



Department
for Transport

Annual Report 2014/15

Local Sustainable Transport Fund

Moving Britain Ahead



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Department for Transport
Great Minster House
33 Horseferry Road
London SW1P 4DR
Telephone 0300 330 3000
General enquiries <https://forms.dft.gov.uk>
Website www.gov.uk/dft

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Executive summary

- 1 This Annual Report reviews the fourth (final) financial year (2014/15) of the Local Sustainable Transport Fund (“the Fund”).
- 2 Between 2011 and 2015 the Fund has invested £600 million in 96 local sustainable transport projects to support local economic growth and reduce carbon emissions. This total includes funding for Bikeability cycle training. In July 2014 it was announced that a further £64.5 million of revenue funding would be invested to support 44 sustainable transport projects in 2015/16.
- 3 Three earlier Annual Reports, covering the activities of the Fund from 2011/12 to 2013/14, are available at:
www.gov.uk/government/collections/local-sustainable-transport-fund#fund-reports
- 4 During the fourth year of the Fund, 92 projects (including 12 Large Projects) have been active, encouraging and enabling more people to use sustainable transport for more of their everyday journeys.
- 5 The first section of this report provides an overview of the financial inputs to the Fund during the last year, showing how those were apportioned across different modes of travel. It also provides cumulative totals for key outputs across all projects to give an overview of achievements over the whole lifetime of the Fund.
- 6 The following section compiles exemplar figures to show what project activities have been enabled by different amounts and types of investment, now that a number of large and complex schemes have been brought to fruition in the last year of the Fund. A forthcoming report will complement this information with project delivery best practice lessons from the Fund. *What Works: Learning from the Local Sustainable Transport Fund 2011-2015*, will be published at:
www.gov.uk/government/collections/local-sustainable-transport-fund
- 7 The following three sections review the year’s activities by three of the Fund’s major themes: boosting local economies; increasing active travel; and supporting access to education.
- 8 The final section of the report deals separately with Bikeability, the nationwide cycle skills training programme also supported by the Fund.
- 9 The overall picture shown by this report is of projects coming to their final year with considerable accumulated impetus from preceding years. As a result, high proportions of total project outputs have been achieved during this year, across a rich range of activities, with the most ambitious infrastructure and technology schemes maturing to provide a lasting legacy for the Fund.

1. Overview of the Fund during 2014/15

- 1.1 During the fourth year¹ of the Local Sustainable Transport Fund (“the Fund”) 92 projects have been active.²
- 1.2 The level of project expenditure varied according to local requirements, with the majority of projects receiving funding of under £5 million during the Fund’s lifetime. Twelve projects, mostly in large metropolitan areas³ were designated as Large Projects, for which funding ranged from £12 million up to £33 million. All projects also received local match funding.
- 1.3 The outputs being delivered through the Fund utilise a combination of capital and revenue expenditure. Different local circumstances and priorities have resulted in a wide variation in the proportions of revenue and capital spending. During financial year 2014/15, individual project revenue spend ranged from 0% to 100% of total project costs, with an overall average of 45% (taking into consideration both Department funding and local contributions).
- 1.4 Although 92 projects were active during 2014/15, some of these reported their results through overarching Large Projects to which they contribute.⁴ The data in this report is based on the resulting 86 Annual Output Reports, so numerical summaries in this and the following sections reflect an apparent total of 86 projects.

Fund spending by mode of transport

- 1.5 The Fund did not specify the proportion of expenditure each project should allocate to different modes of transport. However, it is possible to calculate an indicative split of expenditure by transport mode, through apportioning reported expenditure across the modes of transport that have been identified as a ‘primary focus’ of particular ‘scheme elements’.⁵
- 1.6 Figure 1.1 shows the approximate split of Department spending on the Fund in 2014/15 calculated using this method.⁶ The figures in Table 1.1 also include the approximate split of total expenditure once local contributions are added in. As expenditure on a scheme element may not be split evenly between its primary foci

¹ For a review of achievements during the first three years of Fund activity see the previous Local Sustainable Transport Fund Annual Reports, available at: www.gov.uk/government/collections/local-sustainable-transport-fund#fund-reports

² In total, 96 projects have been supported by the Fund since it began, but by the end of 2013/14 four projects had finished (Hertfordshire County Council and Bristol City Council Key Component projects that were linked to subsequent Large Projects, and the Dudley Metropolitan Borough Council and Plymouth City Council (ITSO) projects that received funding in Tranche 1 of the Fund).

³ London is excluded from the Fund as Transport for London receives direct grants for transport.

⁴ Five active Key Component projects and one Tranche 1 project have been subsumed into associated Large Projects for reporting purposes.

⁵ For annual reporting purposes project teams divide their projects into ‘scheme elements’, with each project containing up to seven scheme elements. In total the 86 active projects comprise 408 scheme elements.

⁶ Where a scheme element has only one transport mode identified as a primary focus, 100% of expenditure is allocated to that transport mode. Where a scheme element has two transport modes identified as primary foci, 50% of expenditure is apportioned to each, etc. Some scheme elements, amounting to Department spending of £18.9m (£22.7m including local contributions), have been excluded because they are defined as project management or monitoring and do not identify any transport modes as primary foci.

these figures should be considered indicative. It should be noted that these figures will appear higher than local authorities' records of expenditure according to mode, because spending on non mode-specific scheme elements such as marketing and travel planning has been included.

Figure 1.1 Approximate split of Fund spending 2014/15 by mode of transport (Department spend only)

