

Local Sustainable Transport Fund - Application Form

Guidance on the Application Process is available at:

www.dft.gov.uk/pgr/regional/

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

Applicant Information

Local transport authority name(s)*:

PETERBOROUGH CITY COUNCIL

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

Senior Responsible Owner name and position:

PAUL PHILLIPSON, EXECUTIVE DIRECTOR OF OPERATIONS

Bid Manager name and position:

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Website address for published bid: www.peterborough.gov.uk/travelchoice

SECTION A - Project description and funding profile

A1. Project name: TRAVELCHOICE PLUS

A2. Headline description:

Peterborough has historically been known as a 'car-friendly city' with limited congestion and high average car travel speeds. Through the Sustainable Travel Town (STT) investment, branded locally as Travelchoice, we have secured:

- 9% reduction in car journeys
- 12% increase in cycling
- 35% increase in public transport
- 14% increase in walking

Travelchoice Plus builds on these successes and will implement smarter choices measures alongside partner contributions, Peterborough City Council's (PCC) revenue and capital funds and Local Transport Plan funded infrastructure improvements. Packages are focused on:

- Individuals, communities and neighbourhoods
- Workplace travel planning
- Healthier travel
- Young people's travel

A3. Geographical area:

Travelchoice Plus will focus on Peterborough unitary authority's geographical area. Peterborough comprises of the City of Peterborough itself, and 25 villages set in countryside extending over an area of approximately 344 square kilometres. Peterborough has a diverse population, currently estimated at 171,200 (at mid 2009), with 152,680 living in the urban area and 20,020 spread across the wide rural hinterland.

Peterborough has five locations which qualify as District Centres at Bretton, Hampton, Millfield, Orton and Werrington, based on the scale of retail provision and the availability of other community services and facilities.

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

Small project bids

Tranche 1 bid

Expression of interest for Tranche 2 (please complete sections A and B only)

Tranche 2 bid

Large project bids

Key component bid

Large project initial proposals

A5. Total package cost (£m): £15,740,990

A6. Total DfT funding contribution sought (£m): £4,999,990

A7. Spend profile:

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	383,000	832,500	842,200	688,750	2,746,450
Capital funding	382,000	854,250	658,520	358,770	2,253,540

sought					
Local contribution	3,377,500	3,469,500	2,116,500	1,777,500	10,757,000
Total	4,142,500	5,156,250	3,617,220	2,825,020	15,740,990

A8. Local contribution

The contributions from partners to LSTF are:

Atkins - £5,000

East Coast Mainline - £2,500,000

NHS Peterborough Primary Care Trust - £110,000

Peterborough Environment City Trust - £21,000 - indicative for years 2 to 4

Stagecoach - £10,000

Plus the following PCC local contributions:

City Centre Services – £120,000 (Capital)

Local Transport Plan - £3,814,000 (Capital) - indicative for years 2 to 4

Medium Term Financial Plan - £3,420,000 (Capital)

Passenger transport - £45,000 (Revenue)

Travelchoice - £466,000 (Revenue) - indicative amounts

Travelchoice existing staff - £187,000 (Revenue) - indicative amounts

A9. Partnership bodies

Please see:

Annex A – Partnership bodies

Annex B – Letters of support are available at:

www.peterborough.gov.uk/travelchoice/innovation/local_sustainable_transport_fu.aspx

SECTION B – The local challenge

B1. The local context

Peterborough has a diverse economy. Two of the biggest employers are in the public sector and considerable numbers of people are employed in a range of service industries including insurance, publishing, travel, retailing and logistics. Manufacturing still has a significant place in the economy, despite the general decline in this sector nationally, and a particularly important characteristic of Peterborough is the concentration of companies engaged in environment-related activities. There is significant pressure for development to service the logistics industry, taking advantage of the area's prime location beside the (north-south) A1 and (east-west) A47. Agriculture remains important to the economy, although the numbers employed on a full-time basis are relatively small. Unemployment levels in Peterborough tend to be marginally higher than those for the UK as a whole, but average figures mask particularly high pockets of unemployment, with a concentration in some inner city wards where other measures of deprivation are higher than average.

Peterborough has been growing for many years with population growth almost double the national average. Through the recently adopted Core Strategy opportunities for further investment to regenerate the area have been identified and include ambitious targets for growth:

- 25,500 houses from April 2009 to March 2026 (based on 2009 levels); and
- Provision of sufficient land to enable job growth of around 24,600 jobs between 2001 and 2021.

Whilst Peterborough is seen by many as a thriving city, we face serious economic challenges here and now. Average earnings are over 10% lower than the national average, which is due in part to relatively low value added activity in much of the economy and this is reflected in relatively low skills levels. One of the challenges for the city is therefore in promoting growth

in higher value-added sectors, including new technologies and in attracting people with higher levels of skills to live and work in Peterborough.

Key to attracting the higher levels of skills to live and work in Peterborough is ensuring Peterborough is also a pleasant place to live and work, which *Travelchoice Plus* would be pivotal in ensuring. Attracting a new workforce would itself have an adverse impact on travel conditions within Peterborough (in terms of congestion and CO2 emissions) causing an exodus of the mobile higher value workforce. *Travelchoice Plus* would seek to break this cycle and enable a sustainable growth in employment and economic well being.

We also have some major challenges relating to transport and carbon emissions. The large scale highway infrastructure investment in the 1970s, to deliver new town development, resulted in Peterborough having good accessibility by car. As a direct result of the reliance on car use, the city suffers from higher than average obesity levels and other related health problems. In addition, carbon emissions per capita are high and again this is due to the high levels of car-based travel.

As a result of the growth agenda, coupled with growing levels of traffic, congestion on the road network in the area is increasing, impacting on business efficiency and constraining potential for delivering new homes and jobs. The *Travelchoice* project was the first step in delivering a shift to sustainable travel as a means of maintaining accessibility, with a 9% reduction in car use achieved from 2004 to 2009, and therefore making best use of the existing transport network.

The Peterborough Long Term Transport Strategy (LTTTS) and Local Transport Plan (LTP) build on the *Travelchoice* initiative and set out an approach to transport that will maximise accessibility and ensure that sustainable transport contributes to meeting the forecast growth and, therefore, demand for travel. Maintaining good accessibility will be important in unlocking the growth opportunities and the LTTTS and LTP3 set out a means of delivering this.

Peterborough was named as one of the UK's four environment cities in 1992 and has the largest cluster of environmental businesses in the UK. Peterborough plans to build the largest number of zero carbon homes.

B2. Evidence

Implementing *Travelchoice* was an exciting challenge for Peterborough and demonstrated that a shift to sustainable modes of travel can be achieved through behaviour change initiatives. Alongside the introduction of intensive smarter choices measures, Peterborough implemented infrastructure improvements, through LTP2 capital funds, to assist in embedding behaviour change. Extensive surveys were undertaken to measure travel behaviour, attitudes to different modes of travel and factors underlying mode choice. This evidence is well documented both by PCC and the DfT.

Peterborough has a well developed parkway system. The main strategic routes focus on the parkways (A1139, A15, A47, A1260 and A1179) which create an orbital route around the city centre and facilitate strategic traffic movements through and around Peterborough. The A15 is the most heavily used route into the city centre.

