

# DRAFT

Department for  
**Transport**

## Local Sustainable Transport Fund - Application Form

### Applicant Information

**Local transport authority name:**

West Berkshire Council

**Senior Responsible Owner name and position:**

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## SECTION A - Project description and funding profile

### A1. Project name

## ‘Connecting West Berkshire’: keeping our economy and people moving

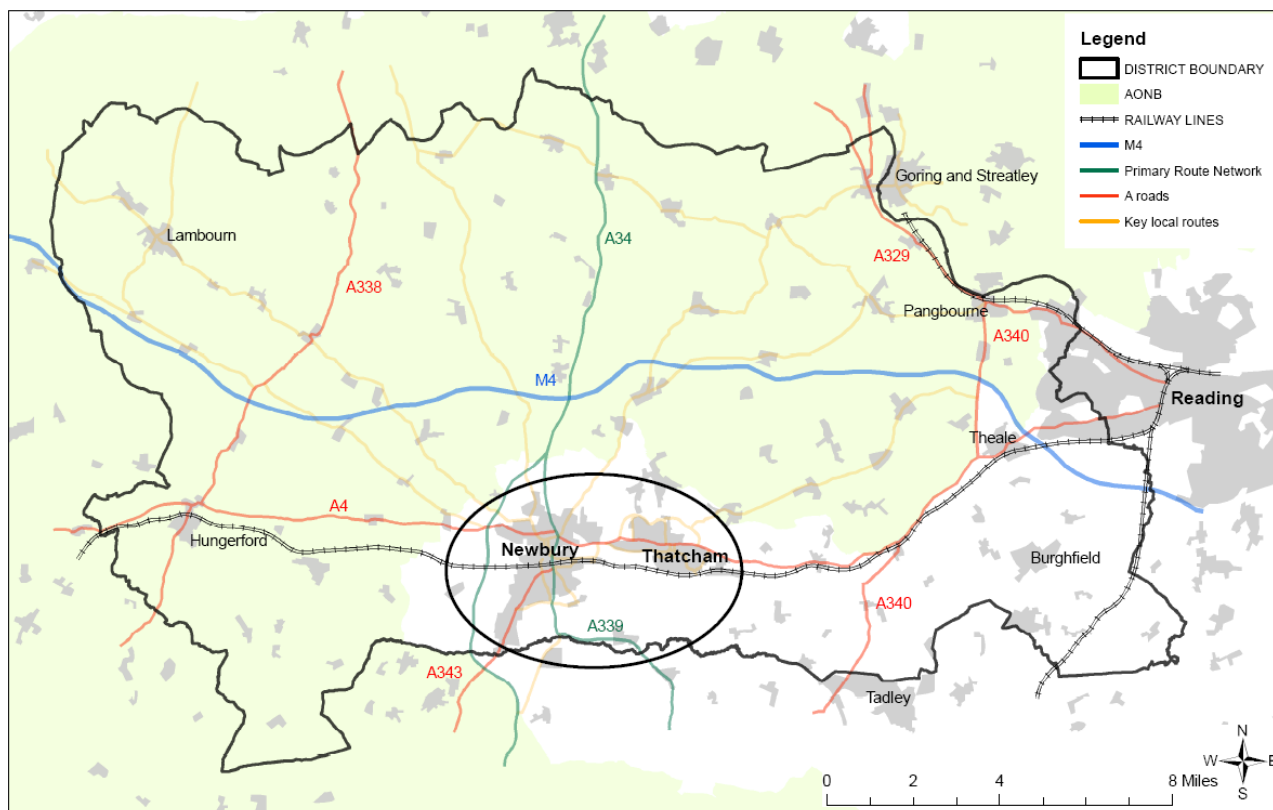
### A2. Headline description

1. This bid is a real opportunity to support initiatives that address challenges faced by both urban and rural communities in West Berkshire, by supporting employers, families and young people to adopt sustainable low carbon travel habits, and to assist young people living in rural areas to access employment and training.
2. The package of measures proposed focuses on behaviour change and small scale local infrastructure improvements in the Newbury and Thatcham urban area, with key corridor upgrades and support for wider programmes to bring wider economic benefits. Key elements include:
  - Dedicated work with employers and business parks in Newbury and Thatcham to increase the number of employees walking or cycling to work; with a particular focus on those living within 2km (walking) and 5km (cycling);
  - Travel planning and behaviour training for adults with special needs to allow them to reach employment and training more independently, without reliance on private vehicles and taxis;
  - Upgraded bus infrastructure along the Newbury – Thatcham corridor, including Real-Time Passenger Information and upgraded interchanges and routing;
  - Extending a current bus link between Oxford, Didcot, Milton Park and Science Vale to Newbury and the Vodafone campus;
  - Establishing a ‘Wheels 2 Work’ moped hire scheme to allow young people in rural areas to get to employment or training;
  - Working with the PCT and doctors on health referral projects (e.g. health walks), to help people who, due to ill health, have become economically inactive, to get back into work;
  - Upgrading of pedestrian and cycling signage within Newbury and Thatcham to improving access to services and facilities, and encourage walking and cycling.
3. The package supports the goals and strategies within the adopted West Berkshire Local Transport Plan that link to tackling climate change, reducing congestion on key corridors and supporting our local economy. It builds on the successful measures being implemented locally by the Council or through partnership and community working, and supports delivery of the West Berkshire LDF Core Strategy.
4. There are four key themes within the bid:
  - Travel Planning & Travel Behaviour
  - Public Transport
  - Active Travel
  - A branding and marketing package.

5. The branding and marketing package interweaves with the other three themes and will link with other Council, local health and public transport information to reinforce the impact of the programme.

### A3. Geographical area

6. While the bid covers the whole of the geographical area of West Berkshire, there will be a focus on the main urban areas of Newbury and Thatcham where the emerging LDF core strategy focuses population and employment growth. Of the 154,000 people living in West Berkshire<sup>1</sup>, 92,000 (or 60%) live in the urban areas of Newbury and Thatcham and the Eastern Urban Area adjacent to the Reading boundary. 6,300 of the 10,500 homes to be built in the District between now and 2026 will be sited in the urban area, which is also the centre for business development, the key hub for services and freight movements and the main urban focus for rural communities. The accompanying transport policies in the LDF highlight the need to improve and promote opportunities for safer and healthy travel, as well as improving travel choice and facilitating sustainable travel, between and to the main urban areas and rural villages.
7. There is a strong rural economy, including horse racing, farming and small specialised businesses outside the urban areas. However, for future prosperity we recognise the need for stronger economic links between rural businesses and communities to the urban areas, and the services and facilities they provide.



Reproduced from Ordnance Survey map with the permission of the Controller of Her Majesty's Stationery Office (c) Crown Copyright 2012. West Berkshire District Council 100024151.