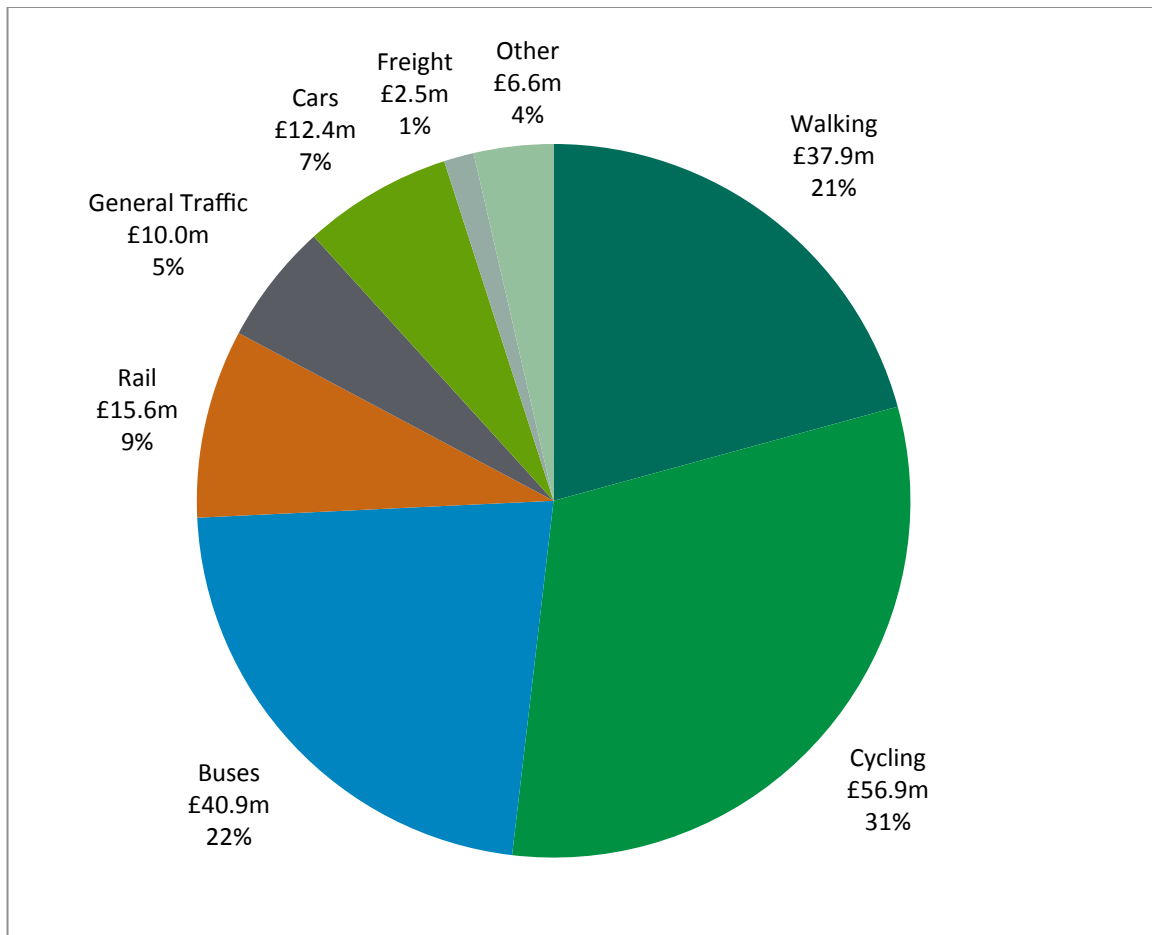


Table 1.1 Approximate split of Fund spending 2014/15 by mode of transport

Transport mode	Spending by local authorities drawn from the Fund (£ millions)	Total spending by local authorities including matching local contributions (£ millions)
Walking	37.9	63.3
Cycling	56.9	84.4
Buses	40.9	62.7
Rail	15.6	25.5
General Traffic	10.0	20.7
Cars	12.4	21.5
Freight	2.5	3.8
Other	6.6	10.5
Total for all modes	182.9	292.5

Outputs from the Fund

- 1.7 Each project reported on 37 headline indicators, which sum up its achievements in 15 areas of activity that were widespread across the Fund. The aggregated totals of these indicators give an indicative overview of the breadth and scale of what was delivered over the whole lifetime of the Fund.⁷
- **33,600 new or improved cycle parking spaces** were installed, improving security for cyclists and making them welcome at more destinations.
 - **780km of new routes** and **340 new crossings** are now helping cyclists and pedestrians get to more places, more easily. Of these new routes, 110km are on-road cycle lanes, 80km are off-road cycle paths, 540km are off-road shared cycle/pedestrian routes and 40km are pedestrian routes. A further 940km of existing routes were made better with new signs and/or resurfacing.⁸
 - **88,600 people took part in led walks and cycle rides**, building their confidence and knowledge of local routes. In addition, 62,000 adults learnt how to service their own bike or had it serviced by a trained mechanic, 27,900 adults had cycle training and 7,800 were loaned a bike, giving these people the skills and equipment they need to be able to cycle regularly.⁹
 - **69,400 children had pedestrian training**, enabling them to walk safely to local destinations. 26,100 had scooter training, a first step on the road to cycling.
 - **230 rail stations were upgraded** to improve passengers' access to the station and make their journeys better and easier. Enhancements at these stations included better routes and facilities for those arriving by foot, cycle and public transport, upgraded waiting areas and information. At 30 of these stations, train services were improved. Two stations were completely new.
 - **200 bus services were started or improved** to run more frequently, further or for longer hours, giving more people the option of travelling by bus. In addition, 360 bus routes had improvements such as newer buses, on-board WiFi and information screens, making it more convenient and pleasant for people to travel by bus. 340 congestion hotspots received new technology or highway alterations to give buses priority over other vehicles, making bus journeys quicker and more reliable.¹⁰
 - **3,800 bus stops received major improvements**, such as real-time information displays showing when the next bus is due, new shelters to keep bus users dry or

⁷ The 37 headline indicators cover a range of modes of transport (bus, rail, cycle, walking), target locations (e.g. workplaces and schools) and types of initiative (e.g. job-seeker support and personalised travel planning). Projects reported their total outputs for these activities from the beginning of their project (either 2011/12 or 2012/13) to 31 March 2015. Figures for all projects were then added together. Condensing the wide variety of Fund activity into a small number of outputs requires categories that can be adapted to the different projects taking place across the country, so there is a margin of subjective interpretation on the part of the person submitting the data. Also, only some projects included match-funded outputs and in some cases it is possible there is double-counting with neighbouring projects. Although it has not been possible to check every locally-generated number, obvious discrepancies have been reviewed: where a number significantly exceeded the range of outputs recorded by the majority of projects, data has been checked and either verified, adjusted or discounted. Therefore the numbers given here represent a conservative estimate of the Fund's outputs. All totals above 1,000 have been rounded to the nearest 100; numbers below 1,000 have been rounded to the nearest 10.

⁸ Reported outputs are lower than those reported in the 2013/14 Annual Report due to (i) more tightly defined output categories in the 2014/15 Annual Outputs Survey, to differentiate more clearly between improvements to existing routes and entirely new routes, and (ii) over-reporting of outputs by some projects. The apparent discrepancy between the total new route length and combined subtotals is due to rounding.

⁹ These figures reflect recorded total numbers of participants, which are likely to be higher than numbers of 'unique' participants: people might have used more than one of these services in their local area or attended multiple led walks/rides.

¹⁰ Reported outputs are lower than those reported in the 2013/14 Annual Report due to more tightly defined output categories in the 2014/15 Annual Outputs Survey, to distinguish more clearly between improvements of different types.

raised kerbs to make boarding easier. 7,800 bus stops received smaller improvements.

- **6,600 workplaces** and **3,600 schools** received new services, facilities, or activities in order to encourage walking, cycling, car sharing or travel by public transport for the commute or the school run.
- **73,900 job seekers were given travel advice and support** so they can get to job interviews and new work opportunities by sustainable transport, keeping their costs down in the process.
- **About 409,400 people were given personalised travel planning support** (or a free ticket to trial public transport) to show them the sustainable transport options available for their day-to-day journeys. Of these people 206,100 were contacted at home and 203,300 in their workplace.¹¹

¹¹ The term 'personalised travel planning' describes a service which includes a person/household interacting with a travel advisor to discuss their specific journeys and travel habits, being provided with a personalised journey plan for these journeys and in many cases being offered supporting resources/services (e.g. free bus taster ticket, cycle training). The numbers quoted for personalised travel planning represent reported totals from the 2014/15 Annual Outputs Survey for people who opted to receive sustainable travel services, tailored information, or taster tickets, but it is possible that there may have been some over-reporting due to projects simply reporting the total number of successful contacts made. The term 'personalised travel advice' is used in this report for less structured and intensive interactions, e.g. where people have discussed their travel choices and been handed generic information at an event or information stand.

2. Investing in sustainable transport

- 2.1 During the last year of the Fund, projects have completed some of their largest and most ambitious outputs. Many of these have required extended processes to obtain permissions, procure suppliers and to deliver new facilities and services. Complex large infrastructure schemes (e.g. the redesign of Telford town centre) and schemes requiring new technology and coordination with many partner organisations (e.g. Solent smart ticketing scheme) have required work across the entire duration of the Fund to bring them to fruition.
- 2.2 This final Annual Report therefore offers the first opportunity to provide an overview of what the funding can deliver drawing on the full range of schemes. This chapter compiles some examples of expenditure to illustrate typical outputs and their costs. The analysis is based on a selection of project scheme elements that were focused on clearly identifiable outputs.¹² Except where otherwise indicated, the expenditure listed took place over three years of project activity.
- 2.3 Capital and revenue expenditure is distinguished, but it should be noted that a complementary combination of the two was a strong feature of nearly all projects and of most scheme elements.
- 2.4 The chapter concludes with an example of a complete project, Swindon, to show how all the scheme elements come together to produce a final output that contributes to the Fund's overall aims.

¹² Projects could define scheme elements as they wished, but were limited to seven for reporting purposes. Although there are many projects with scheme elements that are sufficiently specific, it should be borne in mind that some projects defined scheme elements broadly (e.g. 'Enabling Sustainable Travel') because they gave primary importance to the need to deploy a mix of types of activities to deliver their objectives. Some Large Projects defined their scheme elements broadly due to the scope and scale of their projects.

