



Department  
for Transport

# Local Sustainable Transport Fund Annual Report 2013/14



February 2015

This report was researched and prepared by Transport for Quality of Life Ltd.

[www.transportforqualityoflife.com](http://www.transportforqualityoflife.com)

Cover photo acknowledgements:

Cyclist: Barnsley, Doncaster, Rotherham and Sheffield Combined Authority

Young people at bus stop: Nottingham City Council

Low carbon car: West of England Partnership (Bristol City Council)

Cycle workshop: Life Cycle UK, © Robert Balmer (Derby City Council)

Beach bus: New Forest National Park Authority (Hampshire County Council)

Disclaimer:

It has not been possible to subject the information provided in the database of output reports from local authorities to a comprehensive checking process prior to inclusion in this report, but clearly anomalous data has been amended or excised.

The Department for Transport has actively considered the needs of blind and partially sighted people in accessing this document. The text will be made available in full on the Department's website. The text may be freely downloaded and translated by individuals or organisations for conversion into other accessible formats. If you have other needs in this regard please contact the Department.

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

© Crown copyright 2015

Copyright in the typographical arrangement rests with the Crown.

You may re-use this information (not including logos or third-party material) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence, visit

[www.nationalarchives.gov.uk/doc/open-government-licence](http://www.nationalarchives.gov.uk/doc/open-government-licence) **OGL** or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or e-mail: [psi@nationalarchives.gsi.gov.uk](mailto:psi@nationalarchives.gsi.gov.uk).

Where we have identified any third-party copyright information you will need to obtain permission from the copyright holders concerned.

# Contents

Foreword .....	4
Executive summary .....	4
1. Overview of the Fund during 2013/14 .....	7
Breadth of Fund activity .....	7
How the Fund was spent .....	8
Outputs from the Fund so far .....	10
Annual Report themes .....	12
2. Improving access to employment.....	13
Overcoming transport barriers faced by job seekers .....	14
Improving bus connections to hard-to-reach employment sites.....	17
Joint work with employers to improve sustainable travel to their work sites ..	19
3. Boosting local economies.....	21
Helping businesses make transport efficiency savings.....	22
Helping transport providers improve their commercial offer .....	24
Creating new sustainable transport enterprises.....	27
Boosting tourism businesses' sustainable transport offer.....	28
4. Infrastructure for sustainable transport.....	31
Better bus infrastructure.....	31
Better active travel infrastructure .....	34
Improving routes to education.....	36
5. Increasing physical activity.....	39
Using active travel to improve health and reduce obesity.....	39
6. Supporting access to education .....	42
The sustainable travel to school 'toolkit' .....	43
Teaching sustainable transport life skills .....	45
7. Bikeability .....	48
8. Conclusion.....	49

# Foreword

When we launched the Local Sustainable Transport Fund (the 'Fund') in 2010, we decided that it should have two objectives: to grow the economy, and to cut our carbon emissions.

This year's report shows how much progress is being made toward those objectives. Over 17,000 new cycle parking spaces have been installed, more than 1,100km of routes for cycling and walking have been built or improved, and over 36,000 job seekers received free tickets or travel advice to help them access jobs, interviews or training.

But the Fund isn't just about growing the economy and cutting carbon. It is also distinctively *local*. Local authorities, people and businesses came up with the ideas, and central government came up with the funding. The days when transport decisions were all made in distant Whitehall are over.

When the people of Grimsby said the bus station needed improving, when Portsmouth wanted to trial a new Park and Sail scheme to get more shoppers to Gunwharf Quays without increasing road congestion, and when Manchester's cyclists wanted new cycle paths, the Fund helped local transport authorities make these changes happen. All these projects were completed within the last year.

The Fund has shown that basing investment decisions on local knowledge is a model that works. In 2014, we pooled £100 million capital funding from the Local Sustainable Transport Fund into the new Local Growth Fund. The consequence was that sustainable transport featured in every one of the first-round Growth Deals.

That's a stunning success. It's thanks to the hard work of our transport professionals, communities and third sector organisations that the case for sustainable transport investment continues to be won. This report allows us to share just some of their stories.



**Baroness Susan Kramer**  
Minister of State for Transport  
Department for Transport



# Executive summary

1. This Annual Report reviews the third financial year (2013/14) of the Local Sustainable Transport Fund (“the Fund”).
2. Between 2011 and 2015 the Fund is investing £600 million in 96 local sustainable transport projects in order to support local economic growth and reduce carbon emissions. This includes funding for Bikeability cycle training. In July 2014 it was announced that a further £64.5 million of revenue funding will be invested to support 44 sustainable transport projects in 2015/16.
3. Two earlier Annual Reports, covering the activities of the Fund in 2011/12 and 2012/13, are available at:  
[www.gov.uk/government/collections/local-sustainable-transport-fund#fund-reports](http://www.gov.uk/government/collections/local-sustainable-transport-fund#fund-reports)
4. During the third year of the Fund 93 projects (including 12 Large Projects) have been active, encouraging and enabling more people to use sustainable transport for more of their everyday journeys.
5. The first section of this report provides a high-level overview of the ‘toolkit’ of activities local authorities are using to meet the Fund’s objectives. It also looks at how the Fund has been spread across the different modes of travel, and provides a snapshot of the Fund’s total key outputs to date, aggregated since the start of its projects.
6. The subsequent sections consider the year’s activities according to four major themes that reflect the Fund’s work: improving access to employment; boosting local economies; increasing physical activity; and supporting access to education.
7. This Annual Report also includes a new section on infrastructure for sustainable transport, looking at some of the capital schemes which have come to fruition in 2013/14 and how these are helping to influence people’s travel choices. This builds on the preparatory design and planning work for infrastructure schemes that has been a feature of the Fund’s earlier years.
8. Throughout, it is clear that local project teams are utilising a wide range of transport interventions in order to broaden the transport options local people have available and influence the full range of factors that determine their travel choices.
9. Revenue funding is being used to extract full benefit from capital investments, making people aware of new routes and services as well as giving them the information and skills they need in order to use them. For example, a new cycle route may be promoted to local employees and residents with maps, or a bike repair service and cycle training may be provided for inexperienced cyclists.

10. The final section of the report deals separately with Bikeability, the nationwide cycle skills training programme also supported by the Fund.

# 1. Overview of the Fund during 2013/14

- 1.1 During the third year<sup>1</sup> of the Local Sustainable Transport Fund (“the Fund”) 93 projects have been active.<sup>2</sup>
- 1.2 The level of project expenditure varies according to local requirements, with the majority of projects due to receive funding of under £5 million during the Fund’s lifetime. Twelve projects, mostly in large metropolitan areas<sup>3</sup> are designated as Large Projects, for which total funding ranges from £12 million up to £33 million. All projects are also receiving local match funding.
- 1.3 The outputs being delivered through the Fund utilise a combination of capital and revenue expenditure. Different local circumstances and priorities have resulted in a wide variation in the proportions of revenue and capital spending. During financial year 2013/14, individual project revenue spend ranged from 1% to 93% of total project costs, with an overall average of 45% (taking into consideration both Department funding and local contributions).
- 1.4 Although 93 projects were active during 2013/14, some of these reported their results through overarching Large Projects to which they contribute.<sup>4</sup> The data in this report is based on the resulting 87 Annual Output Reports, so numerical summaries in this and the following sections reflect an apparent total of 87 projects.

## Breadth of Fund activity

- 1.5 The Fund has resulted in a wide range of activities. Each project has a unique package of initiatives that are designed to address local needs and are timed and targeted to complement each other. Although activities are very diverse, they fall into eight broad categories. These types of activity, and some illustrative examples, are shown in Figure 1.1, which can be regarded as a picture of the ‘toolkit’ that projects are deploying in order to achieve more sustainable travel patterns.

---

<sup>1</sup> For a review of achievements during the first two years of Fund activity see the previous Local Sustainable Transport Fund Annual Reports, available at: [www.gov.uk/government/collections/local-sustainable-transport-fund#fund-reports](http://www.gov.uk/government/collections/local-sustainable-transport-fund#fund-reports)

<sup>2</sup> In total, 96 projects have been supported by the Fund since it began, but by the end of 2012/13 three projects had finished (Hertfordshire County Council and Bristol City Council Key Component projects that were linked to subsequent Large Projects and Plymouth City Council ITSO project that received funding in Tranche 1).

<sup>3</sup> London is excluded from the Fund as Transport for London receives direct grants for transport.

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

Figure 1.1 Types of project activity



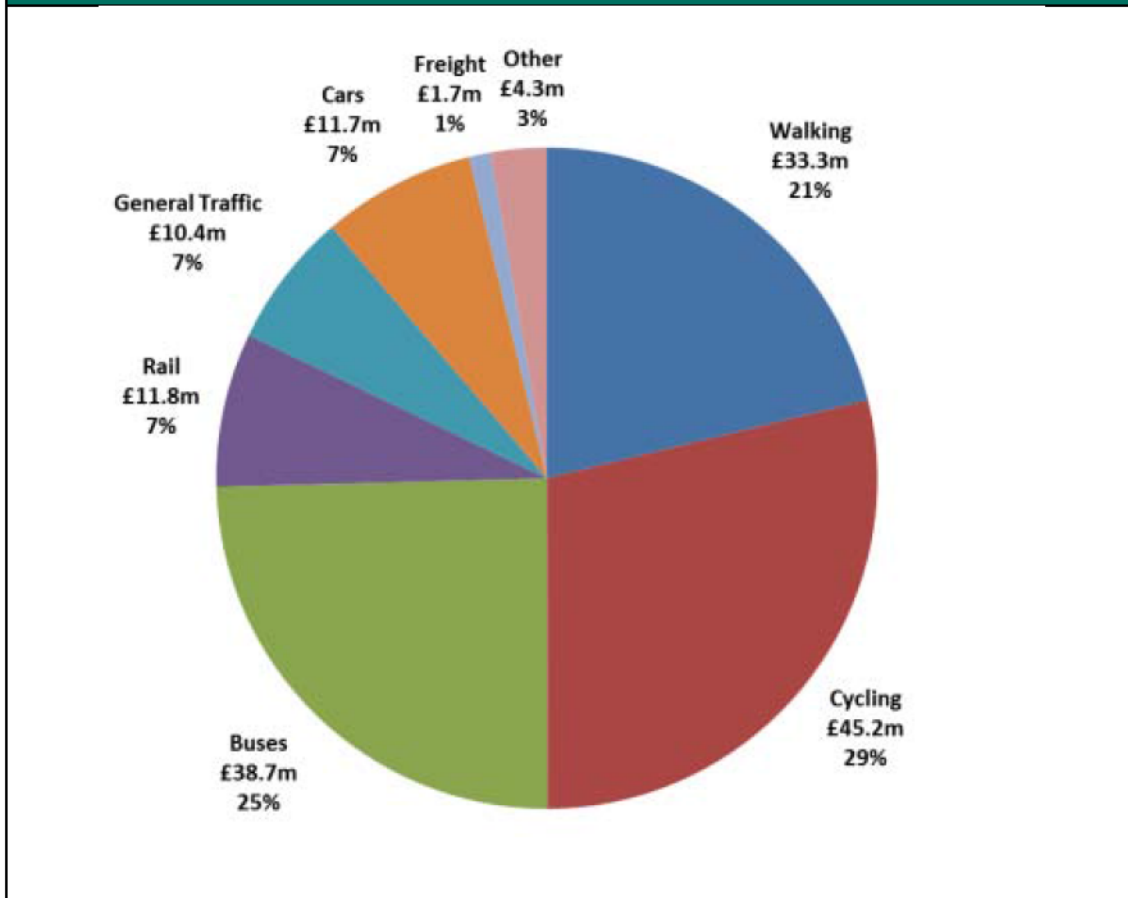
## How the Fund was spent

- 1.6** The Fund does not specify the proportion of expenditure each project should allocate to different modes of transport. However, it is possible to calculate an indicative split of expenditure by transport mode, through apportioning reported expenditure across the modes of transport that have been identified as a 'primary focus' of particular 'scheme elements'.<sup>5</sup>