As detailed above, Peterborough is aiming for significant and sustainable growth and therefore it is carefully considering the transport implications of the planned housing growth and employment growth. The Peterborough Transportation Model has been used to analyse the implications, and to design a long term strategy, which is underpinned by sustainable travel choices. The following table summarises the impact of the housing and population growth on traffic flows that would occur with and without *Travelchoice Plus*.

It is likely that an increase in city centre traffic will occur as the parkway network becomes more congested and traffic seeks alternative less congested routes. Our analyses demonstrate that the shift to sustainable travel delivered through the existing *Travelchoice* project would not be sufficient to secure the long-term sustainability of Peterborough's

transport network. Therefore, without a continued, sustained and significant shift to sustainable modes, the Core Strategy would result in a dramatic increase in congestion and delays in the city.

Scenario	Housing	LTP3 goals (indices 2011 = 100)				
		Climate	Growth	Equality	Health	Quality of life
	Number of units	Transport CO2	Congestion (OCQ vehicle hours)	STM % mode share	VKM (per HH)	City Centre Traffic (AADT)
2011 Reference case	100	100	100	100	100	100
2016 Do minimum	108	106	196	96	104	112
2026 Do minimum	121	119	735	92	108	129
2016 with <i>Travelchoice Plus</i>	108	99	107	117	98	103
2026 with <i>Travelchoice Plus</i>	121	102	319	117	101	118

The colour coding allows a ready appreciation of the impact of *Travelchoice Plus* on the key indicators from significantly better (green) to much worse (red) by various degrees.

In summary, we have identified the following priority challenges that we will seek to address through *Travelchoice Plus*:

- High levels of car use, due to historic patterns of development, although we have made headway in encouraging a shift to more sustainable modes.
- High transport carbon emissions in the city, due to high levels of car use for journeys both within the city, and due to travel into the city from surrounding rural areas.
- Localised congestion hotspots, with a particular focus on key nodes on the parkway system and radial routes into the city centre, which impact on business efficiency.
- Heavy traffic flows on key routes into the city, causing severance and impacting on quality of life.
- Poor public transport accessibility for orbital movements around the city, exacerbating dependence on the car, and poor public transport interchange in the city centre, resulting in car being the mode of choice for trips to the city.
- High levels of employment growth and housing development will place very heavy demands on the transport network, resulting in a dramatic increase in queues and delays, damaging future competitiveness and jeopardising the city's potential for sustainable growth.

The four packages identified for LSTF support address these key challenges and this is further demonstrated in the casual chain/logic map at Annex C.

B3. Objectives

Peterborough's LTTs (2011 to 2026) and LTP3 (2011 to 2016) have been developed to address and support the following challenges:

- Tackling climate change
- Supporting economic growth
- Improving quality of life and promote a healthy natural environment
- Contributing to better safety, security and health
- Promoting equality of opportunity

To support these goals a series of vision statements set out the future transport objectives which Peterborough aims to deliver through LTP3 and beyond.

Travelchoice Plus contains four comprehensive work packages with a fifth work package giving details of the project team which will lead and implement the *Travelchoice Plus* programme. The following table demonstrates how each work packages links to the LTP3 challenges:

Work package	Tackling climate change	Supporting economic growth	Quality of life	Improve safety, security & health	Equality of opportunity
Individuals, communities & neighbourhoods	4	4	4	4	4
Workplace travel planning	4	4		4	4
Healthier travel	4		4	4	4
Young people's travel	4			4	4

SECTION C – The package bid

C1. Package description

Travelchoice Plus is a package of smarter choices and infrastructure measures which build on the successes of the original Travelchoice project. The LTTS and LTP3 are focused around continuing to improve sustainable travel in Peterborough and, if implemented, are forecast to achieve an overall 15% shift, from car to sustainable travel modes by 2026 (12% by 2016).

The packages put forward as part of this LSTF bid have been carefully selected so as to build on the Travelchoice successes; in addition, the LTP Integrated Transport Programme is aligned to provide match funding for sustainable travel measures during the period of LTP3. Packages have been selected to address the sustainable travel challenges of individuals and groups giving careful consideration to the people travelling, including those with disabilities, their reasons for travelling and their journey start and end destination.

Staffing resources to deliver the LSTF programme have also been included in the overall programme costs.

A comprehensive description of each work package and the various schemes within each package is provided at Annex D.

C2. Package costs – See Annex E for a comprehensive breakdown of spend

Scheme element 1	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	155,000	442,500	443,000	307,000	1,347,500
	Capital	344,500	727,250	591,020	283,770	1,946,540
Scheme element 2	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	20,000	52,000	57,000	57,000	186,000
	Capital	6,000	91,000	30,000	30,000	157,000
Scheme element 3	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	55,000	75,000	75,000	55,000	260,000
	Capital	0	0	0	0	0
Scheme element 4	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	66,000	89,000	91,200	91,750	337,950
	Capital	37,500	30,000	37,500	45,000	150,000
Scheme element 5	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	87,000	174,000	176,000	178,000	615,000
	Capital	0	0	0	0	0
GRAND TOTAL						4,999,990

C3. Rationale and strategic fit

The LTP3 sets out an approach to meet the demand for travel resulting from the Peterborough growth agenda by ensuring that the use and availability of sustainable travel is maximised. The overall vision for Peterborough is stated in the Sustainable Community Strategy (2008 to 2021):

“A bigger and better Peterborough that grows the right way, and through truly sustainable development and growth:

- Improves the quality of life of all its people and communities and ensures that all communities benefit from growth and the opportunities it brings.

- Creates a truly sustainable Peterborough, the urban centre of a thriving sub-regional community of villages and market towns, a healthy, safe and exciting place to live, work and visit, famous as the environment capital of the UK.”

These statements are the overarching vision position for the LTTS and LTP3. Peterborough City Council has four strategic priorities that underpin all of our activities in Peterborough:

- Creating the UK’s environment capital
- Creating strong and supportive communities
- Delivering substantial and truly sustainable growth
- Creating opportunities - tackling inequalities

The Single Delivery Plan (SDP) for Peterborough includes the following priority programmes and associated key projects:

SDP priority programme	SDP key project
Creating jobs through growth and improved skills and education	Growth of the university and improve skills for business
	Create homes for a growing population
	Helping people back into work
Helping people and organisations live more healthy and sustainable lives and reducing energy consumption	Encouraging regular exercise and active travel/sustainable transport

In autumn 2010, Peterborough launched itself as the Home of Environment Capital. This means that environmental issues are put first in a city which aspires to be a role model and leader in all aspects of sustainable development. Sustainable transport is a key deliverable of the Home of Environment Capital major policy as well as the Sustainable Community Strategy priority ‘Creating the UK’s environment capital’.

