



Department
for Transport

Local Sustainable Transport Fund Annual Report 2012/13



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Foreword

Welcome to the second Local Sustainable Transport Fund (LSTF) Annual Report. This document covers the period from April 2012 to March 2013, providing an overview of how the LSTF programme is evolving, and also exploring some of the stand-out projects from across the country. I have had the pleasure of visiting many of them since joining the Department for Transport, and I have been hugely impressed by the quality and diversity of the work. As this report shows, while all the schemes deliver the same core objectives – boosting economic growth, improving travel for communities, and reducing carbon emissions – each one also demonstrates original and innovative thinking to meet a wide range of local needs.

To drive the programme forward, we are engaging more with those who benefit most from sustainable transport, like businesses, jobseekers, students, and commuters. And we are starting to see positive results from removing the barriers that prevent people from travelling in more sustainable ways, such as improvements in employment levels where free bus tickets have been provided to jobseekers.

The success of the LSTF depends on the skills, creativity, and drive of local transport authorities. They have done a great job so far, building their expertise and sharing their knowledge with Local Enterprise Partnerships via the Local Growth Fund.

However success is not just about hard infrastructure. It is also about providing better services and letting people know what is available. That is why I have taken a personal interest in how we allocate £78.5m Revenue funding for sustainable transport in 2015/16. We received more than 90 bids for this investment, proving that the growth of sustainable transport in the UK will continue beyond the life of the current Local Sustainable Transport Fund.

My thanks to everyone who has contributed to the programme, and I hope you enjoy reading this Annual Report.



Baroness Susan Kramer

Minister of State for Transport, Department for Transport

Executive summary

1. This Annual Report reviews the second financial year (2012/13) of the Local Sustainable Transport Fund (“the Fund”). Between 2011 and 2015 the Fund is investing £600m in 96 local sustainable transport projects in order to support local economic growth and carbon reduction efforts.
2. The 2011/12 Annual Report, covering the 39 Tranche 1 projects that were active during the first year of the Fund, is available at: <https://www.gov.uk/government/publications/local-sustainable-transport-fund-annual-report-2011-to-2012>
3. During the second year of the Fund a further 45 Tranche 2 projects and 12 Large Projects have also started to deliver results.
4. The first section of this report provides a high-level overview of the activities that are being deployed to meet the Fund’s priority objectives and target audiences whilst also addressing local needs.
5. The following sections consider the year’s activities according to five big themes that reflect the Fund’s work: improving access to employment; boosting local economies; reducing carbon by changing the way we travel; increasing physical activity; supporting access to education.
6. An overall picture emerging is that local project teams are utilising a wide range of transport interventions in order to broaden the transport options local people have available and influence the full range of factors that determine their travel choices.
7. This strategic approach means that revenue funding is being used to unlock the benefits of capital investment: new sustainable transport infrastructure is being backed up with information to tell potential users it is available; enhanced public transport services are being backed with promotional activities to raise patronage to commercially viable levels; and new opportunities to make trips by active modes of travel are being supported with training and practical help.
8. In addition, tried-and-tested techniques are being creatively combined with innovative approaches to address challenging issues: proven school travel plan activities are being expanded to enable whole families to travel sustainably and, at some schools, the pupils themselves have developed campaigns to increase sustainable travel to their school.
9. The final section of the report deals separately with Bikeability, the nationwide cycle skills training programme also supported by the Fund.

1. Overview of the Fund during 2012/13

- 1.1** The second year¹ of the Local Sustainable Transport Fund ('the Fund') saw the number of projects more than double, with a total of 95 projects² running throughout 2012/13. 45 new projects (Tranche 2) have joined the existing Tranche 1 projects, and 12 Large Projects have been set up. During the first months of 2012/13 many Tranche 1 projects were still setting up their project processes, but for the remainder of the year these projects, including the Key Component projects in Large Project areas, have been fully on-stream and delivering a wide range of outputs to address the Fund's strategic policy objectives.
- 1.2** Project expenditure is geared to meet local requirements and accordingly spans a very wide range of interventions. At the top end of the scale, Large Projects have combined millions of pounds of funding from the Department for Transport with local money to achieve an integrated package of initiatives across an area. At the other end of the scale, smaller projects that have targeted relatively small sums on key improvements have also achieved valuable results, such as a smart bus ticketing system that covers an entire county's bus operators, so travellers can now use a single ticket for journeys involving different companies' buses.
- 1.3** The outputs being delivered through the Fund require a combination of capital and revenue expenditure. Different local circumstances and priorities have resulted in a wide variation in the emphasis given to revenue spending as against capital spending. In the period from the beginning of the Fund to March 2013, revenue spending as a proportion of total project spend (including both Department funding and local contribution) ranged from zero to 90% for Tranche 1 and Tranche 2 projects, and from 25-70% for Large Projects. The largest items of capital spending necessitate longer lead times for design, consultation and preparation and so are likely to be under-represented in this report.

¹ For a review of achievements during the first year of Fund activity and information about the different tranches of funding awarded see *Local Sustainable Transport Fund Annual Report 2011/12*, available at: <https://www.gov.uk/government/publications/local-sustainable-transport-fund-annual-report-2011-to-2012>

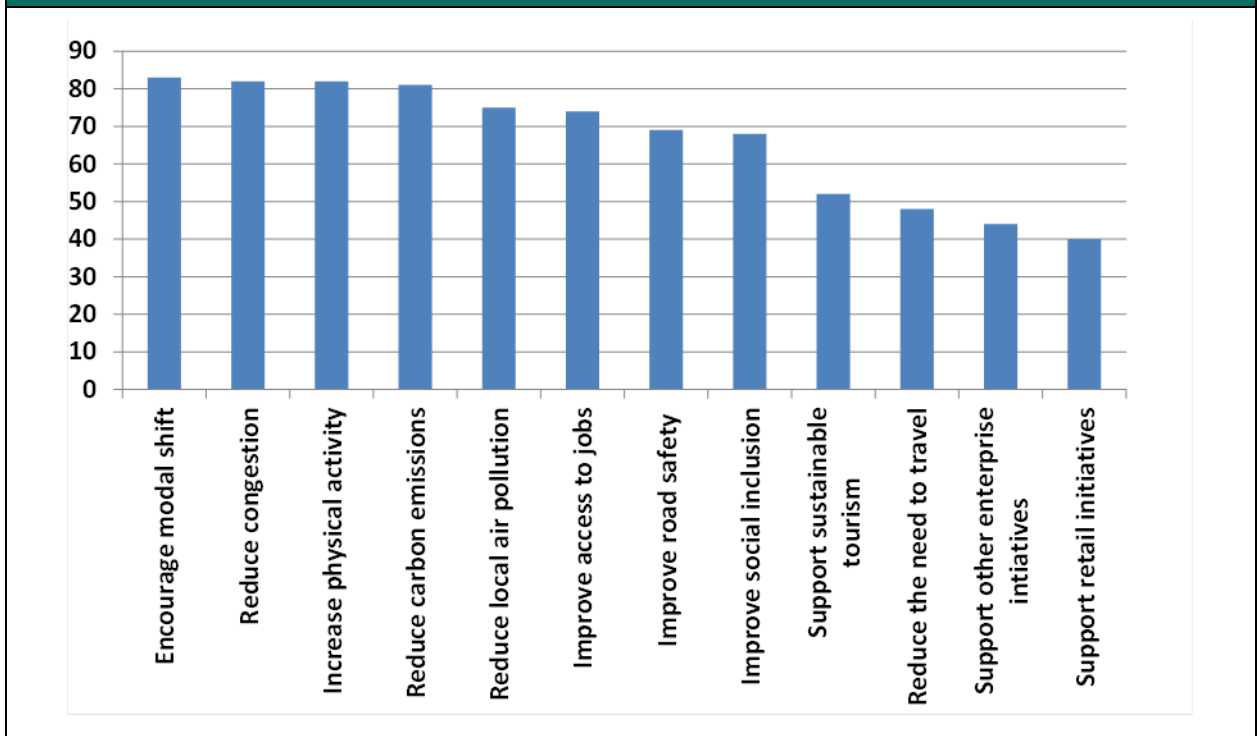
² In total, 96 projects have been supported by the Fund since it began, but one Key Component bid was programmed for just one year. Having successfully completed its intended outputs in the financial year 2011/12, it was superseded in 2012/13 by that local authority's Large Project.

- 1.4** In reporting the outputs of their work, project teams divide their projects into ‘scheme elements’, with each project containing up to seven scheme elements. For the purposes of this report, projects will be discussed both in terms of the number of projects and the numbers of scheme elements that make up those projects.
- 1.5** Although 95 projects were active during 2012/13, some of these reported their results through overarching Large Projects to which they contribute³. 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 consisting of 411 scheme elements, even though the total number of active projects and scheme elements was greater than this.

