

Local Sustainable Transport Fund - Application Form

Guidance on the Application Process is available at:

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

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

Applicant Information

Local transport authority name(s)*:

BEDFORD BOROUGH COUNCIL

Senior Responsible Owner name and position:

Stewart Briggs – Director – Environment & Sustainable Communities

Bid Manager name and position:

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Transport & Streets/Transport Policy)

SECTION A - Project description and funding profile

A1. Project name:- ACCESS TO BEDFORD

A2. Headline description:

'Access to Bedford' is a project that will transform Bedford's public transport and sustainable travel facilities with public engagement and support to deliver coordinated action on:-

- i) Infrastructure improvements that remove barriers to walking, cycling and use of buses in and around the town.
- ii) Public Transport services that meet the needs of rural communities in terms of access to facilities in the town.

iii) Engagement with businesses, groups and individuals to generate behavioural change.

A3. Geographical area:

The administrative area of Bedford Borough comprising the urban area of Bedford / Kempston/Elstow, the necklace of surrounding villages and the rural settlements throughout the Borough.

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

Small project bids

Tranche 1 bid
Expression of interest for Tranche 2 (please complete sections A and B only)
Tranche 2 bid

Large project bids

Key component bid
Large project initial proposals

A5. Total package cost (£m): 14.486

A6. Total DfT funding contribution sought (£m): 4.995

A7. Spend profile: Full details of the spend profile are included in Appendix A which includes a breakdown of the costs for the various elements which make up the package.

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	608.75	953.75	678.75	353.75	2595
Capital funding sought	295	490	405	1,210	2400

Local contribution	976.5	1038.5	1033.5	6442.5	9491
Total	1880.25	2482.25	2117.25	8006.25	14486

A8. Local contribution

The local contribution identified above includes money from the Bedford Borough Integrated Transport block funding which is used to deliver the Local Transport Plan, £5m from the developers, St Modwen (including Stagecoach and the Borough Council's land contributions) , towards the construction of the bus station, £100,000 spread over the 4 years from the Cyclists Touring Club (CTC) and £20,000 match funding from the Borough Council as a contribution to the cost of the Individual Travel Training, described in C1 below. In addition to the figures shown above, the Borough Council also intends to continue allocating revenue support to the

rural passenger and community transport network which in 2011/12 is expected to be around £760,000. In addition Bedfordshire Rural Community Charity will contribute towards the operation of the Wheels 2 Work programme. Letters confirming support are included in Appendix B

There will also be in-kind contributions from the Borough Council in the form of officer time and materials to the Travel Planning work as well as contributions from local public transport operators in the form of timetables and a small number of free trial tickets to incentivise public transport use.

There are a large number of planning permissions in Bedford for new developments (housing and commercial) and when we are negotiating Section 106 agreements with the developers we will be seeking a contribution to the cost of implementing appropriate schemes to encourage the use of active travel and public transport. These sums are currently unknown but we will incorporate them into our project planning when they are confirmed. Some agreements may be for complementary interventions which will facilitate the delivery of our LSTF package rather than deliver the package outputs directly.

A9. Partnership bodies

Our main delivery partners in this package will be:

Sustrans – a national charity supporting and providing sustainable transport – will organise and run the Personal Travel Planning programme which is part of the Smarter Choices element of the package and will also lead the proposed “Biket” activities.

Cyclists’ Touring Club (CTC) – will provide a dedicated Cycling Development Officer, deliver a tailored community cycling programme for targeted community groups and a portfolio of activities and training for local people to increase the number of people cycling and build a pool of trained instructors and leaders of cycling activities.

St Modwen Group, who are the Council’s lead partner in redeveloping the town centre, will help in the delivery of the infrastructure elements linked to that development, in particular the bus station.

Bedford Rural Community Charity, who will run the Wheels 2 Work service on behalf of the Borough Council.

The **Cycling Campaign for North Bedfordshire** is a user group which will actively promote cycling activities amongst both their members and non-members across the Borough.

Bedford Business Improvement District (BID), which exists to promote use of Bedford Town Centre and to make it a more attractive place, fully supports the package proposed and in particular welcomes the proposed improvements to the bus station to make the town centre more accessible and attractive.

Stagecoach East are the main bus operator and owner of the bus station in Bedford and share the aim of the Borough Council to improve the public transport offer for the customer and consequently reduce congestion. Their support is important in targeting bus services and infrastructure to improve the accessibility of Bedford by public transport.

We have attached copies of letters of agreement and support received from the above partners in Appendix B

In addition there are many organisations which we work with in connection with the development and consequent delivery of our Local Transport Plan. Our Local Transport Forum meets regularly and we will be seeking their views on our proposals. The members of the LTF are all signed up to the delivery of the LTP and we have not therefore sought any further confirmation of their commitment to this package.

Members of the LTF include transport operators, health services, user groups etc: Age Concern, Bedford Area Bus Users Society, Bedford BID Company Ltd., BBG Chamber of Commerce, Bedford College, Bedford Community & Voluntary Service, Bedford Development Agency, Bedford Disability Action Group, Bedford Race Equality Council (BREC), Bedford Commuters Association (RUG), Bedford - Bletchley Rail Users Association, Beds, Cambs and Herts Federation of Small Businesses, Bedfordshire Climate Change Forum, Bedfordshire Pilgrims Housing Association, Bedfordshire Police, Beds & Luton Biodiversity Partnership, Beds & Luton Fire & Rescue Service (BLFRS), Beds Assoc of Town & Parish Councils (BATPC), British Waterways, Cambridgeshire CC, Central Beds Council, Connexions, CPRE, Cycling

Campaign for N Beds (CCNB), Disability Resource Centre, Door-to-Door, EEDA, English Heritage, Environment Agency, Freight Transport Association, Green Business Network, Harpur Trust, Highways Agency, Job Centre Plus, Local Access Forum, Luton BC, Marston Vale Community Rail Partnership, Milton Keynes Council, Natural England, Northamptonshire CC, Passenger Focus, Road Haulage Association, Sport Bedford, University of Bedfordshire, Voluntary Organisations for children, Young People and Families, Youth Parliament, Bedford Hospital NHS Trust, NHS Bedfordshire, Centrebus, Herberts Travel, Door to Door, Stagecoach, First Capital Connect, East Midlands Trains, London Midland Trains, Grant Palmer, Bedford Private Hire and Taxi Forum, Cedar Coaches, ExpressLine, The Villager (Local Community Minibus Scheme).

SECTION B – The local challenge

B1. The local context

Bedford Borough is a Unitary Authority with one main urban area, Bedford/Kempston, where most of the key services are located, although there are also a number of smaller urban areas beyond the administrative boundary, to which residents look for some services and facilities (eg Rushden, St Neots, Sandy and Biggleswade).