Map 1 - West Berkshire

<sup>1</sup> 2009 ONS mid-year estimate

**A4. Type of bid**

Tranche 2 Small Project Bid

**A5. Total package cost**

£7.260 million

**A6. Total DfT funding contribution sought**

£3.8 million

**A7. Spend profile**

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	n/a	920	940	810	2670
Capital funding sought	n/a	350	440	340	1130

Local contribution	n/a	1280	1070	1110 <sup>2</sup>	3460
Total	n/a	2550	2450	2260	7260

**A8. Local contribution**

8. Economic vitality and sustainability are central to the vision statement for West Berkshire's LTP3. In addition to the Council's commitment to the package, there are many local businesses and organisations that are keen to contribute to the aims of 'keeping our economy and people moving'. There are also national organisations that West Berkshire will be partnering with to deliver a successful package who will bring in some relevant local funding.
9. **West Berkshire Council** is committed to supporting a number of significant elements of the proposed 3-year package through existing Council budgets and programmes, officer time and the use of some developer contribution funding through s.106 and possibly CIL. The elements include:
- Improving access to employment, services and facilities - equivalent contribution £600,000 revenue;
  - Extending the availability of Real Time Passenger Information (RTPI) and implementing public transport infrastructure improvements (including bus priority at key junctions) to encourage a reduction in carbon emissions and assist access to work - £260,000;
  - Supporting Travel Planning initiatives including PTP and in support of the branding and marketing package - £150,000;
  - Contributions to increasing Active Travel (including infrastructure and projects to encourage active travel and improve health) - £350,000. In addition, separate adult and community learning funding has been secured to train a member of staff as an independent travel trainer, which will ensure continuity for the proposed training programme in the package bid.

<sup>2</sup> additional local funding may be available following introduction of the Community Infrastructure Levy (CIL) to West Berkshire

10. In advance of the bid the Council is already using **Developer Contributions** to contribute to improvements to access and facilities at rail stations, pedestrian and cycle links to key places, especially to employment areas and for RTPI investment.
11. Locally there are **key businesses** that are supportive of this package and are committed to playing their part in keeping the economy and people of West Berkshire moving. These include:

**Atomic Weapons Establishment (AWE)** – This is a major employer in West Berkshire committed to investing in travel planning, with an excellent track record over recent years of making significant changes to how their 4,500 staff and 1,500 contractors access their two sites on a daily basis in a more rural part of the District. AWE supports the package, and is committed to contributing through its Travel Plan and the addition of key new pedestrian and cycle routes linking the rail station and local community to their main employment site. They have numerous examples of best practice which they are willing to share with other employers.

**Vodafone** – the world headquarters of this major employer is in Newbury and is served by a network of high-quality bus services that the company continues to invest in, in line with a well-established Travel Plan. Vodafone are supporting the proposal to extend the Oxford – Didcot – Harwell express bus service through to Newbury, as a further means of enabling and encouraging sustainable travel between other journey origins and their headquarters campus.

**Go Ahead Travel** – are an important partner for extending the existing Oxford – Didcot – Harwell bus link to Vodafone and Newbury. They would be operating the extended service and are confident that, subject to appropriate marketing, there would be sufficient patronage for the route to become commercially viable within two to three years.

**New Greenham Park** – This is a unique business park in West Berkshire which plays a significant role in supporting the economy from providing opportunities for start up businesses through to being a favourable location for multinational organisations. The Park management encourages sustainable travel and provides quality bus travel to the park from the nearby centres of population. This helps with access to work and reducing carbon emissions. It also contributes to wider agendas such as social inclusion through assisting those with disabilities to access work. New Greenham Park is supportive of the development of a bid for West Berkshire and committed to playing its part.

**Leisure Centres** – The leisure centres in West Berkshire support travel to school initiatives by offering a series of activity rewards. This, in addition to some developer contribution to school travel, is likely to bring in £34k of local funding to support the package.

**CTC** – A cycle engagement project with a workplace focus will be developed with the organisation CTC to enhance the growth in cycling activity seen in West Berkshire in recent years. CTC have extensive experience with these types of projects and we will look to combine their proven track record with the local knowledge of our officers to develop something that makes a serious contribution to the package. This project is anticipated to bring in further local funding of about £80k.

## **A9. Partnership bodies**

12. The partner organisations shown below and in Figure 1 are keen to work with West Berkshire Council in the delivery of 'Connecting West Berkshire' :

**West Berkshire Skills & Enterprise Partnership** – forming part of the wider West Berkshire Local Strategic Partnership, the SEP is fully supportive of measures to improve access to training and employment. Members include the Chambers of Commerce, Job Centre Plus and local community groups, and it is chaired by the Principal of Newbury College. The Partnership has been a driving force behind the proposed Wheels 2 Work Programme and members including Newbury College are prepared to administer the scheme.

**Newbury College** – as the only Further Education establishment in West Berkshire, the College provides an important link in terms of education and training for young people and adults. The college Principal is a keen supporter of the package.

**Job Centre Plus** – are keen to support the bid in terms of helping people become economically active. They are a keen supporter of the Wheels 2 Work Scheme as a way of helping those in rural areas access education and employment.

**Safer Roads Partnership** – are an important partner in helping to make the roads in West Berkshire safer for those using them, in particular those walking and cycling. They are also keen to support the safety training included as part of the Wheels 2 Work Scheme through the Berkshire Ride Start training programme.

**Reading Buses** – are one of the main bus operators in West Berkshire, with their high-quality branded Route 1 linking Newbury and Thatcham with Reading via several rural communities and the key employment site at Arlington Business Park, Theale.

**Newbury & District** – operate key local bus routes in the Newbury and Thatcham area, including the core service to and from New Greenham Park.

**Public Health, NHS Berkshire West** – There is a good relationship between the Council and Public Health. This will be valuable in developing certain aspects of the package, in particular the Travel Planning and Travel Behaviour and Active Travel Themes.

**Sustrans** – The national organisation, Sustrans, are supportive of West Berkshire's bid and keen to work with us to develop the personalised travel planning elements of our package. They are also keen to partner with the health sector which will work well with the development of the package. Sustrans have expertise in a number of these areas which can be drawn upon to ensure that the delivery of projects in West Berkshire is effective.