How the Fund is targeted

- 1.6** Every project contributes to multiple policy objectives, identified by project teams. Figure 1.1 shows the different policy objectives being addressed, and how many projects are aimed at each.

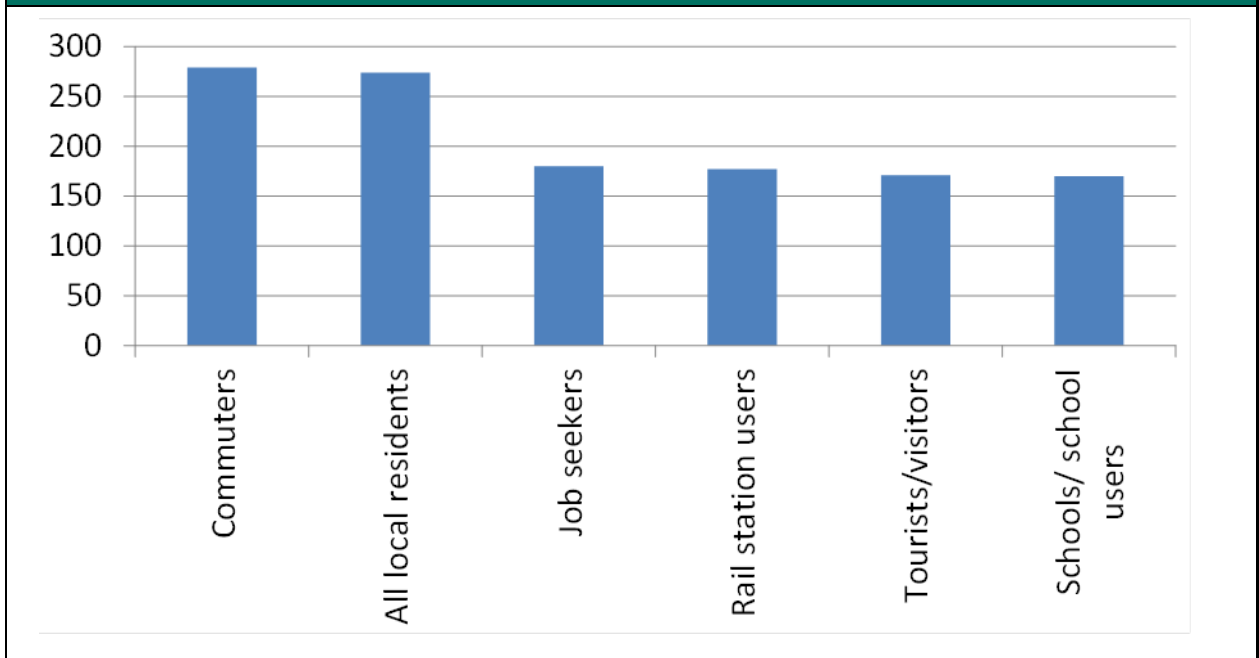
Figure 1.1 Number of projects addressing different policy objectives



³ Six Key Component projects and two Tranche 1 projects that reported independently during the first year of the Fund have been subsumed into associated Large Projects for reporting purposes. One further Key Component project reported too late for its data to contribute to this report.

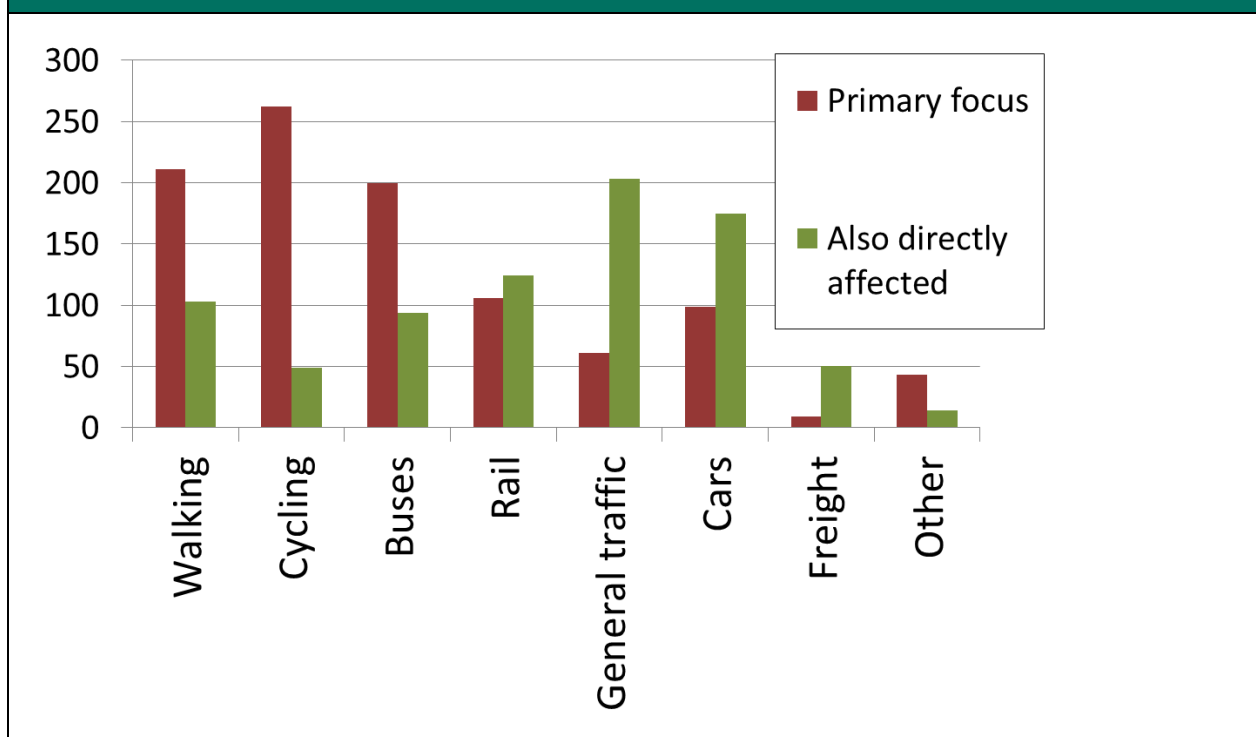
1.7 Project teams provide information on which target groups and transport modes are the focus of each scheme element. Each scheme element may address multiple target groups and modes. Figure 1.2 illustrates the main target groups and how many scheme elements focus on them. The substantial number of scheme elements directed at commuters and job-seekers reflects the high importance attached to improving access to employment.

Figure 1.2 Number of scheme elements directed at different target groups



1.8 Figure 1.3 shows how many scheme elements are targeting different modes of travel. Active modes of travel (e.g. cycling and walking) and public transport are the focus of many scheme elements. A smaller number of scheme elements are targeted at general traffic (e.g. traffic and parking management) and cars (e.g. car sharing schemes).