<sup>5</sup> For annual reporting purposes project teams divide their projects into 'scheme elements', with each project containing up to seven scheme elements. In total the 87 active projects comprise 413 scheme elements.



Figure 1.2 Approximate split of Fund spending 2013/14 by mode of transport (Department spend only)



1.7 Figure 1.2 shows the approximate split of Department spending on the Fund in 2013/14 calculated using this method<sup>6</sup>. The figures in Table 1.1 also include the approximate split of total expenditure once local contributions are added in. As expenditure on a scheme element may not be split evenly between its primary foci these figures should be considered indicative. It should be noted that these figures will appear higher than local authorities' records of expenditure according to mode, because spending on non mode-specific scheme elements such as marketing and travel planning has been included.

<sup>6</sup> Where a scheme element has only one transport mode identified as a primary focus, 100% of expenditure is allocated to that transport mode. Where a scheme element has two transport modes identified as primary foci, 50% of expenditure is apportioned to each, etc. Some scheme elements, amounting to Department spending of £13.0m (£14.6m including local contributions), have been excluded because they are defined as project management or monitoring and do not identify any transport modes as primary foci.

**Table 1.1 Approximate split of Fund spending 2013/14 by mode of transport**

Transport mode	Local authority spending drawn from the Fund (£ millions)	Total local authority spending, including local contributions (£ millions)
Walking	33.3	53.2
Cycling	45.2	66.0
Buses	38.7	56.7
Rail	11.8	20.8
General traffic	10.4	15.3
Cars	11.7	16.8
Freight	1.7	2.5
Other	4.3	6.6
<b>Total for all modes</b>	<b>157.0</b>	<b>237.9</b>

## Outputs from the Fund so far

- 1.8** This year, for the first time, each project has reported 22 headline indicators<sup>7</sup> that sum up the total activity achieved since the project started (in either 2011/12 or 2012/13).
- 1.9** The resulting numbers cover a range of modes of transport (i.e. bus, rail, cycle, walking), target locations (i.e. workplaces and schools) and types of initiative (i.e. job-seeker support and personalised travel planning). For example, projects were asked to estimate the number of workplaces they have actively engaged in providing new services, facilities or activities to reduce lone driver commuting trips.

<sup>7</sup> Data against 22 indicators was submitted by the projects. However it was not possible to reliably aggregate disparate types of submitted data for three key outputs (bike buddy schemes, other services to encourage cycling or walking and personal travel planning at events/stalls elsewhere), so these have been excluded from the analysis.

- 1.10** The headline indicators give an indicative<sup>8</sup> snapshot of the breadth and scale of the Fund's impact up to March 2014.
- **17,902 new or improved cycle parking spaces** have been installed, improving security for cyclists and making them welcome at more places.
  - **1,182km of new or improved routes** are helping cyclists and pedestrians get to more places, more easily. Of these enhancements, 278km are on-road cycle lanes, 52km are off-road cycle paths, 660km are off-road shared cycle/pedestrian routes and 192km are pedestrian routes.
  - **43,675 participants have taken part in led walks and cycle rides**, building their confidence and knowledge of local routes. In addition, 23,269 adults have learnt how to service their own bike or had it serviced by a trained mechanic, 14,544 adults have had cycle training and 6,192 have been loaned a bike, giving all these people the skills and equipment they need to be able to cycle regularly.<sup>9</sup>
  - **207 train stations have been upgraded** to improve passengers' access to the station and make their journeys better and easier. Enhancements at these stations include better routes and facilities for those arriving by foot, cycle and public transport, upgraded waiting areas and information, more frequent services and, in one case, the opening of a completely new station.
  - **246 new or improved bus services** and **1,975 upgraded bus stops** are making it convenient and pleasant for more people to travel by bus.
  - **4,499 workplaces** and **2,446 schools** are working to provide their employees, pupils and parents with all the facilities, information, equipment and skills they need in order to walk, cycle or catch public transport for their commute or the school run.
  - **36,313 job seekers have been given travel advice and support** so they can get to job interviews and new work opportunities by sustainable transport, keeping their costs down in the process.
  - **293,682 people have been given personalised travel planning support** to review their travel habits and see whether a healthier, cheaper or quicker sustainable transport option is available to them. Of these participants 183,414 were advised at home, 101,192 in their workplace and 9,077 at a railway station.

---

<sup>8</sup> Condensing the wide variety of Fund activity into a small number of outputs requires categories that can be adapted to the different projects taking place across the country, so there is a margin of subjective interpretation on the part of the person submitting the data. For example, it is a matter of local interpretation whether a change is 'significant' or whether a workplace or school is fully 'engaged' in reducing car trips. Also, only some projects included match-funded outputs and in some cases it is possible there is some double-counting with neighbouring LSTF projects. Although it has not been possible to check every locally-generated number, obvious discrepancies have been reviewed: where a number significantly exceeded the range of outputs recorded by the majority of projects, data has been checked and either verified, adjusted or discounted.

<sup>9</sup> These figures reflect 'total' participants, not 'unique' participants: people might have used more than one of these services in their local area or attended multiple led walks/rides.

## Annual Report themes

**1.11** The following sections of this report describe how projects are targeting their expenditure and local activities in order to achieve the Fund's objectives. These are discussed in relation to five themes that reflect different aspects of the Fund's work, each of which forms a section of the report:

- Improving access to employment;
- Boosting local economies;
- Infrastructure for sustainable transport;
- Increasing physical activity;
- Supporting access to education.



## 2. Improving access to employment

- 2.1** Many projects are putting an emphasis on supporting the economy by providing better sustainable transport links to workplaces. The following sections consider three types of intervention, although in practice these overlap in a number of projects.
- **Activities aimed at helping job seekers overcome transport obstacles that prevent them gaining employment.** During 2013/14 40 projects have been working in partnership with Job Centre Plus, typically with additional partnerships extending to service providers and community-based organisations working with young people and job seekers. In some cases the packages of travel support are comprehensive, including personally tailored travel plans, travel training, cheap or free public transport passes, provision of bicycles, electric bicycles and mopeds, or provision of vehicles where other options are unavailable.
  - **Provision of bus services to provide access to employment sites.** Employment sites that have been developed away from the centres of towns and major public transport interchanges can be hard to reach by sustainable transport, and for many employees are not feasible to commute to by walking or cycling. Interventions range from kick-starting express services with the aim of creating commercially viable commuter services, through to provision of subsidy, usually matched by firms or training providers, for low-use routes where services run to reach specific firms and sites at unsociable hours to match shift patterns.
  - **Joint work with employers and their existing staff to improve and promote options for commuting to their sites by sustainable travel.** 4,499 employers are being supported by the Fund in this way. The focus is typically working with larger employers to implement travel plans for major sites which have the potential to influence the travel of large numbers of employees. Workplace travel plans may include similar elements to those for job seekers, such as personal travel plans or access to cheap bicycles, but they also extend to enhancement of facilities on-site and improvements in access to sites. At least 27 projects are operating grant programmes to help businesses make such improvements, in many cases leveraging a matching contribution from the employer.

## Overcoming transport barriers faced by job seekers

- 2.2** **Derby's** strong tradition of manufacturing and engineering has led to an exceptional situation where 41% of jobs are concentrated in large firms, including Rolls Royce and Bombardier. In recent decades, with manufacturing jobs generally in decline, this dependency on large firms has been a mixed blessing. New firms moving in have brought new jobs, but cut-backs at large plants have also brought job losses. Derby City Council's project ("Better Ways to Work") concentrates on transport to employment. A southern quadrant of the city was selected as the programme area, to cover a high proportion of existing employment sites and to include large new employment sites expected to accommodate 8,000 new jobs, whilst also taking in four wards with high unemployment, together home to 46% of job seekers in Derby.
- 2.3** Prior to the project a survey of job seekers showed that over half felt that transport was a barrier to getting back to work, with 90% responding that they would use public transport if they could afford it and 80% indicating they would be prepared to cycle up to five miles to get to work. The project therefore focuses on creating opportunities for job seekers to use public transport and cycling.
- 2.4** Following preparations and procurement with partners and delivery organisations during 2012/13, the work with job seekers during 2013/14 has been operating at full scale. For journeys that job seekers can make by public transport 825 discounted job seeker tickets have been issued and have been used for 29,112 bus journeys. A Wheels to Work scheme has provided 130 people with assistance to reach employment or training, mainly through sale or loan of low cost bicycles, but also by providing mopeds and by covering interview travel expenses.
- 2.5** Together with Job Centre Plus and Sustrans the project has been trying a new approach – Bike It for job seekers. This builds on the success of Bike It programmes in schools, deploying a dedicated Bike It project officer. This has included 17 information sessions at Job Centre Plus, a Dr Bike and bike safety session for job seekers, and events with organisations working with job seekers. 650 job seekers have been involved in total. One learning point has been that the Bike It officer found it necessary to have access to low cost refurbished bikes and a funding pot was established. This need was partially met by Bike Back Derby, which has been working with Stocken prison to train offenders in bike maintenance skills and uses bikes donated by the public in response to appeals on radio, social media and at events. This team has refurbished 221 bikes so far and has sold 185 at affordable prices to jobseekers and employed people, whilst also providing offenders with skills that make them more employable when they leave prison. One participant is known to have been employed by a major cycle retailer after being released.
- 2.6** In total it is estimated that 2,132 job seekers have been contacted by the programme, 1,603 of whom have received help with transport to

gain access to work, which is a significant proportion of the 9,297 recorded as unemployed in Derby in the 2011 Census.