Typical costs and outputs of scheme elements to improve bus services

Cost	Scheme element name & description	Outputs
<p>£4.1m total of which, £3.6m Fund 97% capital 3% revenue</p>	<p>‘Smart Ticketing’ Solent Transport established a back office system across Hampshire, Portsmouth and Southampton to manage all present and future ITSO-based (Integrated Transport Smartcard Organisation) smart tickets. Small bus operators and ferry operators were grant funded to install ITSO smartcard equipment. The smart card was launched with a marketing campaign.</p>	<p>Solent Go is a smart travelcard topped up by the user when needed. It can be used to travel across all South Hampshire, on buses, ferries and hovercraft, covering a conurbation with a population over one million.</p>
<p>£2.2m total of which, £0.9m Fund 94% capital 6% revenue</p>	<p>‘Improved Information - RTPI’ Tyne and Wear created a central data collection and management centre which feeds real-time information to display screens around the city and to the internet. RTPI display units were purchased and installed. Economies of scale were achieved as part of a NE-region-wide RTPI initiative.</p>	<p>48 bus stops are equipped with real-time information. Bus users can access RTPI online, on mobile phones and using QR/NFC codes, across an area with a population over one million.</p>
<p>£1.8m total of which, £1.4m Fund 51% capital 49% revenue</p>	<p>‘East-West Bus Service’ Warrington ‘kickstarted’ a new orbital bus service to reach outlying employment sites. Six new buses were purchased. After three years of support the orbital service continues commercially but with a reduced route. Other scheme elements supported the service with bus priority measures, workplace travel planning and residential personalised travel planning (PTP).</p>	<p>Peripherally-sited employment areas have public transport connections with outlying residential areas and the town centre that will continue commercially after the project ends.</p>
<p>£1.1m total of which, £0.3m Fund 91% capital 9% revenue</p>	<p>‘London Road Bus Lane’ Oxfordshire widened and realigned roads either side of a major junction to provide bus priority. One bus stop was resited and space created for a shared-use path to pass behind.</p>	<p>All bus services along an arterial road into Oxford have a faster path across a large congested junction at the ring road.</p>
<p>£1.0m total of which, £1.0m Fund 0% capital 100% revenue</p>	<p>‘Community Transport’ Transport for Greater Manchester upgraded four flexible minibuses to link residents with employment in places and at times other public transport is unavailable. The central despatching system was improved. Funding also covered a programme to train long-term unemployed people to be community transport drivers.</p>	<p>Workers with early and late shifts or at inaccessible sites have a low-cost public transport option. Users register and book services up to one hour before travel. Services carry 3,000 trips for work per month.</p>
<p>£0.6m total of which, £0.5m Fund 78% capital 22% revenue</p>	<p>‘Real-Time Passenger Information’ East Sussex (with Brighton and Hove) delivered RTPI along the coastal transport corridor running east of Brighton to Eastbourne and established the core system for extension to the remainder of the county. Bus priority equipment linked to the RTPI system was installed at traffic lights.</p>	<p>Peacehaven, Newhaven, Seaford and Eastbourne have 57 RTPI signs at bus stops. RTPI is also available online and on phone apps (utilising existing services, e.g. Traveline). Key junctions have bus priority signals.</p>

Figure 2.1 Some bus service improvements made possible by the Fund



Clockwise from top left: Orbital bus service Connect 17 at Birchwood Business Park in Warrington; New RTPI screen for passengers waiting for buses at Trinity Place in Eastbourne; Bus using bus priority lane on London Road in Oxford; Local Link minibus serving Kingsway Business Park north of Manchester

Credits: Warrington Borough Council / East Sussex County Council / Oxfordshire County Council / Transport for Greater Manchester

Typical costs and outputs of scheme elements encouraging active travel

Cost	Scheme element name & description	Outputs
<p>£3.8m total of which, £2.5m Fund 100% capital 0% revenue</p>	<p>'Infrastructure - Four Cycle Routes' Coventry built new sections or upgraded existing sections over 23km of four strategic cycle routes, including 13km of traffic-free cycle path. Two signalised crossings were put in at major roads.</p>	<p>Three business parks and the university in the south-west of the city have good cycle links with residential areas, two local rail stations and the city centre.</p>
<p>£1.5m total of which, £1.0m Fund 100% capital 0% revenue</p>	<p>'New cycle infrastructure' Kingston Upon Hull constructed two new cycle routes extending 6.8km, with over 6km traffic -free. One signalised crossing was built at a main road.</p>	<p>Hull residents have safe cycle links to existing employment areas in the north and new employment areas in the south.</p>
<p>£1.4m total* of which, £1.3m Fund 0% capital 100% revenue</p>	<p>'Public Cycle Hire' Reading procured a public bike hire scheme from a commercial provider. The Council itself negotiated land access agreements, leased sites where necessary, and undertook activities to market the scheme.</p>	<p>Over 220 annual members and 26,000 rentals after one year, using 200 bikes from 29 docking locations. A survey shows 44% of trips replace vehicle trips.</p>
<p>£0.9m total of which, £0.8m Fund 0% capital 100% revenue</p>	<p>'Walk Once a Week (WoW)' Durham led a national project covering 13 local authorities that encouraged primary school children to walk to school, through a year-round incentive scheme based on collecting monthly pin badges designed by the pupils in a competition.</p>	<p>854 schools with 200,000 pupils have been engaged. The proportion of walking trips to school rose 12%-points, mirrored by a 12%-point fall in car trips.</p>
<p>£0.4m total of which, £0.2m Fund 91% capital 9% revenue</p>	<p>'Cycle Hub' North East Lincolnshire refurbished a disused building at Grimsby station to provide a staffed facility for cyclists, including secure undercover parking, cycle hire, sales and repairs, and information provision. The Hub was marketed and promoted itself by running outreach events and services. Volunteers were recruited to help run the Hub, which is run as a Community Interest Company. Contracts were negotiated with local businesses and organisations for the Hub to deliver cycle hire, maintenance and training.</p>	<p>Grimsby residents have a safe dry place to leave their bikes when they cycle into town. School, workplace and community cycling projects are being delivered by the Hub, which is continuing funded by its commercial activities and a subsidy from the Council. The Hub is also training job seekers and providing volunteering opportunities.</p>
<p>£0.4m total* of which, £0.3m Fund 0% capital 100% revenue</p>	<p>'Healthier Travel' Peterborough worked with the local Primary Care Trust to deliver programmes of physical activity and referral pathways to them for people with unhealthy lifestyles, using volunteer and professional input, clinicians and non-clinicians.</p>	<p>Over 600 people undertook structured physical activity programmes. Over 400 volunteers had accredited healthy lifestyle training to identify further participants, and over 70 of these are still active.¹³</p>

* Expenditure spanned four years.

Figure 2.2 Some active travel schemes made possible by the Fund



Clockwise from top left: New traffic-free cycle path and crossing in Coventry; Holderness Drain shared-use route in Hull; Some of Peterborough’s physical activity session participants went on to do the Great Eastern Fun Run; Reading hire bikes for hire in Reading

Credits: Coventry City Council / Kingston upon Hull City Council / Peterborough City Council / Reading Borough Council