Figure 1.3 Number of scheme elements directed at different modes of transport

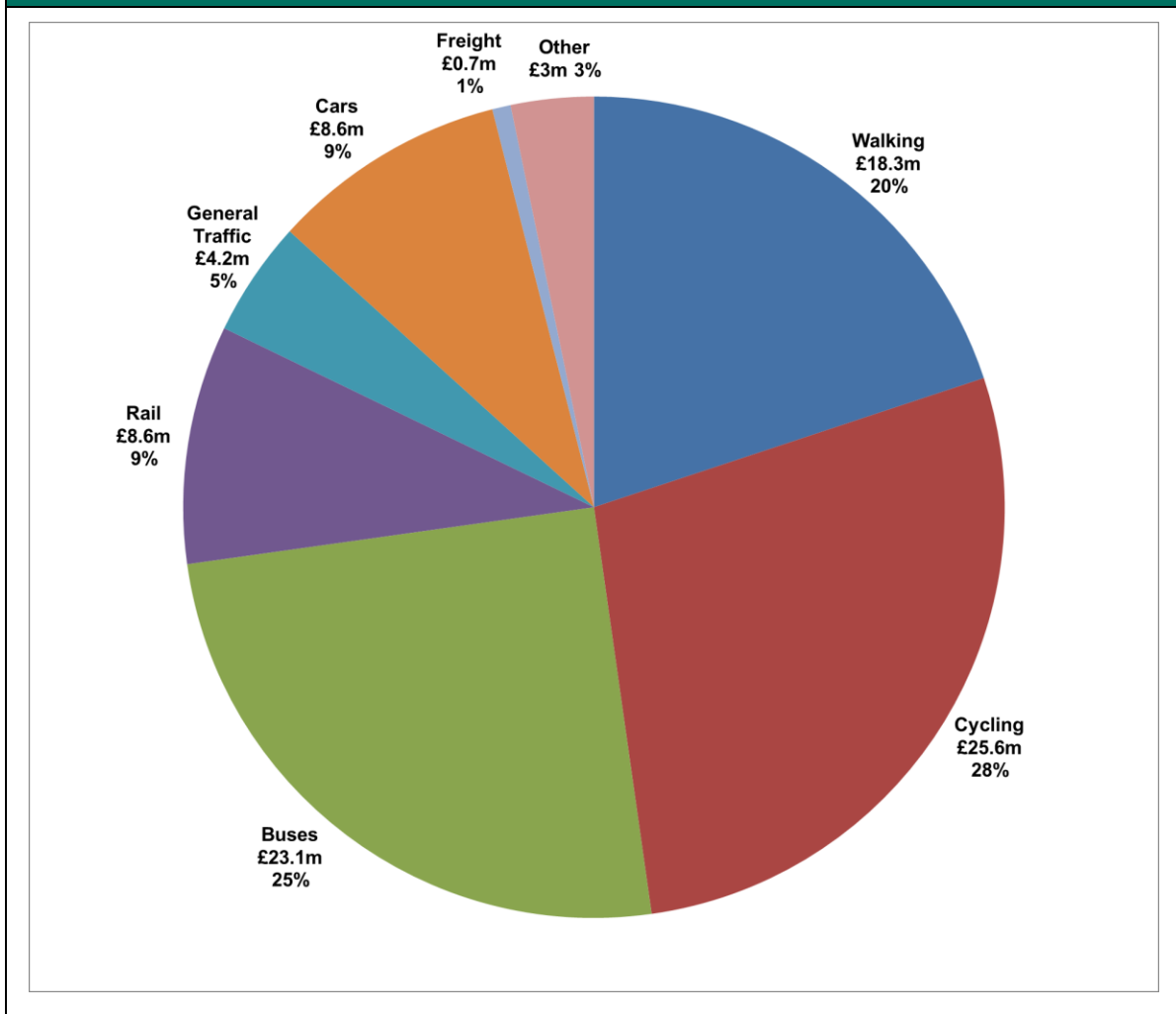


Breadth of Fund activity

- 1.9** The Fund does 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, by apportioning the reported expenditure on each scheme element across all the modes of transport that have been identified by project teams as a 'primary focus' for that scheme element⁴.

⁴ 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 £11.5m (£13.2m 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.

Figure 1.4 Approximate split of Fund spending 2012/13 by mode of transport (Department spend only)



1.10 Figure 1.4 shows the approximate split of Department spending on the Fund in 2012/13 calculated according to this method. The figures in Table 1.1 also include the approximate split of total expenditure, once local contributions are added in. Because expenditure on a scheme element may not be split evenly between its primary foci these figures should be considered indicative⁵. It should be noted that these figures cannot be directly compared with accounting records of expenditure by mode, because spending on scheme elements involving overarching activities such as marketing and personal travel planning has been included.

⁵ Identification of the primary foci of a scheme element may tend to reflect the level of effort directed at particular modes, such as multiple activities to promote cycling, rather than expenditure, which may be dominated by a few high cost infrastructure items.

Table 1.1 Approximate split of Fund spending 2012/13 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	18.3	41.9
Cycling	25.6	56.0
Buses	23.1	38.8
Rail	8.6	19.3
General Traffic	4.2	7.4
Cars	8.6	13.2
Freight	0.7	1.3
Other	3.0	4.9
Total for all modes	92.1	182.9

1.11 The Fund has resulted in a wide range of activities. The package of initiatives for each area is unique because it has been individually designed to address local needs. Although the activities that make up these different packages are very diverse, they do fall into eight broad categories. These types of activity, and some illustrative examples, are shown in Figure 1.5. This picture provides a high-level view of the ‘toolkit’ that projects are deploying in order to deliver their objectives and change the travel behaviour of their target audiences.

1.12 It is also apparent that the packages of activities are designed to address, in parallel, the different types of obstacle that deter sustainable travel. For instance, a new bus service is no help to people who do not know it exists, and a new cycle route to a business site will only become useful to employees who are not confident cyclists if some cycle training is available. Packages of activities have been strategically designed to maximise the overall effect of all the different activities. For example:

- a. Initiatives are being **timed and targeted to complement each other**. Activities that make people aware of their travel options, encourage them to try new modes and give them the skills they need to use them are being timed and geographically targeted to complement initiatives which improve those people’s public transport, walking or cycling options. For example, projects that have increased bus services, upgraded bus stops and installed real time passenger information are following that up with distribution of timetables and bus taster tickets to residents living in the vicinity of those bus corridors to ensure that the investment leads to higher levels of use.
- b. Initiatives are being **targeted at key destinations**. Activities that improve transport modes or reduce the need to travel are being targeted at key employment areas, town centres, or areas of

deprivation, and, beyond that, are very specifically directed at the largest trip generators within these locations. For example, projects are giving priority to building new cycle routes where these fill missing links between large residential areas and local business parks, town centres or schools.

- c. Projects are **working in partnership with important local organisations**. Workplaces, schools, colleges, universities and hospitals are being supported in the implementation of travel plans. These identify their specific needs and deliver a tailored package of initiatives to assist their employees, pupils or students in accessing their sites. Many projects are also working with Job Centres in order to directly target job-seekers.

Figure 1.5 Types of project activity



1.13 The following sections of this report describe how projects are strategically combining and targeting their various activities in order to achieve the Fund's objectives. Project activities have been grouped according to five big themes that reflect the Fund's work, each of which forms a section of the report:

- Improving access to employment;
- Boosting local economies;
- Reducing carbon by changing the way we travel;
- Increasing physical activity;
- Supporting access to education.

1.14 The last two of these themes, reducing carbon and increasing physical activity, are primarily achieved in most projects through interventions that are also aimed at improving access to employment, supporting access to education or boosting local economies. The sections of this report about reducing carbon and increasing physical activity therefore focus on projects with activities that are specifically designed to achieve these results.

2. Improving access to employment

2.2 A central objective of the Fund is to grow the local economy. Many projects are achieving this by providing better links to workplaces by sustainable transport. 74 projects have an objective to improve access to jobs⁶. Of the individual scheme elements that make up these projects, 279 include commuters as a target group and 180 include job-seekers as a target group. Many initiatives to improve sustainable transport options to employment sites will benefit both commuters and job-seekers, but a different range of activities and 'offers' is required to reach these different target groups.

2.3 The projects directed at this objective work in three main ways:

- Making it easier for people to commute to poorly-connected employment sites by sustainable transport, by improving public transport and cycle links;
- Assisting job seekers to overcome the transport obstacles they face in trying to gain employment in the first place;
- Working with employers and staff to make better use of existing sustainable travel options.

Improving commuter access to out-of-town employment sites

2.4 Commuters in **Warrington** face a challenge common to many towns where new jobs are located on peripheral sites. Warrington has, historically, developed the usual pattern of a 'hub-and-spokes' system of bus services, providing efficient access for residents to reach employment in the town centre. However the last 10 to 20 years has seen Warrington emerge as one of the most sought after places in the UK for inward investment with the result that large new employment sites have been developed on land adjacent to the M62 and M6, far from the hub of traditional public transport routes. Many commuter journeys from residential areas to business sites now cross-cut the existing public transport services. This has led to over 75% of commutes being made by car, and difficult access for those without a car.

⁶ Although a small number of projects (mainly those devoted to transport measures that boost the tourist and leisure economy) do not specifically cite 'improving access to jobs' as an objective, it is evident that these projects also bring some significant improvements in travel options to workplaces for local people.

- 2.5** Warrington's project is addressing this situation by investing in sustainable transport projects that link employment sites and residential areas on the north side of the town, and promotes the improvements to potential users. The new projects include an orbital bus route, east-west cycle routes, and the introduction of Borough wide 20mph speed limits to make cycling and walking journeys safer and more pleasant. During the past year, the orbital bus route has begun operation and two of the cycle routes have been built.
- 2.6** The new orbital buses run close to the homes of 21,000 people, linking them to five key employment areas, as well as major employers at three retail parks and Chester University. Within the first six months, even before the start of a marketing campaign for the service, passenger numbers reached 4,500 trips per week. These numbers are anticipated to rise further now that a major marketing programme is being implemented and appear set to reach the target that will enable the service to achieve commercial viability. In addition to marketing the improved travel options through conventional channels, the project has undertaken 2,269 personal travel planning interviews with households in areas served by the improvements, and has begun work with four large employment sites to develop site-specific travel plans that will cover 8,000 employees in total.