In addition to the above, *Travelchoice Plus* fits with the following projects which will bring combined benefits and added value across the programme:

Project description	Funding source	£s
Partnership project with JMP Consultants <i>Travel training for immigrants</i>	EU Together	£30,000 (confirmed)
Partnership project with neighbouring LAs <i>Enhancing work place travel planning, accreditation and Smartphone applications to business parks</i>	ERDF	£500,000 (to be confirmed)
Project with EU partners <i>This project links to PCC capital programme (£2.95m) to improve street lighting to reduce energy costs and consumption. The project will fund street lighting, bus stop/shelter lighting in a rural area and therefore enhance the travel environment.</i>	Interreg 4b – Zero CO2	£310,000 (to be confirmed)
Project with EU partners <i>This project will work with community groups to improve the travel environment for older people through community car share schemes, improved information including through Smartphone and enable charging points for electric scooters.</i>	Interreg 4c - ConAge	£425,000 (to be confirmed)

C4. Community support

Peterborough has implemented seven neighbourhood councils. These neighbourhood councils are a new way for residents to give their views about issues and services in their area. Meetings are held in the community on a regular basis and a small budget has been devolved to each neighbourhood council for them to allocate in their local area. The

neighbourhood councils are an excellent source of information, particularly through the consultation process for LTP3 which concluded in December 2010. From 2012/13, LTP funding (revenue and capital) will be allocated to each neighbourhood council and officers will work with the neighbourhood officers and councils to identify a process for allocating the funds. A wide range of consultation methods were used for LTP3 consultation, which included:

- drop in events for councillors
- local radio, television and newspaper coverage
- a consultation leaflet distributed to all households through the Your Peterborough magazine – also made available online
- personal letters sent to over 250 stakeholders and interest groups
- attendance at neighbourhood council meetings
- public exhibitions held over a number of days
- meetings with key stakeholders, residents' group and other interest groups

A good cross section of the community responded to the consultation questionnaire with the most responses from the age group between 60 to 74 years with the three oldest age groups (45 years +) being responsible for 80% of all responses. The response rate by gender was evenly split with 48% female and 52% male.

Recipients of the questionnaire were asked to rate each of the Peterborough transport goals, as defined in the LTTS and LTP3. Using the sum of 'very important' and 'important' scores, the responses to the goals are ranked as follows:

1. Improving quality of life and promote a health natural environment - 87%
2. Contributing to better safety, security and health - 86%
3. Supporting economic growth - 84%
4. Tackling climate change - 63%
5. Equality of opportunity - 58%

Recipients were also asked to rate six groups of transport improvements in order of priority. Results were:

1. Public transport
2. Walking and cycling
3. Road safety
4. Highway maintenance
5. Improved capacity on parkway and driver information
6. Promotion of sustainable travel and information

Public transport, walking, cycling and road safety were key themes that emerged through the consultation:

Public transport

Responses included improvements to accessibility at bus stops and the bus station, improved bus information including real time displays, the need for a permanent park and ride and for more bus services, particularly to rural areas after 5pm and cross town services. Consultation also highlighted the price of bus fares and poor driver attitude as key issues as well as congestion and bus reliability. Integration between the bus and rail stations was a common theme throughout the consultation.

Cycling

Important issues emerging were the need for improvements to cycling facilities, signage, lighting, secure parking and security and maintenance along cycle routes. In addition, improved safety information, training of cyclists, cycling events and promotions were important points raised.

Walking

Again access between the bus and rail stations was a common theme as was the need to improve signage, street lighting away from main roads, pavements and security of underpasses, trim overgrown hedges and trees, more pedestrian crossings at busy junctions, more dropped kerbs and a pedestrian bridge over River Nene. Promotion of walking information and events was identified as a key issue as was the need to improve walking routes to schools.

Road safety

Through the consultation safety for children and, in particular, schools was a common theme with the need to improve safety of walking and cycling routes encouraging more children to use these modes, the need to discourage parents from driving children to school and the introduction 20mph zones near schools. Raising awareness of the Highway Code to foreign drivers, traffic calming measures in residential areas and safety improvements and road safety training at level crossings were also common issues.

Overall, this extensive consultation was very positive with responses received in a wide variety of ways; many completed questionnaires whilst others attended one of the meetings or exhibitions.

A number of recurring issues emerged when analysing the data:

- An integrated transport hub merging the bus and rail stations
- Improve access to the bus and rail stations
- Improve bus and rail facilities
- Bus service improvements – punctuality, reliability and customer care
- More frequent bus services, including to rural areas and cross town services
- More facilities for disabled, including dropped kerbs and accessibility improvements
- Improve and increase the number of cycle routes, keeping them well connected and maintained
- Safer walking and cycling routes to schools
- Improvements to travel information
- Provide a permanent park and ride service

A number of these issues were and continue to be addressed through Travelchoice and LTP funding. However, the packages in this *Travelchoice Plus* bid will allow Peterborough to act more comprehensively on a number of these key issues.

Throughout the course of the *Travelchoice Plus* project we will continue to engage through the neighbourhood councils as well as through residents and other community groups so that the communities have a direct say in the delivery of these projects.

SECTION D – Value for money

D1. Outcomes and value for money

Section B2 has looked at the evidence base, of what is likely to occur with and without *Travelchoice Plus* in terms of impact on the LTP3 Goals relative to the current situation (2011). The table below summarises the impact in 2016 with and without *Travelchoice Plus*.

Scenario	Percent change with and without <i>Travelchoice Plus</i>				
	Climate	Growth	Equality	Health	Quality of life
	Transport CO2	Congestion (OCQ vehicle hours)	STM % mode share	VKM (per HH)	City Centre Traffic (AADT)
2016	6%	45%	-21%	5%	9%
2026	15%	57%	-27%	7%	9%

This shows that in 2016 without *Travelchoice Plus* there would be a:

- 6% increase in CO2 emissions

- 45% increase in congestion
- 21% reduction in the use of travel by sustainable travel modes
- 5% increase in vehicle kilometres travelled, and
- 9% increase in traffic through Peterborough's city centre.

The percentage increase in vehicle travel time without *Travelchoice Plus* would be 10%, with a commensurate 4.2% reduction in traffic speed. With some 55m vehicle hours per annum spent on the Peterborough network by 2016, a 4.2% reduction in traffic speed is equivalent to a cost of some £23m per annum (assuming a typical £10 per hour value of time). Thus, the non-user benefits of *Travelchoice Plus* would be equivalent to £23m per annum by 2016; not including the non-quantified actual user benefits such as increased health and benefits to society in terms of improved economic wellbeing through stabilising and improving the high value job ratio in Peterborough.

D2. Financial sustainability

Following the close of the DfT funded STT project in March 2009, Peterborough City Council embedded *Travelchoice* into its core business. This was as a direct result of an analysis of the *Travelchoice* project and the PCC Exit Strategy. Whilst it has been necessary to reduce resources this does demonstrate Peterborough's ongoing commitment to sustainable travel and smarter choices measures.

PCC currently provides revenue funding of approximately £200,000 for *Travelchoice* and smarter choices measures and, at this time, is committed to continue this funding. Since 2004, the LTP Capital programme has included significant expenditure on sustainable travel and smarter choices measures. LTP3 includes a five year programme for expenditure on sustainable travel measures. In addition, the Medium Term Financial Strategy includes a four year profile and an indicative programme which is fully integrated with LTP3.

To minimize the revenue pressures on PCC a number of the *Travelchoice Plus* packages provide curriculum based materials and activities for schools which will provide long lasting benefits with minimal input from PCC. In addition, we have been successful at recruiting a number of volunteers to undertake such activities as walking training and have adopted a 'train the trainer' approach. Electronic travel information solutions will help to reduce the maintenance and revenue burden for PCC and a number of the capital schemes will be maintained by partner bodies or will be included into PCC's rolling maintenance programme.

PCC has, in the past, been successful in securing external funding to support its priorities and will continue to seek external funding from various sources as identified in section C3.

SECTION E – Deliverability

E1. Implementation

Peterborough City Council will have responsibility for the management, implementation and delivery of *Travelchoice Plus*. The new officers appointed with the LSTF will integrate into the *Travelchoice* team and will work closely with *Travelchoice* officers, other council officers and partnership bodies.