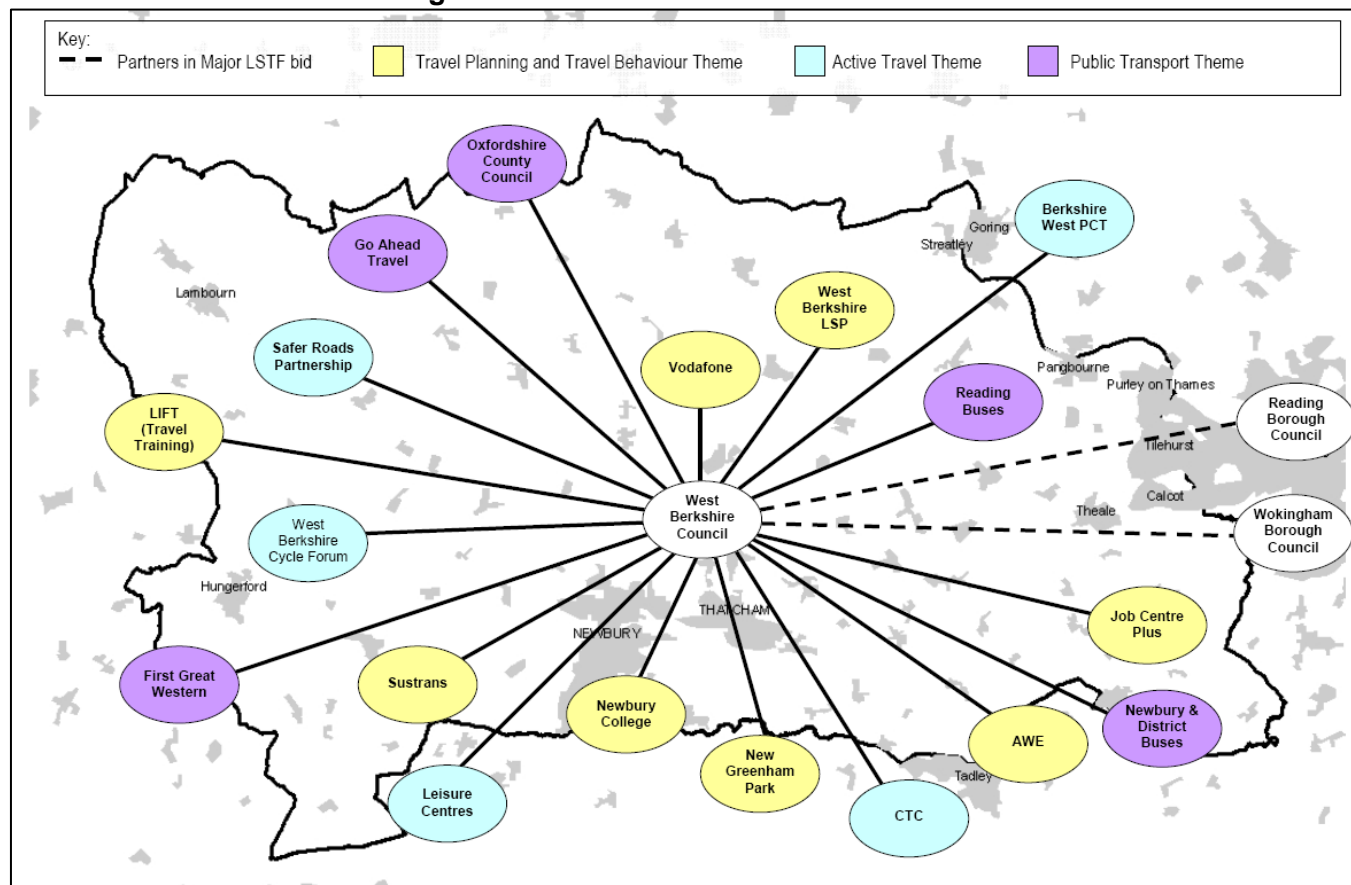
**West Berkshire Cycle Forum** – This is a well established local forum which adds value to and helps to guide the work to increase cycling activity across West Berkshire. The Cycle Forum will be an important partner for the elements that make up the Active Travel Theme and also in relation to aspects of travel planning for workplaces and schools. They bring expertise and local knowledge as well as being able to make links to a wealth of potential local volunteers.

**Oxfordshire County Council** – are an important partner in the proposed extension of the existing bus service between Oxford, Didcot and Harwell down to Newbury via

Vodafone. As the majority of the route is within Oxfordshire partnership with the County Council is key.

**First Great Western** – The Council and the local train operating company (FGW) have a proven track record in delivering projects and working in partnership over a number of issues such as improving access to stations and facilities at stations. FGW have indicated their ongoing support for the Council in our aim to achieve increased access to rail travel, in order to support journeys to work and aims of reducing carbon. FGW are a key partner for the Council's joint LSTF bid with Reading and Wokingham Borough Councils, which was submitted on 20 December 2011.

**Figure 1 – West Berkshire LSTF Partners**



## SECTION B – The local challenge

### B1. The local context

#### West Berkshire's Economy

13. West Berkshire is part of the Thames Valley, which is recognised as the most prosperous economic sub-regional economy outside of London. It is also well-placed with excellent communication links to Reading, London, and the west via the M4 and mainline railways, plus links to the South Coast, Oxford, and the Midlands via the A34.
14. The District's economy is underpinned by a strong industrial base, characterised by new technology industries, a strong service sector and manufacturing and distribution, and is home to a number of well-known national and international companies. These include: Vodafone, AWE, Bayer, Quantel, and Panasonic.
15. The on-going economic success of the Thames Valley area has led to the District experiencing above average house prices and car ownership. This has contributed to a

high demand for travel, especially levels of car use, which in turn has led to congestion and poor journey time reliability in our urban areas.

16. Until recently, employment rates in West Berkshire, like the rest of the region, have remained relatively high. However, the District is not immune from the effects of the recession, and we need to ensure that the skills base of our workforce, particularly our young people is able to support the future needs of a vibrant local economy. This is important given that over 25% of all JSA claimants in the District are in the 18-24 age groups.
17. The bid will improve people's choices by increasing opportunities to walk or cycle, or use public transport to access employment and training opportunities. However, we are aware that some young people living in rural communities face significant problems accessing education and employment opportunities due to a lack of available transport. The Wheels 2 Work component will seek to address this.

### **Newbury/Thatcham**

18. This is the main urban area in the District, and is a focus for employment, services, and education and training opportunities. There are several business parks, industrial estates, and town centre locations which provide employment opportunities for both towns and from other areas. It is also the primary focus for development growth up to 2026 as set out in the West Berkshire LDF Core Strategy.
19. Newbury town centre is also an important and thriving retail area, as shown by the opening in October 2011 of the 27,400 sq.m Parkway retail development. The town centre attracts a significant number of trips from Newbury and Thatcham as well as being a strong draw from surrounding areas.
20. Large numbers of rural communities are also dependent on Newbury and Thatcham for employment, education, and training opportunities, and for other essential services. However, transport links from these areas for those without access to a car are often poor and are reliant on a heavily subsidised public transport network.

### **West Berkshire's Environment**

21. The rural nature of West Berkshire is reflected in that 74% of the District forms part of the North Wessex Downs Area of Outstanding Natural Beauty.
22. However, the high car ownership and usage in the District has also resulted in high levels of car emissions, which in turn has led to high levels of CO<sub>2</sub> emissions and areas of poor air quality in Newbury and Thatcham. The measures contained within the bid to deliver modal shift by increasing choice of sustainable modes of travel will contribute towards reducing emissions and improving local air quality.

### **West Berkshire's People**

23. Population estimates indicate that there will be an increasing number of older people living in the District in future years. In addition, rates of childhood obesity are increasing in the District at the same rate as the rest of the country. These factors will bring an increased demand for healthcare services caused by factors such as smoking, obesity, and lack of physical activity.
24. Encouraging more active travel options for leisure and daily journeys can help tackle some of these issues, increase physical activity, and lead to healthier communities. This bid is well-placed to deliver measures which will contribute to this.