Figure 2.1 The Connect 17 bus service links five of Warrington's key employment areas, including Birchwood Park



Credit: Warrington Borough Council

Table 2.1 Some other places improving access to out-of-town employment sites

<p>South Yorkshire Integrated Transport Authority (ITA)</p>	<p>Shortwood Business Park is a new employment site close to the M1 but peripheral to the local population centres of Barnsley and Hoyland. The site had no public transport until the project laid on a rush hour minibus shuttle service to enable workers to get to and from the site. Over 400 commuter journeys have now been made using the service.</p>
<p>Stoke-on-Trent City Council</p>	<p>Chatterley Valley, Etruria Valley and Trentham Lakes are strategic business sites that generate high proportions of commuter car trips due to their locations on the edge of Stoke-on-Trent alongside the A500 and A50. The project is delivering more bus services, together with bus priority infrastructure to increase the reliability of buses through congested sections.</p>
<p>Transport for Greater Manchester</p>	<p>Kingsway Business Park houses a number of growing employers, but its location next to the M62 on the edge of Rochdale is hard to reach by public transport. The project has provided a high quality demand-responsive minibus service that has seen rapid growth since its inception, now standing at 1,300 journeys per month.</p>

Overcoming transport barriers faced by job-seekers

- 2.7 Merseyside**, like other cities that are rebuilding employment opportunities following the decline of traditional industries, faces the problem that the most disadvantaged communities tend not to be well-situated for the places where jobs are being generated in new businesses. Lack of resources, lack of information or lack of skills to make the necessary journeys also pose barriers for many job-seekers.
- 2.8** The Merseyside project therefore goes beyond improving public transport services and walking and cycling links to these communities (although it does these things too) by offering a comprehensive package of sustainable travel support to people who are seeking further education, training or employment. The aim is to give each job-seeker a broader ‘travel horizon’ so his or her job search can span a wider area containing more opportunities.
- 2.9** Six staff, based at centres in the community where job-seekers are beginning their search for work, have so far discussed travel issues with over 8,000 individuals. Of these, nearly 1,000 have been provided with a personalised package of travel support. At a minimum, this includes specific information for the journeys the person needs to make. For those who lack the necessary confidence or skills, it extends to personal travel training that gives hands-on assistance. Help is also available for those who lack the financial resources or means of transport to make the necessary journey. Over 2,000 free travel passes for journeys to employment, 132 bikes and 20 scooters have been provided to young people. A further 85 people have been given training to enable them to maintain their own bikes and 26 people have received cycle training.

Over 2,000 people have participated in local rides and walks that have raised awareness of cycling and walking as a good way to make other journeys.

Figure 2.2 Job-seekers receive travel training from Merseyside's Travel Solutions Team



Credit: Merseyside Integrated Transport Authority

Table 2.2 Some other places overcoming job-seekers' transport barriers

Centro	1,057 people have been assisted to access employment through WorkWise public transport support involving 18 Job Centres and 54 private providers.
Cornwall Council	18 people were helped into work through low cost rental of bikes or scooters within the first three months of the Wheels to Work scheme.
Derby City Council	12 job-seekers are now accessing employment or training using a bicycle or scooter loaned under the city's scheme.
East Riding of Yorkshire Council	All 15 Wheels to Work mopeds in Goole have been allocated and more are now on order to meet demand from job-seekers.
Leicestershire County Council	84 people have been helped to access employment or training by provision of Wheels to Work and 280 have been helped with 'access to work' grants.
Middlesbrough Council	498 people have received personalised journey planning and subsidised bus tickets via job centres. This work has run alongside provision of a new 'town rider' bus that links residential areas with the town's biggest business site.
North East Lincolnshire Council	13 scooters have been allocated to enable individuals to travel to employment, education or training.
Northumberland County Council	Three scooter loans and 15 car loans have been made through a Green Light to Work scheme; 293 bus passes have covered fare costs to training or for the first month in employment until the recipient gets their first pay cheque.
Nottingham City Council	A 'smarter travel hub' in a deprived area in the north of the city is working with the local job centre to facilitate half-price travel for job-seekers, and an innovative cycling project has equipped 30 unemployed young offenders with bicycle maintenance skills.
Shropshire Council	103 individuals have been supported in their journeys to work, 45 with moped loans, four with electric bike loans, two with bicycles and 52 with personal journey planning advice.
South Yorkshire ITA	435 people with no other way to access job opportunities have been loaned motor scooters for a nominal charge.
Staffordshire County Council	28 people have been helped to access work or training through free bicycle loans, free bus passes, cheap moped hire and travel advice.
Transport for Greater Manchester	Over 100 professional advisers have been trained to provide the job-seekers they advise with assistance to overcome travel problems.
Transport for South Hampshire	500 young people have received 700 free Solent Travel Cards and travel advice via Job Centre Plus: 40% successfully accessed work.
Tyne & Wear ITA	2,850 weekly public transport passes and 460 monthly public transport passes have been supplied to job-seekers to help them access job opportunities.

Helping businesses get their employees to work

- 2.10** Swindon town centre has plenty of land to accommodate new business premises, but its economic vibrancy is threatened by congestion that has led businesses to look to suburban sites instead. Swindon is therefore focusing its project on the eight major employers in the town centre, which between them have 7,000 employees. By encouraging employees to get to work without a car, the town hopes to reduce congestion, improving the reliability of buses for journeys to work and reducing delays for those who must use a car.
- 2.11** Swindon's project is building upon previous work that established workplace travel plans with these businesses. It is boosting them to a new level, concentrating on the large proportion of the workforce who live within a 25 minute walk or cycle ride but who drive to work. Each employer has appointed a 'change champion' to push the project from within. Every employment site has been audited to list necessary improvements for cyclists and walkers and a grant scheme has enabled employers to install new lockers, showers and cycle parking (cycle theft from the town centre was a significant deterrent to cycling). Travel guides specific to each workplace have been developed, showing bus routes and walking and cycling 'time contours' to key destinations. A new online journey planner and interactive travel map has been used by over 17,000 people, and the project's Twitter account has attracted 600 followers.

Figure 2.3 A mechanic refurbishes one of 60 second hand bikes loaned out to commuters in Swindon



Credit: Swindon Borough Council

- 2.12** More than 60 old bikes have been refurbished and loaned out to give commuters a cheap way to try cycling to work. An annual Active Swindon Challenge provides prizes to employees and employers who achieve the highest levels of cycling to work during the challenge month. A new smartcard ticket has been developed with the local bus operator

and free trials have been offered to town centre employees. Free cycle repair, maintenance training, cycle training, and cycling ‘buddies’ who accompany staff to show them the best cycle route to work have all been provided. Other strands of the project include physical improvements to the cycle network and changes to the town centre for the benefit of pedestrians and cyclists.

2.13 The project has also offered personal travel advice to all employees at the major town centre employment sites.

Table 2.3 Some other places helping businesses get their employees to work	
Blackburn with Darwen Borough Council	Workplace travel plans at the largest businesses have been refreshed and upgraded, with 969 staff receiving a personal travel plan.
Hertfordshire County Council	Workplace travel planning with Maylands Business Park has decreased single occupancy car use 5%, raised walking from 1% to 3%, and increased bus use from 2% to 6%.
Northumberland County Council	Engagement with businesses has increased cycling to work trips by 5%. Two cycle challenge events generated over 2500 cycling trips to work.
Southampton City Council	Workplace travel plan support has been directed at both major employers and small and medium enterprises (SMEs). 15 ‘champions’ are now promoting active travel at their workplaces. Cycling and walking events have engaged 240 and 488 employees respectively.
Thurrock Council	Refreshing the council and hospital travel plans has reduced single occupancy car use by 10% and 8% respectively.
West of England Partnership	300 ‘sustainable travel roadshows’ have taken place at businesses to discuss travel options and obstacles with employees.

3. Boosting local economies

- 3.1 Many projects are using sustainable transport to grow their local economy. Some are using it to boost a specific sector, such as retail or tourism, maximising economic benefit while minimising environmental impact. For other projects the focus is on improving the accessibility of key economic centres, so more people can easily get to local amenities, shops and workplaces.
- 3.2 In urban areas the focus is usually city and town centres, and in many instances these transport improvements are underpinning wider regeneration strategies. In rural areas the priority is creating better connections between rural communities and the towns and cities that serve them.
- 3.3 71 projects have an objective to support retail, tourism and/or other enterprise initiatives. There are 41 projects that have developed partnerships with their local Chamber of Commerce, and 27 that are working in partnership with local tourism bodies.