The Borough's population is 158,000 of which two-thirds live in the urban area of Bedford and Kempston which is surrounded by a necklace of larger villages – Clapham, Bromham, Wootton, Great Barford, while a number of smaller settlements are scattered throughout the rest of the Borough. In the rural areas 55% of the population is over 40 years of age compared with 45% in the urban area. The population is expected to grow to 171,000 by 2021 and 184,000 by 2031. Two-thirds of the population increase is expected to be in the over 60 age group which will have a disproportionate effect on the use and subsequent need for transport.

A Local Economic Assessment of Bedford showed that the Bedford economy is a relatively sizeable and relatively fast-growing economy with employment strengths in education, health, construction and transport, storage and communication. There is also evidence of commercial specialisation and clustering in niche areas including technical testing and analysis, maintenance and repair of motor vehicles, call centre activities, freight transport by road, and other construction work involving special trades. Non-commercial areas of specialisation include adult and other education, public security, law and order, other human health activities and primary education.

To build on this the Joint Economic Development Strategy for Bedfordshire and Luton seeks to provide 16,000 new jobs in Bedford Borough between 2001 and 2021. Up to 2008 6,200 new jobs had been generated leaving a further 9,800 to be provided up to 2021.

Bedford Borough is one of the most ethnically diverse authorities in the East of England with over 60 different ethnic groups living there. In the 2001 census nearly 20% of the population was from a black or ethnic minority with large concentrations of up to 58% in some wards. It is likely that the Borough's BME population has increased significantly since the 2001 Census.

In 2007 three Lower Super Output Areas (LSOA) in Bedford Borough were in the top 10% most deprived in England and a further six were in the top 20% most deprived. In 2001 22.9% of the households in the Borough had no access to a car. Many of the Borough's rural areas suffer from inaccessibility to such essential services as a GP, primary school, post office and supermarket. On the Geographical Barriers sub-domain of the Indices of Deprivation, 14 areas are among the 10% most deprived in England in access to services and a further 16 are among the Top 20%. Indeed, 70% of the Borough's 55,000 rural residents live in areas which are among the 20% most deprived areas in England in respect of access to services.

B2. Evidence

CURRENT TRANSPORT NETWORK

Bedford's road network reflects its historic heritage as a crossroads and river crossing with a large number of radial routes converging on the town from Kettering, Cambridge, Sandy, Hitchin, Luton, Milton Keynes and Northampton. Two river bridges in the town centre and one

about 1 mile downstream have to cater for a large number of cross town movements, though a Southern and part-built Western Bypass have alleviated some of the problems.

While much of the industrial activity in the town is to the south of the river, a large proportion of the population lives north of the river. There are also a significant number of private schools in or very close to the town centre which draw from a wide catchment across and beyond Borough boundaries. These factors lead to serious congestion in the peak hours on a number of the radial routes into the town and at the town centre river crossings, particularly during school terms which reduces the attractiveness of the town as an employment and business base.

The high levels of traffic congestion occurring in the peak hours has led to the declaration of an AQMA on November 2009 covering most of the town centre and the main route in from the East, Goldington Road.

From the DfT statistics on *“Average vehicle speeds (flow-weighted) during the weekday morning peak on locally managed ‘A’ roads”* Bedford Borough is the only local authority in the East of England which has shown an increase in speed between November 2009 and November 2010. This is partly owing to the opening of the Bedford Western Bypass Stage 1 which has removed some traffic from the main East – West route through the town and put it onto the Bedford Western and Southern Bypasses. However, the average speed of 25.7 mph is still the lowest in the East of England apart from the two almost totally urban authorities of Luton and Southend-on-Sea.

A fairly extensive bus network serves the town centre from the outlying housing estates and surrounding towns and villages but service reliability is badly affected by the congestion. An outdated town centre bus station is the terminus for nearly all of the services and is also used as a layover base for buses and drivers between trips. While some buses serve the railway station, this is situated to the west of the town centre on one of the more congested cross-town routes which leads to a reluctance from the major bus company to serve the station to any great extent outside of the peak hours. Evening bus services stop after 7 pm on the majority of routes, further reducing accessibility to the town for social and leisure purposes.

The rural bus network is far less comprehensive and is mainly focussed on linking communities to key services rather than on encouraging modal shift. Accessibility to the key services in the urban area is poor for those in the rural areas except by car with large parts being more than 30 minutes by public transport away from hospitals, main retail centres and post-16 education.

Bedford Bus Station in the centre of the town is served by almost 700 services per day consisting of frequent urban area services, less frequent services from the rural areas, a regular inter-urban coach service as well as a few other national coach services. At peak times the layout of the bus station, which includes an area for buses to be parked while not in service, leads to congestion and some of the services have to pick up and drop off at bus stops outside of the bus station. The main waiting area for passengers is covered but is at least 40 years old with an unwelcoming ambience which is constantly criticised by users and the media.

The town is served by two major rail lines – the Midland Mainline, with fast and slower services to Luton and London to the South and the East Midlands to the North provided by East Midlands Trains and First Capital Connect, and the Marston Vale Line to Bletchley with services provided by London Midland. None of the settlements in the Borough adjacent to the Midland Mainline (Sharnbrook, Oakley, Clapham, Milton Ernest, Stewartby) has a station on it while just Kempston Hardwick and Stewartby have stations on the Marston Vale Line though a number of settlements in the adjacent Central Bedfordshire Council area do have local stations and one is planned on the Midland mainline for the new town of the Wixams which straddles the council boundary.

However, there is no rail link between the East Coast Main line, which serves the commuter settlements of St Neots, Sandy and Biggleswade, and Bedford and as a consequence public transport in some rural areas of the Borough is very much bus based, much of it provided by council supported services or Community Transport.

The topography of Bedford Borough is gently undulating which lends itself to walking and cycling. In 2001 4.6% of Bedford residents cycled and 9.6% walked to work. The Borough currently has approximately 75km of cycle routes, including sections of a circular route called the Bedford Green Wheel, forming a sound base from which to expand and fill in the gaps which were frequently cited in responses to the LTP3 Consultation as discouraging greater movements by bicycle. There is also evidence from the 2001 Census that joined-up cycle

routes do generate greater usage in that 6.8% of journeys to work from Kempston were made by bicycle ie almost 50% more than the Borough average and this is due in part to the existence of two continuous, dedicated cycle routes into Bedford with minimal interference from traffic..

There is a high level of commuting both into and out of the Borough. Nearly 29% of the working age residents commute out the Borough, with the most popular destinations being Central Bedfordshire, Milton Keynes and London while 26% of the workers in the Borough commute in from outside.

CURRENT TRAVEL CONDITIONS

Traffic flows are monitored annually at a cordon around the town centre. The vehicular mode split for morning inbound trips (0700-1200) for 2010 was as follows: cars and vans (81%), goods vehicles (13%), cycles (3%), buses (2%) and motor cycles (1%). The number of cars in 2010 was just under 30,000 with just under 1000 cyclists. These figures have remained broadly constant over the last ten years indicating that the town's road network is basically at capacity in the peaks.

Locally, we have a history of successfully engaging schools in the School Travel Plan programme and currently 74 schools, representing 82% of those in the Borough, have a school travel plan in place. Our results for the mode choice of those travelling to school show a decrease in those travelling by car from a baseline in 2007-08 of 26.5% to 24.2% in 2008-09 and 23.04% in 2009-10.