Figure 2.1 Offenders learn valuable work skills recycling unwanted bikes for resale in Derby  
(Image courtesy of Life Cycle UK / © Robert Balmer)



Table 2.1 Some other places overcoming job seekers' transport barriers

<b>Centro</b>	4,719 people have received help to access employment during 2013/14 through WorkWise free travel passes or cycling support. 6,104 people have benefited since project inception.
<b>Liverpool City Region</b>	75 young people are known to have secured long-term employment (for more than 13 weeks) partly as a result of travel support for 16-24 year old NEETs (not in employment, education or training) in Knowsley. The potential resulting economic benefit is estimated to be worth £3m. Elsewhere in the city 1,251 NEETs received travel training or personal journey planning, while 3,633 free travel passes, 536 bikes and 34 scooters have been provided during 2013/14 to help young people travel to employment.
<b>Blackburn with Darwen Borough Council</b>	292 job seekers have received travel assistance, of which 108 have gained employment and 109 have been able to get to training. 2,400 are estimated to have received travel advice over the course of the project.
<b>Middlesbrough Council</b>	597 people have received personalised journey planning and subsidised bus tickets via Job Centre Plus in 2013/14.
<b>East Riding of Yorkshire Council</b>	350 job seekers received personal travel plans via Goole Job Centre Plus in 2013/14 to help them reach interviews and employment. There is now a waiting list for Wheels to Work mopeds, with 47 people having been assisted since the scheme began.
<b>Northumberland County Council</b>	330 job seekers have received personal travel plan training in 2013/14, with 15 referred to a scooter loan or cycle loan scheme.
<b>Shropshire Council</b>	125 people have received help with their journeys to work during 2013/14: 61 with personal journey planning advice, 57 with moped loans, seven with electric bike loans and five with bicycles. 228 people have been assisted since the project began.



<b>Barnsley, Doncaster, Rotherham and Sheffield Combined Authority</b>	256 people with no other way to access job opportunities have been equipped with motor scooters on low cost loan during 2013/14. 607 people have been assisted since the project began.
<b>Devon County Council</b>	143 new scooter loans were made available in 2013/14 by Devon Wheels to Work bringing the total number of jobseekers assisted in this way to 555 since the project began.
<b>Leicestershire County Council</b>	150 people were helped to access work or training in 2013/14 by Wheels to Work and 301 have been helped with 'access to work' grants. 815 people have benefited since the project began.
<b>Cornwall Council</b>	108 people were helped to travel to work in 2013/14 through low cost rental of mopeds or electrically assisted bikes.
<b>Transport for Greater Manchester</b>	3,000 free transport passes have been issued to job seekers and 1,000 job seekers have received personal travel planning support during 2013/14.
<b>Tyne &amp; Wear Integrated Transport Authority</b>	2,450 weekly and 390 monthly public transport passes were issued during 2013/14 to help people access job opportunities. 10 scooters have been supplied for journeys not possible by public transport. 4,931 job seekers have been assisted since the project started.
<b>Solent Transport</b>	Specialist travel advisors have been deployed to Jobcentre Plus offices during 2013/14. 1,850 job seekers have received three months free public transport, of which 43% found jobs during that period.
<b>North East Lincolnshire Council</b>	461 people have benefited from a voucher scheme launched in 2013 covering travel costs for the first month at work, job interviews, 'employability' events and jobs fairs. 25 scooters are on low cost loan to people whose journeys are not possible on public transport. 1,133 people have benefited since the project began, including recipients of personal travel plans.
<b>Nottingham City Council</b>	5 'community smarter travel hubs' have been in operation during 2013/14. Amongst other activities these helped 952 job seekers and trainees with special travel offers and personal travel planning.

Figure 2.2 WorkWise explain the help available for getting to new opportunities at a job seekers fair in the West Midlands

(Image courtesy of Centro)





## Improving bus connections to hard-to-reach employment sites

- 2.7** **Rutland County Council** shares with other local authorities the difficulties of connecting the local workforce to workplaces that are situated on out-of-town sites, a challenge compounded by workplaces operating shifts over extended hours. In addition, as a very rural county with dispersed settlement, Rutland poses the problem that some of its major employers are isolated on country back-roads, rather than grouped together on business parks.
- 2.8** To solve these issues, Rutland County Council has set up four Worklink shuttle buses following consultation with major employers. These connect the county town of Oakham and surrounding towns of Uppingham, Stamford, Melton Mowbray and Corby with key employers, as well as connecting to various villages. All the services are timetabled to match shift switch-over times at 5 or 6 am, midday and 10 pm or midnight.
- 2.9** Prior to the project, some employers reported that some people offered jobs were unable to take up their positions due to problems with travel arrangements and that some staff had to give up their jobs when their travel options became unmanageable. Citizens Advice reported that some people were in debt due to the requirement to run a car to get to work.
- 2.10** Since the Worklink shuttle buses started running in May 2013 they have carried 8,696 passengers to and from work. The employers report that as a result of the services 42 people have been able to take up jobs that they previously would not have been able to reach. Fares are priced to be affordable, with discounted weekly, monthly and annual season tickets. The employers themselves have purchased 30 season tickets for staff to use. Rutland County Council are now considering how to grow and adapt the services to serve more start times and locations.

Figure 2.3 Rutland Worklink Service 41 providing out-of-hours services to remote worksites  
(Image courtesy of Rutland County Council)



**Table 2.2 Some other places improving bus connections to hard-to-reach employment sites**

<p><b>Barnsley, Doncaster, Rotherham and Sheffield Combined Authority</b></p>	<p>324,623 journeys were made in 2013/14 on Jobconnector buses serving areas of high deprivation and unemployment in the Dearne Valley (already exceeding the 2015 target). In addition the X19 Jobconnector between Barnsley and Doncaster carried 410,097 journeys following enhancement from an hourly to a 30 minute service (also exceeding its target). The Microbus to Don Valley employment sites proved less popular, but revamping it in 2013/14 as the A1 Jobconnector resulted in 39,717 trips in the first three months.</p>
<p><b>Warrington Borough Council</b></p>	<p>The new half-hourly orbital bus service Connect 17 serves five employment sites. During 2013/14, with marketing and route improvements, the service has averaged weekly patronage of 4,500. Passengers rate the service highly. The service is now being merged with two other routes, whilst retaining its key orbital approach to serving the key employment sites. This will allow the municipal operator Network Warrington to continue to run the service beyond the project period on a commercial basis.</p>
<p><b>Middlesbrough Council</b></p>	<p>The Town Rider bus service, linking to the town's largest business park, Riverside, carried 650 people each day of the working week (170,000 per year) during 2013/14. Three years of further funding for the route have been secured from a developer in exchange for extending the route to serve a future retail development.</p>
<p><b>Derby City Council</b></p>	<p>During 2013/14 patronage on the upgraded 111 and 73 bus services serving business parks at Pride Park, Wyvern and Raynesway grew substantially to 138,725 and 65,091. Further upgrades, modifications and marketing are now being undertaken with the aim of putting the services on course for financial viability by the end of the project.</p>
<p><b>Transport for Greater Manchester</b></p>	<p>During 2013/14 three further Local Link services have joined the route that was set up in 2012/13. These are book-in-advance door-to-door minibus services to work, connecting some of the most deprived wards in the UK with major employment sites. Some of the services provide shift workers with 7-day 24-hour access to their jobs.</p>
<p><b>Stoke-on-Trent City Council</b></p>	<p>The project has improved services on three routes serving major employment sites, concentrating on better services at shift change-over times. This provides much better connections between deprived communities to the east of the city and jobs in Etruria Valley. In addition, during 2013/14 the whole bus network has been upgraded with bus priority measures, real time passenger information and WiFi so travellers can work during their bus journeys.</p>
<p><b>West of England Partnership</b></p>	<p>Three bus services were launched or upgraded in 2013/14, all targeted at commuters. The North Bristol Commuter Coach service enables residents in North Somerset's major settlements to reach the large employment area in Bristol's North Fringe. Another new service links to workplaces at Bristol Airport. An upgrade to existing services from Portishead to Bristol doubled services to a 15 minute interval to provide an express commuter service for residents to get to work in the centre of Bristol; it is already sufficiently popular that it appears commercially viable. These improvements add to new or enhanced services on several routes to employment or educational sites made during 2012/13.</p>

## Joint work with employers to improve sustainable travel to their work sites

- 2.11** It is evident from across the Fund's projects that working with businesses to help their employees commute sustainably requires a flexible and multi-stranded approach. The approach adopted by **Suffolk County Council** with businesses in Lowestoft shows how a comprehensive programme of activity can work effectively.
- 2.12** During 2013/14 the project worked with 150 businesses. In each case the process has involved the business designating a suitable member of staff as a travel plan coordinator, developing a travel action plan for the site, carrying out staff consultation and delivering a range of locally relevant incentives, improvements and support activities.
- 2.13** Incentives have included staff health checks, the Ride Suffolk Cycle Challenge and Walk to Work Week. The council has negotiated an agreement with local public transport operators so that businesses can offer their employees discounts on local bus services to make taking the bus to work a more attractive option.
- 2.14** Practical support has been offered through a Bike It for Business programme which has provided Dr Bike surgeries to fix staff bicycles, cycle training, assistance with journey planning and led rides, as well as by establishing site-specific employee bicycle user groups. A Cycle to Work seminar for businesses resulted in half of the businesses present setting up their own cycle to work scheme.
- 2.15** Improvements at business sites have been provided through a programme of grants that are match-funded by employers, to enable firms to tackle obstacles to active travel such as a lack of secure sheltered cycle parking, storage lockers, or showers and changing facilities.
- 2.16** These strands are backed up with a programme of personal engagement to provide staff with personal travel plans. These draw on a suite of information, including site-specific cycle route maps for four key business clusters. One large employer, Essex and Suffolk Water, is relocating within the town. Since people tend to reconsider their travel options when shifting job location, it is timely to provide advice on switching to sustainable commuting modes at such moments. A programme of personal travel planning is being set up through which all employees will receive information and advice about their travel options in advance of the move to the new site.
- 2.17** The latest survey of companies that are implementing travel plans showed a 10% shift to sustainable modes. This is estimated to have replaced 110,000 car trips per year, removing 1.8 million vehicle kilometres from the roads and avoiding 365 tonnes of CO<sub>2</sub> emissions.