Supporting the economic vitality of town centres

- 3.4 In recent years many town centres have experienced a decline in their fortunes. Even those that have traditionally thrived have been affected. **Portsmouth** has three retail centres, which in combination have the potential to rival other shopping destinations in the region. However the centres do not operate together and economic activity has faltered. Some 50,000 square metres of new retail floor space is planned in the city centre to counter its declining retail performance. The Gunwharf Quays retail and leisure complex is attracting more shoppers to the Portsmouth Harbour area, but at the expense of footfall in Southsea, which is characterised by independent shops, boutiques, cafes and bars.
- 3.5 The centres are 1 to 3 kilometres apart, and although routes between them by foot, bike and public transport are generally good, lack of awareness of these links means few shoppers move between them. Improving these routes and making them more visible will enable shoppers to access more of Portsmouth's retail and leisure facilities, increasing retail spending and employment without adding to city centre congestion.
- 3.6 There are multiple initiatives to improve routes between these centres through the LSTF, these include the installation of newly designed signs and on-street maps at 60 locations; physical improvements to road junctions to shorten bus journey times; and walking and cycling route improvements such as signing the Shipwrights Way route to Gunwharf Quays and upgrading and expanding cycle parking. The Council also

work with bus operators to rebrand bus services so it is clear to shoppers which buses connect the centres.

3.7 To encourage shoppers into the city by sustainable travel, the project has worked with local partners The Port and Gunwharf Quays to provide a Park and Sail facility in the future, including proposals to refurbish the landing pontoons within the Port and options for marketing the service. This will provide visitors to the city a fun, attractive and unique alternative way of travelling between Portsmouth International Port and Gunwharf Quays.

3.8 Plans for railway station improvements are underway, in partnership with South West Trains. These will encourage passengers arriving at Portsmouth & Southsea and Portsmouth Harbour stations to continue to shopping centres on foot or by bike.

Figure 3.1 Portsmouth's Park and Sail service links the International Port and Gunwharf Quays



Credit: Portsmouth City Council

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

<p>Gloucestershire County Council</p>	<p>Cheltenham is perceived to be a vibrant shopping centre, but its standing relative to other UK retail centres is falling. To make the town centre more appealing to shoppers the public realm has been improved on Cheltenham Promenade (a key retail location) with new stone paving, refurbished planters, renewed verges and new bus shelters. This is part of a broader scheme to close Boots Corner to the 20,000 vehicles that pass through each weekday, making it much easier, safer and more pleasant for shoppers to move between shops and businesses.</p>
<p>North East Lincolnshire Council</p>	<p>As part of Grimsby’s masterplan, Victoria Street in the main shopping area was pedestrianised in 2009, generating investment in retail properties and improved footfall. Work has now started to extend the pedestrianised area to link with both the rail station and a planned ‘superstop’ bus interchange adjacent to Riverhead Square (the main shopping centre). Once the superstop is operating the current bus station will be redeveloped by private investors into 60,000 square feet of new retail space, expanding the town’s retail offer and creating about 100 jobs.</p>
<p>Surrey County Council</p>	<p>Guildford and Woking are two of Surrey’s busiest centres, but their town centres are congested, which deters new retail investment and discourages shoppers. Improvements are being made to inter-urban bus routes between the two towns to encourage more bus use. This will reduce congestion and provide easier access for shoppers. Changes include new poles, flags and timetable cases at 45 bus stops, and improved waiting areas and raised kerbs at 25 stops to make it easier for those with mobility issues or buggies to use the bus. Real time bus information systems have also been upgraded and planned bus priority measures are expected to make journey times more reliable.</p>

Supporting the rural economy

- 3.9 Transport is a key issue for rural areas. The rural economy is reliant on people undertaking relatively long and often complicated journeys to shops, businesses, medical, educational and leisure services.
- 3.10 Many of the **Yorkshire Dales** 35,000 residents need to travel long distances to towns like Northallerton on the edge of the Dales, or even further to cities such as Leeds and Darlington, for shopping, services, education and work.
- 3.11 With the local agricultural industry in decline and the Dales economy diversifying into leisure and tourism, where jobs are often low paid and seasonal, many households are on low incomes. Affordable public transport is essential for travelling to market towns and urban centres. However, most rural communities have poor services, especially on evenings and at weekends.
- 3.12 DITA (Dales Integrated Transport Alliance) co-operative is delivering the Connecting the Dales project on behalf of West Yorkshire Combined

Authority, in partnership with the Yorkshire Dales National Park Authority and North Yorkshire County Council.

3.13 The project has surveyed 1,100 residents to understand local travel needs. Four off-peak bus services have been funded and grants given to enhance two community transport schemes. The pilot evening service to Pateley Bridge and Harrogate has seen a steady increase in use. Five 'Your Dales' Hubs were set up in 2012/13 in Hawes (two), Masham, Pateley Bridge and Reeth (in addition to the three already set up). These community centres promote local sustainable travel options to residents and visitors. They are staffed by volunteers and distribute travel information and provide online access to journey planners, real time travel information and booking facilities for community and medical transport schemes. Social media keeps residents abreast of the latest local transport news when they are out and about and school pupils are being challenged to design a smartphone app for local travel information.

3.14 As local young people consistently cited cost as a major barrier to using buses, the One Way £1 Fare was launched in October 2012 for under-19s. Developed and marketed in partnership with bus operators, local youth councils and other organisations, the fare is available on over 50 local bus services on weekday evenings after 5pm and all day on weekends and school holidays, helping young people participate in learning, leisure and work opportunities outside school hours.

Figure 3.2 On-bus signs tell young people where they can pay the One Way £1 Fare



Table 3.2 Some other initiatives supporting the rural economy

<p>Cornwall Council</p>	<p>Buses are critical for residents of this rural county to travel to principal towns such as Truro and Newquay, where they support the local economy as customers and employees of the businesses and services located there. To help make bus travel more attractive, Cornwall is upgrading its bus stops to 'sustainable bus shelters' with low carbon design. These have been trialled in seven locations and 36 more are planned. It is expected that the sustainable bus shelters will become the standard for all new shelters in Cornwall.</p>
<p>Herefordshire Council</p>	<p>Hereford is the key service centre for this rural county, but traffic congestion is causing its economy to suffer. A network of 33 Park and Share and Park and Cycle hubs has been launched to help tackle this. These use 330 car parking spaces made available for free by businesses across Herefordshire and on the outskirts of Hereford. Park and Share sites enable rural residents to meet en-route to car share. Park and Cycle hubs provide parking on the city outskirts so drivers can complete their journey by bike (or bus).</p>

Using sustainable transport to boost the tourist economy

- 3.15** With a tourism industry worth nearly £1 billion per year, the 15.8m visitors annually attracted to the **Lake District** are essential to the region's prosperity. However, with 87% of them arriving by car, congestion undermines the visitor experience (potentially deterring repeat visits) and acts as a constraint to the growth of the industry.
- 3.16** Cumbria County Council is working with Lake District National Park Authority and Cumbria Tourism to change how visitors travel to and around the tourist 'honeypots' of the Lake District. They forecast this will generate an extra £7m in annual tourist revenue and create up to 100 jobs.
- 3.17** The project helps visitors, residents and businesses to get around more easily; gives visitors less time in their cars and more time spending money, especially with small and medium local businesses; and is helping to safeguard the landscape and special qualities of the National Park.
- 3.18** The project team estimates that the initiatives delivered through their Go Lakes Travel project reached 22,500 visitors in 2012/13. Under the Drive Less See More brand, visitors are encouraged to change their travel behaviour in order to see and enjoy more of the National Park. Car-free itineraries are focused on specific destinations, such as Grasmere, or themes, such as food and drink. Three new seasonal bus services have been supported, including a bike bus serving Lake Windermere, which can carry 12 bikes. Working with the National Trust and Windermere Lake Cruises, the project is preparing to improve water transport too, with two new jetties and a bike boat.

Figure 3.3 The Drive Less See More brand targets visitors to the Lake District



Credit: Cumbria County Council

- 3.19** Visitors can hire conventional or electric bikes. To find the best places to cycle there is a series of six 'Cycling Around...' leaflets and route information available online at www.golakestravel.co.uk. Cycle route improvements have been carried out, including the 6km Windermere Ferry to Wray Castle route, completed in partnership with the National Trust.
- 3.20** Co-wheels is operating a fleet of eight low emission pay-as-you-drive hire cars based at tourist hubs including Coniston Water and Windermere Station. These enable visitors who have travelled to the Lakes by public transport to use an environmentally-friendly car to visit attractions that are off the public transport network.