ACCESSIBILITY

In order to gain an overview of the current levels of accessibility in Bedford Borough, mapping audits using 'Accession' software have been undertaken. These produced data indicating the current levels of access by public transport, walking and cycling to key services identified as having the most influence on social inclusion – major employers, GPs, hospitals, post 16 education and retail centres.

For the rural areas the proportion of households within 30 minutes by public transport are as follows: major employer (74%), GP surgery (84%), hospital (40% in mid afternoon but only 9% after 8pm), post-16 education (64%) and major retail (67%). In the urban areas all households are within 30 minutes of these services by public transport and it is to specifically increase the accessibility of the rural areas to these major services that we have proposed the second element of this package in line with the many comments received during the LTP3 Consultation.

The majority of the urban area, in pure network terms, has good access to the major services by bicycle (all key services above are within 20 minutes by cycle for 100% of the population except GPs' surgeries which are within 10 minutes for all) and yet the actual proportion of cycle trips is low at less than 5%. The topography of Bedford is good for cycling and so one of the main aims of this package is to encourage more people to use their bikes to access the major services.

While access to these major key services is important, accessibility to recreation and leisure sites also needs to be improved as there are many proven benefits which arise from their use such as improvements in health, wellbeing and a sense of community as evidenced in the 'Healthy lives, Healthy people' White Paper (Nov 2010).

B3. Objectives

There are 6 objectives in our LTP which the proposed package will help to deliver:

1 –a reliable and efficient transport system to support a strong local economy and facilitate sustainable growth. A transport system that is inefficient, for example as a result of traffic congestion, can lead to a reluctance for business to locate there. In removing some of this congestion and thus improving the reliability and effectiveness of the network, by getting people to shift to non-car modes, the package will help us to meet this objective.

2 –improvements that encourage a reduction in transport emissions and greenhouse gases, to tackle climate change and develop a low carbon community capable of adapting to the impacts of climate change. The main way of reducing transport emissions is by reducing the number of cars in use every day. The initiatives included in the package are

focussed on reducing car use and on helping our residents to transfer to other modes on a regular basis thus starting to create a low carbon community.

3 –greater equality of opportunity by enabling all residents to access key services and facilities. Several sectors of the community are disadvantaged because of their inability to access the correct transport to get them to key services. The establishment of an extensive Community Transport service in the rural areas will enable that sector to more easily access the key services located in the urban area of Bedford – hospitals, retail centres etc.

4 –better safety, security and health by reducing death, injury or illness from transport and promoting travel modes that are beneficial to health. The package we are submitting is aimed at getting people to transfer away from car travel to travel by public transport, cycling and walking. This should improve the overall level of safety of travel in the Borough and also help to improve the health of our residents, especially as we plan in the package to improve the cycling and walking network to segregate it from the highway network and provide safe crossing points where necessary.

5 –a sustainable transport system that contributes to a healthy environment. By encouraging more people to forego using their cars for public transport, cycling and walking, we shall reduce the amount of congestion that causes poor air quality.

6 –a better understanding of travel behaviour in order to make informed decisions on how people can be encouraged to make “smarter” sustainable travel choices. Our personalised travel planning exercise will give us an extensive database of information about the way people think when they decide to travel anywhere and will enable us to make better informed decisions on the choice of schemes which will help them to make smarter choices for specific journeys.

SECTION C – The package bid

C1. Package description

The package comprises 3 main elements:-

1. Transport Infrastructure Improvements,
2. Passenger and Community Transport services
3. Smarter Choices behavioral change projects (3a - School Community Travel Planning, 3b - Personal Travel Planning and 3c - Work and Stations Travel Planning)

1 TRANSPORT INFRASTRUCTURE IMPROVEMENTS

This element of the package will be partly informed by the Smarter Choices element which will identify small to medium size, high value capital schemes to overcome barriers to walking, cycling and bus travel. These schemes will:-

- complete the town's core walking and cycling network giving route continuity off carriageway (e.g. routes across Wilmer's Corner Roundabout, a cycle lane/track on Bromham Road railway bridge, cycle routes to and from the railway station) and cycle route priority to give an advantage for them over comparable journeys by car e.g. contra-flow cycle lanes or shortcuts not available to motor vehicles
- schemes which overcome barriers to using public transport services (both urban and rural) and improve the perception of bus travel, thereby encouraging non-users to switch mode, in turn assisting the ongoing viability of public transport services to the benefit of the whole community and local economy:
 - improved information and communication signs/systems (eg real time information displays);
 - infrastructure improvements, such as raised kerbs for level boarding at bus stops etc.

These improvements will be further enhanced by schemes that improve driver training/disability awareness; provide independent travel training; and offer passenger support staff at the bus station to assist disabled and young people;

- make the town's bus station an attractive "Gateway to Bedford" (with additional bays, sheltered walkways, high spec lighting, comfortable waiting rooms, information centre, real time information etc.);
- 20mph limits/zones in residential areas and around schools to improve safety and encourage on-road cycling off the core cycle network;
- clear signing on core walking and cycling routes that are easy to use showing distance/time as well as destinations;
- extra secure cycle parking at key destinations and at employment sites;
- walking and cycling schemes based on needs identified in Travel Plans that create sustainable links to schools, employment areas, rail stations and other key destinations;
- walking and cycling routes and facilities which link to public transport services, rights of way, visitor attractions, parks and open spaces e.g. cycleable bridleways linking to villages, and the extension of the [Bedford Green Wheel](#) project (an orbital walking cycling and equestrian route ("Rim") around the whole urban area with radial routes ("Spokes") through the Town Centre and linking to Rights of Way outside the rim of the wheel).

We work closely with our colleagues to ensure that every opportunity is taken to secure additions and/or improvements to the Council's published cyclway network in developments in the Borough in the form of developer contributions.

Wherever possible our cycleways will be constructed to national standards.

2 PASSENGER AND COMMUNITY TRANSPORT

Bedford Borough has worked hard to preserve its rural bus services while other areas are losing theirs and we are seeking innovative ways to ensure that they can continue to operate in the face of rising costs. We are aiming to set up an infrastructure that allows the rural community to take over the running of non-commercial services, linking these into the main inter-urban services run by commercial operators and we are currently assessing tenders for rural transport services with a view to letting a contract in late summer 2011.

A community transport service called the "Villager" already exists in the Borough and it currently provides services from North West Bedfordshire Villages to locations including Milton Keynes, Northampton, Peterborough and St Ives as well as to local supermarkets and other locations. There is also a service called "Door-to-Door" which operates as an on-demand service for mobility impaired customers, who are unable to use accessible public transport services. Our intention is to build on the success of these to provide an even better service for the entire rural community and to incorporate access to Bedford into its remit where the basic PT network does not already provide it.

Our bid includes elements to cover the training of drivers, the purchase of new buses, the restoration of a building to act as a rural transport depot and the development of independent travel training for adults with learning difficulties to enable them to use public/community transport.