## **B2. Evidence**

### **West Berkshire's Economy**

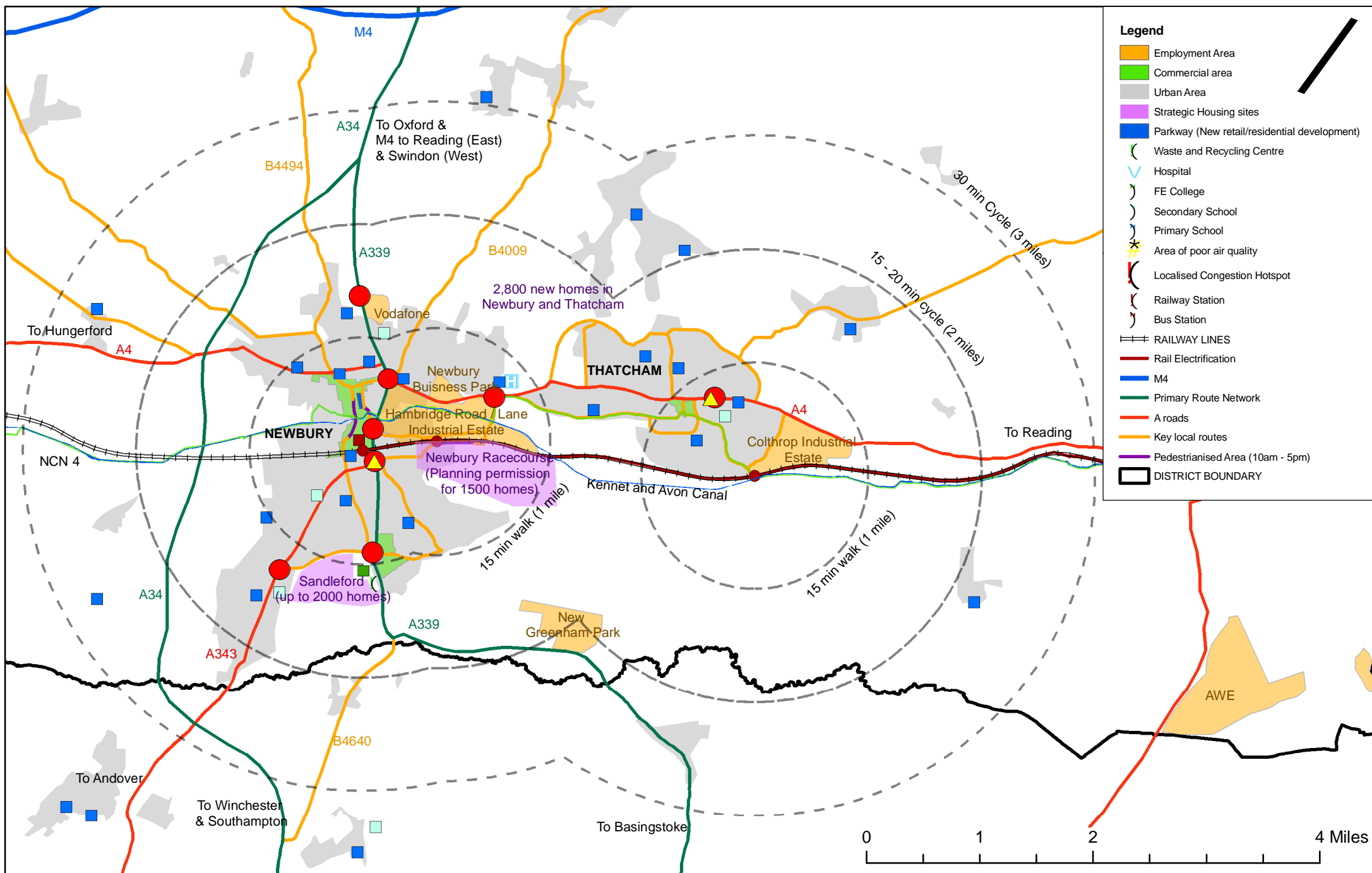
25. Figures from the 2011 National Travel Survey show that car ownership in West Berkshire at 1.6 cars per household is far higher than the national (1.2) and South East (1.4) averages<sup>i</sup>. This has translated into high car dependency, particularly for those living in the District's rural communities.
26. Although an average journey takes 20 minutes in West Berkshire, compared to 23.5 minutes in Berkshire as a whole and 21.9 in the South East generally (ONS, Labour Force Survey, 2007), congestion around key junctions in our urban areas can result in significant delays and reduce journey time reliability thus threatening the vitality of the local economy. Congestion is considered to be locally important, being consistently cited in the Council's annual resident's surveys as an issue that needs improving.
27. The 2001 Census shows a high car use for journeys to work with 71% of West Berkshire residents travelling to work by car (compared to 67% in the SE and 63% England/Wales). For walking to work the figure is 9% (compared to 10% in the South East and England/Wales), and for cycling to work the figure is 3% (same as the South East and England/Wales) and 9% walk (10% SE and England/Wales).

### **Newbury and Thatcham**

28. Figures from the 2001 Census indicate that in Newbury and Thatcham around 21% of working age people travel less than 2km to work, and around 50% travel less than 5km. This suggests that there are opportunities for working with local employers using workplace travel initiatives to increase the numbers of people who walk or cycle to work or using the Jet Black 1 or rail services between the two towns.
29. The LDF Core Strategy Transport Assessment (which has been tested and found to be sound), clearly outlines the impact housing growth will have on local transport networks, including identifying locations where congestion is forecasted to occur. The increased demand for travel arising from this growth, along with current demand, will put a strain on our transport networks and exacerbate local congestion issues while increasing carbon emissions from road transport. The Council's LTP and LDF Infrastructure Delivery Plan set the framework for addressing these issues.

### **West Berkshire's Environment**

30. High levels of car use contribute significantly to the District's carbon emissions. The Council's Climate Change Strategy recognises that actions will be needed to reduce carbon emissions from road transport in the District in order to contribute towards national climate change targets.
31. West Berkshire has two declared Air Quality Management Areas, one in Central Newbury at the A339/A343 junction, and a second in central Thatcham along the A4. The Air Quality Action Plan aims to improve air quality in affected areas, and includes proposals to develop measures that provide greater choice and promote sustainable forms of travel.
32. These issues are outlined on Map 2.



Map 2 - Newbury and Thatcham - Issues and Considerations

### B3. Objectives

33. The Vision Statement for our Local Transport Plan (2011-26) is as follows;

*“To deliver effective transport solutions for all by increasing choice and minimising congestion”*

34. We are looking to deliver a transport system which supports the **economic vitality** of West Berkshire, as well as provide choice and opportunities for residents to **access the services** they need in a **sustainable** way that minimises harm to the **environment**. For transport solutions to be effective, transport networks need to be managed in a way which promotes safety and minimises the existence and impacts of **congestion**.

35. The local transport goals in the LTP are as follows:

- To improve travel choice and encourage sustainable travel;
- To support the economy and quality of life by minimising congestion and improving reliability on West Berkshire’s transport networks;
- To maintain, make best use of and improve West Berkshire’s transport networks for all modes of travel;
- To improve access to services and facilities;
- To improve and promote opportunities for healthy and safe travel;
- To minimise energy consumption and the impact of all forms of travel on the environment.

36. These goals have been developed to take into account national and local transport-related issues. Each goal seeks to contribute towards addressing the challenge of maintaining the economic vitality of the District.

37. Our proposed LSTF bid package elements have been selected to fit very closely with the LTP’s Vision Statement and Local Transport Goals. The package aims to deliver a range of measures that will provide people with increased travel choices, in order to tackle the impact of the District’s high levels of car dependency.

## SECTION C – The package bid

### C1. Package description

38. The West Berkshire bid is proposed around three themes;

#### 1) Travel Planning & Travel Behaviour

39. This will build upon our successes already achieved through the delivery of LTP1 & 2 in partnership with local businesses (such as AWE, Vodafone, and New Greenham Park) to develop and deliver workplace travel plans, and will look to build on these successes to roll out further initiatives to benefit the wider community.

