surplus being reinvested into community projects that improve the lives of people living in the Greater Bedminster area.

SCDA have involved in and supported numerous projects in BS3 that have sought to increase the number of people walking and cycling. Reducing dependency on and the impact of cars in Greater Bedminster is an important part of developing a sustainable neighbourhood (much of which was built before the invention of the motorcar).

We are happy to support the West of England's funding bid to the Sustainable Travel Transition bid, recognised for creating innovative and suitable solutions that improve the quality of life of people within its operating area.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of SCDA, I am pleased to endorse the Sustainable Travel Transition bid and we are keen to work with you in its successful delivery delivering intensive work within businesses, the wider community, schools, colleges, to improve growth and increase walking and cycling levels.

Yours sincerely,

Matthew Symonds  
Chair of Trustees (SCDA)



From: SevernNet

18<sup>th</sup> March 2016

Dear Andy Whitehead,

Subject: **Sustainable Travel Transition**

SevernNet would like to support your application to the Sustainable Travel Transition Bid.

Over the past few years we have developed an increasingly effective SevernNet Sustainable Transport Forum, bringing stakeholders, including representatives from the major businesses, together on a quarterly basis. We have welcomed your support with the Forum.

With several significant infrastructure improvements taking place including the A303 Highway Reconstruction through the DfT Challenge Fund, improvements to the network of cycle and walking routes and the introduction of the SevernNet Flyer shuttle bus, we are, more than ever, in a position to build upon the initiatives focused around behaviour change which have been championed by the LSTF teams in the last few years.

We welcome your continued support across the SevernNet area, where, as mentioned above, we are poised to be able to build upon infrastructure investments and be able to offer travellers safer and more convenient alternatives to encourage travel transitions.

With best regards,

Kate Royston

Director, SevernNet Limited

SevernNet Limited  
c/o Avonmouth Community Centre  
257, Avonmouth Road  
Avonmouth Village  
Bristol  
BS11 9EN, UK

Contact: Kate Royston

T +44 (0) 1822 569444  
M +44 (0) 7969 569444

[kate.royston@severnnet.org](mailto:kate.royston@severnnet.org)

SILVERBACK  
Films Ltd

1 St Augustine's Yard Gaunts Lane Bristol BS1 5DE  
Tel +44 (0) 117 992 7220

16<sup>th</sup> March 2016

Mr A Whitehead  
Programme Manager  
Local Sustainable Transport Fund  
Place Directorate  
3<sup>rd</sup> Floor, Brunel House  
St. George's Road  
Bristol  
BS1 5UY

Dear Mr Whitehead,

I am writing on behalf of Silverback Films Ltd. in support of the Sustainable Travel Transition Bid.

Silverback Films and our 50 or so employees have benefited greatly in the past from the Sustainable Travel Awards, which have enabled us to provide facilities for our staff to encourage sustainable travel to and from the workplace. Now more than half of our workforce are cycling and running to work, as we have been able to provide showers, lockers, drying facilities and bike racks to facilitate this.

In a city as congested as Bristol this has improved not only productivity for our company (staff arrive on time and ready to start the working day) but also the well-being of our staff who not only feel valued because their needs have been considered and met in this area, and are also able to derive health benefits from being more active.

I would like to take this opportunity to thank your team who have been so supportive and encouraging of our endeavours to promote sustainable transport amongst our workforce.

Kind regards,



Keith Scholey  
Company Director

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ



23 Selbourne Road  
Weston-super-Mare  
BS23 4LU

Dear Andrew

**Department for Transport Sustainable Travel Transition Year (STTY)  
Funding – 2016-17 business case submission**

I represent Sole Cycling, who deliver a programme of cycling in local North Somerset Schools, Youth Clubs, Local employers, as well as running projects with the local council, Weston College and Avon and Somerset Police. We range from sessions for complete beginners at reception age, to Bikeability in schools for 9-11 year olds, after school clubs and holiday programmes for school children of all ages, right through to delivering cycle to work schemes for local employers, bike maintenance workshops, sessions for riders with disabilities, all designed to mobilise local people, help to get them fit and healthy, out of their cars, and using bikes for transport as well as fun. One of our key programmes is our Family-Ability programme which brings different families together in a safe environment to teach them the basics of riding together, both on and off road, and to teach them how to keep their bike maintained and running smoothly.

Transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and competitiveness, alongside developing communities and therefore we are happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We currently work alongside a number of projects and charities to draw down funding to allow us to do this work, Network Rail, Avon and Somerset Police, Alliance Homes and a number of local commissioning Networks to provide activities for young people. We would be happy to extend this work and develop these programmes across a wider area with the support of STTY funding.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Sole Cycling, I am pleased to endorse the STTY 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

Marc Molloy  
Managing Director  
Sole Cycling



Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

ss Great Britain Trust  
Great Western Dockyard  
Bristol BS1 6TY

Tel: 0117 926 0680

Fax: 0117 925 5788

ssgreatbritain.org

18<sup>th</sup> March 2016

Dear Mr Whitehead

**Department for Transport Sustainable Travel Transition (STT) Funding – 2016-17 business case submission**

I represent the ss Great Britain Trust (the Trust), a charitable organisation established in 1970, following the salvage and return of the ss Great Britain from the Falkland Islands to her original Dry Dock in Bristol. Since then, the Trust's mission is to conserve and preserve the ss Great Britain in the Great Western Dockyard for all time for the benefit of the public as a ship of historic and scientific interest and to place the same upon public display as a museum accessible for all.

The organisation has grown considerably in the last five years, now employing over 78 members of staff, and assisted by a pool of approximately 130 volunteers, and the organisation has recently developed a new bike store for staff/volunteer use to cope with the increased numbers of active cyclists to/from work.

The Trust's application to the Local Sustainable Transport Fund enabled it to create a much bigger and better storage facility, complete with a maintenance workstation and drying room. The store has been well received and used, and since it was completed the Trust's Cycle Champion has run a series of bike maintenance workshops to help users understand how bikes work, and how to save money by being trained in some basic maintenance skills.

The Trust understands that transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and competitiveness and therefore it is happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

[TripAdvisor Certificate of Excellence 2013](#)

[Michelin Guide to Great Britain 2012](#)

[Rough Guide to Accessible Britain Awards 2010 'Best Heritage Venue'](#)

[Large Visitor Attraction of the Year 2007](#)

[Winner of the Gulbenkian Prize for UK Museum of the Year 2006](#)



Co. no. 1000878

VAT no. 664 4291 23

Reg. charity no. 262158

Patron HRH The Duke of York KG

The Trust fully recognises the need to promote and coordinate sustainable transport initiatives. On behalf of the ss Great Britain Trust I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Gary Musson', with a stylized flourish at the end.

Gary Musson  
Special Projects Manager



Reply to  
Telephone  
Mobile  
E-mail  
Our ref  
Your ref  
Date

Dina Ntziora  
0117 3763457  
07846 086969  
info@artspacelifespace.com  
20120419  
PS/TS23/BS08834558  
Monday, 21 March 2016

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Dear Andrew

**Department for Transport Sustainable Travel Transition (STT) Funding – 2016-17 business case submission**

I represent The Island, Artspace Lifespace CIC. We are a studio complex, arts facility and events space, based in the Old Bridewell Police Station in Bristol city centre. The Island is part of the ArtspaceLifespace community interest company that recycles vacant, underused and problem properties into thriving creative resources.

Our vibrant hub for all things alternative hosts over 100 resident artists from the city's thriving, diverse scene, and boasts a circus school, artist studios, music studios, dance rooms and a beautiful gallery space. However, you need to look beneath our floors to find our most distinctive feature: a sprawling complex of original early 20th century police cells, which have provided the backdrop to numerous gigs, micro-festivals and transgressive arts performances.

Over the past years, our small fringe collective has evolved into a major support network, constantly striving to support artists from every discipline, and all walks of life. Having recently been involved with spectacular

**ArtspaceLifespace Ltd.**

Registered in England & Wales No.  
06258265  
The ArtspaceLifespace Ltd. is a not  
for profit Workers Co-operative.

**Address:**

The Island  
Nelson street  
Bristol  
BS1 2LE

**Website**

[www.artspacelifespace.com](http://www.artspacelifespace.com)





Reply to  
Telephone  
Mobile  
E-mail  
Our ref  
Your ref  
Date

Dina Ntziora  
0117 3763457  
07846 086969  
info@artspacelifespace.com  
20120419  
PS/TS23/BS08834558  
Monday, 21 March 2016

events such as BS1 Open, Brisfest, Destination Bristol, Big Green Week, Mayfest and Bristol Biennial, The Island is rapidly becoming one of the prime locations for local art promotion.

Transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and competitiveness and therefore we are happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

It is the second time we have been awarded with the fund and it has very much improved our facilities and increased the number of artists tenants and staff who cycle to work. The Island has always been supportive to cycling and sustainable travel has always been part of our Environmental Policy.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of The Island I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

Dina

Dina Ntziora  
Project Manager  
The Island

**Artspacelifespace Ltd.**  
Registered in England & Wales No.  
06258265  
The Artspacelifespace Ltd. is a not  
for profit Workers Co-operative.