A Project Board, made up of council representatives (ie transportation, road safety, neighbourhoods and highways colleagues) and partnership bodies, will deliver *Travelchoice Plus* and have ownership of the project and its successes. The Project Board will provide extensive experience, knowledge and skills within all aspects of sustainable travel and will provide the overall guidance and support for the work packages.

Project Reports will be submitted to the Project Board on a regular basis, and the Project Board will act as the decision making body. Robust financial and budgetary reporting will be undertaken monthly with submissions to DfT as directed. The Sustainable Environment Manager will act as the key day-to-day linkage between PCC, DfT and the Project Board.

Delivery of the infrastructure schemes will be through PCC's Term Maintenance and/or Professional Services contracts. Representatives from these organisations will be invited to join the Project Board. A number of letters of support for the LSTF *Travelchoice Plus* project have been provided by partnership bodies; these are attached at Annex B.

E2. Output milestones

By 2016, compared to what would otherwise occur, *Travelchoice Plus* is expected to deliver a:

- 6% reduction in CO2 emissions
- 45% reduction in congestion
- 21% increase in the use of travel by sustainable travel modes
- 5% reduction in vehicle kilometres travelled
- 9% reduction in traffic through Peterborough's city centre
- 11.8% reduction in car driver trips

In addition to these end of programme outputs we will track the progress of a number of other performance indicators through LTP3 such as public transport patronage, vehicle delay in the morning peak, bus punctuality, children travelling to school by car and mode shift to sustainable travel modes.

E3. Summary of key risks

Risk 1: Lack of or reduced commitment from key partners and stakeholders

A Project Board will be set up so as to ensure regular engagement with key partners and stakeholders. In addition, regular communications via e-newsletters will ensure regular contact. The aim is to meet and communicate regularly with key partners and stakeholders so as to maintain momentum and interest in the project. The city council's communications team will play a key part in ensuring attractive and interesting communications are delivered.

Risk 2: Lack of community engagement and enthusiasm

It is essential that we have active engagement with our communities and by engaging through our neighbourhood councils and through their representation on the Project Board we will minimise the risk of disengagement with *Travelchoice Plus*. In addition, LTP3 funding has been allocated to the neighbourhood councils and we will look to use this funding to match fund other initiatives planned through *Travelchoice Plus*.

Risk 3: Availability or change to match funded elements of the bid

In these difficult economic times it is necessary to be flexible in terms of match funding elements of this bid. Whilst some key partners have committed to match funding others have been unable to do so. In addition, a number of partners are able to match fund with 'in-kind' contributions (ie use of their site for promotional events and activities). The Project Board will continue to seek value for money through other potential match funding during the life of the project.

Risk 4: LTP funding is indicative from 2012/13 onwards

The LTP funding is secured for 2011/12 with indicative funding from 2012/13. The Medium Term Financial Strategy also shows the LTP3 allocation over the coming four years. Peterborough has an excellent track record in securing external funding and will continue to seek external funds through EU funding streams, Lottery Funding and any other funding that may become available.

Risk 5: Political support

As with key partners and stakeholders regular engagement with all councillors is essential to maintain enthusiasm and commitment to the project. The Cabinet Member for Environment Capital produces a monthly bulletin giving an update on all aspects of the portfolio which is delivered to all Cabinet Members. *Travelchoice Plus* will be a regular article on this bulletin allowing the Cabinet Member to provide feedback and gain political support for the project from all councillors.

Risk 6: Associated delivery issues and key behaviour change initiatives

PCC has significant experience of delivering an extensive programme of smarter choices measures. Key to this was the Project Board which included a wide range of partnership bodies. As detailed above we will again adopt this successful approach which will minimise delivery issues and resolve those that occur as early as possible. In addition, it will ensure delivery of this robust plan of behaviour change measures for Peterborough.

E4. Project evaluation

Peterborough City Council is more than willing to co-operate with the DfT in evaluating the benefits of this programme. We have significant experience both through the STT project and through our Beacon Award for Accessibility. As part of the closure of the DfT funded Travelchoice project PCC undertook its own post project evaluation which was instrumental in securing the long term future of Travelchoice.

List of Annexes:

Annex A – Partnership bodies (**Section A9**)

Annex B – Letters of support (**Section A9**) - available at

www.peterborough.gov.uk/travelchoice/innovation/local_sustainable_transport_fu.aspx

Annex C – Casual chain/logic mapping (**Section B2**)

Annex D – Work packages (**Section C1**)

Annex E – Four year budget plan (**Section C2**)

SECTION A9 – PARTNERSHIP BODIES

Outlined in the table below are the key project partners for the Local Sustainable Transport Fund initiative. Further partners will be brought on-board as the projects progress.

Key project partners	Where partner will play a key role	Overview of contribution to project
Atkins	Elements of packages 1 and 2 Project board member	<ul style="list-style-type: none"> • Atkins are our current Professional Services contractor and, as such, will be part of a number of infrastructure related projects • Letter of support provided • £5k match funding to support a small project
Beasley, Gillian Chief Executive Officer Peterborough City Council	Corporate, partner and political support	<ul style="list-style-type: none"> • Letter of support provided
Cambridgeshire Chambers of Commerce Peterborough Branch	Package 2	<ul style="list-style-type: none"> • Letter of support provided
Cambridgeshire Constabulary	Elements of packages 1, 2 and 4	<ul style="list-style-type: none"> • Letter of support provided
City College Peterborough	Elements of packages 1, 2 and 4	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided
Dalton, Cllr Samantha West Ward and Cabinet Member for Environment Capital	Political support	<ul style="list-style-type: none"> • Letter of support provided
Delaine Buses	Elements of package 1	<ul style="list-style-type: none"> • Transport operator • Letter of support provided
DIAL & Disability Forum	Elements of packages 1 and 3 Project board member	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided
East Coast	Elements of package 1	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided • £2.5m match funding for railway station improvements
Enterprise Peterborough	Elements of package 4	<ul style="list-style-type: none"> • Transport operator and delivery partner • Letter of support provided
Greater Cambridge Greater Peterborough Local Enterprise Partnership	Wider partnership support	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided
Greater Peterborough Partnership	Wider partnership support	<ul style="list-style-type: none"> • Letter of support provided
Hiller, Cllr Peter Northborough Ward and Cabinet Member for Housing, Neighbourhoods and Planning	Political support	<ul style="list-style-type: none"> • Letter of support provided
Holdich, Cllr John Glington and Wittering Ward and Cabinet Member for Education, Skills and University	Political support	<ul style="list-style-type: none"> • Letter of support provided
Job Centre Plus	Elements of packages 2 and 3	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided
Nene Park Trust	Elements of packages 1, 2, 3 and 4	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided
NHS Peterborough Primary Care Trust	Package 3 and elements of packages 1 and 4	<ul style="list-style-type: none"> • Delivery partner