Figure 2.4 Employees in Lowestoft get one-to-one advice to help plan their journey to work  
(Image courtesy of Suffolk County Council)



Table 2.3 Some other places helping businesses get employees to work

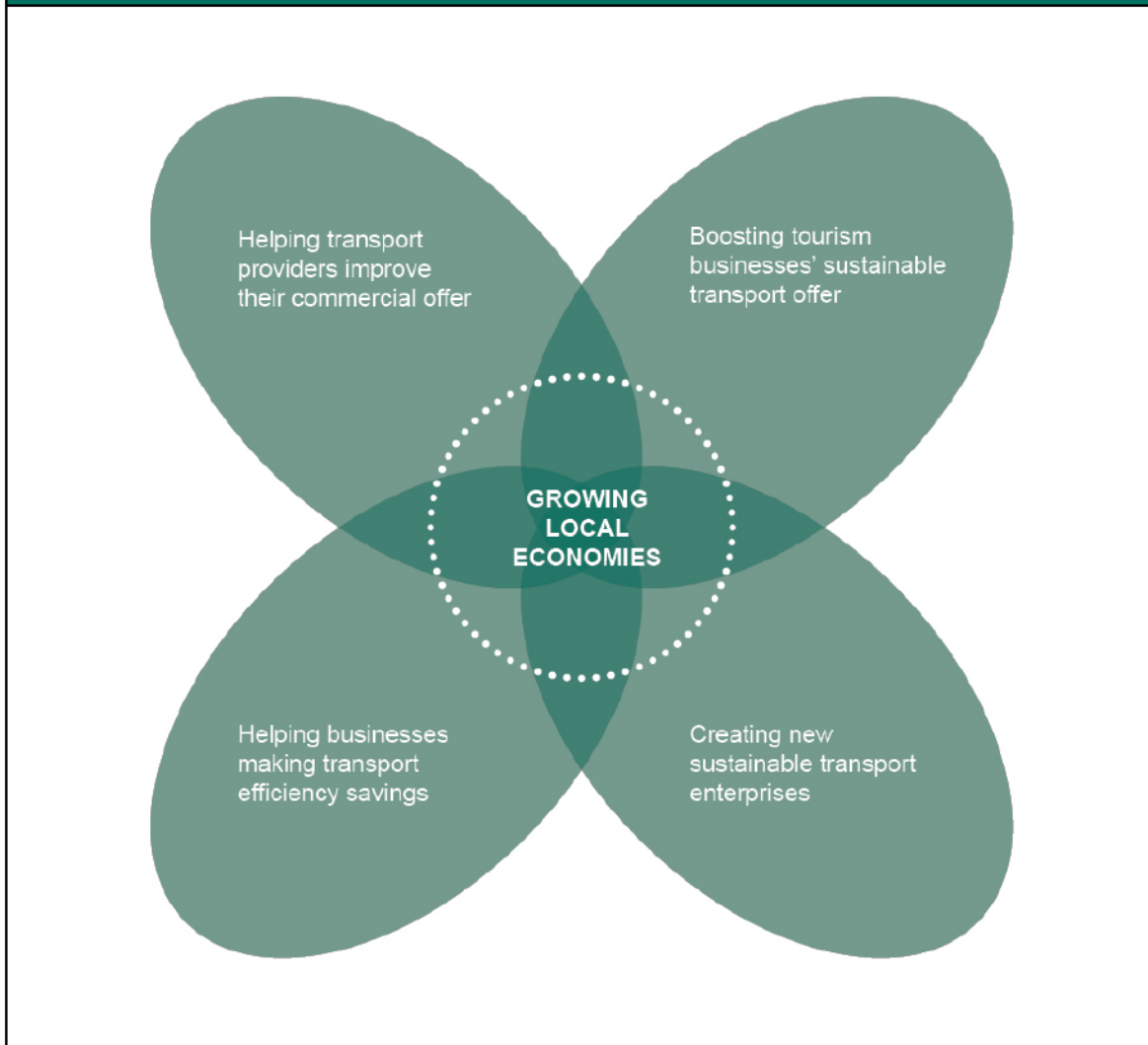
<b>Hertfordshire County Council</b>	Surveys at Maylands Business Park showed business travel plans have decreased single occupancy car use by 15%.
<b>Blackburn with Darwen Borough Council</b>	A follow-up survey during 2013 of employees who had received personal travel planning showed 10% reduction in single occupancy car trips. Workplace travel surveys at five major employment sites showed rises in car sharing, bus use, train use, cycling and walking.
<b>Wokingham Borough Council</b>	1,067 cards providing 15% rail discount were issued to employees via workplaces, resulting in 16% shifting their usual commute from car to train. One workplace reported that the discounts had increased their ability to recruit high quality graduates from the London area.
<b>Lancashire County Council</b>	114 small grants have been made to businesses during 2013/14, with businesses investing in initiatives such as car sharing and pool bikes. 356 employees received cycle training to encourage cycle commuting. A cycle challenge event specifically targeted non-cyclists and attracted 335 participants, 36% of whom reported that they were still cycling to work at least once a week three months after the event.
<b>West of England Partnership</b>	48 businesses have taken up grants to improve on-site facilities for sustainable travel (e.g. installing secure cycle parking). £306,482 of grant funding levered £360,606 of matching funds from employers.
<b>Leicester City Council</b>	£92,641 of matching private business funding was released by £58,662 of small grants. The 16 grants included facilities for remote working, staff and customer cycle parking, promotion and management of car share schemes, and pool bikes.
<b>Solent Transport, Southampton City Council, Portsmouth City Council</b>	A month-long Commuter Challenge in May 2013 involved businesses across South Hampshire competing to clock up the most commuter miles by sustainable transport. 1,999 participants registered from 85 businesses, logging 264,103 miles over 36,116 commuter trips and saving an estimated 33,939kg of CO <sub>2</sub> .
<b>Swindon Borough Council</b>	During 2013/14 a second undercover secure bike park has been built to cater for people cycling to work in the town centre. A scheme to loan out bicycles for the journey to work has been oversubscribed and more bikes have been purchased.



## 3. Boosting local economies

- 3.1** Many projects are helping businesses with initiatives designed to increase their output and turnover. This is being achieved through partnerships with businesses, social enterprises and not-for-profit organisations to help them operate their transport operations more cost-effectively and attract more customers. In some cases projects have supported the establishment of entirely new enterprises. These projects are simultaneously supporting the local economy and improving local sustainable transport.
- 3.2** The following four sections discuss the variety of approaches that projects are taking to achieve this.
- **Helping businesses make transport efficiency savings**, for example through more efficient fleet management, consolidation of freight loads, improved driving techniques and low carbon vehicles.
  - **Helping transport providers improve their commercial offer**, for example through provision of new or improved rail stations, pump priming new train, bus and community transport services, and expanding 'bike hubs' and cycle maintenance services.
  - **Creating new sustainable transport enterprises**, such as Park & Ride and Park & Sail services, bike hubs and Wheels to Work.
  - **Boosting tourism businesses' sustainable transport offer**, by increasing opportunities for sustainable leisure travel and making tourism businesses easier to get to by sustainable modes.
- 3.3** In many instances initiatives are also creating new jobs or work experience and training opportunities, in particular for marginalised groups such as the learning disabled, offenders and the long-term unemployed. Some people who have benefited in this way have already moved on to permanent employment.
- 3.4** Figure 3.1 summarises the range of approaches being used to boost the local economy through enhancements to the local sustainable transport network. The overlapping sectors of the diagram illustrate that there is often synergy between the different approaches, so a single initiative can contribute to the local economy in a number of ways. For example, a local sustainable transport grant scheme might help local accommodation providers in a tourism hotspot install secure cycle storage (i.e. 'boosting tourism businesses sustainable transport offer') but might also help local bus companies to upgrade vehicles to carry bikes (i.e. 'helping transport providers improve their commercial offer').

Figure 3.1 Boosting local economies through symbiotic working with business and enterprise



**3.5** The projects aim to build self-sustaining services that create legacy benefits for the local transport network. They are also leveraging in match funding from partner businesses and organisations, maximising the value of the original Fund grant to the local area.

## Helping businesses make transport efficiency savings

**3.6** Operating costs of fleet vehicles can form significant expenditure for many businesses, especially in transport-focused sectors such as the freight industry. Some projects are helping businesses reduce these costs through the introduction of more cost-effective operational practices and new technology. By-products of such efficiency savings could be improvements in local air quality and congestion.

**3.7** **Thurrock Council** launched Thurrock Freight Quality Partnership in February 2012. This created a forum to reconcile the operational needs of the local freight industry with its negative local impacts, in particular around Purfleet, Tilbury Port and London Gateway Port. By March 2014

the partnership had risen to 88 members (up from 51 in 2013) which includes local operators, trade associations and businesses.

- 3.8** 42 organisations have so far participated in the local ECO Stars fleet efficiency scheme. This scheme rates their overall road transport operations and assesses each vehicle. So far it has certified 1,931 individual vehicles. Fleet operators also receive guidance on how to improve operational and environmental performance. In addition there is driver training to teach drivers of commercial vehicles techniques to drive more efficiently: 117 drivers have received Safe and Fuel Efficient Driving training, with an average 3.38mpg improvement per driver.
- 3.9** In addition, signage improvements have been installed around Waterglade Industrial Park in order to reduce unnecessary mileage by heavy goods vehicles, as well as reduce the congestion and road safety hazards created when lost vehicles turn around.