Typical costs and outputs of scheme elements for a complete project: Swindon

Cost	Scheme element name & description	Outputs
<p>£2.9m total* of which, £2.3m Fund 31% capital 69% revenue</p>	<p>‘PTP with major employers’ Swindon undertook a wide range of interventions with 15 of the largest local employers. Most PTP was achieved via engagement events at worksites. Worksites were audited, travel plans developed and backed with grants for improvements. Many cycling, walking, car sharing and public transport promotions and events were run. Work with the bus operator introduced and promoted a new smartcard and WiFi on eight buses serving two commuter routes. Secure undercover bike parking was built in the town centre. Cycle maps were updated. Travel guides were developed for each worksite. A journey planner and website was developed. A cycle loan scheme was offered to employees. Car club parking was established at three sites appropriate to use by businesses.</p>	<p>15 workplaces employing over 23,000 people have been engaged. 1,250 employees received personalised travel plans. 1,610 people received bus taster smartcards, with 40% used and 8% subsequently topped up, implying continued mode shift. 900 people signed up to Active Swindon Challenge. 216 people have received cycle loans. 488 people have bike maintenance training. There are 452 new or improved cycle parking spaces. Surveys at eight key workplaces in 2014 showed a 4 percentage point cut in single occupancy car use.</p>
<p>£0.8m total* of which, £0.8m Fund 28% capital 72% revenue</p>	<p>‘PTP with West Swindon residents’ Swindon targeted 23,485 households, of which it engaged face-to-face with 6,700. The west of the town received drop kerbs, better subway lighting, signposting and resurfacing of cycle links. A local cycling/ walking map was produced and distributed. Banners were erected on street lamps to generate local presence. Local bus routes were promoted. Led rides, cycle maintenance training and many events were organised.</p>	<p>Over 5,000 households opted to receive tailored transport information. 52% reported that they had changed the way they travelled as a result. 11% of those engaged by the project reported that they were using their cars less.</p>
<p>£1.1m total* of which, £0.9m Fund 82% capital 18% revenue</p>	<p>‘Upgrade of an existing cycle route’ Swindon made major improvements to a two-mile off-road commuter cycle route linking residents in the west of the town to the town centre. Lighting was upgraded, surfacing renewed, entry points improved, and signposting and information boards installed. There were community engagement activities along the route.</p>	<p>20% of staff at businesses in Swindon town centre live in the west of the town. These employees now have the option of a 15-20 minute cycle ride to work along a pleasant traffic-free cycle route.</p>
<p>£0.5m total* of which, £0.5m Fund 61% capital 39% revenue</p>	<p>‘Removal of physical barriers to walking and cycling in the town centre’ Swindon improved some town centre street spaces. Lighting was upgraded, an area sharing use between pedestrians and vehicles was introduced, a 20mph zone was created, a new pedestrian crossing was installed, and the streetscape was enhanced. Development delayed other planned improvements for buses and cyclists, which will be funded from other sources.</p>	<p>Parts of the centre of Swindon that were unwelcoming to pedestrians and cyclists are now more conducive to active travel, particularly for people travelling into town on foot or by bike from the residential areas to the south and east of the town centre.</p>

* Swindon was a Tranche 1 project so the work described spanned four years.

Figure 2.3 Some of Swindon Travel Choices' initiatives



Clockwise from top left: Resident receiving travel advice from a PTP adviser; start of the Western Flyer commuter cycle route; Active Swindon Challenge participants; a commuter cycle train launched through workplace PTP; a bus upgraded with WiFi to appeal to commuters

Credits: Swindon Borough Council

3. Boosting local economies

3.1 Projects used sustainable transport investment to support their local economy in a variety of ways during the final year of the Fund.

3.2 The following sections describe some of the ways in which projects did this:

- **Enhancing town centre vitality** by making it easier and more attractive for shoppers to reach the town centre, and to walk around it, and by improving the quality of the public realm.
- **Helping businesses make transport efficiency savings** by reducing the operating costs of fleet vehicles, through initiatives such as accreditation for good vehicle maintenance, freight consolidation depots, eco-driver training, and electric car and bike pool schemes for business travel.
- **Supporting the rural economy** by working with tourism businesses (often small or medium-sized enterprises) to improve the sustainable travel 'offer' to visitors, and making cycling and bus travel an enjoyable part of the visitor experience.

Figure 3.1 Cumbria Council supported the Honister Rambler circular service, increasing frequency and capacity on afternoon journeys



Credit: Cumbria County Council

3.3 These were only some of the ways that sustainable transport investment delivered economic benefits. The full range of project activities targeted at economic growth is illustrated in Figure 3.1 and is reviewed in *What Works: Learning from the Local Sustainable Transport Fund 2011-2015*.¹⁴

¹⁴ Hiblin et al. (2016) *What Works: Learning from the Local Sustainable Transport Fund 2011-2015* Table 2.1.

Figure 3.2 How investment in sustainable transport targeted economic growth



Enhancing town centre vitality

- 3.4 The town of Telford was one of the ‘New Towns’ established in the 1960s. In common with other New Towns, its urban form was based on the assumption that people would mainly travel by car. This resulted in a high-speed road system that created severance between adjoining communities.
- 3.5 The shopping centre was surrounded by a high-speed, three-lane, one-way circulatory system, known as the ‘Box Road’. When **Telford and Wrekin Council** submitted its proposal for support from the Fund in 2011, it described the Box Road as acting as a ‘collar’ preventing the expansion of the shopping area. It was recognised that transformation of the Box Road was essential in order to attract new commercial development (both retail and leisure) to the town centre. This development was needed to create new private sector jobs for the growing population of the town.
- 3.6 During 2014/15, Telford and Wrekin Council completed its transformation of the Box Road. Three sides of the Box Road have been modified for two-way traffic, with a

design that will lead to lower vehicle speeds. Twelve new pedestrian crossings were installed, and new cycle-ways built. The fourth side of the Box Road, called 'Coach Central', was redesigned as a shared space for pedestrians, cyclists, buses and general traffic, with a 20mph speed limit. The public realm improvements on Coach Central will provide a connection between the town centre and a major new leisure development, Southwater, which will include a cinema, hotel, bars and restaurants, and other leisure attractions such as an ice rink.

- 3.7 In addition to the town centre improvements, Telford and Wrekin Council have improved the walking and cycling links between the town centre and the railway station, and upgraded a seven-mile section of the off-road Silkin Way, a shared pedestrian / cycle route that links the town centre, the large Town Park, and Ironbridge Gorge World Heritage Site, a major tourist attraction.
- 3.8 Telford and Wrekin Council hope that the improvements to the Box Road will help create a new 'heart' for Telford's town centre. Over time, they anticipate that the more pedestrian and cycle friendly environment will encourage residents to walk and cycle into the town centre rather than driving, and that the public realm enhancements will attract new retailers and improve the night-time leisure economy for conference visitors and students.

Figure 3.3 Coach Central on Box Road, around Telford town centre



Credit: Telford and Wrekin Council

Table 3.1 Some other places supporting the economic vitality of town centres

Portsmouth City Council	Plans to improve connections between Portsmouth's three retail centres (the city centre, Portsmouth Harbour and Southsea) were reported in the 2012/13 Annual Report. Since then, Portsmouth has installed or upgraded over 520 cycle parking spaces throughout the city. Wayfinding has been improved, with 64 totems and finger posts to help pedestrians and cyclists find their way between the different shopping areas. A Park & Sail service has been launched to provide a link from the outskirts to Portsmouth Harbour during the busy summer months: it was used by nearly 2,000 passengers in Summer 2013 and 4,700 passengers in Summer 2014. The Council also deployed on-street travel advisers (on 'My Journey'-branded cargo bikes equipped with highly visible parasols) to inform visitors how to get between Portsmouth's attractions, and how to travel sustainably to Portsmouth on future trips. A follow-up survey of visitors who had spoken to a travel adviser found that 16% would be likely to use a different mode of travel on their next visit.
North East Lincolnshire Council	The 2012/13 Annual Report described plans to improve Grimsby town centre. Since then, the town centre bus station at Riverhead Square has been reconfigured. A high-quality weatherproof waiting area for bus passengers called 'Riverhead Exchange' opened in Summer 2014, with a café, real-time departure information, toilets and seating. More than 88,000 people used Riverhead Exchange in the first 12 months. Real-time travel information displays were installed at 33 locations at the bus interchange and elsewhere in the town centre. Reconfiguration of the bus station has freed prime town centre land adjacent to the shopping precinct, which can now be redeveloped. Two sections of road have been redesigned as 'shared spaces', improving the pedestrian link between Riverhead Square, the pedestrianised town centre, and the railway station. A cycle hub that was opened at the station in Autumn 2013 saw growing use in 2014/15; it offers cycle hire, repair and maintenance, and secure cycle parking.
Bracknell Forest Council	Bracknell bus station has been renovated, with new waiting shelters and real-time travel information. This provides a more attractive 'gateway' to the town centre, helping to stimulate town centre regeneration, which is predicted to eventually deliver 2,800 retail and leisure jobs.
North Yorkshire County Council	Pedestrian and cyclist access into and around Harrogate town centre (including the Harrogate International Centre) was improved, with new and upgraded toucan and pelican crossings, wider pavements, and cycle route improvements. New wayfinding signage makes it easier for conference visitors and tourists to find their way around.