	Project board member	<ul style="list-style-type: none"> • Letter of support provided • £110,000 match funding for active travel promotions
Opportunity Peterborough	Elements of packages 1 and 2	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided
Peterborough Council for Voluntary Services	Elements of packages 1, 2 and 4 Project board member	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided
Peterborough Cycle Forum	Elements of package 1 and 2 Project board member	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided
Peterborough Environment City Trust (PECT)	Elements of packages 1, 2, 3 and 4 Project board member	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided • £21,000 match funding in year 1 for promotion and awareness, support for sustainable education and in-kind staff time and promotions. Years 2 to 4 are indicative.
Phillipson, Paul Executive Director of Operations	Corporate, partner and political support	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided
Radley, Denise Director of Adult Social Care and Performance	Corporate, partner and political support	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided
Stagecoach	Elements of packages 1 and 4 Project board member	<ul style="list-style-type: none"> • Transport operator and delivery partner • Letter of support provided • £10,000 match funding for on-bus camera enforcement project
SUSTRANS	Elements of packages 1, 2, 3 and 4	<ul style="list-style-type: none"> • Delivery partner • Letter of support provided
Vivacity	Elements of packages 2, 3 and 4	<ul style="list-style-type: none"> • Delivery Partner • Letter of support provided

B2: CASUAL CHAIN/LOGIC MAPPING

Issue/rational	Actions	Short term outcomes	Interim outcomes	Long term impacts	LTTS/LTP3/SCS strategic priorities	Single Delivery Plan
Interchange						
<ul style="list-style-type: none"> • Poor integration between Peterborough bus and rail stations • Peterborough disabled groups lobbying for improved wayfinding in Peterborough city centre • Wayfinding between Peterborough bus and rail station and into the city centre 	<ul style="list-style-type: none"> • Bus railway station link improvements • Pocket park and ride • Provide improved cycle parking at rail station • Improve wayfinding and accessibility of routes to city centre 	<ul style="list-style-type: none"> • Improved integration between Peterborough bus and rail stations • More people interchanging between cycle and bus and rail stations • Improved cycle parking at rail station • Improved access by walking to the city centre 	<ul style="list-style-type: none"> • Improved journey times by sustainable mode • More people travelling to Peterborough for work, leisure and shopping • Increase in multi-modal sustainable travel • Reduction in car traffic 	<ul style="list-style-type: none"> • Reduced carbon impact in city centre • Reduced congestion in city centre • More people travelling by sustainable modes • Improve vibrancy of city centre • Increased economic growth • Healthier population 	<ul style="list-style-type: none"> • Delivering substantial and truly sustainable growth • Creating UK environment capital 	<ul style="list-style-type: none"> • Creating jobs through growth and improved skills and education • Helping people and organisations to live more healthy and sustainable lives and reducing energy consumption
Sustainable travel						
<ul style="list-style-type: none"> • Peterborough is a city designed for the car • Gaps in cycle routes and Green Wheel network • Reliability of bus 	<ul style="list-style-type: none"> • Provide a city centre cycle hub • Improve cycle infrastructure • Improve walking infrastructure including 	<ul style="list-style-type: none"> • Improved cycling infrastructure - PCN improvements • Better walking opportunities and facilities 	<ul style="list-style-type: none"> • More walking and cycling • Less congestion on key routes • Increased bus patronage 	<ul style="list-style-type: none"> • Growth agenda delivered • Reduced carbon impacts • Reduced congestion 	<ul style="list-style-type: none"> • Creating UK environment capital • Creating strong and supportive communities • Delivering 	<ul style="list-style-type: none"> • Creating jobs through growth and improved skills and education • Helping people and organisations to live more healthy

<p>services along Peterborough's core city routes</p> <ul style="list-style-type: none"> • Growing demand for travel by sustainable modes both into the city and outlying business parks and district centres • Increased carbon impact of car travel • Peterborough has a poor walkability score 	<p>accessibility</p> <ul style="list-style-type: none"> • Bus priority at signals • Improved bus route enforcement • Make Peterborough a 'walk-friendly' city 	<ul style="list-style-type: none"> • Improved bus journey times 	<ul style="list-style-type: none"> • Reduced CO2 emissions • Improved journey time by sustainable modes • Reduced reliance on the car, particularly for short journeys 	<ul style="list-style-type: none"> • Improved economic performance • Healthier population • Stronger communities 	<p>substantial and truly sustainable growth</p>	<p>and sustainable lives and reducing energy consumption</p>
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Information

<ul style="list-style-type: none"> • Poor satisfaction with the provision and availability of travel information in and around Peterborough • Disabled groups lobbying for clear and concise travel information • Lack of awareness of the benefits of active travel • Lack of availability of live, interactive travel solutions 	<ul style="list-style-type: none"> • Provide real time information direct to Smartphone apps and information points • Provide interactive mapping to aid journey planning • Continue roll out of real time passenger information • Provide audio and visual bus information, both on and off bus • Undertake individual journey planning 	<ul style="list-style-type: none"> • Better bus information • Population well informed of their travel choices • Raised awareness of the health, environment and economic benefits of sustainable travel • Targeted households increase their use of sustainable modes of travel 	<ul style="list-style-type: none"> • Travel information readily available to all • More people travelling by sustainable modes • Healthier population 	<ul style="list-style-type: none"> • Reduced carbon impacts • Reduced congestion • More attractive street scene 	<ul style="list-style-type: none"> • Creating UK environment capital • Creating strong and supportive communities 	<ul style="list-style-type: none"> • Creating jobs through growth and improved skills and education • Helping people and organisations to live more healthy and sustainable lives and reducing energy consumption
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	<ul style="list-style-type: none"> • Introduce Smart and integrated ticketing • Provide off-bus ticketing machines • Undertake accessibility mapping • Innovative marketing and promotional campaigns 					
Health, school and work						
<ul style="list-style-type: none"> • High number of poor health-related illnesses in Peterborough • Widening availability and use of electric vehicles • Businesses increasing need to reduce car travel to work • Poor links by sustainable modes to some Peterborough business parks 	<ul style="list-style-type: none"> • Tailored active travel campaigns • Business travel grants • Cycle training – adults and children • Bikeshare • Cycling officer in schools • Scooter parking • Links to school 	<ul style="list-style-type: none"> • More sustainable use of the car • Healthy travel information and opportunities improved • More sustainable travel by young people • More sustainable travel to work • Better access to transport by people with disabilities 	<ul style="list-style-type: none"> • Healthier population • Improved sustainable mode journey times • Reduced CO2 emissions 	<ul style="list-style-type: none"> • Healthier population • Improved economic performance • Reduced congestion 	<ul style="list-style-type: none"> • Creating opportunities tackling inequality • Creating UK environment capital 	<ul style="list-style-type: none"> • Creating jobs through growth and improved skills and education • Helping people and organisations to live more healthy and sustainable lives and reducing energy consumption

SECTION C1: Package 1. Individuals, communities and neighbourhoods

The **Working with Individuals, communities and neighbourhoods** package brings together a number of themes across the urban and rural areas of Peterborough. Measures include:

1.1 Improving integration of travel modes

Working with key partners, such as Network Rail, East Coast and Queensgate Management Centre, this project will look at all travel modes at the bus and rail stations and also the walking and cycling routes. Some elements of work link to the work that East Coast and Network Rail are planning at the railway station in summer 2011 and, if successful, this bid will allow PCC to enhance this work to achieve greater integration of travel modes.