Figure 3.2 Thurrock’s ECO Stars fleet efficiency scheme has so far rated 1,931 commercial vehicles  
(Image courtesy of Thurrock Council)



**Table 3.1 Some other places helping businesses make transport efficiency savings**

<p><b>Southampton City Council</b></p>	<p>In February 2014 Southampton opened its new Sustainable Distribution Centre (SDC). Located on the edge of the city, the SDC provides freight consolidation and warehousing facilities for Southampton and the wider Solent area. By receiving and combining individual consignments or part-loads that are destined for businesses in the same locality and taking over delivery for ‘the last mile’ the SDC aims to reduce HGV traffic and its related congestion and carbon emissions. In addition to making efficiency savings by controlling the time and frequency of deliveries, businesses are also able to use the SDC’s warehousing facility to reduce their on-site storage needs, making more effective use of their premium retail and office space. A group of the Centre’s public sector clients, including the city’s hospital and universities, are now considering how a joint procurement strategy (delivered via the SDC) might create even greater efficiencies and savings.</p>
--	---



<b>Barnsley, Doncaster, Rotherham &amp; Sheffield Combined Authority</b>	<p>The Plugged in South Yorkshire initiative is granting small and medium enterprises (SMEs) funding for an electric vehicle charging point. Alongside the network of public rapid charging points being rolled out across South Yorkshire, the grants will enable SMEs to make fuel economy savings through the use of electric vehicles. Around 60 businesses are expected to benefit by 2014/15.</p>
<b>Stoke-on-Trent City Council</b>	<p>Three Clean Air Grants have been awarded to businesses located in Stafford's pollution hotspots, helping them to introduce carbon reduction schemes and new technologies. One grant was to the local newspaper, whose reporters now use an electric car when travelling around the city to research stories.</p>

Figure 3.3 Southampton's new Sustainable Distribution Centre aims to reduce carbon emissions from HGV traffic and help businesses make efficiency savings across the Solent region

*(Image courtesy of Southampton City Council)*



## Helping transport providers improve their commercial offer

- 3.10** Projects are working with train operating companies, bus companies, community transport operators, car clubs and cycling enterprises. Helping these businesses improve their commercial services achieves a double benefit: a greater range of travel options for travellers and expansion of the transport sector of the local economy.
- 3.11** The support provided ranges across new or improved rail stations, pump priming of additional routes or services, and measures to boost the appeal of services. Through these enhancements transport providers should be able to increase custom and improve their profitability.
- 3.12** In **Wiltshire**, for example, Chippenham, Melksham, Trowbridge and Westbury form a corridor of large towns that operate as a single economic unit. The key road linking these towns and connecting to Swindon and Salisbury is the A350. This road is regularly congested, but, in the past, the TransWilts rail service along the corridor did not offer a realistic alternative.

- 3.13** Wiltshire Council is providing a three year subsidy for a much enhanced rail service along this TransWilts line. This was launched in December 2013, with First Great Western increasing services between Westbury and Swindon from four to 16 trains per day. Eight new jobs were created in the process.
- 3.14** Improvements are also being made to interchange and waiting facilities at stations along the route, in partnership with Network Rail and the TransWilts Community Rail Partnership. Melksham Station already has a safer pedestrian and cyclist access point and a new waiting shelter. A new free 'rail feeder' service brings Melksham residents to the station in time to connect with the trains.
- 3.15** These service and station improvements make the TransWilts line a much more attractive option for commuting, business and leisure journeys. One commuter has called the enhanced service "life changingly positive" and an estimated 476 people were using the service every day by February 2014. Of these, 46 were using it for a journey which they had previously done by car and 129 were new trips (i.e. they had previously not travelled to their destination at all). A quarter of these new trips had previously been 'too difficult' before the introduction of the new services.
- 3.16** In total, in its first 16 weeks of operation the service carried 43,900 passenger trips, just short of the 45,000 initially projected for the whole of its first year of operation. This means the enhanced service is likely, in its first year, to exceed its five-year target of 120,000 trips: a win-win result that is good for the traveller and good for the operator.

Figure 3.4 Passengers at TransWilts Line stations are benefiting from a quadrupling of daily train services

*(Image courtesy of Wiltshire Council)*





**Table 3.2 Some other places helping transport providers improve their commercial offer**

<p><b>Hampshire County Council</b></p>	<p>Bluestar and Wilts &amp; Dorset bus companies were already operating the core New Forest Tour open top bus services commercially before receiving subsidy funding to pump prime extended timetables and new routes. This support from the Fund has enabled the network to expand significantly in the last two years. In 2013/14 usage increased by 32% to over 40,000 passenger trips, saving an estimated 223,000 private car miles and contributing an estimated £660,000 to the local economy.</p>
<p><b>Isle of Wight Council</b></p>	<p>Southern Vectis has been helped to quadruple the frequency of its Coaster bus service around the Isle of Wight. The operator has subsequently seen a substantial increase in patronage, from 3,200 passengers in summer 2012 to over 16,100 in summer 2013.</p>
<p><b>Tees Valley Unlimited</b></p>	<p>In partnership with Northern Rail a variety of lighting, CCTV, waiting, information and access improvements were made at six stations (Allens West, Billingham, Gypsy Lane, Marton, Nunthorpe and Stockton) in 2012/13. Over 2013/14 patronage growth at these stations has been 10%, more than treble the Tees Valley average.</p>
<p><b>Warwickshire County Council</b></p>	<p>Regular London Midland and Chiltern Railways services now stop at the new Stratford-upon-Avon Parkway rail station, carrying passengers to Stratford, Birmingham, Solihull and London. The station opened in May 2013 and, by March 2014, 35,115 passenger trips had been made from the station, as well as almost 4,000 additional trips per month at the neighbouring Stratford-upon-Avon town centre station.</p>
<p><b>West Sussex County Council</b></p>	<p>Social enterprise Co-Wheels is working with West Sussex to build its Chichester Car Club. In 2013/14 the Car Club's two vehicles achieved a 12% utilisation rate. Promotions to increase membership is currently underway using the parking permit renewal reminders sent to local residents by the council, so that the Car Club can operate commercially (20% utilisation) after March 2015.</p>
<p><b>Devon County Council</b></p>	<p>Exeter based car club Co-Cars has seen a 40% growth in membership since it received grant funding for new vehicles and marketing initiatives. Vehicle utilisation more than doubled during 2013.</p>
<p><b>Leicester City Council</b></p>	<p>Future Cycles was established in 2010, offering a range of cycling-related services from its shop in Leicester city centre. Working with Leicester City Council, Future Cycles' offer has now been expanded with help from the Fund to include two new local cycling services that enhance its suite of social enterprise services. Cycle Works Hub is a cycle maintenance training centre within the local adult education college, where Future Cycles delivers training ranging from one-off sessions to professionally recognised bike mechanic qualifications. So far 144 young people and 148 adults have been trained. 170 have achieved Level 2 vocational training certificates. Future Cycles also manage the new city centre Bike Park, where 250 weekly users are now taking advantage of secure bike parking, a shop, workshop, lockers, showers and changing facilities. Over 20 volunteers have worked at the Bike Park, with one subsequently being employed by Future Cycles.</p>

## Creating new sustainable transport enterprises

- 3.17** Some projects are creating completely new enterprises to deliver sustainable transport services. Many of these are social enterprises whose objectives go beyond achieving a viable business to recognise the value of their services as a public good, for example due to the employment, training and work experience they provide the local community.
- 3.18** These start-ups follow a variety of models. Some involve non-transport sector partners, some are newly created community interest companies and others are run by local authorities themselves. What they have in common is that they are all aiming to create entirely new, self-financing services which will continue to contribute to both the local sustainable transport network and the local economy once the Fund has ended.
- 3.19** The East Sussex Wheels 2 Work community interest company (CIC) set up by **East Sussex County Council** now employs five staff, two of whom are apprentices. They run a Wheels to Work service loaning out motorcycles, scooters and electric bikes at low cost. By March 2014 this service had already helped 58 people in the Lewes, Newhaven and Eastbourne areas get to work and training. To generate income to support the Wheels to Work scheme, the CIC also trades as a dealership selling motorcycles, scooters and accessories. Alongside the showroom is a workshop for motorcycle servicing and MOTs. In addition, the premise houses a meeting room, which is available for hire, and now hosts the regular New Rider Awareness courses run by the Sussex Safer Roads Partnership.

Figure 3.5 The new East Sussex Wheels 2 Work community interest company has created five jobs  
(Image courtesy of East Sussex County Council)



**Table 3.3 Some other places creating new sustainable transport enterprises**

<p><b>Portsmouth City Council</b></p>	<p>Park &amp; Sail aims to reduce city centre congestion by encouraging visitors to Portsmouth to park their cars north of the city centre and complete their journey with a scenic boat trip to Gunwharf Quays, which offers shopping and leisure facilities. The service, which costs £5 for parking and a return boat trip, ran every weekend over summer 2013 and carried almost 2,000 passengers. It was so popular that an additional boat was added to cope with demand and all partners (International Port, Gunwharf Quays and Portsmouth City Council) agreed to continue the service in summer 2014.</p>
<p><b>Telford &amp; Wrekin Council</b></p>	<p>The Gorge Connect Park &amp; Ride opened in June 2012. Run by Telford &amp; Wrekin Council, this is a purpose-built 250 space car park linked by bus (every 12 minutes) to the Ironbridge Gorge World Heritage Site. It operates seasonally, with over 18,000 people using the Park &amp; Ride in summer 2013 (more than double the 2012 usage). The council is aiming for the service to become self-sustaining, and is now investigating the site's potential for earning revenue out-of-season through residential parking and visitor parking for special events like the World Heritage Festival.</p>
<p><b>Darlington Borough Council</b></p>	<p>Darlington has worked with local charity eVOLution to establish the Pink Bus, a community service bus serving an area which is home to a high population of older people with no access to a car but who previously had very limited public transport services. After more than a year of operation, monthly patronage averages 5,359 passengers. Partners are now laying plans to ensure that the service will become commercially viable.</p>
<p><b>Derby City Council</b></p>	<p>To provide Derby with a city centre facility for cyclists and their bicycles, the Connected project has supported the creation of Bike ParkWorks, a new social enterprise. A former warehouse has been converted into a bike hub offering free secure cycle racks, showers and changing facilities for cyclists, physiotherapy, bike repair service, cycle and accessories shop, café and events space.</p>
<p><b>Redcar &amp; Cleveland Borough Council</b></p>	<p>Working in partnership with the local CIC Creative Thinking Resource Centre, Redcar &amp; Cleveland have been preparing for the opening of the Route 1 bike hub in Redcar town centre. Disabled adults will develop their skills and confidence by working at Route 1, which will provide cycle storage, cycle hire and maintenance services, and will also operate a café and retail outlet for recycled bikes.</p>
<p><b>Southend-on-Sea Borough Council</b></p>	<p>Working in partnership with train operator c2c, Southend has launched a new social enterprise at Southend Central Station. The Comfy Saddle is a sustainable transport 'hub' and bike shop. It provides travel advice and information, as well as new, reconditioned and hire bikes.</p>

## Boosting tourism businesses' sustainable transport offer

**3.20** Tourism businesses can appeal to more customers by becoming easier to access by sustainable modes or by expanding their sustainable travel leisure services. Projects in tourism hotspots are assisting local tourism



businesses with grants, toolkits and advice. Many of the businesses benefitting are small and medium sized enterprises.