Increasing bus use in the rural areas will help us to reduce carbon and will increase accessibility to employment and key service in the larger villages and the urban area. Our proposal will also provide a small number of jobs in the rural area (i.e. drivers, trainers and coordinators).

Volunteer driver training start up costs – we will set up a driver training programme and offer training to:

- Community Transport (CT) organisations to enable them to recruit drivers and operate income generating services, which will ensure ongoing financial sustainability of their core services;
- members of the community to enable them to establish new local CT services, in order to boost accessibility particularly for disabled, elderly and young people and those living in rural areas. (The Council's in-house bus fleet could then be used by communities during the week at off peak times, at weekends and evenings);
- schools to enable them to continue with various activities, which are under threat due to prohibitive transport costs.

The raised standards of delivery and performance and the better service which this training brings about will enable the CT organisations to attract more passengers and increase the accessibility of rural areas which are currently dependent on bus services which are not commercially viable. Increasing accessibility to facilities and services will aid economic regeneration in terms of job opportunities and the provision of training in itself will increase skills and employment opportunities.

Replacement / new vehicles - as well as improving the training and performance of the drivers we have included an element in the bid for the purchase of some replacement and/or new environmentally friendly vehicles for the CT services. In particular, there is an urgent need to secure funding to enable Door to Door to replace three ageing vehicles. Door to Door is developing a business improvement strategy to ensure future ongoing financial sustainability but without financial assistance in the near future, it is likely that the organisation will go out of business, leaving approximately 400 elderly and disabled users without access to critical services.

Experimental Services – Funding will be provided to start up and evaluate new, experimental services and then to embed them in the passenger and community transport service if successful.

Rural transport operating centre - Another key to the development of this initiative is the existence of an out-of-use transport operation centre in the village of Riseley formerly used for local refuse collection vehicles. This will be turned into an operating centre for the community transport service and could provide the training centre for the drivers and for the Individual Travel Training as well as becoming a rural transport hub for the area.

Creating, Communicating and Delivering Behavioural Change – there is no sense in improving the quality and performance of the CT services if people are not made aware of what is available and it is necessary therefore to include a bid for funding to support the promotion of the new CT services.

Bedford also has one Park and Ride site in operation at present with a second one planned in the future in the LTP3 Implementation Plan. Many of the respondents to our LTP3 consultation suggested that the service would be used more by non-commuters if it was advertised more widely, especially in the rural areas. The service currently passes the main hospital in the town and serves both the central bus and rail stations as well as giving access to the main retail centre. More aggressive marketing and promotion of the Park and Ride is therefore proposed as part of this bid to persuade car drivers not to bring their cars into the centre of Bedford. It is estimated that since it opened in 2005, the Park & Ride service has removed over 1 million car trips from the town road network and saves around 120 tonnes of carbon per annum.

“Wheels to Work” - Bedfordshire County Council ran a successful “Wheels 2 Work” operation which helped 33 customers to access employment/training whereby information was provided to unemployed young people to enable them to get to work with the offer of a moped where there was no public transport. We are proposing that Bedford Borough should now run such an operation based on the provision of 10 vehicles – mopeds, electric bicycles or pedal cycles - on a loan basis for a set period of time to enable any rural resident to get to a job or training where they otherwise might have difficulty accessing.

The service would be run by Bedfordshire Rural Community Charity on behalf of the Council. People who use the service will pay a nominal sum for the hire of the vehicles which will be serviced and taxed as part of the service provided. Potential clients will be interviewed to confirm that there is a genuine need for assistance from the scheme and journey planning will be included in the process.

3 SMARTER CHOICES

3.1 School/Community Travel Planning is aimed at achieving greatly increased levels of sustainable and active travel to school building on our success of recent years (referred to in B2 above) which will aid economic growth by reducing congestion; reduce carbon and pollution by reducing private car journeys and establish healthy, sustainable travel habits, which will hopefully last for life. By involving children we know that there will be an element of family pressure from the children to their parents and friends to change their habits as well.

Bike-It - The well established and very successful 'Bikelt' programme will be extended to one which supports schools in expanding their School Travel Plans by involving not just the pupils, but also their parents, families and friends and school staff by way of motivational events, led rides etc. and establishing a bicycle user group or cycling champion within the school community. Evidence of the success of Bikelt is given in D1.]

Support will be offered to schools in the form of incentives for increasing cycling and walking to school in the form of grants for secure cycle parking facilities.

Community Change: We have reached an agreement with the CTC for them to undertake a package of support for this LSTF bid. The CTC Community Change initiative is a package of branded cycling activities developed and owned by CTC. A dedicated CTC cycling officer will be deployed locally to develop a programme of sustainable cycling projects which can cater for adults or young people. In summary their package includes a dedicated Cycling Development Officer, a tailored community cycling programme for targeted community groups and a portfolio of activities and training for local people to increase the number of people cycling and build a pool of trained instructors and leaders of cycling activities. Evidence from previous projects is that at least 1500 people/year would benefit from this project.

Bikeability (Levels 1 and 3): Bedford Borough received an award of £30,000 for 750 Bikeability Level 2 places in 2011-12. We will use funding from the LSTF to provide training for Bikeability Levels 1 and 3 to attract not just children but also adults to learn the skills that they need to cycle safely. This commitment to training is matched elsewhere in our bid by a commitment to deliver the infrastructure necessary to enable newly trained cyclists to gain the confidence to increase their level of cycling on a network of safe and easy to use cycle routes. The success of BikeAbility training will be long-term – giving people the lifelong skills to cycle confidently and safely, thus reducing the risk of accidents and personal carbon emissions.

3.2 Personal Travel Planning

Using Sustrans' Personal Travel Scheme, this important element of the package aims to provide people with better information and support about their sustainable travel options and will be organised and run by Sustrans, the aim being to involve at least 20,000 properties in targeted areas of the Borough. The Personal Travel Planning process uses direct contact with households to identify and meet their individual needs for support, and to motivate people to think about their day-to-day travel choices.

Households in the target area are firstly sent basic information on the sustainable travel choices that are available to them, what the advantages would be to them and how they could adopt them. This initial contact enables the target population to be 'segmented' into three main groups: existing regular users of sustainable travel modes; non-regular users who are interested in receiving information on alternative modes of travel to the car, and those who are not interested in taking part. Most of the campaign focuses on households in the 'interested' group.

They receive an order form enabling them to choose from a range of local travel information materials and other services, provided by the local authority, public transport operators and other project partners. The requested items are assembled into personalised packages and hand-delivered to the households who requested them.

Households are then offered a home advice session to discuss in detail their travel requirements.

Based on the evidence of the Sustainable Travel Towns programme referred to in D1 we aim to provide a large proportion of the population of the Borough with detailed information on how they could switch from a car journey to a walking, cycling or public transport one and then under Element 1 of this package provide the improved infrastructure which will support them in doing that.