40. Our bid builds on this experience by looking to develop and implement **area-wide travel plans**, based on partnership working with local businesses and seeking to have an impact on areas not yet benefiting from Travel Planning. These include Business Parks and Industrial Areas in the Newbury / Thatcham area, Business Parks in the Eastern Area of the District and some rural areas. The successes within the District, and the good practice being shared by organisations such as AWE and Vodafone, can be used as examples for those that will be taking up travel planning as a new venture through the ‘Connecting West Berkshire’ project.

41. As part of the bid we are keen to promote a **Workplace Cycle Challenge** concept within Newbury and Thatcham. As highlighted in paragraph 28 above, some 19% of residents live within 2-5km of their place of employment yet the majority still travel to work by car. We would like to see a far greater proportion walking or cycling to work and the Challenge has achieved great success in other locations in the UK and beyond. As part of this work we are looking to develop local champions to maintain the momentum beyond 2014/15.
42. The proposals for a **Wheels 2 Work** moped hire scheme have support from a wide range of council and external partners, notably Job Centre Plus, Newbury College and the Skills and Enterprise Partnership. The 10-vehicle scheme will allow 16-24 year olds to hire a moped, with appropriate safety training, protective clothing and security equipment, for up to 9 months at a reasonable rate. Wheels 2 Work has been a proven success in many authorities, including near neighbours to West Berkshire, and will help to resolve a key problem we face in addressing rural accessibility due to unsustainable rural public transport provision. Newbury College has volunteered to administer the scheme for the initial phase, and there is strong interest from other community groups and charities to take on the operation of the scheme from then on. There is also the opportunity to promote road safety for riders through the Berkshire Safer Roads Partnership, and to assist scheme users in planning their future transport methods or to save for their own season ticket or mode of transport. The Council is already promoting local schemes, including a credit union, to help residents in this respect.
43. We are keen to trial **Personalised Travel Planning (PTP)** to urban area residents to raise awareness of the transport choices in their area. PTP is a well-proven technique used across the UK and internationally, and we will follow best practice in delivering this. We have been developing a proposal with Sustrans to carry out this work, with a view to training local champions to sustain the work beyond the LSTF period.
44. We will continue work with local schools to further successful initiatives (such as park and stride, walking buses, and cycling projects). This will seek to sustain the trends recorded of increasing the numbers of pupils walking or cycling to school, and the decrease in pupils travelling to school by car, as well as reducing peak congestion hotspots caused by concentration of traffic during the school run.
45. We would like to develop a **Car Club** for Newbury. This will focus around the major new housing developments. The development at Newbury Racecourse for approximately 1,500 homes includes a commitment to deliver a car club for their site, which will form a local contribution for this aspect of the bid.

## 2) Public Transport

46. Our existing public transport networks are a key contributor in providing people with sustainable travel choices, particularly in linking key employment areas and town centres, but the current high levels of car use means that bus use is largely around urban centres. Part of our bid will focus on working with transport operators to enhance public transport to make it a viable alternative for residents and visitors. A key strength will be our work with Reading Buses and with Newbury & District, who provide the majority of mainstream commercial and supported services in West Berkshire.
47. Our bid will extend the availability of **Real Time Passenger Information (RTPI)** systems on our key bus routes. RTPI has proven benefits for the passenger, bus operator, and the local authority and community. It is proven to be able to increase ridership, for example, Reading Buses experienced a 3.5% increase in patronage on its Premier Route 17 in neighbouring Reading in the six months following implementation of a package of service and route quality enhancements in 2004-05. We will be looking to extend the availability of RTPI through the introduction and active promotion of Mobile Internet and SMS services,

interfaced to the core RTPI system, enabling bus arrival predictions to be delivered to customers' mobile devices for stops right along the line of route, particularly along the 'Jet Black 1' corridor between Newbury, Thatcham and Reading.

48. Current and potential customers on the Jet Black 1 route will also benefit from key **bus stop and interchange improvements**. Works will include improved shelters, raised kerbing to ease boarding/alighting and bus stop clearways. At Theale, where we propose to develop Park and Rail as part of the larger LSTF joint bid with Reading and Wokingham, we are looking to re-route the bus to connect Theale Station and the High Street by removing a HGV barrier on Station Road and replacing it with ANPR camera enforcement. This will allow buses to use the route but will still deter HGVs from using it as a short cut to the Arlington Business Park and causing congestion in the adjacent roads.
49. We will also seek to extend **Smart Ticketing** to additional local bus routes in the Newbury/Thatcham area through the introduction of ITSO-compliant ticketing equipment. This will complement the investment made by Reading Buses in this technology on their Reading area services and on the Jet Black 1 route, and will tally with the ITSO compatible concessionary travel passes issued by the Council.
50. For some time we have been considering re-establishing a **direct bus corridor to Oxford**, and the recent expansion at Didcot and Science Vale together with development at Milton Park indicates that there will be demand for such a link. This is borne out by strong support from the business sites for this proposed service extension and their willingness to engage in developing the market through promoting the service to their employees and visitors.
51. However, we also know that residents in outlying rural communities seldom benefit from suitable public transport to connect to services and facilities in the urban areas, and that conventional bus services are often not cost-effective without being heavily subsidised from the public purse. We will look to provide some of these connections through appropriate branding and marketing of the existing Handi –Bus services, while working with Community & Voluntary transport providers and local taxi operators to develop other innovative and financially sustainable solutions. We will examine best practice elsewhere to develop effective local measures. The proposed Wheels 2 Work scheme will help alleviate some of the demand for employment access from rural areas.
52. In addition, our bid will provide an effective **branding and marketing campaign** to help increase use of public transport services. This will be undertaken with the relevant transport operators; in particular, we will work with Reading buses and Go Ahead to build on branding initiatives, such as Jet Black 1 and X32, and extending the Connect branding that has been successful in the area.

### 3) Active Travel

53. Increasing travel choices can contribute to healthier lifestyles, which in turn can have wider benefits to society. These include increased employee productivity, allowing people greater access to employment opportunities, lowering of carbon emissions through greater active travel, and providing savings to the NHS. We already have a good working relationship with the local NHS, and will continue to further this through such projects as **health referral projects** and developing more walking and cycling activities.
54. **The Year of Cycling 2012** being organised through the West Berkshire Cycle Forum, will be used as a match funding element. The year looks to promote cycling both for leisure and commuting, with many local cycling organisations getting involved to deliver the events.

55. In order to encourage cycling, we will continue to deliver Bikeability cycle training to schools, funded through the Bikeability grant aspect of LSTF. In addition to this we would like to develop an **adult cycle training** programme, to give adults more confidence and skills to be cycle more safely. With this improved confidence it is more likely that these people will be able and prepared to cycle for short local journeys.
56. To ensure that people have the greatest choice in how they travel this theme includes a package of standardisation of **pedestrian and cycle signage** within the Newbury and Thatcham urban areas. DDA and DEA compliant signs will be developed to sign people to, from and between key destinations within these urban areas. This will include signage from the local railway stations to the town centres for employment and leisure purposes.
57. To accompany this new **walking and cycling maps** for Newbury and Thatcham will be developed with support and involvement from school and members of the local community. These provide local residents with information on routes and paths that they may not know about, which provides links between home and employment and leisure opportunities.