- Improvements to pedestrian and cycle access to the station via Station Road. As this work is on Network Rail's land, which is not adopted highway, we are working closely with Network Rail and East Coast, who currently lease the station, as well as Queensgate Management Centre. Plans include the removal of 20 car parking spaces to create a secure cycle parking compound. The compound will provide space for a minimum of 290 cycles and will have CCTV and high quality lighting. PCC would use LSTF to purchase the cycle parking and shelters and improve the access routes, whilst East Coast will cover installation costs and all fencing, lighting and CCTV as part of their £2.5m station improvement plans.
- Access improvements include the widening of shared-use footways and cycleways.
- Wayfinding improvements to the city centre, in line with Opportunity Peterborough's plans for the city centre. Signing will also show the step free access route.
- Improvements to the bus stop at the station including real time passenger information, new shelter with raised kerb and an interchange board providing information about onward journeys.
- RTPI displays showing bus information for buses leaving the railway station and Queensgate bus station. This will include TFT wall mounted ruggedized displays.
- Improve accessibility at the bus station through the installation of raised kerbs to assist with boarding and alighting, braille plaques and audio real time passenger information (RTPI) to assist blind and partially sighted passengers. All 20 bays will be equipped with RTPI and the number of plaques will be decided through consultation with the RNIB and RNID.
- Installation of a wayfinding system in Cathedral Square and provision of improved signing and mapping using 3D.
- Provision of a secure cycle parking facility for city-centre. As an initial stage to progressing towards a full cycle hub we will aim to utilise an empty shop unit and undertake some trials to gauge interest.
- City centre based cycle improvements: Crescent Bridge, Bridge Street and Cowgate. Improvements will include formal contraflow systems, shared-use systems and road allocation schemes.
- Introduction of two pocket park and ride services strategically placed to intercept car users on the outskirts of the city therefore reducing congestion and increasing travel by sustainable modes into the city centre. The site will be designed to encourage multi-modal interchange.

1.2 Cycling and cycle infrastructure

- Peterborough has eleven key strategic cycle routes, which provide direct, safe and continuous routes between the city centre and various townships and important educational and employment areas. These routes provide high quality and best practice infrastructure for cyclists, based on the Peterborough Cycle Design Guidelines. However, six of the eleven routes could be improved further: signage improvements, junction alterations, dropped kerbs; implementation of ASLs and cycle lanes etc. We will look to prioritise improvements to the six routes, Flax Factory, Hicks Pit, Toll House, Seaplane, Old Showground and Great Eastern, over the life of this project.
- Throughout Peterborough there are numerous physical barriers on important pedestrian and cycle routes. A number of these barriers are now obsolete and do not adhere to accessibility best practice. Following on from a trial project we will implement a city wide barrier removal project to help open up the network and improve access for all. Where infrastructure is required to slow cyclists down or to avoid conflict we will install staggered bollards as opposed to guard railing. This project will work in partnership with Sustrans, as part of their Connect2 local scheme.
- We will look to install priority crossings for cyclists at side roads, which have good visibility and less than 2000 vpd on our key cycle routes. These improvements will be in association with the improvements being made to the Primary Cycle Network. See the successful works completed by Aylesbury to give an indication of our thoughts.
- Provision of city-wide cycle parking, with the inclusion of site specific, high quality cycle parking (Streetpods, Cyclehoops, Sheffield stands etc). Also, the investigation into pedal cycle parking bays, similar to the project in Brighton and Hove.
- We will review the current locations of automatic cycle counters with a view to relocating and/or expanding the number of sites to help build a more accurate picture of cyclist's behaviour and movement across and

through the city enabling us to improve the monitoring and growth of cycling in Peterborough.

- We will research and implement a digital display cycle counter in the city centre to provide a visual stimulus for cyclists and also promote a specific route to avoid pedestrian conflict.
- Adult cycle training - linking to the EU Together project and working with City College Peterborough, Peterborough Regional College and businesses we will provide various travel training initiatives for new immigrants to Peterborough including a programme of cycle training.

1.3 Walking

- We aim to improve the walking environment in Peterborough and make Peterborough a walk-friendly city. Research undertaken as part of the Travelchoice project will deliver a number of projects such as walking maps, way marked routes and web-based walking routes and information.
- Create an interactive walking map for Peterborough.

1.4 Passenger transport

Peterborough has seen significant bus passenger growth over the life of the Travelchoice project. However, implementation of further measures will help to encourage and embed more people to choose the bus and ensure bus punctuality and reliability is addressed. Measures will include:

- Traffic management measures including traffic signal improvements/rephrasing.
- Street management measures (including minor signing and lining changes).
- On-bus cameras to enforce illegal parking on core bus routes to ensure buses run to timetable.
- Ticketing initiatives to include off-bus ticket machines, smartcard and integrated ticketing.
- Audio and visual information to improve information available to people with hearing and sight difficulties.
- Introduction of a community transport brokerage scheme which will work with community to deliver a voluntary community transport system.
- Driver disability awareness training working with local bus and taxi drivers and disabilities groups; the project will include the training of volunteers to deliver the training and materials such as goggles to simulate the travel experience for passengers who are visually impaired.

1.5 Making car travel green

Recognising that not all trips can be undertaken by sustainable travel we will work with car drivers to encourage the use of electric vehicles, car sharing and eco driving:

- Raise awareness of the benefits of electric vehicles (cars and bikes) and the various incentives available to residents.
- Peterborough currently has an active car share website and through this project we will research, develop and implement car share live alerts via a Smartphone application.
- Eco driving and safety awareness training will be provided to encourage energy efficient driving.

1.6 Information and technology based solutions

Through the Travelchoice project it was evident that all forms of information and technology, alongside hard measures, are required to encourage different sectors of the community to switch to sustainable modes of travel. We will improve information provision in Peterborough through traditional and technology based solutions including:

- Sustainable travel promotional activities and marketing initiatives.
- Individualised travel marketing and personalised journey planning (ie to target groups, new developments, core bus routes).
- Technology based solutions for travel such as Smartphone applications, information points and building the transport elements of the Peterborough Model, which is an on-line tool which visualises the environmental performance of the city.

EXIT STRATEGY

Much of the works undertaken as part of this package are bespoke pieces of work requiring capital expenditure. Maintenance of the rail station improvements will fall to East Coast and Network Rail. PCC currently has a policy for maintenance of cycle routes and this will be reviewed during the course of the project. Technology based solutions required little maintenance and therefore PCC's current revenue budgets will meet any requirements following the close of the project.

Detailed evaluation will be undertaken against the proposed outcomes to enable an evidence base to support the delivery of other projects, such as information and technology solutions, post 2014/15.

Working collaboratively with a number of partners ensures that PCC achieves greater value for money and reduces its own revenue costs.



SECTION C1: Package 2. Workplace travel planning

The **Workplace travel planning** package will work intensively with individual businesses and business parks to promote sustainable travel as the primary mode of travel. In addition, we will aim to reduce the need to travel and therefore reduce business miles.

Measures include:

2.1 Business grant scheme

The Travelchoice business grant scheme provides organisations with 50% funding up to £3,000 per organisation towards the cost and installation of infrastructural measures to aid sustainable travel. Measures may include:

- Cycle parking
- Cycle shelter/cage
- Showers
- Lockers
- Signage for cyclists and pedestrians
- Car share signs and marking car share only bays
- Drying room



The aim is to help and encourage local businesses to provide the infrastructure necessary to facilitate sustainable travel.

In addition, the grant will look to reduce the need to travel and will look favourably on businesses that wish to install such technology as video-conferencing to reduce the number of business miles undertaken by their employees.

The grant scheme is aimed at organisations which have an existing workplace travel plan or wish to develop one on a voluntary basis with Travelchoice. A two-step process, all applications must comply with set guidelines in order to be considered for a grant.