Achieving transport efficiency savings for businesses

- 3.9 Some projects have worked with businesses to increase the efficiency of their vehicle fleets. This has a double benefit, as it reduces carbon emissions at the same time as reducing business costs.
- 3.10 **BDRS (Barnsley, Doncaster, Rotherham and Sheffield Combined Authority)** was the pioneer for the ECO Stars fleet efficiency scheme, which has since been rolled out to 17 local authorities (including Thurrock, below).¹⁵ The scheme works with businesses in the South Yorkshire metropolitan area to rate individual vehicles and overall fleet operations. It uses a star rating (from 1 to 5) that covers fuel management, driver skills, vehicle specification and maintenance, use of IT support systems, and fleet performance monitoring. On signing up to the scheme, member businesses receive a fuel efficiency assessment and a tailored Road Map to help improve performance. During the entire project period over 1,800 vehicles in South

¹⁵ 24 local authorities by the end of 2015/16.

Yorkshire received emission assessment under the ECO Stars scheme (1,014 vehicles during 2014/15).

- 3.11 Firms in South Yorkshire have also been helped to reduce costs and their carbon footprint through an Eco-Business Driving Scheme. This scheme trained a total of 93 local driving instructors (48 during 2014/15). These instructors worked with businesses to offer a two-hour in-vehicle eco-driving session, followed by a one-hour classroom debrief, to any employees who drive as part of their work. The scheme was open both to 'grey fleet' drivers (employees who use their own cars for their work) and drivers of company vehicles. Businesses also received training to improve the management of their fleet. A total of 1,638 employees received training from the Eco-Business Driving Scheme by the end of 2014/15 (of which 1,470 received training in 2014/15).
- 3.12 BDRS has also worked with businesses to encourage the take-up of electric vehicles, through grants towards the cost of electric vans or cars and towards the cost of installing charging points at business premises. A total of ten businesses took delivery of an electric vehicle during 2014/15, following appointment of npower as delivery partner.
- 3.13 Companies that participated in these schemes reported significant savings. For example, South Yorkshire Housing Association found that after their involvement in the Eco-Business Driving Scheme and ECO Stars, the overall miles per gallon achieved by their vehicle fleet rose by 8%, leading to fuel cost savings of £8,000. The Housing Association has also taken up the opportunity to buy an electric van, which they have found incurs running costs of about a third of those for a diesel van.

Figure 3.4 South Yorkshire Housing Association made significant efficiency savings following their involvement in the Eco-Business Driving Scheme and ECO Stars



Credit: Barnsley, Doncaster, Rotherham and Sheffield Combined Authority

Table 3.2 Some other places helping businesses make transport efficiency savings

Thurrock Council	Thurrock's Freight Quality Partnership (described in the 2013/14 Annual Report) has continued to grow since its launch in 2012. The Partnership now includes 114 organisations, of which 21 joined during 2014/15. The Freight Quality Partnership has established an ECO Stars fleet efficiency scheme: by the end of 2014/15, a total of 63 companies had participated in this (21 during 2014/15), accounting for a total of 2,999 vehicles (1,068 in 2014/15). The Partnership also offers a Safe and Fuel Efficient Driver (SAFED) training scheme for commercial drivers. By the end of 2014/15, a total of 161 drivers had received training (44 during 2014/15). The average fuel saving per driver was 4.4%. Other outputs of the Partnership included a freight access map for Thurrock, to show drivers the most appropriate routes.
Southampton City Council	Southampton launched its Sustainable Distribution Centre in February 2014 (as described in the 2013/14 Annual Report). The SDC consolidates freight deliveries to city centre premises, reducing the number of HGVs travelling into the city centre. It also offers its customers low-cost off-site storage, freeing up premium retail and office space. The low-cost storage facilities have proved an important part of the SDC's 'offer' to companies, and will help ensure the future viability of the scheme. During 2014/15 the SDC secured contracts with six organisations, providing an average of over two deliveries per week. Southampton has also started a free service to analyse businesses' logistical operations and provide them with 'Delivery and Servicing Plans', which will help them to improve the efficiency of their freight delivery and servicing.
West of England Partnership	The Fund enabled the expansion of a pre-existing freight consolidation centre for Bristol and Bath, operated by DHL. During 2014/15, the freight consolidation scheme served 133 retailers in Bristol and Bath, preventing over 2,074 delivery trips to the two city centres and saving carbon dioxide emissions estimated at over 23,000 tonnes. WEST has also supported a business car-pool scheme operated by Co-Wheels which has provided 22 low emission vehicles and 13 bikes (including electric bikes) for use as pool vehicles by eight organisations.

Supporting the rural economy and tourism businesses

- 3.14 Taken together, the **South Downs National Park** and **New Forest National Park** generate over 60 million 'visitor days' per year. Both National Parks lie close to major urban areas, and so day trips by local people (rather than overnight stays) account for the majority of the visitor days. Visitor spending generates more than £450 million per year and supports a large number of businesses. However, at peak times, such as weekends and school holidays, the large influx of visitors can result in congestion, traffic noise, and damage to habitats and landscape, threatening the special qualities of the National Parks that attract visitors in the first place.
- 3.15 The two National Parks and their local authorities, led by Hampshire County Council, tackled this challenge by making it easier for visitors to travel into the parks by public transport or bicycle and by ensuring that once visitors have arrived, they can have a great day out without needing a car.

In the South Downs, two of the long-standing 'Breeze up to the Downs' bus services began operating on Saturdays in autumn, winter and early spring during 2014/15, and a number of buses were converted so that they could carry bicycles. Passenger numbers on these services increased by almost 12% year-on-year. Overall the Breeze services carried over 99,000 passengers in 2014/15 – almost double the 2006/7 figures. The Fund also supported a school holiday visitor bus from Eastleigh

railway station to Marwell Zoo, just inside the National Park. The popularity of this service led the operator to decide to run services

from more railway stations during 2015. Cycle and pedestrian facilities were built or improved to provide better access from Amberley, Arundel and Shoreham-by-Sea railway stations to the National Park, including by the South Downs Way and Downs Link routes. An upgraded link between Midhurst and the surrounding villages was completed, allowing cyclists to avoid the busy A272.

Figure 3.5 Improvements to the 11km Meon Valley Trail mean it now provides access for all into the South Downs National Park from Wickham



Credit: South Downs National Park Authority

Figure 3.6 The hop-on-hop-off New Forest Tour has gone from strength to strength and had its most successful year in 2014



Credit: New Forest National Park Authority

3.16 The New Forest Tour, which offers a hop-on-hop-off circular bus ride stopping at main visitor attractions, had its most successful year to date, carrying almost 42,000 passengers during Summer 2014, and contributing an estimated £680,000 to the local economy in visitor spending. The Beach Bus, established in light of the success of the New Forest Tour, increased its passenger numbers 35% in its second year of operation, to almost 8,000. Taken together, these bus services were estimated to have replaced over 280,000 car miles. Patronage growth means that the services will be commercially viable in future. The success of the Beach Bus led to the launch of more visitor bus services in Summer 2015: the Forest Bus and Forest Bus Baby. A

new cycle and pedestrian link was built linking Brockenhurst railway station to quiet roads and off-road routes in the National Park. Visitors arriving at Brockenhurst station were also offered information on sustainable travel by a team of travel advisers, the 'New Forest Concierge', from a mobile cargo bike.

Table 3.3 Some other places supporting the rural economy and tourism businesses

Cumbria County Council	A new public jetty was installed at the southern end of Lake Windermere, providing access by boat to walking and cycling routes at this end of the lake. A dedicated 'bike boat' also ran during the summer season between the National Park visitor centre at Brockhole and new traffic-free cycle routes on the western side of Lake Windermere. Three new bus routes were supported and two bus routes were improved. More businesses became involved in a scheme offering discounts to visitors arriving by bus.
Isle of Wight Council	The Isle of Wight continued its 'Bicycle Island' marketing campaign during 2014/15, with advertising in national media and posters on the London tube to attract new visitors. Cycle paths were resurfaced, an extra 150 signs were installed along the 'Round the Island' route, and three new multi-day cycle routes were developed to promote longer stays and cycling holiday visits: the Red Squirrel Trail, Taste Round the Island and Chalk Ridge Extreme.
Rutland County Council	During 2014/15, over 4,000 passengers used the Shorelink tourism bus service around Rutland Water. The Shorelink service is promoted to bird watchers, walkers, campers, CAMRA supporters and cycle clubs (since the bus also takes bikes), helping to attract new visitors who provide a boost to the local economy. 124 cycle parking spaces / secure bike storage spaces were installed through grants to accommodation providers, enabling them to receive 'cyclists welcome' accreditation, and a further 4.4km of cycle / pedestrian routes were built.
Bournemouth Borough Council	Bournemouth produced a 'cycle tourism toolkit' for accommodation providers and other tourism businesses, explaining cheap, practical ways they could broaden their appeal to the growing cycle tourism market. Tourism businesses were also given grants to pay for cycle storage and drying facilities. Phase 1 of the Stour Valley Way leisure route was completed, and a Cycling Festival took place on the May Bank Holiday weekend.