By choosing low carbon, sustainable alternatives to the private car for suitable trips, residents will reduce congestion and improve the reliability and predictability of their journey times (often reducing them!) which will enhance access to employment and hence enable economic growth to be achieved and they will also improve their health by undertaking more active travel.

3.3 Stations and Workplace Travel Planning– This will also be led by the Borough Council's Transportation service in conjunction with Sustrans who are promoting a Tranche 2 Partnership bid for LSTF funding for Access to Rail Stations which will be submitted by one of the partner LAs.

Workplace travel planning will be focused on large employers such as the local authorities, PCT, college and university and the main industrial areas. Currently only the local hospital has a workplace travel plan in place and so we shall be opening discussions with the major employers to get them to develop plans to encourage their employees and customers to use more sustainable modes, with the incentives being the improved infrastructure we shall deliver in the first element of this package.

Evidence on the effectiveness of Workplace Travel Plans (WTP) was gathered by Atkins on behalf of the East of England Development Agency and the overall conclusion was that the implementation of WTPs have led to a reduction of 14% in the number of car trips to work and also a 14% change in the modal shift. This very closely matches results described in the DfT report, "Smarter Choices – Changing the Way we Travel".

One element of this work will be to inform and encourage employers in the Borough to sign up to **the Cycle to Work Guarantee** which is a voluntary initiative from the Department for Transport, challenging businesses to become cycle friendly employers by making it easy for staff to cycle to and from work. Currently, according to the Cycle to Work Guarantee website, the Borough Council has committed to the scheme, but none of the Universities, Colleges or NHS employers in the Borough are signed up and we will be seeking to provide match funding to employers who are interested in signing the guarantee to provide facilities (cycle stands, shelters etc.) for their employees.

The Council's "Bedford Stations Travel Plan", which was launched on 15th March 2011, contains a comprehensive action plan which will be partly delivered through a themed LSTF bid under the leadership of Sustrans which covers other local authorities as well as Bedford and will be submitted for approval in Tranche 2 of the LSTF process. That bid contains a number of initiatives which are complementary to this bid and it is not our intention to include those elements in this bid but to work with Sustrans on making sure that the delivery of both packages produces solutions which work together.

C2. Package costs

Scheme element 1	£K	2011-12	2012-13	2013-14	2014-15	Total
TRANSPORT IMPROVEMENTS	Revenue	55	65	50	35	205
	Capital	110	410	400	1210	2130
Scheme element 2	£K	2011-12	2012-13	2013-14	2014-15	Total
COMMUNITY TRANSPORT	Revenue	287.5	322.5	152.5	47.5	810
	Capital	185	80	5	0	270
Scheme element 3	£K	2011-12	2012-13	2013-14	2014-15	Total
SMARTER CHOICES	Revenue	266.25	566.25	476.25	271.25	1580
	Capital	0	0	0	0	0
GRAND TOTAL						4995

C3. Rationale and strategic fit

The rationale for developing this bid has been derived from the evidence gathered during the development of the **LTP3** which showed that there was potential for the amount of car travel to be decreased with a parallel increase in travel by sustainable modes. Our work in developing the LTP3 had brought us information about the attitudes of the population of the Borough to the idea of using sustainable modes, and our work on accessibility showed that there were issues for both the urban and rural areas in having good access to key services and employment.

Although work on softer issues is important in getting people to change their attitude to travelling by more sustainable modes, they will not actually change their travel methods unless the infrastructure is improved to meet their expectations, as otherwise they will find the quality of their new style of travel to be lower than they expected and will revert back to travelling by car. Additionally the obvious presence of improved infrastructure may encourage others who have not been involved in the travel planning section of this project to make a positive decision to try a different mode. So we have included some elements of infrastructure improvement to ensure that the benefits from the smarter choice programmes are locked-in.

As described above in Section B3 the package proposed will help to deliver the objectives of the LTP. Included in our LTP is an **Active Travel Strategy** in which we have set a vision: *“To create an environment and culture in which walking and cycling are seen as the natural choices of travelling because they are convenient, safe, comfortable, healthy and attractive.”* This bid for LSTF funding, if successful, will enable us to complement the work we will be doing in the LTP Implementation Plan to deliver the Active Travel Strategy by enabling us to increase the resources and widen the range of activities we are already putting in to achieve the objective of *“Increasing the number of trips undertaken by active travel modes for all purposes.”*

Our **Passenger Transport Strategy** contains a number of priorities which this bid for funding can help us to meet. These include: improving accessibility to services, facilities, employment, education etc, for all members of the community, including disabled, vulnerable and elderly travelers; increasing transport choices; providing funding for the support of public transport services and for the provision of bespoke client transport services, and reducing congestion and promoting sustainable transport within the carbon agenda.

As required by the Education and Inspections Act 2006 we have produced a **Sustainable Modes of Travel to School Strategy** for which the vision is *“To create an environment and culture in which walking and cycling and passenger transport (of all forms) are seen as the natural choices for travelling to school because they are convenient, affordable, safe, comfortable and attractive.”* This bid fits very well therefore with achieving that vision.

The Bedford Borough Partnership produced its **Sustainable Community Strategy** in 2009 basing it around 7 themes with accompanying goals – thriving (strong local economy), greener (high quality natural and built environment), aspiring (safe, happy and health children and young people), healthy (access to high quality health care), safer (where people live safer lives), inclusive (people feel part of wider community) and growing (supply and quality of housing and transport to meets needs and aspirations) . Under the growing theme it has an aim of tackling the problems of air quality by *inter alia* providing increased opportunities for walking and cycling.

The Council's **Outdoor Access Improvement Plan 2006 – 11** incorporates the Rights of Way Improvement Plan (ROWIP). Our plan looks at public access in rural and urban areas - both the rights of way network and all other 'open country' and countryside which is available for public access. It also considers how other parts of the transport network, such as minor roads, are important in getting to rights of way and other countryside sites. There are 7 themes in the OAIP and this LSTF bid will have a positive impact on achieving the aims of those themes. 1. Getting involved - Increasing community engagement 2. Getting out and feeling great – Promoting exercise and healthy living 3. Open For Access - Access to facilities for the whole community 4. Looking after your outdoors - Enhancing the management of green spaces and linear access 5. Completing the jigsaw – Addressing fragmentation and severance 6. Knowing the way - Improving communication to and from the public and 7. Countryside and the economy - ensuring that rural business gain benefit from our work.

C4. Community support

As we developed the new Local Transport Plan, we undertook an extensive public consultation exercise with stakeholders and the general public. This consultation included a number of initiatives to find out what was wanted in the LTP – a stakeholder workshop, engaging the citizen's panel, a Local Transport Forum, an exhibition in the town centre and a rural roadshow which visited all the villages outside of the urban area which do not always get the chance to participate in consultation which has usually been concentrated in the urban area.

One of the questions which we asked was *“Do you agree with the suggested transport vision ...to create a transport system in which walking, cycling and public transport are the natural*

choices of travel for the majority of journeys because they are affordable, healthy, convenient and safe alternatives to the private car?"

Of the replies received, 64% were in agreement with the ideas behind the vision.