## C2. Package costs

Scheme Element 1	£k	2012-13	2013-14	2014-15	Total
Travel Planning and Behaviour Theme	Revenue	270	300	270	840
	Capital	50	55	50	155
Scheme Element 2	£k	2012-13	2013-14	2014-15	Total
Public Transport	Revenue	235	210	150	595
	Capital	245	210	200	655
Scheme Element 3	£k	2012-13	2013-14	2014-15	Total
Active Travel	Revenue	160	185	150	495
	Capital	55	175	90	320
Scheme Element 4	£k	2012-13	2013-14	2014-15	Total
Branding, Marketing and project management	Revenue	255	245	240	740
	Capital	0	0	0	0
<b>GRAND TOTAL</b>		<b>1270</b>	<b>1380</b>	<b>1150</b>	<b>3800</b>

## C3. Rationale and strategic fit

58. The package has been designed to provide additionality to the existing LTP3 implementation programme by extending the sustainable elements of the plan and focusing on the more traditionally revenue-funded elements. By doing so it also enables delivery of the current implementation programme, which is primarily capital-funded. It will also complement, but is not dependent upon the success of, the cross-boundary initiatives proposed as part of the joint large LSTF bid submitted by Reading, West Berkshire and Wokingham Councils in December 2011. The large bid will if successful focus on the eastern urban West Berkshire parishes of Theale and Calcot, which form part of the wider Reading Urban Area.
59. **Travel Planning/travel behaviour** is the overarching theme of the bid, with the Public Transport and Active Travel themes supporting and providing the options needed to deliver travel planning and behavioural change. The programme will look to work with workplaces and schools as well as individuals. All West Berkshire residents will benefit in some way, although obviously the key benefits will be felt by those living and/or working in the Newbury /Thatcham area.



60. The **Public Transport** theme is focused on the corridors that show the most potential for growth or those which already have a high degree of patronage. The additional route and upgraded corridor approach will provide greater choice for those residents involved in personalised travel planning, as well as for employers within and outside West Berkshire who are reliant on recruiting from along the corridors. Good public transport systems are an important way of supporting and guaranteeing the success of the travel planning theme. In terms of a link to Active Travel, people who use public transport have been shown to be more physically active than those who drive<sup>ii</sup>. Therefore, improving facilities for walking and cycling could help to encourage people to use public transport by making it easier and safer for them.
61. **Active Travel** – we have recognised in the West Berkshire Community Strategy the need to promote healthy lifestyles as well as travel behaviour. As can be seen in the supporting evidence there is real potential to improve economic activity in the District by helping people to become more active. This element provides many of the measures needed for the Travel Planning theme to be successfully delivered, by improving the physical environment for walking or cycling and by providing the incentives and training required for people to feel that they are able to do so.
62. As can be seen by Figure 2 the LSTF package elements have been mapped against the key LTP3 objectives to determine their fit. None have any detrimental impacts. A Stage 1 Equality Impact Assessment has also been completed. The issue of specific groups has been considered and it has been concluded that the package is designed to support and/or benefit all West Berkshire residents, so there are no particular groups or communities excluded. As the programme includes health referral programmes and support for adults and young people with special educational needs there is a greater degree of inclusion than envisaged through the main LTP3 programme.

**Figure 2 – Comparison of LSTF programmes against LTP3 objectives**

			LTP objectives						
			To deliver effective transport solutions for all by increasing choice and minimising congestion	To improve travel choice and encourage sustainable travel	To support the economy and quality of life by minimising congestion and improving reliability on West Berkshire's transport networks	To maintain, make best use of and improve West Berkshire's transport networks for all modes of travel	To improve access to services and facilities	To improve and promote opportunities for healthy and safe travel	To minimise energy consumption and the impact of all forms of travel on the environment
LSTF Theme	Travel Planning and Behaviour	Wheels to Work	+	+	++	o	++	o	+
		Personalised Travel Planning	+	+	+	o	+	+	+
		Workplace challenge	+	+	+	+	+	+	+
		Independent Travel Training (LIFT)	+	++	+	o	++	+	+
		Workplace Travel Planning	+	++	++	+	+	+	+
	Public Transport	Bus Stop Improvements	+	+	+	+	+	+	+
		RTPI	+	+	+	+	++	+	+
		Smart Ticketing	+	+	+	+	+	o	+
		X32	+	+	++	o	++	o	+
	Active Travel	Year of Cycling	+	+	+	+	+	++	+
		Sustainable Travel to School	+	+	++	+	+	++	+
		Mapping project	+	+	+	o	+	+	+
		Walking / Cycling Signage Programme	+	+	+	+	++	++	+
		Health referrals	o	+	o	o	o	++	o
		Branding and Marketing	+	+	+	+	+	+	+

## C4. Community support

The following is a selection of quotes from our bid partners:

### Travel Planning / Travel Behaviour

'It is clear that AWE would benefit from many of the potential projects that are proposed as part of the bid, helping to maintain and improve the reduction in single occupancy car travel that have been achieved through the Travel Plan to date. AWE therefore fully supports the bid.' *Graham Day, AWE*

'Vodafone would like to support West Berkshire Council in the LSTF bid' *David Fry, Head of Property and Stuart Gee, Senior Facilities Manager, Vodafone*

'Sustrans is very interested in working with the council on ...PTP...' *Simon Pratt, Regional Director, Sustrans*

'We would be happy to host and run the Wheels 2 Work Scheme' *Anne Murdoch OBE, Principal, Newbury College*

### Public Transport

'Science Vale would welcome an extension to the X32 express bus service to Newbury... [We] wish West Berkshire Council and Oxfordshire County Council are successful in their bid.' *Toby Warren, Manager, Science Vale UK*

"Oxfordshire County Council will be pleased to support and endorse West Berkshire's LSTF bid to extend the current high-quality, limited-stop, X32 Oxford-Didcot-Harwell express bus service to Newbury, to link Newbury to Oxford via key employment sites at Vodafone, Harwell International Business Centre and Milton Park.

We all recognise the importance of the A34 corridor as being critical to the future economic development and success of this area. Development of strategic, high quality bus links will be an essential part of meeting increased demand in a sustainable way. By building on the existing, successful X32 service and working across local authority boundaries, this proposal is exactly the sort of measure we should be promoting - it fits extremely well with Oxfordshire's policies and plans. We really hope this bid is successful." *Cllr Rodney Rose, Cabinet Member for Transport, Oxfordshire County Council*

'The Council is very happy to offer its strongest support to you in your bid for this funding. An express bus service between Didcot and Newbury would be most welcome and advantageous to the residents of Didcot' *Dominic Stapleton, Town Clerk, Didcot Town Council*

### Active Travel

'It is very encouraging to hear your plans and as before please accept our full support for these proposals' *Janet Maxwell, Director of Public Health, Berkshire West PCT*

'If the bid is successful we would work with you to develop a programme of sustainable cycling projects which can cater for adults and/or young people.' *Kevin Mayne, Chief Executive, CTC and CTC Charitable Trust*



## SECTION D – Value for money

### D1. Outcomes and value for money

63. Each element of the proposed package is based on existing schemes and projects, either within West Berkshire or through recognised schemes such as the Cycle Demonstrator or Sustainable Travel Town projects. As such there is a proven track record of delivering value for money, and we would look to apply the lessons learned in West Berkshire.
64. The Sustainable Travel and Cycle Demonstration Town projects showed that a package of complementary measures can lead to considerable benefits. A reduction of car use of between 7 and 9%<sup>iii</sup> was seen in many of these demonstration towns and cities. This reduction in car use brought about benefits in terms of reduced congestion, a healthier workforce and increased economic potential for the District. The Implementation of sustainable travel measures showed a benefit / cost ratio of 9:1.