**Address:**  
The Island  
Nelson street  
Bristol  
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**Website**  
[www.artspacelifespace.com](http://www.artspacelifespace.com)



Reply to  
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Dina Ntziora  
0117 3763457  
07846 086969  
info@artspacelifespace.com  
20120419  
PS/TS23/BS08834558  
Monday, 21 March 2016

Regards,

The Office Team  
t: 0117 376 3457

**ArtspaceLifespace Ltd.**

Registered in England & Wales No.  
06258265  
The ArtspaceLifespace Ltd. Is a not  
for profit Workers Co-operative.

**Address:**

The Island  
Nelson street  
Bristol  
BS1 2LE

**Website**

[www.artspacelifespace.com](http://www.artspacelifespace.com)



**Two Mile Hill Primary School**  
**Kingsway**  
**Kingswood**  
**Bristol**  
**BS15 8AA**  
**Tel: 0117 9031932**

Headteacher : Jan McAll

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

Dear Andrew

**Department for Transport Sustainable Transport Transition (STT) Year Funding  
– 2016-17 business case submission**

I represent Two Mile Hill Primary school which is a large primary school on the outskirts of Bristol, with over 600 pupils. It is in a working class area and has a high proportion of pupil premium children, and children with English as a second language.

We are happy to support the West of England's funding bid to the Sustainable Transport Transition Year Fund. Extending previous LSTF funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Two Mile Hill Primary school, I am pleased to endorse the STT 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

Lisa Evans  
Teacher / PSHE coordinator

Our values make us RICHER: Respect Integrity Curiosity Hope Excellence Responsibility

Our values make us RICHER: Respect Integrity Curiosity Hope Excellence Responsibility

3/23/2016

Mr Andrew Whitehead  
WoE Sustainable Travel Transition Bid Co-ordinator  
3<sup>rd</sup> Floor, Brunel House  
St Georges Road  
Bristol  
BS2 8PH

**Dear Mr Andrew Whitehead**

**Sustainable Travel Transition Bid**

I write on behalf of United Communities Housing Association, we are a community-based housing association in Bristol and we always try and go the extra mile for our residents and communities where we work. We currently manage nearly 2,000 homes in and around Bristol and South Gloucestershire and have plans to expand in the local area. We have a strong track record of providing great services in our communities and being a great place to work for our staff.

Through our partnership with Travelwest we have been able to install high quality bike sheds at four locations. One estate with 65 properties has benefitted from bike parking for 16 bikes and within a week of installation we had already issued all the keys!

We have also been able to offer advice on how to access affordable bikes and safety accessories, as well as organizing events with kids bikes swaps and Dr bike offering free services and repairs- these have been very popular with residents.

We are happy to support the West of England's funding bid to the Sustainable Travel Transition bid, recognised for creating innovative and suitable solutions that improve the quality of life of people within its operating area.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of our residents, I am pleased to endorse the Sustainable Travel Transition bid and we are keen to work with you in its successful delivery delivering intensive work within businesses, the wider community, schools, colleges, to improve growth and increase walking and cycling levels.

Yours sincerely,

Tamsin Evans  
Communities Officer





University of the  
West of England

**Facilities**

Frenchay Campus, Coldharbour Lane  
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Tel +44 (0)117 32 82209  
Fax +44 (0)117 32 83633  
E-mail [Chris.Abbott@uwe.ac.uk](mailto:Chris.Abbott@uwe.ac.uk)  
Website [www.uwe.ac.uk](http://www.uwe.ac.uk)

15<sup>th</sup> March 2016

Mr Andrew Whitehead,  
Place Directorate,  
3rd Floor, Brunel House,  
St. George's Road,  
Bristol  
BS1 5UY

Chris Abbott  
Director

Dear Mr Whitehead,

**Sustainable Travel Transition Bid - 2016**

Further to the recent Sustainable Travel Transition bid, we are writing to express our unequivocal support for the project. The University of the West of England (UWE) employs 3000 staff and has over 25,000 students and support from previous LSTF funding and close working with the local authorities has been a huge factor in our success in reducing single occupancy car use and encouraging more sustainable travel.

The Big Commuter Challenge has been an important part of our annual staff behaviour change efforts and the business grants have been instrumental in helping us fund new facilities for cyclists and further support bus use and car sharing. The business engagement team and the annual TravelWest Awards help share best practice among organisations in the region and this has enabled us to increase our ambitious targets for sustainable travel.

On behalf of UWE I am pleased to endorse this bid and look forward to further collaborative working.

Yours Faithfully,

A handwritten signature in dark ink, appearing to read 'J Morvan', with a horizontal line underneath.