When we asked the question "*Should we spend money to encourage people to change the way they travel?*" just under 50% agreed that this would be a good idea though others did identify specific interventions, e.g. cycleways, park and ride sites which would help to do this, rather than just spending the money on encouragement.

In January 2011, we established our Local Sustainable Transport Users Forum to identify and overcome barriers to using public transport services. Members, who include representatives of many groups, including older people, youth and disability, recently proposed various schemes and actions for inclusion in this funding bid: many of these are outlined in Section C1, paragraph 3 above.

SECTION D – Value for money

D1. Outcomes and value for money

Our package of measures includes a number of complementary initiatives each of which is intended to contribute to an increase in active travel by sustainable modes. It therefore reflects the work done in the Sustainable Travel Towns and elsewhere where similar packages produced positive results. In order to evaluate the possible impacts of our package we have looked at the various reports that have been published on the outcomes of work done elsewhere and tried to estimate what results we might achieve in Bedford.

The results from the Government sponsored **Sustainable Travel Towns** project have been used to assess the possible benefits which might accrue in Bedford as result of the initiatives being proposed in this package. Of the three sustainable travel towns which were involved in the project, it is Worcester which is probably closer in character to Bedford than either Darlington or Peterborough. Like Bedford it has a radial road network leading to a river with restricted crossings and industrial areas to the outskirts of the town. It also has a number of private schools, some close to the centre. It also has a similar rural hinterland with a number of nearby large villages and then a diffuse settlement pattern between the city and other medium sized towns. One difference is that it is less suitable for cycling with a much hillier topography.

From those results it would appear that a reduction of car driver trips by residents of between 8 and 10% may be possible in Bedford, which would be a significant fall considering the generally constant level of car trips over the last 10 years.

Bus patronage in Worcester increased in the initial years of the STT project by around a quarter and it appears from the results that this was a combination of some bus-centered improvements, including a new orbital bus service strengthened by the impact of personal travel planning in the later years. Our package does not include a great deal of urban bus improvements as we are focusing more on increasing access by bus from the rural areas and using community type transport services. We would therefore expect to achieve a lower increase in bus use in the earlier years until the effects of the personal travel planning initiative are apparent.

The one area where we would expect a greater impact in Bedford would be cycling, particularly for longer trips where the benefits of flatter terrain and even a better climate could be important. Worcester achieved an increase of 16% and we would expect to at least match that result.

We have also studied the evidence included in the report commissioned by the DfT called "**Climate Change and Transport Choices**" (Dec 2010) which was a survey of public attitudes and included questions looking at the barriers to more sustainable travel behaviours. As it is not a survey based on evidence of behaviour, we have not drawn on any of the results from the study to evaluate what results we might expect from our package, but with respect to the barriers to sustainable travel the general results are not surprising with cost and slow, infrequent services emerging as key barriers to bus travel, safety concerns relating to 'too much traffic' and distance emerging as barriers to cycling and a lack of time, perceived 'inconvenience', the weather and having to carry things the main barriers to walking journeys of less than two miles. One of the key facts which the study revealed is that two out of three respondents who had tried

cycling to work had reverted back to using the car, which points to a need to incentivise people to keep going after their initial encouragement.

Our package includes elements which try and tackle these barriers – improving rural bus services, creating more off-road cycle routes and safer pedestrian facilities. In addition, working with employers on Travel Plans and getting them to sign up to the Cycle to Work Guarantee aims to provide facilities which will enable those who choose to cycle to mitigate the perceived, negative effects of their cycle trip.

We have reviewed the evidence of the value for money of various types of transport measures which change travel behavior – “**Soft measures – hard facts**” (Jan 2011) produced by a number of bodies in the SW of England – Department of Health, Highways Agency, South West RDA – to try and assess what we might expect from our package. This report identified 16 types of initiative which can lead to an increase in travel by sustainable means and we are including a number of those initiatives in our package of proposals. Based on using that evidence review as a benchmark we are aiming to achieve the following outcomes by the end of the funding period, with further reductions when we carry on the activities with our own and partners’ funding:

With respect to Personalised Travel Plans we are estimating a cost of £25 per successful initial interview and hoping that this will achieve something close to Sustrans’ average reduction of 11.6% in car trips. If we can achieve that then we should be close to the 7:1 BCR achieved elsewhere.

Evidence from Bristol suggests that adult cycle training will induce 25% of participants to give up some of their car journeys with a possible carbon reduction of 24kg per person. We would be aiming for this level of cycle use.

Encouraging Active Travel to School has been shown to increase the number of young people walking to school by 3 percentage points across the SW with a typical BCR of 4.6:1. We are already doing very well with our sustainable modes of travel to school work and we would not anticipate necessarily reaching this level but based on our recent success we anticipate an increase of at least 2% in walking to school.

The 2009/10 ‘Bikelt’ programme achieved a more than doubling of the proportion of young people cycling every day from 3.7% to 8.7% of those surveyed leading to a 4.3% reduction in the proportion of children travelling to school by car, equivalent on average to a reduction of 25 car kms per pupil per year. We anticipate that the work we are proposing will enable us to match these levels of success across all participating schools.

Sustrans have undertaken almost 30 PTP projects and their results show that their work has a number of proven impacts: average reductions in CO² emissions of 197kg per household per year compared to baseline levels and thus our target of 28,000 households would be expected to deliver an annual saving of nearly 6000 tonnes of CO²; typical increase in time spent travelling by active modes of approx 15-20 hours per person per year; benefit to cost ratios of 7.6:1 on medium scale projects (5-10000) households and the ratio should be more favorable for our larger scale project owing to economies of scale, and the undertaking of the work in itself could lead to the creation of 30 part-time and 2 full-time jobs.

There is evidence that the opening of a refurbished bus station can increase the use of the passenger transport and reduce car trips in an urban area. Following the opening of the new bus station in Norwich in 2005, the average daily number of passengers crossing the cordon into the town centre increased from 28,571 per day before the opening to 30,833 per day in 2007. In Warrington in 2007, the year in which the new bus station opened the annual number of bus passengers rose from 7.3million to 8.3million and modal share by car for trips into the town centre fell by 15% (Source Warrington Borough Transport 2006).

OUTCOMES

If all the above are delivered then we expect that we shall achieve a number of outcomes which will help us to meet both the objectives of the LSTF – support the local economy and facilitate economic development and reduce carbon emissions. These outcomes are also identified as key outcomes from our Local Transport Plan and are thus linked to the objectives described above in Section B3:

- Increased active travel (walking and cycling) trips

- Increased reliability of journey times as a result of less congestion
- Reduction in vehicular traffic
- Increased public transport use
- Reduction in casualties
- Improved accessibility

We are setting up a performance measurement system for these outcomes with respect to the work we are doing with the LTP and we shall extend that to incorporate the outcomes from the LSTF work. The EXPECTED OUTPUTS will increase the numbers of the following activities ;

- Bikelt activities delivered
- Bikeability passes at each level (1,2 3)
- Number of hours of mentoring achieved
- Engagement events held
- Companies developing Workplace Travel Plans
- Companies taking up the Cycle to Work guarantee scheme
- PTP interviews completed
- Community Transport drivers trained to PSV level
- New buses bought
- Extra off-road cycleway mileage
- Improved and additional cycle and pedestrian crossings
- Cycle parking spaces
- 20mph zones implemented

OUTPUTS also include provision of

- Rural transport depot
- Changes to the bus station

At this stage we have undertaken just a few analyses to assess the possible outcomes of the package.