4. Increasing active travel in the community

- 4.1 Projects mostly channelled their active travel activities through third parties such as workplaces, schools, stations and job centres. However the Fund also enabled projects to develop new approaches that directly engaged people in active travel in their communities. This chapter looks at some of these schemes.
- 4.2 Community-focused active travel projects generated interest by building a visible presence in the local area and by providing residents with services that encouraged and supported them to walk and cycle more, for both leisure and everyday journeys.
- 4.3 In particular, the Fund enabled led walks and cycle rides to be run on a regular basis in many areas. These familiarised people with local routes and built up their confidence to use them for leisure, commuting or for other purposes. In total across all projects an estimated 32,700 adults have taken part in led walks and 55,900 in led rides since the start of the Fund.¹⁶

Targeting communities to enable more active travel

- 4.4 The north-east **Birmingham** suburbs of Sutton Coldfield and Erdington are home to a mix of lower income and more affluent communities, including pockets of higher than average obesity and lower than average physical activity. The Bike North Birmingham project addressed this by getting more local people travelling short local distances by bike. It focused its effort on particular communities that research suggested might be open to cycling more.
- 4.5 To reach these 'maybe' cyclists the project concentrated on creating seven new 'community cycling hubs' to directly engage local residents (Bike Everyone), and worked with 35 cycle friendly local schools (Bike Schools) and 30 workplaces (Bike Work). There was a deliberate decision to concentrate resources on this limited number of targets. It was felt that greater results would be achieved by investing in creating a strong local presence, building lasting partnerships with these target locations and having a deeper influence on the people who took part in the project. On average, participants increased their cycling trips by 18%.¹⁷
- 4.6 The Bike Everyone element of the project partnered with existing community venues, such as schools, community centres and leisure centres, to make these focal points for cycling. For example, the Story Wood Cycling Hub was set up in association with the Easy Riders Cycling Group, Witton Lodge Community Association, a local charity and Story Wood Primary School.
- 4.7 By the end of 2014/15 these seven community cycling hubs had hosted a wide range of regular cycling activities, engaging large total numbers of people over the span of the project. Community cycling hub activities included led leisure rides (1,056

¹⁶ These figures reflect the recorded numbers of adult participants, which are likely to be higher than numbers of 'unique' participants: people might have attended multiple led walks/rides.

¹⁷ 'Bike North Birmingham: Final Monitoring Report' Sustrans, May 2015. The average of 18% is calculated from responses to monitoring surveys undertaken for the Bike School, Bike Work and Bike Everyone workstreams.

participants in 2014/15, 2,466 in total), cycle training from novice to advanced levels (175 people trained in 2014/15, 395 total), cycle maintenance training (160 people trained in 2014/15, 548 in total), bike MOT and security marking sessions, cycling fun days and cycling with children demonstrations. Some hubs, such as Erdington Leisure Centre, also offered loan bikes that residents could use just for a day (800 rentals in 2014/15, 1,690 in total) or over longer periods (up to six months, 150 in 2014/15, 397 in total).

- 4.8 Forthcoming community cycling events were promoted through widely distributed four-monthly cycling programme brochures. These featured activities suitable for adults, children and families, tailored to the time of year. For example, the summer editions featured more events for children and young people, while the autumn/winter editions featured a 'Build Your Bike' session for people needing to build up bikes being given as Christmas gifts. The project also maintained a high local profile with branded clothing for staff, social media posts, posters, flyers and 'Reward Patrols' to thank cyclists.
- 4.9 In a follow-up survey of Bike Everyone participants, 38% cited a decrease in driving after participating. 41% said they had replaced some of their regular car journeys with cycling and there was a 10 percentage point increase in those saying they cycled for leisure once or twice a week.¹⁸
- 4.10 The project's community-focused approach has helped to ensure its legacy after 2014/15, with the volunteer-run community organisation 'Bike North Birmingham Community Cycling' now running four of the community cycling hubs.

Figure 4.1 Events in the community such as 'The Big Bike Bonanza' created a buzz about cycling, while also making residents more aware of the range of cycling routes and services on offer locally



Credit: Birmingham City Council

¹⁸ *ibid.* Bike Everyone results based on pre-intervention baseline surveys with 924 participants and post-intervention surveys with 316 participants.

Table 4.1 Some other places increasing active travel in the community

Staffordshire County Council	During 2014/15 the Bike Bus mobile bike hub travelled to communities, workplaces and schools around Stafford to encourage and enable more people to cycle. It had an eye-catching INTO branded livery and was equipped for bike maintenance checks and training, cycle training and trials of demonstration bikes, and carried information on cycle routes, safety and the benefits of cycling. The Bike Bus attended more than 260 community events (140 in 2014/15) and was visited by over 11,000 people (4,000 in 2014/15, including 747 adults given maintenance training and 98 given cycle training). Since 2014/15 it has been focused on serving the communities around Tamworth.
Thurrock Council	The 'Beat the Street' community walking game created a buzz about active travel in Thurrock in the Summer of 2014. It challenged residents to 'walk around the world' (25,000 miles), but they surpassed this by collectively walking 70,126 miles in two months. About 10% of the local population took part (14,602 residents, including 8,500 school children), with 68 teams vying for prizes of between £250 and £1,000 for their chosen cause. They earned points by walking and cycling around their local area, recording their journeys by touching in with personalised smart cards at 106 electronic 'Beat Boxes' located on lampposts and street signs. Beforehand only 36% of surveyed participants met Department of Health guidelines on physical activity. Two months after participating 46% met this target. ¹⁹
Nottingham City Council	During 2014/15 all five of Nottingham's virtual 'Community Smarter Travel Hubs' were busy providing a wide range of services, including: cycle training (1,180 trainees in 2014/15); led walks and rides (1,158 led ride participants and 1,929 led walk participants in 2014/15); helping jobseekers use active travel to access work opportunities (up to 1,015 people in 2014/15); providing personalised travel advice (5,230 residents in 2014/15); and setting up local 'cycle centres' where cycling activities happened on a weekly basis (8 locations). Each Hub's coordinator also worked with local community organisations, businesses and residents to set up activities unique to each community. For example, the Northern hub ran 'Walk & Talk' to combine English language practice with building social networks, improving physical and mental wellbeing and familiarising people with local walking routes. It also capitalised on the local BMX track, engaging 3,891 people during 2014/15 in activities, competitions, training sessions (e.g. Dads & Lads, Girls Only) and starter sessions for community groups. Over the Fund period an estimated 43,100 residents directly engaged with their local Hub, with almost 12,000 going on to take-up one of the services on offer.
East Sussex County Council	Eastbourne Cycle Centre (set up in partnership with Eastbourne Borough Council) continued its training programmes during 2014/15, to help children, adults, families and disabled people become more confident cyclists. This 'one stop shop' offered cycle training, ranging from parent and child balance bike sessions to three levels of adult training entitled 'Learn It', 'Love It' and 'Live It' (103 preschoolers and 100 adults trained in 2014/15). 'Fix It' bike maintenance sessions (16 sessions in 2014/15) and adapted bikes sessions for the disabled (180 participants in 2014/15) were also provided. The Eastbourne Cycle Centre was so well received that sister Cycle Centres were launched in Hastings and Peacehaven in Summer 2015. Services were also expanded to include mountain biking, cycling clubs and led rides in to the South Downs National Park and along coastal routes, to draw in less experienced cyclists through leisure activities. Although seed-funded by the Fund all the Centres are charging for their services to put themselves on a sustainable financial footing.