Figure 3.4 Pay-as-you-drive hire cars are available from a number of locations in the Lake District



Credit: Cumbria County Council

Table 3.3 Some other places using sustainable transport to boost the tourist economy

<p>Hampshire County Council</p>	<p>New Forest and South Downs National Parks (which attract 50 million visitors annually) are working together to help visitors to travel sustainably. Rail stations are being promoted as gateways into the National Parks, with branded signage on station platforms and signed links from stations to the Parks and key attractions (e.g. Haslemere Station to the South Downs and Petersfield Station to Queen Elizabeth Country Park). There is a programme of guided walks and bike rides which start from stations, and a new public transport map to make it easy to change from train to bus.</p>
<p>North Yorkshire County Council</p>	<p>An upgraded Right of Way in the Sleights and Littlebeck area connects villages and links cycle trails and hire facilities. This is one of seven new walking and cycling routes planned to attract more visitors to the North York Moors National Park (which has 7 million visitors annually). Visitors will be able to connect with these routes on the Esk Valley Hopper Park and Ride service when it becomes operational in 2014.</p>
<p>Sefton Metropolitan Borough Council</p>	<p>The third of three cycle hire centre has been opened and during 2012/13 these centres hired 951 bikes, had 130 retail customers and 112 maintenance customers. Sefton and West Lancashire (15.5m visitors annually) also had 5,856 vehicles utilise Kew Park and Ride; installed 55 cycle parking stands in Formby Town Centre; distributed 10,000 visitor travel maps; and launched a visitor website with travel information and interactive maps (4,000 unique online visitors in three months).</p>
<p>Telford & Wrekin Council</p>	<p>In Summer 2012 an estimated 7,000 weekend and school holiday visitors used the Ironbridge Park and Ride, a 250 space car park served every 12 minutes by a bus connecting to the Ironbridge Gorge World Heritage Site (which has 1.5 million visitors annually). Work has begun upgrading seven miles of the off-road Silkin Way route to a walking and cycling 'superhighway', connecting Telford Town Centre and the World Heritage Site, as well as a number of local centres, industrial estates and railway stations. This will encourage more people to visit the many retail and tourism destinations along the route, as well as improve residents' access to shopping and employment in the town and district centres.</p>

4. Reducing carbon by changing the way we travel

4.1 Reducing carbon emissions is a core aim of the Fund and all projects are required to achieve carbon reductions. The project teams report a total of 333 scheme elements within their projects that include activities to reduce carbon. Most of this carbon reduction is achieved in the course of activities that are primarily aimed at other Fund objectives, as described in the preceding sections of this report.

4.2 This section focuses on three types of project to reduce carbon emissions that are not described elsewhere in this report:

- Behaviour change programmes in specific neighbourhoods or parts of a town;
- Action to reduce the need to travel, for example through teleworking;
- Making vehicle trips more efficient, for example through teaching motorists to reduce their fuel consumption or by car sharing.

Improving travel options for neighbourhoods and communities

4.3 **Brighton & Hove City Council** has a well-developed programme of neighbourhood-level activities to reduce carbon emissions, focused on the three-mile Lewes Road corridor and its surrounding residential area. This is one of Brighton's busiest roads, and also amongst the worst areas for air quality in the city.

4.4 The project combines activities to promote sustainable travel with infrastructure improvements to make it more attractive for local residents to travel by bus, bike or on foot. Its neighbourhood-focused approach takes advantage of the fact that almost three-quarters of car trips starting from home in the target area are very short (less than 5km).

A project offering personal travel advice and information will eventually target all 23,500 households in the area. So far, nearly 15,000 households have been targeted (3,812 in 2011/12 and 11,034 in 2012/13). Of these, approximately a third (4,777 over both years) opted to receive travel information leaflets or were engaged in a conversation about their travel options. The information offered by the project team includes 'best value for your car' fuel-saving advice, bus timetables, cycle maps, and information about health walks and community transport services. Eco-driver training was one of the travel gifts offered for completing a one week travel diary. Nearly 400 diaries were returned

and 79 residents took part in eco-driver training in 2012/13, reducing their fuel consumption by an average 10% on the day.

- 4.5** The project has also involved travel planning with the main sites of Brighton's two universities, which are on the Lewes Road. This has included building pedestrian and cycle paths, improving facilities for bus users, distributing 6,000 travel guides (including a cycle map) to new students, improving cycle parking, and installing a real time information screen at the entrance to the University of Sussex. The University of Brighton is leading a trial electric bike project, and is working with a large employer and the local community to encourage uptake.
- 4.6** These activities have been accompanied by small-scale public transport improvements, such as new bus shelters, better pedestrian access to a local rail station, and extension of a bus service. Work has also begun on major infrastructure improvements to the corridor, which will eventually involve reallocating one lane of the dual carriageway in each direction as a rapid transit bus and cycle route, and new pedestrian and cycle paths to the universities.

Figure 4.1 A floating island bus stop on Lewes Road, Brighton reduces the potential for conflict between cyclists and bus es.



Credit: Brighton & Hove City Council

Table 4.1 Other places using neighbourhood-focused approaches

<p>Central Bedfordshire Council</p>	<p>In an area of major residential development in Leighton Linlade, 6,824 households were offered personal travel advice and information in 2012/13. Some 2,275 people were engaged, and in a survey of participants, 37% of respondents said they had reduced their car use. The project is also promoting sustainable travel through community meetings and the recruitment of local 'sustainable travel champions'.</p>
<p>Darlington Borough Council</p>	<p>An in-house marketing team has offered personal travel advice and information to more than 11,000 households, with 52% of these successfully contacted and over 10,000 resources provided.</p>
<p>Hampshire County Council</p>	<p>Travel advisers have spoken to 1,910 residents in Basingstoke, providing tailored travel information packs and bus taster tickets and persuading 620 households to complete a challenge to replace a car trip with a sustainable alternative. A survey of participating households showed an 11% reduction in car trips.</p>
<p>Luton Borough Council</p>	<p>In four neighbourhoods, 10,489 households were contacted with the offer of personal travel information and resources.</p>
<p>Plymouth City Council</p>	<p>The Plymotion on Your Doorstep programme has given personal travel information to 1,403 people at home or via an event and 268 people at their workplace.</p>
<p>Reading Borough Council</p>	<p>Personal travel advice has been provided to 7,660 households in southeast and west Reading, and to over 2,855 employees in 18 companies. While residents were interested in information, such as bus and cycle maps, more employees were interested in incentives such as one-week smartcards to try the bus, pedometers, and cycle locks and lights.</p>
<p>Swindon Borough Council</p>	<p>The project is targeting the suburb of West Swindon, and focused on people who commute to work by car. All 11,300 households in West Swindon receive a monthly update about the Swindon Travel Choices project as an insert to an existing magazine. Some 2,500 households close to a key bus route have received a bus promotion leaflet. There have been lighting, surfacing and signing improvements to the cycle routes from West Swindon into the town centre (including development of a flagship Western Flyer route). A West Swindon walking and cycling map is being widely distributed through local outlets. There has been a series of bike maintenance workshops and guided bike rides to explore local cycle routes on Sundays. This intensive programme was preparatory to offering personal travel advice and information to all households in Summer 2013.</p>
<p>Thurrock Council</p>	<p>Travel advisers contacted 14,330 households in 2012/13. Monitoring of households receiving personal travel advice in the previous year suggests that the service is effective, reducing car trips by 9% and increasing bus trips by 30%.</p>

Reducing the need to travel

- 4.7** Activities such as teleworking and teleconferencing have large potential to reduce carbon emissions, because they enable workers to avoid the need to make long journeys. However, smaller businesses may lack the technology and facilities to undertake these activities, and in rural areas particularly their needs are unlikely to be met by private sector provision alone. These factors lie behind **Devon County Council's** work hub project in Totnes (pictured).
- 4.8** Work hubs are designed to support freelance workers, microbusinesses and SMEs. By providing access to shared office facilities when these are needed, they enable people to set up a home-based business rather than having to commute to work. In rural areas such as Devon, this is particularly important because commuting distances are longer. The benefits of work hubs include networking and collaboration with other home workers and microbusinesses, and access to professional facilities including meeting rooms.
- 4.9** The Totnes Work Hub offers short-term office accommodation, meeting spaces, fast broadband internet, printing and photocopying facilities, and bookable desk space. It opened in late 2012. Office spaces have all been filled (with a waiting list) and there are increasing registrations for use of the flexible space. Monitoring is taking place to establish the effect of the work hub in reducing the need for people to travel for work.