Using the traffic flows we have for the inbound am cordon we have run a number of simple scenarios using the Basic Carbon Tool to estimate the level of carbon saving and benefits which we might expect from a reduction in the number of car trips.

With a minimal transfer from car of 10%, which we could realistically expect based on results elsewhere, coupled with a 10% increase in speed as a result of lower congestion, the Basic Carbon Tool supplied by the DfT indicates that we could achieve annual carbon savings on those trips crossing the inbound cordon into Bedford of £400,000 per year. If the average journey length is 5km, a 10% reduction in cars amounts to 3.27million saved vehicle kilometres per annum.

The redevelopment of the town centre which is dependent upon the refurbishment of the bus station is expected to deliver approximately 650 new jobs representing an increase of approximately 15% in that area.

The benefits to the economy of increased cycling and walking are difficult to quantify, but estimates can be made about the value of improved health and reduced absence from work for new users. As a conservative estimate, on the basis of a 20% increase in cycling, these are as follows (using WEBTAG 2008 values):-

- Around £80,000 per annum for improved health benefits
- Around £1.176 million per annum for reduced absence from work

D2. Financial sustainability

The aims of the Project are essentially those of our LTP 3 vision – ‘..to create a transport system in which walking, cycling and public transport are the natural choices of travel for the majority of journeys because they are affordable, healthy, convenient and safe alternatives to the private car’.

By a sustained effort over the 4 years of the bid funding we plan to achieve behavioural change by implementing the Smarter Choices and Passenger and Community Transport elements of the bid and support them with the Transport Improvements element, so that the change is ‘locked in’ either because it has become a way of life for those who changed or because it has become self-sustaining or as near self sustaining as possible.

Beyond the fund period the Borough Council Project Team will continue to support the culture and the organisations that have been established during the fund period.

The three Smarter Choices project areas are specifically designed to motivate people to walk and cycle for most suitable journeys, to support them with training and information so that they can do so safely and confidently, and to enable them to continue to be examples to others.

We will harness the skills and enthusiasm of people who are prepared to be champions or ambassadors for cycling and walking in their area – school, community, workplace, commuters etc - so that the motivational work continues after the period of the fund and we will continue to support them in setting up interest groups or forums or joining existing groups to continue the effort without the need for significant ongoing funding.

To produce sustainable passenger and community transport services the effort that goes into setting up and running the training of a pool of drivers to realise their potential for revenue-generating services will be critical to the ongoing success of the project. We believe that, with the support of the existing community transport operators and the willingness of the commercial passenger transport companies to create and maintain a robust network of services in the whole Borough this can be sustained within the resources available to the Borough Council.

Transport infrastructure improvements will become part of the asset that the Council maintains and are therefore inherently embedded beyond the fund period.

SECTION E – Deliverability

E1. Implementation

Within Bedford Borough the following project team will oversee and manage the LSTF programme:-



The Senior Cycling and Walking Officer will be the lead officer for the project and will manage the Transport Improvements element. In addition a number of people with specific responsibilities for the partnership projects will deliver specific elements of the package.

One of the most important tasks across all the elements of the package is to inform the public of the benefits of what the package is seeking to achieve. This will include the creation of the tailored information material that will help the Council achieve its aim of getting more people to use sustainable modes, and this will be the task of a specific Delivery Officer - the continuation of a current agency arrangement is included as part of this bid.

The work of the Delivery Officer will include the following:

- work with the Council's Communications Team to develop an action plan to target active communications and information around the proposed package from which we will obtain information which will enable us to develop and target activities to initiate behavioural change;
- propose, develop and implement activities in conjunction with Partners that support the projects in the package, for example led walks and cycle rides, themed group cycling / walking events and events by our partners, including the PCT, cycling campaign groups, bus and rail user groups;
- develop and produce maps, leaflets and travel information and assist in maintaining and improving the sustainable transport elements of the Borough Council's LTP website pages;
- assist the Senior Road Risk Advisor in assembling and delivering road safety education and training in schools and the community;
- support the 'Bikelt' Officer in their work with school communities;
- support the Personal Travel Planning manager's operations in setting up the meetings, events etc.;
- identify opportunities and barriers to the public wanting to make the sustainable change in their travel habits and use package funding to overcome those barriers through improving or enhancing the sustainable transport operations and/or infrastructure

The **Smarter Choices** element of the package will be implemented under the direct supervision of the Senior Travel Plan Officer at the Borough Council and will involve close working with a 'Bikelt' officer employed by Sustrans, a Personal Travel Planning Manager, also from Sustrans and the CTC who will seek to establish cycling mentors in various communities.

The 'Bikelt' officer will play a key role in the encouragement of schools to participate in grant-aided Bikeability cycle training to Level 1 in lower schools, Level 2 in middle schools and Level 3 in upper schools, arranged for them by the Council's Assistant Road Risk Advisor. The Bike-It officer will mainly undertake standard 'Bikelt activities in schools and identify Cycling Champions amongst the schools' staff to enable the activities to be embedded in the life of the school, encouraging not only the pupils but also their families and friends in an extended School Travel Plan.

The Bike-It officer will, through contacts with the schools, identify the 'intangible' barriers to walking and cycling that discourage sustainable travel to the school and thus feed that information through to the team looking at the implementation of initiatives to overcome those barriers.

The officer will assist the Senior Road Risk Advisor to set up road safety training initiatives in schools and support the Delivery Officer in arranging school and the community engagement. Our partnership with Sustrans will produce up to 20,000 contacts with individual households in the Borough, the final number depending upon the uptake by respondents to the initial questionnaire which will be delivered to all their homes. We will target selected neighborhoods and within those we will seek to identify those people which earlier work has shown to be most receptive to this type of work – those at a major change in their lives – either going to University, moving house, changing jobs or entering retirement.

The work on Community Change programme will be delivered by CTC as the sole deliverer upon receipt of a funding agreement from Bedford Borough Council. This will complement the other work being done by the Borough Council on elements of the cycling programme that are not delivered as part of the CTC package.

The proposal is to support the setting up of a “Social Enterprise” to operate the community transport services and provide driver training to PSV standard, all based in an existing depot in a centrally located rural settlement.

The current Community Transport (CT) providers – ‘The Villager’ and ‘Door-to-Door’ - are both keen to expand their services and possibly combine them if they are able to acquire suitable vehicles to replace their ageing, unreliable and non-environmentally friendly ones.

These vehicles would be maintained by the Council’s fleet maintenance organisation.