2.2 Sustainable Travel Challenges

A behavioural change programme that will:

- Get sustainable travel users to 'give it a go'
- Get occasional sustainable travel users to use sustainable travel more often
- Increase people's level of physical activity
- Encourage and create competition between businesses – ie business that saved the most carbon or increased cycling the most during the challenge

Each Challenge will be run on a sophisticated Challenge website application which allows organisations, departments and individuals to register their involvement and log their travel activity while displaying live results and competition information to motivate further involvement. The website builds up a comprehensive database of participating individuals and organisations that can be used to target messages and relevant interventions at specific segments e.g. new cyclists.

Travelchoice currently promote national weeks such as Walk to Work Week. We will take this further through the Challenges and deliver such a scheme on a rolling three month programme. Such initiatives will be linked to walking and cycling for health and will include the journey to work but also business miles.

Business park travel planning and maps (paper and interactive) will be developed for and promoted through the above Challenges. Working with road safety colleagues and the local Police these Challenges will include such initiatives as work-related road safety messages, personal safety awareness and cycle marking as well as eco-driver and training scheme.

A section of the Travelchoice website will monitor both businesses and individuals which will stimulate interest and competition amongst businesses.

2.3 Bike share scheme

We aim to offer bicycles to rent at business park locations. Each bicycle will be locked into a docking station, similar to London's Barclays Cycle Hire Scheme, and can be unlocked via a computerised kiosk next to the bicycles. An initial trial will implement a hub at the railway station and a hub at two business parks (such as Lynch Wood and Cygnet Park).

EXIT STRATEGY

Peterborough currently has an active travel planning service with approximately 60 businesses we communicate with of which 30 work proactively with the council.

Our work includes visiting and advising businesses on their travel plans and encouraging voluntary travel plans, providing guidance and advice to travel plan co-ordinators, undertaking travel campaigns and challenges to generate interest and encourage competition and holding annual travel plan awards jointly with Cambridgeshire County Council.

The LSTF will allow us to build on this work and to communication and work proactively with many more businesses and to train many more travel plan co-ordinators. The majority of our campaigns require no more intervention for 30 businesses as they would to interact with many more businesses due to the number of electronic interventions.

Following the LSTF we will continue to work collaboratively with businesses whilst still encouraging a smaller number of businesses to adopt voluntary travel plans.

SECTION C1: Package 3. Healthier travel

DESCRIPTION

The **Primary Care and Public Health** package provides a joined up approach to health and travel recognising that active travel can improve general health and well being. The work will be led through the LSP Health and Environment Board that is being established to drive this agenda.

There are clear synergies between crucial parts of the health and environmental agendas that have led to a range of complementary programme proposals such as, fuel poverty (health issue) / energy efficiency (environment issue) and healthy eating and nutrition (health issue) / local and seasonal food (environment issue) however the principal programme developed by the partnership is:

- **Exercise and Active Transport** - *promotion of physical and mental wellbeing achieved through exercise and sustainable transport*

Health, quality of life and sustainability share many of the same roots. As a consequence a significant portion of Peterborough's health and environmental agendas have been targeted at helping people to change behaviours in ways that will deliver long term benefits to both individuals and the environment. Through the application of market segmentation bespoke programmes of activity will be developed and delivered with individuals, families and communities supported by identified health and environment drivers to enable sustainable behavioural change.

The Health and Environmental Board will be directly supported by Public Health to deliver this programme of work, while the NHS Consultation Forum and the Peterborough Environment Capital Forum will provide appropriate mechanisms to maximise partner and public engagement.



Measures include:

- ❖ Tailored programmes within each delivery wheel segment
- ❖ Aligned promotion and delivery activities to address obesogenic environments through education of active travel choices
- ❖ Active travel promotions, events, campaigns, challenges and pledges
- ❖ Development of Let's Get Moving programme including exercise referral programme with GP consortia
- ❖ Pedometer challenge

EXIT STRATEGY

Activity within the package will not be delivered in isolation but will be developed collaboratively and supported by accredited training to support future sustainability through active travel champions within partnerships, communities and delivery settings.

Detailed evaluation will be undertaken against all proposed outcomes (those listed and those to be drawn from the Public Health outcomes framework) to enable a comprehensive evidence base to be developed to support the potential for future mainstreamed funding and associated health premiums once Public Health accountabilities revert to local authorities.



SECTION C1: Package 4. Young people's travel

The **Young People's Travel** package builds on the successes PCC has achieved in reducing car travel on the school run. Car travel for the school journey has reduced from 28% in 2007 to 24.3% in 2010. In addition to Travelchoice (school travel plan) measures, PCC has implemented a successful Safer Journeys to School programme since 2004.

Measures include:

4.1 Cycling officer in schools

A tried and tested model, PCC aims to deliver a Bike It programme in partnership with Sustrans. The programme will work intensely with 25 to 30 schools over the life of the Travelchoice Plus project.

4.2 Sustainable travel training and promotion programme

A variety of curriculum based and train the trainer projects to incorporate sustainable transport into the curriculum. Alongside the Enterprise Peterborough Travel Trainer we will reduce the reliance on bespoke school transport and reduce congestion at school gates. Projects include:

- Cycle maintenance workshops – this could contribute to Technology GCSE
- KS2 education packages e.g. Travel Zone mapping
- Scooter training with scooter parking provided from LTP capital
- Practical road safety training delivered within schools
- Intensive Year 6 programme to aid transition to Year 7
 - 'How to catch a bus' project
 - Guided cycle rides from primary to secondary school
 - Travelchoice stand at Year 7 open days where parents will have the opportunity to ask about training, cycle routes etc
 - Cycle and helmet storage at secondary schools
 - Safer walking
 - Personal Safety – maybe involve PCSOs through the Safer Peterborough Team
 - Road Safety information about risk taking – peer pressure.
 - This could be a package which is developed for teachers to deliver the various lesson plans but with contacts of the people they should contact to deliver the practical elements.
 - Development of the current road safety programme which is delivered in secondary schools to encourage and include sustainable travel to school
- Cycle training tailored for children with special educational needs. Whilst this project will link with other cycling projects it will give specialist assistance to encourage and help children with special educational needs to cycle through a group of cycle trainers who will deliver the training. The project will also:
 - Purchase eight specialist trikes/bikes
 - Provide a free cycle club for six weeks after each training session is completed (this will take children on rides to various places and will focus on showing them routes, map reading etc)
 - Organised rides and summer cycling clubs for the children
- Working with parents we will introduce bike buses (also known as cycle trains) to encourage parents to cycle to school with their children
- Pedestrian training for Reception years and Year 4
 - A programme of practical pedestrian training to be delivered to reception and Year 4 children with parent/carer in areas identified as having a high number of child pedestrian casualties.
 - PCC's Road Safety team will work with and train volunteer, teachers and teaching assistants to provide the training. For those schools that do not want to directly receive practical training all reception children will receive a pack when they start school which includes information on road safety and tips for parents as well as details of any park and stride sites and the health benefits of walking and cycling
- Safe and Sustainable Weeks of Action
 - Neighbourhoods, road safety and sustainable travel officers will join together to work intensively with individual schools promoting sustainable travel and road safety where congestion is an increasing problem at the school gates. The weeks have been discussed through Neighbourhood Police Panel Meetings where road safety and safety around schools is identified as a priority. Parking outside schools is a common problem and encouragement and promotion of both road safety and sustainable travel during the 'weeks of action' will improve congestion as well as assist with enforcement issues. Engagement and feedback will also be through the Neighbourhood Council meetings and PCC Neighbourhood Managers.