#### 1) Travel Planning and Travel Behaviour

65. Personalised Travel Planning (PTP) has been shown to reduce car travel by 8%, increase public transport use by 14% and increase cycling by 26% (Sustainable Travel Towns Programme). With a focus on a specific target audience it is hoped that these levels will be easily reached in West Berkshire. Partnered with Sustrans, the Council hopes to deliver PTP to 5,000 households within the Newbury and Thatcham area. Sustrans' previous experience shows that their PTP programme can reduce car use of between 460 and 875 miles per household. Even if the lower of these two figures was reached in West Berkshire that would lead to a reduction in car use more than 2 million miles. Sustrans have put a cost benefit ratio of 1:8 on their PTP work.
66. We want to work with workplaces to help them promote sustainable travel to their staff. Working with CTC to deliver a Workplace cycle challenge will enable us to target a wide base of staff. On average 1 in 3 of the cycle challenge participants have not cycled for more than a year. Following the challenge previous CTC experience suggests that nearly 40% of these will now be cycling regularly and an additional 40% having tried cycling once since the challenge.
67. Independent travel training has been shown to enable at least 80% of participants to travel independently. 70% of these do then continue to travel independently once the support ceases. The training leads to savings of £423,000 in the use of private vehicles, but also increases usage and therefore, revenue on Public Transport, as well as helping those trained to access places of education and employment, enabling them to become more economically active.
68. Wheels 2 Work offers several financial benefits. A survey carried out by Job Centre Plus showed that for many young job seekers transport and access to jobs is a difficulty. At a cost of approximately £1,000 per participant per year, Wheels 2 Work offers a benefit, in terms of tax paid alone of nearly £3,000.

#### 2) Public Transport

69. Real Time Passenger Information brings benefits for:
- Intending customers – by making these customers aware via audible and visual information, accessible via diverse media, of the time that they have to wait until their bus arrives and of any route-specific or network-wide incidents. This can result in reduced overall journey times and shorter waiting times at the boarding stop;

- Bus operators – by improving the journey experience for existing and prospective customers, and increasing the information available to inspectors and service planning staff, enabling better resource allocation in the short term and planning in the medium term; and
- The Council – assisting the development of LTP and over-arching objectives, as well as identifying where delays occur on the network and strengthening the case for implementing physical or virtual priority measures to improve bus journey time reliability.

70. The outcomes from extending availability of Smart Ticketing will include:

- Enhanced data on concessionary travel, streamlining administration and potentially reducing scheme costs;
- Reduced boarding times for the majority of transactions, assisting in improving journey time reliability;
- A reduction in the incidence of fraudulent travel;
- More reliable data on customer travel patterns, assisting service planning and enabling marketing of tailored Smarter Travel products to customers.

71. Smart ticketing has been successfully introduced by some of our bid partners in other areas, for example by Go Ahead in the Oxford area in conjunction with the County Council and Stagecoach under the 'Key' branding. By October 2011 over 30,000 'Key'-branded products were in circulation in Oxford, helping Go Ahead to win the Excellence in Technology award at the 2011 National Transport Awards.

### 3) Active Travel

72. Throughout the Cycle Demonstrations Town programme there is plenty of evidence to show that the identifiable benefits of active travel outweigh the costs by 3:1<sup>iv</sup>.

73. These measures help to reduce carbon emissions, but also encourage economic growth by improving the environment for those walking or cycling. The White Paper recognises that investment in improving the public realm can also result in increases to high-street turnover of between 5% and 15% and that people travelling sustainable spend just as much as those travelling by car.

74. Following development of the National Cycle Network, in 2009 there were 407 million observed journeys using the network. Sustrans estimated this to give a total health benefit of £288 million (cycling) and £96 million (walking), and calculated that if each journey made had replaced a car trip there would be a potential carbon saving of £32 million.

75. Local work promoting sustainable travel to school achieved significant changes in how children and young people travelled to school over a 6 year period. The number of children walking to school between 2004 and 2010 increased by 55%, with the number cycling more than doubling for the same period<sup>v</sup>. This indicates that with dedicated resources to the promotion of sustainable travel there can be a significant increase in the number of people walking and cycling. While work with adults may be less effective, there is still potential to make big increases in sustainable travel.

76. **Other non-quantifiable benefits** include:

- Quality of life improvements / health improvements through reduction in traffic congestion and 'rat running'
- Reduced noise, visual intrusion and pollution on the local environment and public realm.
- Improved public health, through increased physical activity and cleaner air

- Increased equal opportunities for local residents to access sustainable transport options
- Improved air quality
- Enhanced business productivity (less sickness leave)
- Healthier / happier workforce
- Increased usage of walking and cycling network for leisure – where this passes through town centres opportunities for local economy to benefit
- Increases in bus / train patronage
- Improvements to real and perceived road safety.

## **D2. Financial sustainability**

77. We are determined that our bid will leave a legacy of sustainable travel and that the measures introduced will continue to run once the LSTF programme has officially ended. Many aspects of the bid will provide people with new skills and working practices that will mean the legacy of the bid is able to continue well beyond the funding period.

- Wheels 2 Work is proposed to become self-sustaining within 2-3 years as it is the initial set up and marketing of the scheme that require the initial investment. Newbury College will administer the scheme for the first 12-18 months. The Skills and Enterprise Partnership is confident that community interest or charity based companies will take on the day to day administration of the programme and is working with its own members and partners to achieve this.
- The extended X32 bus service is expected by the operator Go Ahead to become commercially viable within 2-3 years, following the initial investment and marketing of the route.
- The Workplace Cycle Challenge and Personalised Travel Planning elements will produce trained local champions who will be continue the work once the official providers have finished.
- The LIFT project effectively works as an 'invest to save' project once the initial set up costs have been met. The savings on private taxis for the adults and young people now travelling independently will allow the project to continue from within existing budgets. Additional funding has been secured by the Council's Adult Education team to develop this work further with Adult Social Care, and an in-house trainer will be fully trained prior to the start of the programme regardless of the outcome of the bid.
- The signage project and bus infrastructure improvements require an initial financial outlay, with maintenance being absorbed into existing Council budgets.
- Smart Ticketing again requires an initial financial outlay, but with the potential for increased patronage local operators could be expected to meet the maintenance costs. In addition many services are contracted by the Council, and therefore, the additional revenue gained by increased patronage will be reworked into maintaining and improving the service.

## **SECTION E – Deliverability**

### **E1. Implementation**

78. The Transport Policy Team at West Berkshire Council will remain the focal point for the implementation programme, working closely with an in house project manager and our

Transport Services Team to deliver the capital elements of the programme, and with our bid partners to progress the branding, marketing and revenue based measures. An implementation group will be established but at this stage we do not anticipate a need for all members to meet on a regular basis, rather work will be carried out in small groups with dissemination of progress and outcomes by regular newsletter or email.