- 3.21** People are more likely to try sustainable modes when they are out of their normal routines, such as on day trips and holidays. Improvements that help make sustainable transport a part of the visitor experience may bring a long-term behaviour change benefit, as well as increasing custom for tourism businesses and local sustainable transport providers.
- 3.22** The **Isle of Wight** has 500 miles of cycle routes, which Visit Isle of Wight is marketing under the Bicycle Island brand to attract more people to the Island for cycling holidays and to encourage more holidaymakers to try leisure cycling.
- 3.23** To make sure accommodation providers, pubs, restaurants and tourist attractions can welcome cyclists, tourism businesses on the Island are being encouraged to install bike racks, shelters, tools and pump stands. Grants help businesses cover the cost of these. In 2013/14 over 200 new cycle parking spaces were funded at 21 privately owned tourist locations, mainly on cycle routes. Accommodation providers are also offered advice on the facilities, information and catering arrangements they must offer in order to qualify for Cyclists Welcome accreditation from Visit England's Quality in Tourism scheme. Accredited accommodation is then featured on the Bicycle Island website.
- 3.24** To help cycling holidaymakers get to the Island, four cycle racks have been installed on Red Jet ferries between Southampton and West Cowes. While they are on the Island, cyclists can also hop on to Southern Vector's Coaster buses, as four of these can now carry bikes.
- 3.25** Local businesses who wish to expand their cycling services can apply for Bicycle Island Development Grants. So far these have been used to establish new and expanded cycle hire services and a luggage transfer service, as well as to improve the local mountain biking centre and marketing of led-ride services.

Figure 3.6 Tourism businesses on the Isle of Wight are benefiting from being easier to get to by bike  
(Images courtesy of Isle of Wight Council and Blamire/Winslow)





**Table 3.4 Some other places boosting tourism businesses' sustainable transport offer**

<p><b>Cumbria County Council</b></p>	<p>Go Lakes Travel supports local businesses that seek to become easier to access by sustainable modes or proactively improve the leisure sustainable travel services they offer. So far, 17 attractions have signed up to a scheme offering a 10% discount to visitors arriving by bus. Seven awards were made through the Lake District Small Grant Scheme, one to Windermere Lake Cruises so they could put cycle racks on half of their cruise boats.</p>
<p><b>Hampshire County Council</b></p>	<p>The Sustainable Transport Solutions Fund provides grants to local organisations and businesses who want to help make the New Forest more welcoming to visitors who want to walk, cycle and use public transport. Grants have so far been awarded for cycle parking, hire bikes and information leaflets, as well as for an electric van used to take walkers' and cyclists' luggage to their accommodation.</p>
<p><b>Rutland County Council</b></p>	<p>Rutland has awarded match funding grants for 15 cycle parking facilities at accommodation businesses, so they can make themselves more attractive to cyclists and apply for Quality in Tourism's Cyclists Welcome accreditation.</p>
<p><b>Bournemouth Borough Council</b></p>	<p>Tourism industry stakeholders are helping market Bournemouth as a base for cycling holidays and leisure cycling. In 2013/14 the project began promoting to hoteliers the benefits of offering facilities and services which appeal to visitors who walk and cycle, supported by development of a Green Tourism Toolkit.</p>
<p><b>Wokingham Borough Council</b></p>	<p>To make sure they are positioned to take advantage of future growth in cycle tourism, Cycle Chilterns has so far given advice to 32 local businesses about improving their facilities for cyclists and joint promotional opportunities targeting cycling visitors.</p>

**Figure 3.7 The Travel Concierge service welcomes visitors arriving at Brockenhurst Station and gives them advice on how to reach sustainable-transport-friendly attractions in the New Forest**  
*(Image courtesy of Hampshire County Council / New Forest National Park Authority)*



## 4. Infrastructure for sustainable transport

- 4.1** Infrastructure improvements generally require extended lead-in times to obtain planning and other permissions and to consult with landowners and other parties. For this reason, the first two Annual Reports had a natural emphasis on revenue-funded measures that could be put in place rapidly. However, during 2013/14, 55% of funding was capital funding (including both Department funding and local contributions). This section looks at some of the infrastructure improvements supported by the Fund.
- 4.2** Scheme elements that require large capital funding mainly concentrate on buses or active travel, so two of the following sections consider the capital investment in these modes. The Fund has so far provided<sup>10</sup>:
- 246 new or improved bus services;
  - 1,975 upgraded bus stops;
  - 17,902 new or improved cycle parking spaces;
  - 1,182km of new or improved walking and/or cycling routes.
- 4.3** A third section looks at capital investment to create new and improved routes to schools and other educational establishments, which is another significant area of endeavour across the Fund.
- 4.4** Many other types of infrastructure improvements are also being delivered, including town centre urban realm improvements, station improvements, traffic-flow measures and new ferry facilities. Some of these relate to activities covered in other chapters of this report: in particular, examples of investment in rail stations are highlighted in Chapter 3 in the section 'Helping transport providers improve their commercial offer'.

### Better bus infrastructure

- 4.5** All bus infrastructure projects are seeking to increase bus patronage and better serve key destinations. Types of intervention fall into several categories.
- **Bus priority measures** that enable buses to get through congestion hot spots without delay. These are designed to make bus movements

---

<sup>10</sup> See 'Outputs from the Fund so far' in Chapter 1 for more information.

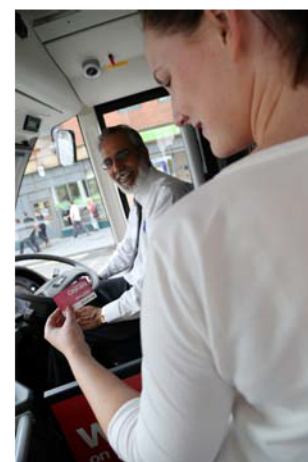
faster than movements of private cars, a critical objective if bus use is to be more attractive than car use.

- **Better waiting and interchange facilities** to encourage bus users who are otherwise deterred by lack of dry, well-lit and safe shelters.
- **Improvements and renewals of buses.** These are usually undertaken by the bus operators, but the Fund is contributing to on-board information systems and improved facilities, such as WiFi so commuters can work en route.
- **Real time passenger information** is a major theme, and requires partnerships between councils and operators to put in place technology that is compatible across all bus companies.
- **'Smart ticketing'** schemes that make it easier for travellers to use buses and switch between routes run by different operators.

Figure 4.1 Improvements to bus stops along the Lewes Road in Brighton and Hove give passengers a nicer place to wait, but also ensure that traffic along this bus and cycle corridor keeps flowing  
(Image courtesy of Brighton & Hove City)



Figure 4.2 In Nottingham 28 new electric buses on the Linkbus network and Citycard smartcards are making the bus network more efficient, for both local carbon emissions and passengers  
(Images courtesy of Nottingham City Council)





**Table 4.1 Some places investing in better bus infrastructure**

<b>Bournemouth Borough Council</b>	A new bus facility at Royal Bournemouth Hospital has been built in 2013/14, providing passengers with a dedicated undercover waiting area and real time passenger information. The hospital plans to link this facility to the hospital entrance with a covered walkway. The nearby Ashley Road has received a new traffic light system that can detect buses approaching and change the signal to green in advance of their arrival.
<b>Tyne and Wear Passenger Transport Executive</b>	Team Valley is a large employment site. Access for buses to the northern end of the Team Valley site has been improved by providing bus priority measures across the Kingsway roundabout, so that buses taking people to work do not become stuck in delays.
<b>Surrey County Council</b>	Surrey is concentrating its bus improvements on key corridors. Major improvements have been undertaken at 35 bus stops on the north and north west corridors into Guildford, with smaller works at 90 further bus stops. The works will make boarding buses easier as well as improving the waiting environment. Surrey has also overhauled its real time passenger information system to give better quality information, in preparation for installing new information displays on stops next year.
<b>Cornwall Council</b>	42 new shelters have been installed as well as 44 raised kerbs to enable access to buses without a significant step. This is critical for people with mobility difficulties or passengers with pushchairs.
<b>Solent Transport</b>	230 real time information displays have been installed across Southampton, with 78 further displays on inter-urban corridors. In addition to showing bus times the displays give live train departures for local stations and interact with web and mobile applications so passengers can access real time information by phone or computer.
<b>Darlington Borough Council</b>	The bus operator has introduced much better buses on the key Darlington – Durham route. The operator’s investment has included free on-board WiFi, electric charging points and more comfortable seating. Fund expenditure has backed this investment with on-board information systems. The route has seen a 7% increase in patronage and received very positive feedback.
<b>Staffordshire County Council</b>	All bus operators have had their ticket machines upgraded to interact with a real time passenger information system. Bus shelters on key corridors and in the town centre now display bus arrival information.
<b>North East Lincolnshire Council</b>	Major works have been undertaken in Grimsby town centre, relocating and rebuilding the bus station to provide a weather-proof waiting area with real time information. The work is facilitating economic growth by freeing up a development site for a £12 million leisure complex.

**4.6** Bus-related improvements are generally accompanied by promotional activities timed to maximise use of the new infrastructure. For instance, in the **Tyne & Wear** example above, improved bus journey time reliability to the Team Valley employment site has been promoted through the on-site Travel Hub and through one-to-one staff travel advice sessions, backed by free bus taster tickets.



## Better active travel infrastructure

- 4.7** Initiatives to improve active travel infrastructure are focused on making walking and cycling more direct, safe and pleasant, both to aid existing users and to attract new walkers and cyclists. Types of intervention fall into several categories.
- **Creating new routes** to link people to popular destinations, such as shopping centres, business parks, leisure centres and universities. In many locations, this is achieved simply and efficiently by adding short links from nearby residential and commercial areas to existing routes.
  - **Enhancing ‘connectivity’** of the overall walking and cycling network by linking existing routes which were previously fragmented or creating routes that overcome barriers (e.g. new contraflow cycle lanes). New routes are often through parks, along canal towpaths or other green spaces, making them more pleasant to travel along.
  - **Upgrading existing routes** to make them safer and easier to use, for example by resurfacing, improving lighting, expanding pinch points, removing anti-social behaviour hotspots, straightening out detours and improving signage.
  - **Creating new or improved road crossing facilities**, often upgrading existing crossings to toucan crossings so cyclists can use them too.
  - **Better traffic management**, for example through 20mph zones or reallocating road space. This makes on-road routes safer and less daunting for inexperienced pedestrians and cyclists.
  - **Making networks ‘legible’** for walkers and cyclists by providing signs that improve navigation and contain clear information on how to reach popular destinations and how long it might take.
  - **Providing more cycle parking**, often in secure compounds or covered by CCTV. This improves the security of bikes and makes cyclists welcome at more places.
  - **Providing cycle hire points**, such as automated docking stations for hire bikes at key locations, which members can then borrow for short journeys and return to another docking station near their destination.
  - **Making routes more pleasant** and engaging by providing seats, rubbish bins and local information boards.