4.3 Recycling bikes scheme for low income families

Children from low-income families will be provided with a free bike and equipment (e.g. helmet, lock). This could also be extended to children that currently receive free school transport, i.e. they either receive a bus pass or a bike. We will work with Children's Services to help identify families through means testing and with the maintenance team at HMP Peterborough on the refurbishment and recycling of stolen bikes. Families will be encouraged to commit to Level 2 cycle training plus attendance at a cycle maintenance workshop and other related projects.

EXIT STRATEGY

The Bike It officer in schools, working with Sustrans, will be a bespoke element of work over the life of the bid. This will leave a legacy in schools alongside PCC's longer term commitment to school travel planning and cycle training. In addition, a number of the packages provide curriculum based materials and activities for schools providing long term benefits with minimal input from PCC.

We have significant success in recruiting volunteers to undertake activities such as pedestrian training. We have also adopted a 'train the trainer' approach to some activities in the past. Both initiatives achieve value for money and longevity of the services provided

We will continue to work collaboratively with schools and other partners to deliver an approach that will have lasting effects beyond the life of the project.



SECTION C2: LOCAL SUSTAINABLE TRANSPORT FUND - FOUR YEAR BUDGET PLAN

	2011-12			2012-13			2013-14			2014-15			Totals		
	Revenue	Capital	Match	Revenue	Capital	Match	Revenue	Capital	Match	Revenue	Capital	Match	Revenue	Capital	Match
City Operations capital budget			100,000												100,000
Local Transport Plan*			590,000			765,000			915,000			1,544,000			3,814,000
Medium Term Financial Plan			1,245,000			1,220,000			955,000						3,420,000
Passenger transport revenue budget						15,000			15,000			15,000			45,000
Travelchoice revenue budget**			116,500			116,500			116,500			116,500			466,000
Travelchoice existing staff budget**			25,000			52,000			54,000			56,000			187,000
TOTAL PCC MATCH FUNDING			2,076,500			2,168,500			2,055,500			1,731,500			
Package 1 - Working with individuals, communities and neighbourhoods															
1.1 Improving integration of travel modes															
1.1.1 Bus station					2,500			38,770			38,770		0	80,040	0
1.1.2 Rail station ¹	42,000	85,000	1,250,000		190,000	1,250,000			10,000			52,000	275,000	2,500,000	
1.1.3 Cycle hub				10,000			20,000		20,000			50,000	0	0	
1.1.4 Wayfinding				5,000	20,000							5,000	20,000	0	
1.1.5 Pocket park and ride				135,000	100,000		100,000	83,500		35,000		270,000	183,500	0	
1.2 Cycling & cycle infrastructure															
1.2.1 Infrastructure improvements ²		137,500	5,000		130,000			150,000			70,000		0	487,500	5,000
1.2.2 Cycle monitoring	10,000	40,000		5,000	5,000		5,000	2,500		5,000	2,500		25,000	50,000	0
1.2.3 Electric bikes in rural areas				2,000	3,750		2,000	6,750					4,000	10,500	0
1.2.4 Adult cycle training	5,000			5,000									10,000	0	0
1.3 Walking															
1.3.1 Walk friendly city	41,000	20,000		82,000	40,000		80,000	40,000		15,000	14,000		218,000	114,000	0
1.3.2 Interactive walking website		25,000		2,000			2,000			2,000			6,000	25,000	0
1.4 Passenger transport															
1.4.1 Traffic management measures - ie traffic signals								15,000			15,000		0	30,000	0
1.4.2 Street management measures								3,500			3,500		0	7,000	0
1.4.3 On bus camera enforcement ³	12,000	6,000					24,500	111,000	10,000	25,000			61,500	117,000	10,000
1.4.4 Ticketing initiatives					120,000								0	120,000	0
1.4.5 Audio and visual information					22,000			15,000			15,000		0	52,000	0
1.4.6 Community transport brokerage							12,500	125,000		12,500	125,000		25,000	250,000	0
1.4.7 Driver disability awareness training	5,000						5,500						10,500	0	0
1.5 Making car travel greener															
1.5.1 Electric vehicles - campaign to raise awareness of benefits	5,000			5,000			5,000			5,000			20,000	0	0
1.5.2 Car share - live alerts				10,000			5,000			5,000			20,000	0	0
1.5.3 Eco driver training and safety awareness				5,000			5,000			5,000			15,000	0	0
1.6 Information and technology based solutions															
1.6.1 Sustainable travel promotional activities and marketing initiatives ⁴	30,000		11,000	55,000		11,000	55,000		11,000	55,000		11,000	195,000	0	44,000
1.6.2 Personalised journey planning (targeted developments, bus routes)				112,500			112,500			112,500			337,500	0	0
1.6.3 Technology solutions for travel	5,000	25,000		9,000	100,000		9,000						23,000	125,000	0
Package 2 - Workplace travel planning															
2.1 Business grant scheme		6,000			21,000			30,000			30,000		0	87,000	0
2.2 Sustainable travel challenges	15,000			47,000			47,000			47,000			156,000	0	0
2.3 Bike share scheme	5,000			5,000	70,000		10,000			10,000			30,000	70,000	0
Package 3 - Healthier travel⁵															
3.1 Tailored programmes within each delivery wheel segment	25,000		5,000	35,000		10,000	35,000		10,000	20,000		5,000	115,000	0	30,000
3.2 Aligned promotion and delivery activities to address obesogenic environments through education of active travel choices	5,000		5,000	5,000		5,000	5,000		5,000	5,000		5,000	20,000	0	20,000
3.3 Active travel promotions, events, campaigns, challenges and pledges	10,000		5,000	15,000		5,000	15,000		5,000	10,000		5,000	50,000	0	20,000
3.4 Development of Let's Get Moving programme including exercise referral programme with GPs	10,000		5,000	15,000		5,000	15,000		5,000	15,000		5,000	55,000	0	20,000
3.5 Pedometer challenge	5,000		5,000	5,000		5,000	5,000		5,000	5,000		5,000	20,000	0	20,000
Package 4 - Young people's travel															
4.1 Cycling officer in schools	27,500			55,000			55,000			55,000			192,500	0	0
4.2 Sustainable travel training & promotions programme ⁶	37,500	30,000	10,000	33,000	15,000	10,000	35,000	15,000	10,000	35,000	15,000	10,000	140,500	75,000	40,000
4.3 Recycling bike scheme for low income families	1,000	7,500		1,000	15,000		1,200	22,500		1,750	30,000		4,950	75,000	0
Package 5 - Project team															
Project manager	21,000			42,000			43,000			44,000			150,000	0	0
Sustainable travel officers x 3	45,000			90,000			90,000			90,000			315,000	0	0
Senior engineer	21,000			42,000			43,000			44,000			150,000	0	0
TOTALS	383,000	382,000	1,301,000	832,500	854,250	1,301,000	842,200	658,520	61,000	688,750	358,770	46,000	2,746,450	2,253,540	2,709,000

Notes:
 1 Match funding from East Coast Mainline
 2 Match funding from Atkins
 3 Match funding from Stagecoach
 4 Match funding from PECT *
 5 Match funding from NHS Peterborough PCT
 * Indicative amounts for years 2, 3 and 4
 ** Indicative amounts for all years