79. As is the case with the LTP, delivery of the package will be undertaken in accordance with our Project Management Methodology. This will provide greater surety that projects are delivered within identified timescales and budgets. The Project Management System will also allow the delivery of each element to be evaluated to help determine success in meeting stated aims and objectives. This will enable effective feedback on LSTF delivery to be provided.

## **E2. Output milestones**

80. Our bid has been developed with a strong emphasis on delivery. For each of the bid's main themes, the elements selected chosen are those that we are confident can be started almost immediately and are able to be successfully delivered in their entirety by the end of the bid programme.

81. The table below highlights the key delivery milestones for the main scheme elements for each of the main themes for the project:







<b>Theme Elements and Key Milestones</b>	<b>2012/2013</b>	<b>2013/2014</b>	<b>2014/2015</b>
<b>Theme: Travel Planning &amp; Travel Behaviour</b>			
Wheels to Work	Procure mopeds & equipment, Appoint coordinator Promotion, Launch Autumn	Operation & Monitoring	Operation & Monitoring
Personalised Travel Planning	Appoint coordinator Select target audiences Commence delivery 1000 households contacted	Operation & Monitoring 2000 households contacted	Operation & Monitoring 2000 households contacted
Workplace Challenge	Tender & Award Contract Appoint Coordinator Launch (September)	Spring Activity Summer Challenge Autumn Event	Spring Activity Summer Challenge Autumn Event
Independent Travel Training (LIFT)	Project start-up, recruitment and marketing. 36 individuals trained	Operation & Monitoring 36 individuals trained	Operation & Monitoring 36 individuals trained
<b>Theme: Public Transport</b>			
Jet Black 1 corridor improvements	15 bus stop upgrades  Signing improvements	10 bus stop upgrades  Commissioning of Theale ANPR – controlled bus barrier  Use system outputs to assist investigation of scope for additional bus priority measures  Monitoring	Operation  Monitoring and Feedback







Real Time Passenger Information (RTPI)	<p>Introduce Mobile Internet and SMS interface</p> <p>Trial RTPI-linked QR bar coding at key stops</p> <p>Pursue extension of RTPI to additional routes</p> <p>Monitoring</p>	<p>Extend RTPI-linked QR bar coding to additional stops</p> <p>Monitoring</p>	<p>Operation</p> <p>Monitoring and Feedback</p>
Smart Ticketing	<p>Pursue procurement of additional ITSO-compliant ticket machines and back-office facilities via Framework Contract</p>	<p>Introduce ITSO-compliant ETMs to one additional operator</p> <p>Pursue options for translating WBC 'Connect'-branded travel products to Smart</p> <p>Monitoring</p>	<p>Introduce ITSO-compliant ETMs to one additional operator</p> <p>Monitoring</p>
X32 Oxford-Didcot-Newbury: extension of express bus corridor	<p>Promote service extension prior to launch at business sites and in town centres</p> <p>Launch service (summer)</p>	<p>Service in operation</p> <p>Monitoring &amp; review</p>	<p>Service in operation</p> <p>Monitoring &amp; review</p>
<b>Theme: Active Travel</b>			
Health Referrals	Consultation and launch	Delivery & Monitoring	Delivery & Monitoring
Year of Cycling	Promotional events	Feedback	
Community Walking Maps		Delivery of Newbury Map	Delivery of Thatcham Map
Walking & Cycling Signage Programme	Planning of routes, design and procurement of signs	Installation of signs Marketing	Feedback
Adult Cycle Training	Preparation and Marketing	Delivery and Monitoring	Delivery and Monitoring
<b>Theme: Branding &amp; Marketing</b>			
Branding and Marketing Package	Create branding Apply to various measures	On-going	On-going

### E3. Summary of key risks

82. The project and programme management for the package is being developed in a realistic way, having already secured a wide range of support for the scheme. As such the main risks identified are around low take up of certain elements such as the cycle challenge work or inclement weather.

83. The key risks are set out below.

Risk	Scenario	Likelihood	Mitigation
Difficulty in obtaining match funding	Partnership contributions not realised		The majority of partner contributions relate to officer/staff time and sharing of existing good practice. Such 'in kind' contributions are inherently low risk. Other council contributions such as developer funding are largely already in place.
Insufficient Partnership support	Insufficient public and partner support for individual package elements		Delivery and supporting partners have been consulted throughout the bid process, and experience of delivery in other authorities suggests estimates are robust.
	Conflicting aspirations between delivery partners		The elements of the package, while complementary, are also able to be delivered independently while achieving mutual benefits. Contributing partners have already indicated their willingness to work together and with the council to share best practice and support the objectives of the bid.
Procurement issues	Final estimates for delivery higher than anticipated		Quotations for delivery of capital measures are based on established pricing schedules and are a known quantity. For other measures such as personalised travel planning the number of potential delivery agents is very low, as such the potential for variation of tender prices is limited.
Business and user response lower than anticipated	New bus service does not meet commercial viability within LSTF period		Go Ahead Group have extensive market research experience and are examining employee postcode data from employees along the route where available. They have high confidence that the service will be commercially viable.
	Low uptake of Wheels 2 Work		Research carried out by Job Centre Plus and Newbury College cites lack of suitable public transport, particularly in rural areas, as the largest barrier for getting to employment or training. Discussions with a number of other Wheels 2 Work providers have shown a consistently high demand. Expressions of interest will be sought through the marketing/branding campaign prior to launch, and take up is anticipated to be high.

	Low response to Workplace Cycle Challenge etc.		Delivery agents have vast recent experience of training, delivering and maintaining the momentum of challenges. The larger private companies acting as delivery partners have expressed an interest in the proposals, which are also supported by the Skills and Enterprise Partnership which includes Chamber of Commerce representation. The marketing and branding strategy will also maximise coverage.
Unexpected barriers to delivery of programme elements	Partners or delivery organisations unable to deliver elements to cost or programme		Delivery has already been demonstrated in other authorities and costs shown to be robust. Strong programme and project management allowed for in the bid will ensure that early mitigation is taken to ensure successful delivery to time and cost.
	Wheels 2 Work – higher than anticipated costs caused by neglect/misuse/accidents		This is accounted for in the operating and rental costs, as well as insurance. All users will have legal cover and will be required to undertake additional user training beyond the Compulsory Basic Training for motorcyclists.
	Planning constraints		The vast majority of capital works are to be undertaken on existing facilities with minimal or no additional land purchase. West Berkshire planning and highways officers are engaged to ensure that any constraints that arise do not form a barrier to delivery.
Unable to deliver capital measures	Poor weather conditions prevent elements going ahead		Majority of capital works are in relatively small measures which are less weather dependent than larger works.
LSTF fund availability late in 2012/13	Unable to progress elements due to timing of funding or extended procurement hurdles, e.g. walking or cycling projects in summer/autumn		A flexible project management approach for the elements likely to be affected will ensure that delivery can be adjusted or re-phased to ensure that benefits are still realised. Tender prices and engineering schedules are robust and allowance is made in the figures for a June/July announcement of funding.

#### E4. Project evaluation

84. West Berkshire Council would be pleased to cooperate with the Department in evaluating the benefits of the LSTF fund programme. If our bid is successful we will continue to monitor progress of the package and share information with the Department, the Berkshire Strategic Transport Forum and the Thames Valley Berkshire Local Economic Partnership as required.



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