**Table 4.2 Some places improving active travel infrastructure**

<p><b>Transport for Greater Manchester</b></p>	<p>Across the city region communities are benefiting from Local Sustainable Access Schemes, which are small scale infrastructure improvements designed to address specific local issues. For example, a new 580m long cycle route linking Chamberhall Business Park with Bury town centre and the nearby Peel Mill Business Park has improved connections between these key employment sites and will help reduce congestion in the local area. The Salford Quays Cycle Route is a new 6.6 km traffic-free cycle/pedestrian route between Broadway Link and South Langworthy Road, which completes the link between deprived residential areas and the strategic employment site of Salford Quays and the University of Salford. 31km of new and improved routes for walkers and cyclists have been completed to date. 780 new cycle parking spaces have been created, 300 of which are in secure cycle hubs, some of which also have lockers and changing facilities.</p>
<p><b>Cambridgeshire County Council</b></p>	<p>New and improved pedestrian and cycle links (13.5km to date) are improving links between key public transport interchanges (i.e. bus stops, train stations and Park &amp; Ride sites) and major regional employment centres. For example in 2013/14 a new off-road, shared route between St Ives Park &amp; Ride and St Ives Business Park was completed, while the Mill Common route between Huntingdon bus and train stations was resurfaced and had new lighting installed. The safety and convenience of walkers and cyclists is also being improved with the installation of seating, cycle parking (210 new spaces in total) and CCTV at stops and stations.</p>
<p><b>Central Bedfordshire Council</b></p>	<p>Getting more people in to Dunstable town centre is critical to halting the decline of its retail trade, as well as to linking people to the nearby Woodside Industrial Estate (a key employment centre). To encourage more footfall in the town centre, 1.8km of local walking and cycling route improvements were completed in 2013/14 (5.4km total to date). An upgraded right of way now serves as an attractive, lit route into the town centre for walkers and cyclists from the south west of Dunstable, with footways connecting in to a local residential area. 248 new cycle parking spaces have also been created.</p>
<p><b>Coventry City Council</b></p>	<p>Construction on four key routes took place during 2013/14, providing 5.4km of new off-road, shared routes for walkers and cyclists (7.2km total to date), including new signal controlled cycle crossing points at four locations. These routes improve access to the universities and rail stations, provide a safe route alongside Hearsall Common (a key junction out of the city centre) and link residential and employment areas separated by Charter Avenue. 84 new cycle parking spaces have also been created.</p>
<p><b>Cheshire East Council</b></p>	<p>In 2013/14 Phase 1 of the multi-user route from the railway station to the town centre was completed, providing a 300m off-road cycle and pedestrian route. This route also links to Crewe Business Park, Crewe Gates Industrial Estate and the Nantwich Road retail area, and now forms part of National Cycle Network route 451. Other new cycle/pedestrian facilities improving access to Crewe town centre include a link to residential areas in the north of the town, a toucan crossing and new connections from residential areas to key cycle routes. 206 new cycle parking spaces have also been created.</p>

Figure 4.3 In Lincoln 40 bikes are available for short term hire from seven locations through the city's new Hirebike scheme, which attracted 675 members in its first six months of operation  
(Image courtesy of Lincolnshire County Council)



Figure 4.4 New cycle routes are being created, including traffic-free greenways such as along Peak Forest Canal in Tameside and routes along quiet lanes created with new signs, as seen in Oxford  
(Images courtesy of Transport for Greater Manchester and Oxfordshire County Council)



- 4.8** The benefit of new facilities is maximised through promotional and engagement activities, such as led walks and cycle rides, cycle challenges and cycle training. For instance, **Cheshire East Council** ensured that all new walking and cycling routes and facilities in the example above were included on their new 'Smarter Ways to Travel in Crewe' map, copies of which were then distributed to 38,000 homes in the local area.

## Improving routes to education

- 4.9** Many projects are ensuring that schools, colleges and universities are better served by walking and cycling routes. Generally, such projects are also seeking to improve the connections from these routes to the wider cycle and public transport network in order to provide access to shopping and employment areas as well as residential areas. This connects students, parents and staff to many of the destinations they need, as well as giving safe home-to-school



routes. This approach also enables more sustainable school run journeys.

- 4.10** Since 2012 the Living Streets coordinators delivering the **Walk to School** project (led by Durham County Council) have worked intensively with 140 schools across 11 local authorities to identify and tackle physical barriers on local walking routes to schools.
- 4.11** A School Route Audit has been completed at each school, with the opinions of pupils, teachers, parents/carers and influential members of the community being collected during a site visit. Each audit records and maps concerns about accessibility, safety or the condition of routes to school and puts forward a set of recommended actions.
- 4.12** Participating local authorities have implemented a number of small scale infrastructure schemes to address issues raised through these audits. These include:
- New signage and accessible routes to St Antony's Primary School, Hertfordshire;
  - New pedestrian-only access point to The Burgate School, Hampshire;
  - Park and Stride zone at St Nicholas CofE Primary, Blackpool;
  - Paths resurfaced with Starpath (a luminous, non-slip surface) at Greenway First and St Thomas More Schools, Hertfordshire;
  - Alterations at two road junctions to improve sight lines and reduce traffic speeds near Alexandra Junior School, Stoke-on-Trent;
  - New double zebra crossing between St John Plessington College and St John's Catholic Infant School, Wirral.
- 4.13** Collectively such small scale improvements have cost just £274,000 but have benefited over 14,000 pupils, as well as parents, staff and local residents, by creating routes to schools which are safer and more conducive to walking and cycling.

Figure 4.5 Before and after the installation of a double zebra crossing at St John Plessington College in Wirral, identified by students doing a School Route Audit as key to encouraging walking to school  
(Images courtesy of Living Streets)





**Table 4.3 Some other places improving routes to education**

<p><b>Slough Borough Council</b></p>	<p>In order to cope with dangerous traffic issues on narrow roads near the school, a voluntary one-way traffic scheme has been put in place around Lynch Hill Primary Academy, operational at school start and finish times during school terms. Along with a raised table<sup>11</sup> outside the school and traffic calming cushions on surrounding roads, this has been well received by parents, over 85% of whom think the school approach is now safer and less congested.</p>
<p><b>West of England Partnership</b></p>	<p>In the last five years, a high proportion of road traffic accidents in the area around Mangotsfield Secondary School in South Gloucestershire involved pedestrians. A new 20mph zone in the area, including raised tables which serve as better crossing points, is intended to improve pedestrian safety.</p>
<p><b>Blackburn with Darwen Borough Council</b></p>	<p>A local pedestrian path has been reinstated, providing a safe walking route linking a large housing area with two primaries and a secondary school. The path had become muddy and inaccessible due to constant flooding, but is now the route for several walking buses organised by the local primary school.</p>
<p><b>Luton Borough Council</b></p>	<p>Students can now get to Challney High School more safely thanks to two improved crossing points, a short section of new footpath and parking restrictions that prevent dangerous parking on the junction of the school access road.</p>
<p><b>Cheshire West &amp; Chester Council*</b></p>	<p>Around the Hartford campus of the Mid Cheshire Further Education College (which encompasses 11 schools and Early Years centres) 2.6km of shared pedestrian and cycle routes have been created. Along with new signal controlled crossing points and extensive signage, these routes have created safe and direct access for the 4,500 students and staff travelling on foot and by bike between the town centre, nearby residential areas and the campus.</p>

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

<sup>11</sup> A raised speed hump with a flat section in the middle and ramps on the ends. These can cover the width of the road or an entire junction.

## 5. Increasing physical activity

- 5.1 The Fund activities designed to increase active travel (walking and cycling) will also provide health benefits as a by-product. This section considers projects that specifically focus on improving the health of people who are currently inactive.
- 5.2 In general the focus of these activities is on walking and cycling as a leisure activity rather than a means of everyday transport. However, participation in leisure activities (such as led bike rides and walks) encourages wider use of these modes on a daily basis, and promoting that link is made explicit in many programmes. In such cases there may be substantial overlap with other Fund activities that are providing improved walking and cycling facilities.

### Using active travel to improve health and reduce obesity

- 5.3 **Dorset County Council** is supporting the community interest company Fizz to increase 'healthful activity' in social groups that are hard-to-reach and for which rates of obesity and diseases associated with sedentary lifestyles are above the statistical norm. Typical participants lack the confidence and knowledge to go out walking or cycling. Many are single parents or families with young children who have additional constraints from strained financial resources. The project addresses many aspects of health: mental health, physical activity, social interaction in disadvantaged groups and preventative care.
- 5.4 A carefully designed programme of manageable walking and cycling outings is led by Fizz. Between two and five outings have taken place each month, using ten volunteers who have been trained as walk or cycle leaders. All interventions take into consideration the specific target group to ensure they stay engaged. It is clear from participants' feedback that they have succeeded in changing travel habits, increasing exercise levels and expanding participants' range of travel options.
- 5.5 In particular, families that were previously inactive and constrained to a limited set of destinations have been introduced to walking as valuable exercise and a means of transport that they previously disregarded. They have been shown new walking and public transport routes that give them options to get to useful destinations and new activities. The benefits to the adults are likely to extend to their children, increasing their chances of growing up with a healthier lifestyle and access to more opportunities.
- 5.6 As well as encouraging walking, the trips have raised awareness of the health effects of smoking and junk food consumption. Successive trips

with the same group have shown a decreased tendency to indulge in these habits in the course of the outing.