¹⁹ Department of Health guidelines for physical activity are for 30 minutes of physical activity for five or more days per week. Data taken from Intelligent Health (2014) *Beat the Street Thurrock 2014: Summary Report*. Figures based on pre- and post-intervention averages taken from responses supplied by 1,950 people (pre) and 205 people (post). Statistically significant analysis of 190 people for whom both before and after data was known showed 35% were meeting the target before the challenge and 44% were meeting it immediately afterwards.

**Shropshire
Council**

A busy programme of weekly health walks targeting residents of Shrewsbury, Oswestry and Ludlow continued in 2014/15. In total over 5,500 walks have been held (2,035 in 2014/15) and more than 2,000 people took part (1,622 in 2014/15), with many attending walks on a regular basis. These community walks were promoted and run by a team of 347 Volunteer Walk Leaders, who in 2014/15 collectively contributed almost 12,000 hours of voluntary time.

**Central
Bedfordshire
Council**

In 2014/15 the Travel Choices Hub continued its outreach from a previously vacant shop unit in the centre of Dunstable. It has provided almost 13,000 visitors (6,080 in 2014/15) with information, resources and services that enabled them to walk, cycle and use public transport more. It has also worked intensively with 162 people (56 in 2014/15) who had NHS Health Checks before and after a period of 'car abstinence'. As part of their initial check these people were 'prescribed' activities such as led walks and rides, as well as given advice and support to enable them to use more active travel.

5. Supporting access to education

- 5.1 Work to encourage sustainable travel to schools has been a mainstream activity in local authorities since 2003.²⁰ However, the scale and scope of the Fund has enabled many authorities to make a step-change in their approach to encouraging more sustainable travel to school. This chapter looks at how this has been achieved through work with primary and secondary schools.
- 5.2 More people travelling to school, college and university by sustainable modes can make local streets less congested, less polluted and safer. Pupils and students who become more active and become confident walkers, cyclists and public transport users, gain habits and skills that can last a lifetime.
- 5.3 It is for these reasons that the majority of projects have targeted the school run. Three quarters of projects have worked with more than 3,600 schools on sustainable travel to school. Projects have also worked with students and staff at colleges and universities, in many places as part of workplace travel planning activities.
- 5.4 For example, by March 2015, Bike North Birmingham had invested £1.1m in working intensively with 35 **Birmingham** schools.²¹ Hands up surveys in these schools showed the number of pupils usually cycling to school tripled in three years from 3% to 10%. There was also a 35 percentage point drop in the number of pupils who said they 'never' cycled to school.
- 5.5 Projects have developed activities with schools beyond the historical focus on primary schools, which tended to focus on Keystage 2 pupils. This established approach has been bookended with:
 - Building the skills and confidence of Early Years and Keystage 1 children – complementing child pedestrian training with basic scooter and bicycle skills training, and providing access to balance bikes.
 - A strong focus on pupils moving from primary to secondary school – combining classroom sessions with practical activities to familiarise pupils with their walking, cycling, bus or train journeys to their new school.
 - A concerted approach to engaging secondary schools – to keep pupils enthused about active travel and encourage more use of public transport, with the aim of establishing sustainable travel habits before pupils move on to further education, training or work.
- 5.6 In addition, activities with primary school pupils have been designed to draw in the whole families of pupils. This helps parents to be as confident as their children when using sustainable modes, and encourages use of sustainable travel for more than just the school run.

²⁰ When the Travelling to School initiative was jointly launched by Department for Transport and Department for Education and Skills.

²¹ This includes eight secondary schools and is approximately half of all schools in their target area. The funding total quoted includes both DfT grant and local contribution.

Strengthening the primary school approach

- 5.7 Projects have widely developed activities that harness very young children's inherent interest in scooters and bikes. Scooter training develops handling skills and road safety awareness that can be transferred to cycling, as well as encouraging scooting as a sustainable mode in its own right. Balance bikes and training to get children riding a bike without stabilisers are also being used to initiate very young children to cycling, ensuring they are competent on a bike before beginning Bikeability training.
- 5.8 Projects have also used 'pester power' to get children to encourage their parents to use sustainable transport on the school run. This is not a new approach, but LSTF has enabled projects to engage more directly and more frequently with primary school parents.

Figure 5.1 Children from Stokesay Primary School use the widened path at neighbouring Shropshire Hills for a scooter training session



Credit: Shropshire Council

- 5.9 **Shropshire** used the Fund to rapidly evolve and expand its established approach to engaging schools. The project engaged with 141 schools to provide a range of training for younger children, and drew in parents too.
- 5.10 Stepping Out pedestrian training for pupils in Years 3/4 had been running since 2006, combining classroom sessions with practical sessions involving parents and carers. Pedestrian training was run at 42 schools in 2011/12, the first year of the Fund, and by 2014/15 had been expanded to 54 schools, covering an additional 9,130 children.
- 5.11 The project began cycle training sessions that, like Stepping Out, engaged parents alongside their children in learning basic skills and safety. 'Learn to Ride' sessions were particularly popular and by the end of these sessions over 75% of the participating children were riding without stabilisers.
- 5.12 Teaching Assistants were trained to run balance bike sessions and 'Scootability' training, and were supported with provision of a pool of balance bikes and installation of 780 new scooter parking places at schools. For example, St Laurence Primary School in Ludlow used a grant to set up a balance bike project giving children in Reception and Years 1/2 balance bike sessions and Learn to Ride sessions as part of their curriculum.

- 5.13 In total over 2,400 children participated in scooter training and 1,300 children took part in Learn to Ride and balance bike sessions (with 48 and 57 sessions run in 2014/15 respectively). Many children progressed to cycle skills training sessions (which included parents too) and family bike rides. The project also ran cycle training specifically for groups of parents and/or school staff. This gave them first hand knowledge of Bikeability, as well as skills and confidence to cycle with their children.

Table 5.1 Some other places engaging younger children and parents

East Sussex County Council	Weekly 'Whizzability' balance bike sessions at Eastbourne Sports Park catered for preschoolers and their parents, with many referred by the local Children's Centre. The sessions included basic training on cycle safety and encouraged parents to try cycling with their child. 103 pre-school children and their parents took part in 2014/15.
Cornwall Council	Staff at 23 schools in Cornwall received balance bike instructor training in 2014/15, which included the art of 'striding and gliding', basic maintenance and helmet fitting. Each of their schools received five balance bikes, helmets, pump, tool kit and a range of teaching resources; enabling them to run regular balance bike playground sessions with Reception and Key Stage 1 pupils.
Darlington Borough Council	Following a successful pilot at four primary schools in March 2014, scooter training was delivered to 2,800 pupils across nine schools during 2014/15. The training covered handling skills, road safety and awareness of pedestrians and other road users. Feedback from parents indicated that children's scooter skills and confidence had improved. The project also held 'Learn to Ride' events during school holidays, teaching 140 preschoolers and Reception Year children to ride a bike.
Nottingham City Council	The Lifecycle project got primary school pupils in Years 1 to 4 involved in cycling activities by running small group sessions (12 pupils) with both theory and practical elements. This laid the foundation for their Bikeability training in Keystage 2. Equipment was provided, so pupils could take part even if they did not have their own bike. 35 schools took part in 2014/15, engaging 2,649 pupils (over 3,000 total to date).
Tyne & Wear Integrated Transport Authority	An additional 45 balance bikes were distributed during 2014/15, meaning in total more than 360 balance bikes have been placed in 101 schools. These enable 7,077 preschoolers to practice their basic cycling skills. FEAT 1st (Families Enjoying Active Travel) worked with 200 schools and, across the entire project period, delivered 8,711 activities to promote active travel to the whole family, such as treasure hunts competitions and challenges as well as family walks and fitness sessions. Together Bike It and FEAT 1st are estimated to have engaged 1,439 parents and staff in bike maintenance sessions, 133 in adult cycle training, 1,605 in led walks and 3,664 in led rides. Research by the supplier Sustrans suggests that in the first year of engagement the percentage of pupils who do at least 420 minutes of physical activity a week (an hour per day) increased by 6 percentage points, from 40.4% to 46.4%.
Hampshire County Council	Hampshire distributed their new 'How Could You Travel to School?' booklet to 4,000 parents of children starting their Reception Year in 2014/15.
Staffordshire County Council	'New Family Packs' were given out to 820 parents whose children started their Reception Year in Stafford. These packs included maps that highlight a 10-minute walk zone around their school.
Brighton & Hove City Council	In 2014/15 the local Bike It project worked intensively with six schools and more remotely with another seven (out of 17 schools in the target area). It engaged 21,408 pupils, 4,451 parents and 2,497 school staff. Many of the 389 activities it ran were designed to engage parents as well as their children, such as Dr Bike sessions, led bike rides, cyclists' breakfasts, bike sports days and learn to cycle sessions with Reception pupils.