James Morvan

Travel Plan Coordinator

**bettertogether**

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

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
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HEAD OFFICE  
Pennywell Road, Bristol BS5 0TT  
T. 0117 935 0000 F. 0117 954 7556  
enquiries@wessexgarages.co.uk  
www.wessexgarages.co.uk

Dear Andrew

**Department for Transport Sustainable Travel Transition (STT) Funding – 2016-17  
business case submission**

I represent Wessex Garages which is a group of car dealerships based in the South West of England. We have a head office in Bristol where there are approximately 70 employees.

Transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and competitiveness and therefore we are happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

Wessex Garages have benefitted from TravelWest LSTF support, in particular from grant funding that enabled us to provide improved cycle storage and shower facilities for our staff at our Pennywell Road branch in Bristol. These facilities have been key to increasing the numbers of staff travelling to work using more sustainable transport methods such as cycling. We have also been part of the Business Travel Awards and were delighted to win the 'Best Newcomer' award in 2014 and 'Best Motivational Campaign' award in 2015. The awards are a fantastic way of sharing best practice and incentivising us to improve our sustainable travel initiatives.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of Wessex Garages, I am pleased to endorse the STT 2016-17 bid and happy to work with you in its successful delivery.

Yours sincerely,



Sarah Abrahams  
PA to The Managing Director

Pennywell Road  
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BS5 0TT  
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Hayes Way  
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289 Penarth Road  
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T. 01452 304 204  
F. 01452 301 472

Seven Stiles Avenue  
Newport Retail Park  
Newport NP19 4QR  
T. 01633 636 100  
F. 01633 636 111





The One Stop Skills and Job Shop

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
Weston-super-Mare  
BS23 1UJ

22 March 2016

Dear Andrew

**Department for Transport Sustainable Travel Transition Year (STTY)  
Funding – 2016-17 business case submission**

I would like to offer my support for your bid for funding. Westonworks has partnered in this initiative for the last few years and it has made a big difference; being able to offer transport support to people coming off benefits and starting work. We have had a number of people benefit from the bicycle loan scheme and bus tickets.

Transport infrastructure and work to promote sustainable travel plays a key role in supporting economic growth and competitiveness, alongside developing communities and therefore we are happy to support the West of England's funding bid to the Sustainable Travel Transition Year Fund. Extending funding into 2016-17 provides an excellent opportunity to build upon the previous LSTF work and achievements to date.

We fully recognise the need to promote and coordinate sustainable transport initiatives. On behalf of westonworks I am pleased to endorse the STTY 2016-17 bid and we are keen to work with you in its successful delivery.

Yours sincerely,

A handwritten signature in black ink that reads "Adrian Stone".

Adrian Stone  
Westonworks Manager

17 March 2016

Andrew Whitehead  
Programme Manager  
c/o Laura Podeschi  
NSC Sustainable Travel & Road Safety Team  
Town Hall  
Walliscote Grove Road  
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BS23 1UJ

WSP | Parsons Brinckerhoff  
Kings Orchard  
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Bristol  
BS2 0HQ

Tel: +44(0) 1179 306200  
[www.wsp-pb.co.uk](http://www.wsp-pb.co.uk)

Dear Mr Whitehead

**Subject: Department for Transport Sustainable Travel Transition (STT)  
Funding – 2016-17 business case submission**

Please find enclosed our letter of support for your application for Sustainable Travel Transition funding from the DfT in 2016/17.

As an international design engineering consultancy for buildings and civil infrastructure, and with nearly 300 staff based in Bristol, our firms represents a key player in sustainable travel locally, regionally, nationally and internationally. We are a strong advocate, and beneficiary, of the complementary services that the LSTF have provided in the South West, and have already been recipients of two travel shows, and received a range of emergency bike repair kits and other accessories / information for our 70+ bike commuters.

TravelWest's work inspired our organisation to win the 2015 Big Commuting Challenge, in the 250-499 staff category. As a result of our work to support sustainable commuting in our transition offices in early 2015 (in which TravelWest played an important part), we were also recognised as the '2015 Most Improved Workplace' in the region. Through the new and modern facilities we have provided, and initiatives that have encouraged 'Better by Bike', we have seen an increase in regular cyclists to our new offices, from 21 to 71.

TravelWest's ability to influence behaviour and change culture on sustainable commuting in the South West is a critical part of the transition from a dependence on cars, to public and non-motorised transport modes. As part of the wider initiatives spearheaded by the four West of England Authorities, TravelWest's role continues to support the drive to reduced congestion, a healthier and fitter community, and safer, more confident commuters.

On behalf of WSP | Parsons Brinckerhoff, we wholly endorse the STT 2016-17 bid.

Regards,



Jon Ralph  
Technical Director, Bridges