Schemes to be included in the **Improvements to the Transport Infrastructure** will be commissioned by the Transportation group and programmed, designed and delivered by the Direct Works section of the Highways and Direct Works group.

The skills and experience of the whole package team and Partners in identifying, developing, designing and building facilities for non-motorised users which are convenient, safe, comfortable and attractive, will be put to work on scoping and the feasibility aspects of scheme development to ensure that end-to-end best value is achieved. Wherever possible schemes will be designed to national standards.

All schemes will be integrated into the Council’s Highway Capital Works Programme and every opportunity will be taken to minimise costs by combining works within the programme wherever possible.

We already have a number of 20mph zones active in the Borough and we will use the experience gained from those to help us to design the new ones which we are proposing. They will be implemented after consultation with the local community in places where they can be combined with improved cycling and walking infrastructure to promote more travel by those modes.

We will work in partnership with the Council’s development partner for the town centre, St Modwen Group, and Stagecoach East, to scope and deliver the enhancements to the bus station.

E2. Output milestones

Bikelt activities delivered – progress will be measured by the number of Bikelt activities which have been delivered to schools and communities. Success will be if the number in any particular period is greater than in an equivalent period before the funding was made available.

Bikeability passes at each level (1,2 3) – progress will be measured by the number of Bikeability passes which have been achieved by schools and communities. Success will be if the number in any particular period is greater than in an equivalent period before the funding was made available.

Cycling mentors appointed – this is a new initiative and we have no comparative data to measure it against but we would set targets to show a year – on – year increase in the number of mentoring hours which are in place and delivering against the objectives of the package

Activities supported – while the raw measure of number of activities will be one indicator to measure success, we would aim to be smarter and to focus rather on the number of people who were involved in the activity and then the number of people who actually were influenced by the activity

Companies developing Workplace Travel Plans – the greatest impact of WTPs will be from the take-up by larger employers where the number of employees signed up to the WTP will have a greater effect on achieving the overall package objectives. This output will give a very raw measure of the success of our work but there will be outcomes to measure such as the number of employees who actually change their travel behaviour which will be included in our progress reports

Companies taking up the Cycle to Work guarantee scheme – similar comments apply to this as to WTPs

PTP interviews completed - We would anticipate delivering the PTP in two stages and would monitor our progress against those two stages. The first 6 months would be required for project set up and preparation before the fieldwork begins, and then there would be 3-4 months for the fieldwork for each of the two tranches. To facilitate this we would anticipate doing this work

outside of the winter months. We would also however look at tailoring the areas of fieldwork around the implementation of some of the infrastructure improvements so that we can use the PTP work to get maximum publicity for the infrastructure and vice versa. We would review the first tranche of interviews and use this to inform future spend; a deficit in an area may be rectified and the effect of closing the deficit gap reviewed to measure its effectiveness. Our cost profile for this element of the package is therefore concentrated in years 2 and 3 of the programme during which we would expect to do either further household interviews and follow up work or assess the benefits of deficit intervention.

Community Transport drivers trained to PSV level – while many of the smarter choices outputs will be measurable across the 4 years of the programme, it will be necessary to achieve success in this output at an early stage of the programme so that we can implement the improved and extended bus services as quickly as possible. Success here will be if we initially train a high number of drivers while in later years we will measure ourselves against our success in maintaining our pool of drivers at the required level.

New buses bought – this output needs to be achieved in the first year of the programme for maximum impact.

Rural transport depot – this facility will be brought on-stream in the first half of the programme so that it is ready to receive the new buses and provide the training facility as desired. We will not necessarily wait for its completion before implementing the improved bus services but on its completion we would transfer certain activities (eg servicing) to there from current urban locations.

Off-road cycleway mileage – the location of these extra miles will be identified through the smarter choices work which will indicate where there are gaps in the network that require to be filled – so most of the measurable success in achieving this output will come in the mid to late years of the programme.

Improved and additional cycle crossings - as above

Cycle parking spaces - as above

Changes to the bus station – the changes to the bus station are inextricably linked to the development of the town centre and progress against this output will therefore be more dependent than the others on the general state of the economy. It is unlikely that there will be much progress against this particular output in the first half of the programme but we shall measure progress by assessing how the individual improvements have been installed and also measure progress against the expected outcome of increased bus passengers.

20mph zones implemented – the first stage in implementing these will be the identification of suitable areas of the Borough to locate them – the early milestone will therefore be the number of areas identified for implementation while in the later years the focus will turn to the number implemented.

E3. Summary of key risks

The full amount of the bid is not received

While the full effects of the package will be obtained by implementing it all as suggested, each element of the package has a number of items which by themselves will achieve considerable benefits without the contribution of others. Depending upon the size of the shortfall extra funds may be sought from within the authority's resources or from partners.

Lack of support within the Borough from Chief Officers / Councillors

Ensure that key people are aware of the importance of the scheme by early consultation and keeping them involved with regular updates on progress and results.

Staff changes and availability leading to shortage of manpower

Seek to get community or volunteer involvement in the early stages so that any staff shortages can be covered by moving resources around.

Failure of schools and communities to sign up to travel planning projects

Increase personal engagement with schools and improve communications to emphasise benefits and try to understand barriers.

Costs greater than budget / award

Regular project reviews to ensure that this never comes as a surprise and that impacts of the cost of one element are assessed across the total project before commitments made to spend

Loss of key partner owing to changes in management / financial status

Regular project reviews to assess how the interlinking elements are progressing and ensure flexibility to reschedule if necessary.

Low uptake by school children of bike training

Seek ways of rewarding those who do take up the training

Slow uptake of PTP by targeted residents

Increase local engagement and communications about what the project is trying to achieve and what the benefits are for the individual.

Private funding not forthcoming because of slowdown in development so no improvements possible to bus station

Regular project reviews to assess how the interlinking elements are progressing and ensure flexibility to reschedule if necessary to later in the programme.

Risks to the successful completion of the Personal travel Planning work: lack of sufficient project staff; a lack of project participants from the target population, or a lack of availability of suitable sustainable travel information materials

Sustrans PTP approach is tried and tested having been developed over 10 years and almost 30 projects and they have controls in place to mitigate all of these risks.

E4. Project evaluation

It is vital that the benefits from the LSTF programme are evaluated to assess which initiatives have been the most successful and can be utilised elsewhere in the country. In addition to monitoring the progress and success of its own projects, Bedford Borough Council is willing to co-operate in any projects which are aimed at sharing the overall results of the LSTF initiative.

Submission of bids:

- Tranche 1 small projects - by close on 18th April 2011
- Expressions of interest for Tranche 2 small projects - by close on 6th June 2011
- Tranche 2 small projects – by close on 24th February 2012
- Key Component bids for large projects - by close on 18th April 2011
- Large project initial proposals - by close on 6th June 2011

3 hard copies should be submitted to:

LSTF bids
Department for Transport
3/27 Great Minster House
76 Marsham Street
London
SW1P 4DR

An electronic copy should also be submitted to lstf@dft.gsi.gov.uk