Engaging more effectively with secondary schools

- 5.14 In many places the Fund enabled local authorities to overcome long-standing barriers to the widespread engagement of secondary schools. Projects were able to invest time in building relationships with key members of staff, and to develop adaptable packages of secondary school initiatives. They were able to tailor their offer to the interests of the school and to engage pupils within the academic timetable, through activities that supported the curriculum.
- 5.15 Many projects started engaging with secondary school pupils whilst they were still in Year 6 of their primary schools, after they found out which secondary school they would be moving up to. Projects also adapted and expanded their existing approaches to appeal to secondary schools and their pupils. Bike It and Bikeability Level 2 & 3 training were provided in secondary schools. Theatre in Education and travel challenges were run in secondary schools, appealing to an older, more technologically savvy, age group. Concessionary tickets were provided, helping secondary school age young people get to leisure and work opportunities as well as to school.

Figure 5.2 Suss the Bus sessions allow pupils to meet a driver, ask questions and become familiar with the bus route to their new school – so they are confident passengers from day one of secondary school



Credit: Tyne & Wear Integrated Transport Authority

- 5.16 **Tyne and Wear** developed several initiatives targeting secondary school pupils, beginning in their last year at primary / lower school and reinforcing this engagement in their transition year and beyond.
- 5.17 Working with local schools' admissions teams the Go Smarter project offered parents a personalised travel plan for their child's new journey to secondary school. The offer was taken up by 800 families. In 2014 the process was automated online, so it could become 'business as usual' after the Fund.
- 5.18 Year 6 pupils at 28 primary schools who would have the longest journeys to secondary school took part in Suss the Bus inductions. These included a classroom session and a bus journey, with pupils actively encouraged to apply for a Pop card (the local under-16 concessionary pass) afterwards. In 2014/15 950 pupils took part, reaching a total for the entire project period of almost 4,000. To widen the reach of this initiative a film and resource packs were produced for use by teachers and pupils at other schools. The project also trialled a similar approach to introduce pupils to

travelling on the Metro, in which 400 pupils took part during 2014/15. The project also had Living Streets run workshops with Year 6 pupils, which encouraged them to pledge to walk when they moved up to secondary school.

- 5.19 Messages about safe and sustainable travel were reinforced once pupils were at secondary school. Theatre in Education performances were followed by workshops to explore the issues raised, which focused on sustainable and active travel in Year 7 and on public transport in Years 8 and 9. Over 9,000 pupils saw performances in 2014/15, amounting to a project total of almost 16,500. Walking was also promoted in secondary schools through 115 Living Streets 'Free Your Feet' challenge weeks and 17 walking promotions that were designed and led by students.²²

Table 5.2 Some other places engaging secondary school pupils

West Sussex County Council	678 pupils at schools in Chichester and Horsham took part in rail education sessions during 2014/15, including in-class workshops and station visits. The focus was on giving Year 5 and 6 pupils the skills to confidently plan journeys and travel by rail. In total 3,367 pupils have been trained during the entire project.
Thurrock Council	'Knowledge Mappers' worked with Year 7 pupils to collect and analyse their schools' travel and transport data, as well as to map routes to school. Pupils from ten secondary schools took part in 2014/15 (adding to 1,654 pupils who took part in earlier years).
Barnsley, Doncaster, Rochdale & Sheffield Combined Authority	In 2014/15 10 secondary schools took part in the region's annual peer-to-peer drama event, with each school performing their own play based on road safety and sustainable transport themes. 200 students also took part in workshops on these themes (600 in total during the whole project). Over the year 13,000 miles were pledged on NotDriving.co.uk, a website for young adults to pledge miles not driven in favour of sustainable transport. 65,400 miles have been pledged in total to date. ²³
Birmingham City Council	Eight secondary schools offered cycle training in 2014/15, including Bikeability Level 2 and 3 (500 pupils), mountain bike training and GCSE (270), 6 th form transition (50), Duke of Edinburgh (20) and 'Frame Academy' bike maintenance (60). In total more than 1,300 secondary school pupils have participated in training during the project.
Southampton City Council	1,744 students from seven sixth-forms and colleges took advantage of a 16-19 year old concessionary bus pass offering up to 45% off standard prices. In total 11,742 students benefited from a pass.

²² These walking promotions were developed using Living Streets' 'Campaign in a Box' approach.

²³ As of January 2016.

6. Bikeability

- 6.1 Bikeability is the government's national cycle training programme designed to give children the skills and confidence to cycle safely and competently on local roads.
- 6.2 It is underpinned by the national standard for cycle training which was developed by more than 20 organisations and is built upon similar principles to training for motorcycle riders and car drivers, teaching the importance of assessing the likely risks faced by road users.
- 6.3 The Department promotes the national standard in England through the Bikeability award scheme (which includes badges, certificates and a booklet). Training can also be adapted for those with disabilities.
- 6.4 Bikeability is funded with £11 million per year from the Fund. The Department provides funding to Local Highway Authorities and School Games Organiser Host Schools (formerly Schools Sports Partnerships) in England (outside London) for the delivery of Bikeability training to children.
- 6.5 In 2014/15, up to £40 per head was made available for the delivery of Bikeability training to children between school years 5 and 9 (ages 9 to 14). Training covers Levels 1 & 2 combined, Level 2 and/or Level 3 (Level 2 is aimed at school years 5 to 7, and Level 3 is aimed at school years 7 to 9).
- 6.6 Bikeability has now been running since 2007 and, thanks to continuing government investment and the work of all those who support Bikeability, over 1.7 million children have received Bikeability training using DfT funding.

Table 6.1 Bikeability training delivered 2014/15

Delivery organisation	Number of children trained
Local Highway Authorities	269,854
School Games Organiser Host Schools	47,287
Total	317,141

7. Conclusion

- 7.1 This Annual Report has reviewed the local level outputs from the Local Sustainable Transport Fund in the financial year 2014/15. It has also reviewed cumulative outputs across the whole lifetime of the Fund and provided examples of what different amounts and types of investment in sustainable transport can provide.
- 7.2 The fourth and final year of the Fund has been highly productive, with projects starting with all their delivery mechanisms in place and with many of their remaining schemes already well advanced. Although the projects vary widely to meet local needs, they share the common purpose of providing better sustainable transport choices to support economic growth whilst also reducing carbon emissions.
- 7.3 It is evident that projects will leave behind a substantial legacy, with large amounts of infrastructure now providing greater sustainable travel options and a large number of transport services and schemes continuing to encourage sustainable travel behaviours.
- 7.4 The Fund's work has provided a valuable foundation for the £64.5 million of further revenue funding that has been invested to support 44 sustainable transport projects during 2015/16, and for any future investments.
- 7.5 Further information about the individual projects receiving investment through the Fund is available as a summary of all projects at:
www.gov.uk/government/publications/local-sustainable-transport-fund-project-summaries
- 7.6 General background information about the Fund can be found at:
www.gov.uk/government/collections/local-sustainable-transport-fund
- 7.7 A compilation of best practice lessons from the Fund, *What Works: Learning from the Local Sustainable Transport Fund 2011-2015*, will be published at:
www.gov.uk/government/collections/local-sustainable-transport-fund
- 7.8 A final programme-level analysis reviewing outcomes across the Fund will be published in 2017.