Figure 4.2 Workers share hot desks and kitchen facilities at the Totnes Work Hub in Devon



Credit: Devon County Council

Table 4.2 Other initiatives to reduce the need to travel

<p>Dorset County Council</p>	<p>Dorset’s Child Miles initiative is aiming to reduce the amount of travel by achieving a long-term reduction in travel distances to schools. Nearly half of children in the county’s major towns do not attend their nearest school, so the project has drawn up ‘leakage maps’ for school catchments, which schools are using to engage with their local communities in an effort to maintain numbers of local children on their school roll. Encouraging parents to choose the closest school not only promises to avoid ‘child miles’ made by car but also enables some children to make the journey independently by other means.</p>
<p>Worcestershire County Council</p>	<p>The Choose How You Move project is focused on Redditch, and includes support for superfast broadband in villages around the town. The Redditch Arc high-speed rural broadband service was launched in 2012/13. So far, 100 people have signed up and there is growing demand. The aim is to support increased home-working, thus reducing car-based commuting.</p>

Increasing vehicle and driver efficiency

4.10 South Yorkshire’s programme covers a large metropolitan area, including the four local authorities of Sheffield, Rotherham, Doncaster and Barnsley. It is improving access to employment along four major corridors, through new Jobconnector bus services, cycle routes, tram stop upgrades and other schemes. More than 270,000 people live close to these corridors, and there are more than 10,000 employers, of which over 800 employ more than 50 staff.

Figure 4.3 Accredited fleet vehicles in South Yorkshire display ECO Stars stickers



Credit: Diva Creative

- 4.11** Along all four corridors, the programme is working with businesses that operate vehicle fleets to improve vehicle and driver efficiency. An ECO Stars Fleet Recognition Scheme, set up in 2009 by Barnsley Council, has been expanded. More than 60 HGV, bus and coach operators have joined the scheme, with more than 6,000 vehicles between them. Member companies receive tailored support to make their vehicle fleets run efficiently, including advice on fleet composition, fuel management, telematics and maintenance of vehicles for optimum efficiency, and training for staff in eco-driving techniques.
- 4.12** The programme is also working to make sure that new drivers are familiar with eco-driving techniques. During 2012/13, 300 approved driving instructors were trained or given support to ensure that they could pass on eco-driving tips to an estimated 2,500 learner drivers.
- 4.13** **Car sharing** can be viewed as achieving a step-change in efficiency of vehicle use, completely removing a vehicle from the road for every trip shared, with negligible increase in the remaining vehicle's fuel consumption as a result of the extra passenger. The list of vehicle efficiency initiatives in Table 4.3 includes just one car sharing scheme out of many possible examples – that of Devon County Council, which is the biggest in the UK. Many more car sharing schemes have been supported by the Fund, achieving similar benefits.

Table 4.3 Some other places increasing vehicle and driver efficiency

Bracknell Forest Council	Eight large employers in the Southern Business Area have been recruited to form a travel plan network. Staff are being encouraged to use fuel more efficiently through eco-driver training using a car simulator. Simulator sessions use a scoreboard for highest miles-per-gallon achievement. This training also provides an opportunity to tell staff about other forthcoming workplace travel initiatives.
Central Bedfordshire Council	Businesses at Houghton Hall Business Park in Dunstable have been offered small grants towards sustainable travel initiatives, including setting up a lift sharing scheme at Whitbread and providing electric charge points. Employees have also been offered smarter driving lessons, in one case reducing fuel use by 26%.
Luton Borough Council	The Travel Luton Workplace Support Package worked with 46 employers. As part of this, 130 employees received smarter driving training. A re-launched lift sharing website has 760 registered users.
Nottingham City Council	Four electric buses now operate on the free Centrelink service, which has been used by 550,000 passengers during the year. A further 19 electric buses have been ordered for the Linkbus network, and, once these are in operation, the city will have the largest electric bus fleet in the country. Electric charge points for private vehicles have been installed at a Park and Ride site and train station. The ECO Stars fleet management programme has recruited 27 companies.
Devon County Council	Almost 1,500 people registered with the lift sharing scheme www.carsharedevon.com during 2012/13, bringing the total number of registrations across the county to 9,500. Just over half (54%) of people registering are able to find a journey match.

5. Increasing physical activity

- 5.1 Improving levels of physical activity and health is an objective for 82 projects, and 276 scheme elements within these projects include initiatives to achieve this.
- 5.2 Many interventions that increase physical activity are described in other sections of this report, because of their role in achieving other Fund objectives such as improving access to jobs, supporting the local economy, or supporting access to education. Even initiatives aimed at increasing use of public transport tend to lead to more physical activity, because they increase walking or cycling to bus stops and stations. This is a particular focus of the Access to Stations project, in which seven local authorities are working with Sustrans to improve walking and cycling access to rail stations.
- 5.3 This section considers schemes that are primarily aimed at improving the health of people who are currently inactive.

Using active travel to improve health and reduce obesity

- 5.4 **Peterborough's** 1970s new town developments gained it a reputation as a city where travel by car is quick and easy, but the resulting car use is also blamed for the city's above-average levels of obesity and ill-health. The Healthier Travel element of Peterborough City Council's project is designed to combat these effects.
- 5.5 The city's transport team is working with professionals in primary care and public health to encourage people to improve their health and wellbeing by addressing the physical barriers that restrict their ability to walk or cycle more. The Movers and Shakers programme provides inactive children and young people with two sessions a week of physical activity over a six-week period. More than 120 young people have been recruited through schools and youth services and trained as 'youth health champions', and so far 22 of them have run events and campaigns within their schools and youth groups, involving 600 young people. There have been 500 referrals to a Let's Get Moving activity programme, aimed at adults with long-term health conditions associated with inadequate exercise.
- 5.6 A complementary overarching Change4Life campaign was run, including distribution of 10,000 pedometers through children's services, schools, colleges and workplaces, so people could see the level of activity they were achieving from walking more each day.
- 5.7 These activities have taken place within the context of initiatives to improve routes and facilities for cyclists and pedestrians in

Peterborough, and promotion of active travel through travel planning with schools and businesses. There has also been a wide range of promotional activities and events reaching the broader public as well as the groups particularly targeted for health reasons.

Figure 5.1 Peterborough uses fun and innovative promotional activities to engage the public in active travel, including rides on the passenger-powered Pedibus



Credit: Peterborough City Council

Table 5.1 Some other places improving health and reducing obesity

<p>City of York Council</p>	<p>Work in York to promote healthy travel is building towards the arrival of the Tour de France in 2014, with activities that include guided cycle rides and 'Nordic walks'. The over-60s have been the specific target of some 'walking challenge' events and there is a programme of work specifically designed to encourage more women to cycle. Seven Park & Pedal sites on the city outskirts now encourage part-replacement of commuter trips by cycling.</p>
<p>North East Lincolnshire Council</p>	<p>The Move More programme has trained 26 adults to lead active travel activities in the community. Eight 'social cycling' events have been run for local residents. Work with the local Schools Sports Partnership has provided cycle training to 976 pupils.</p>
<p>Nottingham City Council</p>	<p>A large programme of active travel activities and events is helping to address the above-average obesity levels in the city. Promotional activities have included a series of Cycling for All community fun days and also capitalised on the visit of the Tour of Britain cycle race, with Cycle Live, a whole weekend of cycling events, attracting 5,000 people.</p>
<p>Southampton City Council</p>	<p>Promotion of active travel in partnership with community groups across the city has involved around 2,000 residents and led to the recruitment of 22 'active travel champions'. A group of 14 local volunteers have been trained to lead health walks so a programme of walks previously run by the NHS trust with paid leaders can be continued and expanded economically. The present programme of four weekly walks will double to eight next year.</p>

6. Supporting access to education

- 6.1** Many projects are providing initiatives that encourage sustainable travel to education, working with schools, colleges and universities. These initiatives contribute to a range of objectives. Supporting options that enable children to get to school without parental car transport can make a significant contribution to reducing traffic congestion problems caused by the school run. Providing good access to college for further education and training is important to achieving a more highly skilled workforce and stronger economy. Working in partnership with big universities and colleges can encourage large numbers of staff and students to commute by sustainable transport.
- 6.2** 63 projects are working in partnership with schools, colleges and/or universities, delivering 74 scheme elements that specifically target these locations. The initiatives can be divided broadly between tried-and-tested approaches that are known to be successful, and new approaches that seek to enhance these established techniques.

Using tried and tested travel to education initiatives

- 6.3** Initiatives focused on travel to education are some of the most used tools in the sustainable travel toolkit. School travel planning is now well-established in many local authorities, and has a strong track record of raising levels of sustainable travel to school, with all the benefits this brings to pupils and parents. Many universities and colleges, as key local employers, have already been engaged in workplace travel planning.
- 6.4** A range of examples of tried and tested travel to education initiatives being delivered by projects is shown below. These give a flavour of the type and scale of activity taking place across the Fund. Generally projects are delivering a combination of some or all of these types of initiative.

Table 6.1 Some tried & tested initiatives improving access to education

Birmingham City Council	850 bikes were checked and fixed at 21 Dr Bike cycle maintenance sessions in schools.
Brighton & Hove City Council	467 Keystage 1 pupils from 13 schools took part in Scootability training and scooter safety guidelines were distributed to all schools.
Darlington Borough Council	A pilot Year 6 transition training day helped children plan journeys and build confidence for solo travel to their new secondary schools.
Durham County Council	In the MegaMotion active travel to school challenge schools keep a running score online of sustainable travel to school by their pupils.
Hampshire Council	26 schools received curriculum materials on sustainable travel.
Herefordshire Council	21 out of 22 Hereford city schools are being assisted to update their school travel plans .
Kirklees Council*	Bike Week and Walk to School Week activities involved 2500 children and 200 teachers and parents.
Lancashire County Council	2589 pupils at 20 schools saw 'The Riot Act' theatre in education show. 569 pupils then designed walking and cycling campaigns.
Leeds City Council*	160 new cycle parking spaces have been installed in schools and 50 in Higher Education establishments.
Luton Borough Council	Enforcement of parking restrictions around schools using a mobile CCTV camera enforcement vehicle led to 1023 tickets being issued.
Nottingham City Council	Over 1500 student bikes were marked with 'Bike Shepherd' tamper resistant stickers as part of a cycle security marking campaign.
Reading Borough Council	A Bike It officer worked with six local primary schools, to encourage 1378 pupils, parents and staff to cycle to school.
Redcar and Cleveland Borough Council	75 Special Educational Needs students had independent travel training classroom assessments. Five now travel independently. 11 are having one-to-one training, with six more due to start.
Shropshire Council	1751 children got Stepping Out pedestrian road safety training .
Southampton City Council	Travel information stalls (including bike maintenance training and Dr Bike) are now a popular regular feature at the university.
Staffordshire County Council	435 children achieved Bikeability cycle training Level 2 and 50 children trained to Level 1. (For more on Bikeability see Chapter 7.)
Stoke-on-Trent City Council	Keele University Students' Union designed a travel map highlighting sustainable travel options and information sources for students.
Telford & Wrekin Council	263 children are estimated to be travelling to school as part of 12 new walking buses .
Worcestershire County Council	Infrastructure improvements were made on the approaches to seven Redditch schools, including a new walking and cycling bridge.

* Initiatives delivered through the Access to Education project led by Devon County Council

Innovative access to education schemes

- 6.5** The Fund is also enabling some local highway authorities to pilot innovative ways of working with pupils, students and families.
- 6.6** **Tyne & Wear's Schools Go Smarter** project is working with schools across Newcastle City, Sunderland City, Gateshead, North Tyneside and South Tyneside. The project draws together many initiatives which are already recognised as successful means of promoting sustainable travel to schools, such as reward schemes, cycling promotion, child pedestrian training, parking enforcement, route improvements, grants for on-site improvements, curriculum resources, transition year training and marketing. However, two experimental initiatives are being trialled: FEAT 1st and Balance Bikes.
- 6.7** FEAT (Families Enjoying Active Travel) 1st is working with Sustrans to build on the experience of the Bike It scheme, to promote both cycling and walking, on the school run and in leisure time. It works directly with parents to deliver a 'whole family' change in travel behaviour. Depending on the school's needs it might involve led walks and rides, equipment loans, training, confidence sessions, mechanics training, arts and crafts or any other engaging and fun activity. A capacity-building programme within participating schools aims to create skilled teacher and parent champions who will be able to continue to support a culture of cycling and walking to school after the end of the intervention.
- 6.8** In 2012/13 FEAT 1st worked with 55 Tyne & Wear schools (over 18,000 pupils) and delivered more than 1,200 activities. It also developed the Green Explorer initiative, in partnership with 30 cultural attractions, to encourage families to travel together by sustainable transport to visit places of interest.

Figure 6.1 Tyne & Wear schools are using balance bikes to teach young children cycle skills



Credit: Tyne & Wear Integrated Transport Authority

- 6.9** Balance Bikes are pedal-free starter bikes designed for young children. They are a safe way of introducing the pleasures of cycling, enabling

children to gain confidence and learn how to balance on a bike before making the transition to a pedal bike.

- 6.10** During 2012/13, 313 balance bikes were distributed to schools across Tyne and Wear, for use in conjunction with the wider Bike It and FEAT 1st initiatives by foundation year children (3-4 year olds). In schools where children have access to balance bikes, becoming 'stabiliser free' has a 90-100% success rate, compared to 70% of children in schools that have not had balance bikes.

Table 6.2 Some other innovative access to education schemes	
Bradford Metropolitan District Council*	Bradford College launched the Bradford Bike Hub in February 2013. The hub hires 24 bikes to staff and students, sells recycled bikes and has a bike maintenance workshop staffed by a bike mechanic and volunteers. Positive reactions to launch publicity meant that capacity had to be increased significantly in order to meet demand. A competition for ideas to benefit the project has led to an electric bike scheme, creation of an electric-powered tricycle used by disabled students, and a multi-utility tricycle for moving large objects around the campus. The hub promotes itself online and via social media.
Centro	In Birmingham, 20 young people who had been acting criminally or antisocially on the public transport network attended a Trading Places event, participating in role play scenarios and taking the part of the emergency services. While evaluation is ongoing, there is evidence that this has altered behaviour patterns in many of the attendees.
Kent County Council	A community rail engagement officer has been working with 605 pupils in seven primary schools located near two community rail corridors. Pupils have been encouraged to use trains through promotion and practical training that includes buying tickets and reading timetables, with tips on personal safety.
Durham County Council	14 Living Streets Coordinators are working across 11 local authority areas to enable more walking to school. They have engaged 42 secondary schools (41,580 pupils) in their Campaign in a Box and Free Your Feet outreach initiatives. All 42 schools ran Free Your Feet one-week walking challenges, resulting in a 6.5% increase in the percentage of pupils walking some or all of the way to school. 14 schools used Campaign in a Box, which enables pupils to develop their own walk to school campaign, while gaining citizenship skills and involvement in community decision-making. Successful campaigns have included Durham High School for Girls' Live Long and Walk More promotion; Tameside Droylsden Academy's photo competition; and Hartlepool Catcote Special School's lobby for their teachers to walk them to their regular destinations, rather than use the school minibus.

* Initiatives being delivered through the Access to Education project led by Devon County Council

7. Bikeability

- 7.1** Bikeability cycle training is 'cycling proficiency' for the 21st century, giving people the skills and confidence to cycle safely and competently in modern road conditions.
- 7.2** 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.
- 7.3** 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.
- 7.4** Bikeability is funded with £11m per year from the Local Sustainable Transport Fund. The Department provides funding to Local Highway Authorities and School Games Organiser Host Schools (formerly Schools Sports Partnerships) for the delivery of Bikeability training to children.
- 7.5** In 2012/13, up to £40 per head was made available for the delivery of Bikeability training to children between school years 5-9 (ages 9-14). Training covers Levels 1 & 2 combined, Level 2 and/or Level 3 (Level 2 is aimed at school years 5-7 and Level 3 is aimed at school years 7-9).
- 7.6** Bikeability has now been running since 2007 and thanks to continuing government investment and the work of all those who support Bikeability, as of March 2013 more than a million children had been trained across England.

Table 7.1: Bikeability training delivered

	2012/13
Local Highway Authorities	210,873
School Games Organiser Host Schools/Schools Sports Partnerships	44,960
Total	255,833

8. Conclusion

- 8.1** This Annual Report has provided a picture of the outputs from the Local Sustainable Transport Fund in the financial year 2012/13, the first year in which all projects supported by the Fund have been operating.
- 8.2** The report has described a wide range of project activities. Whilst the projects vary widely to meet local needs, they are all similar in that they are providing better sustainable transport choices in order to support economic growth whilst also reducing carbon emissions.
- 8.3** It is evident that the Fund's support has led to a very large number of valuable outputs and that many of these activities require professional skills that go beyond engineering of transport infrastructure, although this is also crucial. These wider skills and activities are ensuring that the new capital investments in sustainable transport attract high levels of use.
- 8.4** For further information about the individual projects receiving investment through the Fund, a summary of all projects is available at:
<https://www.gov.uk/government/publications/local-sustainable-transport-fund-project-summaries>
- 8.5** Background information about the Fund can be found at:
<https://www.gov.uk/government/collections/local-sustainable-transport-fund>