Figure 5.1 Led walks and bike rides challenge sedentary lifestyles and constrained travel options in Dorset

(Image courtesy of Dorset Fizz)



Table 5.1 Some other places improving health and reducing obesity

<p><b>Bournemouth Borough Council</b></p>	<p>Bournemouth's Getting About initiative is supporting a pioneering clinical trial to assess the potential for cycling to ease hip pain. After a six week programme the first participants were found to show clinically and statistically significant improvements. According to the surgeon running the programme <i>"pain is being reduced or removed completely and the participants are becoming fitter, stronger and more active"</i>. One participant stated <i>"I had been experiencing hip pain for four years. I have been very impressed and delighted with the results so far; most days experiencing significantly reduced hip pain. I will continue spinning at my local leisure centre during the winter months and look at hiring a bike to cycle along Bournemouth promenade with my granddaughter when the weather improves."</i></p>
<p><b>City of York Council</b></p>	<p>During 2013/14 258 new participants joined the York Health Walks programme, 12 of whom joined as a result of referral by their doctors. 132 people now regularly join one or more led walks each month. 316 walks took place during the year, drawing upon 14 volunteer walk leaders who jointly contribute 25 hours each week. The scheme is particularly successful at reaching older people and women.</p>
<p><b>Reading Borough Council</b></p>	<p>Organised cycling sessions have assisted those who require adapted bicycles due to disabilities and people who have been referred for cycling by their doctors.</p>
<p><b>Nottingham City Council</b></p>	<p>The second annual Cycle Live event in summer 2013 attracted 5,066 participants and 9,100 attendees over the entire weekend of cycle events, races and activities. In total 31 public active travel events were supported during 2013/14 with 35,000 attendees. 2,283 people took part in led walks organised by Community Smarter Travel Hubs.</p>



<p><b>Darlington Borough Council</b></p>	<p>A programme of winter walks attracted 454 participants (95 different individuals). Nine volunteer walk leaders have been trained. Led bike rides had 481 attendees (57 individuals) and succeeded in attracting a majority of women.</p>
<p><b>Southampton City Council</b></p>	<p>Activities to promote health during 2013/14 included five health walks every week, promotion of a pedometer challenge pack and active travel presentations to weight management groups.</p>

Figure 5.2 Southampton residents enjoy socialising while they exercise on the weekly health walk starting at Grove Medical Practice  
*(Image courtesy of Southampton City Council)*



## 6. Supporting access to education

- 6.1** The majority of projects work with schools, colleges and universities to encourage sustainable travel by pupils and staff. To date approximately 2,446 schools have been actively engaged through 63 projects.
- 6.2** Working with schools supports a range of positive outcomes, including reducing carbon by giving children and young people alternatives to parental car transport, and improving child health and well-being through more active travel. It also ensures more of the workforce can access employment, as school staff have more travel options and young people leaving education are already confident travelling by foot, cycle and public transport.
- 6.3** Monitoring figures from some projects are already showing positive outcomes from their work with educational establishments. For example, by September 2013 72.3% of journeys to school in Darlington were by sustainable modes, the highest level since comparable recording started in 2004/05. In Suffolk, pupil surveys show that in the last two years the proportion of pupils who say they regularly cycle to school has increased by 10 percentage points (i.e. 10 more pupils cycling per 100 pupils) and those saying they regularly walk to school has increased by 4 percentage points. Over the same period there has been a 10 percentage point drop in pupils who usually travel to school by car.

Figure 6.1 Pupils from Boothville Primary School in Northamptonshire get to know local cycle routes around their school during led bike rides  
(Image courtesy of Devon County Council / Sustrans)



## The sustainable travel to school 'toolkit'

- 6.4** Schools have long been a target for travel behaviour change interventions; as a result, local authorities know what activities are effective for encouraging sustainable travel to school<sup>12</sup>. It is therefore possible to identify a best practice 'toolkit' of widely used activities which are known to give pupils the enthusiasm, expertise and equipment they need in order to walk, scoot, cycle and get public transport to school. In addition to enabling the delivery of these 'tried and tested' activities, the Fund is enabling projects to expand the existing 'toolkit' through development of innovative school travel activities.
- 6.5** This section highlights each of the activities within the established 'toolkit', as well as more innovative interventions. Each tool in the kit is illustrated with an example of how this is engaging students and staff at schools, colleges or universities. Table 6.1 demonstrates that the range of sustainable travel to school initiatives is broad, and that these initiatives are being widely used across Fund projects.
- 6.6** Investing capital funding to make routes to schools, Further Education and Higher Education establishments safer and more pleasant is another area of significant activity for projects. This type of project activity is covered in Chapter 4, in the section 'Improving routes to education'.
- 6.7** Another area of focus is around training pupils in skills which will have a life-long influence on their transport choices, starting when they leave school for work, training or further education. Examples of how projects are doing this are highlighted in the following section.

Figure 6.2 Pupils in Brighton & Hove team up with Piers the Meerkat to promote 'park and stride'  
(Image courtesy of Brighton & Hove City Council)



<sup>12</sup> *Making School Travel Plans Work* identifies the factors that determine success of school travel plans. Available at [www.transportforqualityoflife.com/policyresearch/behaviourchange/](http://www.transportforqualityoflife.com/policyresearch/behaviourchange/)



**Table 6.1 Examples of activities in the sustainable travel to school toolkit**

<b>Lancashire County Council</b>	<b>School travel plans</b> for 32 schools (covering 7,000 pupils) are now registered with Modeshift STARS and schools are working towards national accreditation for these.
<b>Birmingham City Council</b>	<b>Cycle maintenance sessions</b> have taken place at 25 schools, where Dr Bike has checked 840 bikes. More than 1,690 bikes have been checked at over 46 sessions since the project began.
<b>East Sussex County Council</b>	<b>Bike security marking</b> sessions have given 4,343 pupils and 140 staff at eight Lewes schools the chance to improve bike security.
<b>Leeds City Council*</b>	<b>Cycle parking</b> at schools, Further Education and Higher Education establishments has been increased by 243 spaces, bringing the total installed by the project to 403.
<b>Bradford Metropolitan District Council*</b>	Bradford College <b>Bike Hub</b> refurbished and sold 545 bikes. A second bike hub opened at the University of Bradford in September 2013 and has already helped 600 staff and students hire, buy and repair bikes.
<b>Tyne &amp; Wear Integrated Transport Authority</b>	50 <b>balance bikes</b> have been distributed to schools. This means that 7,077 three and four year olds at 101 schools now have access to at least one of the 363 balance bikes so far distributed.
<b>Stoke-on-Trent City Council</b>	<b>Pool bikes</b> (141 total) and storage containers have been distributed to three secondary schools and seven primary schools in areas where bike ownership is low. These bikes are used to involve pupils without bikes of their own in cycling activities.
<b>Reading Borough Council (with Sustrans)</b>	<b>Bike It</b> expanded to 11 local primary schools (from six in 2012/13), delivering an intensive programme of school-based cycling activities to encourage 6,816 pupils, parents and staff to cycle to school.
<b>Tyne &amp; Wear Integrated Transport Authority</b>	<b>FEAT 1st</b> (Families Enjoying Active Travel) has engaged with an additional eight schools (c. 11,000 pupils), running an intensive programme of school-based activities to promote active travel to the whole family, both on the school run and for leisure. The total reach of this initiative is now 29,000 pupils across 63 schools.
<b>Durham County Council (with Living Streets)</b>	<b>Walk once a Week (WoW)</b> promotional campaigns were run at 322 primary schools across 13 local authority areas, involving an estimated 133,000 pupils and achieving on average a 23% increase in walking to school within five weeks. The project is now delivering WoW with a total of 532 primary schools (c. 185,500 pupils). <b>Free Your Feet (FYF)</b> walking challenges were delivered in 70 secondary schools, with 28 of these also running <b>Campaign in a Box (CiaB)</b> , a student-led walking promotion reaching an estimated 69,300 pupils. On average, schools running FYF achieved a 13% increase in walking to school and a corresponding 12% reduction in car journeys. The project has so far delivered FYF and CiaB in 112 secondary schools (c.110,880 pupils).
<b>Brighton &amp; Hove City Council</b>	<b>Walk to School Week</b> and <b>Bike Week</b> promotional activities targeted 11 schools (c. 3,150 pupils) and two universities.

<b>Stoke-on-Trent City Council</b>	A <b>travel guide</b> to Keele University created last year by students was so popular that 35,000 of these 'pocket guides' have now been distributed. Five new versions have been developed, tailored for key local employment sites.
<b>West of England Partnership</b>	<b>In-class learning</b> about active travel is now being taught to secondary school pupils through a bike module within the science, technology, engineering and mathematics curriculum.
<b>Thurrock Council</b>	<b>Theatre in Education</b> has educated and entertained 1,693 Year 6, 7 & 8 pupils on the themes of sustainable travel and safety. This adds to 1,800 pupils who also enjoyed performances in 2012/13.
<b>Telford &amp; Wrekin Council</b>	The 12 <b>walking buses</b> set up last year continue to be popular, now helping 300 local children travel healthily and safely to school.
<b>Blackburn with Darwen Borough Council</b>	A <b>young persons' ticket</b> has been launched by the main local transport operator Transdev (Lancashire United). Ugo is for under 19's and gives a fare reduction of up to 50%. It provides affordable access to education, training, employment and leisure opportunities.
<b>Slough Borough Council</b>	<b>Monitoring and enforcing parking</b> around 48 local schools (c. 24,000 pupils) using two new mobile CCTV vehicles along key routes led to 3,544 parking tickets being issued in six months.

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

## Teaching sustainable transport life skills

- 6.8** Projects are giving pupils access to a variety of training opportunities which widen their travel horizons, from teaching reception class children basic road safety to giving school leavers the ability to catch a bus or train to work. By developing confident walkers, cyclists and public transport users, projects are giving these pupils access to low cost, healthy mobility for life.
- 6.9** The **Bike North Birmingham** project is actively working with 31 primary schools and nine secondary schools in north east Birmingham (two thirds of the local schools). Its aim is to raise the number of children cycling to school from the current level of 1% and also to embed cycling in their future lifestyles by growing their confidence and enthusiasm.
- 6.10** The project's work with schools utilises a cross section of cycling initiatives; however, what makes Bike North Birmingham different is its focus on ensuring the project's legacy by giving schools the means to enthuse their pupils about cycling.
- 6.11** The project starts to engage children before they can even cycle, through 'balanceability' training, which has so far taught 594 children how to ride a bike. Ditch the Stabilisers sessions are run in schools and at a local leisure centre on weekends. To ensure this training can be delivered in the future, 15 school and leisure centre staff have been trained as leaders and a charge is made for the (always oversubscribed) weekend sessions.

- 6.12 Bikeability Level 2 cycle training is offered to all Year 5 and 6 pupils at participating primary schools. However Birmingham also run it at all of the nine secondary schools. In just three months of 2013/14, 212 pupils completed Level 2 and 65 progressed on to Level 3. For Year 12 and 13 pupils Bikeability Level 3 is combined with a 6th Form transition package, which includes one-to-one journey planning advice, bike provision and problem solving. This enables pupils to plan future journeys to university, training or work by bike.
- 6.13 In one school, located in an area of high deprivation and low bike ownership, the project has run Frame Academy. This has trained over 50 students in a full range of bike maintenance skills. Each pupil has repaired and serviced an unused or broken bicycle which they have then been allowed to keep for their own use.
- 6.14 Young people are also given cycle skills through secondary schools' GCSE-level curriculum and enrichment activities. Over 150 pupils from six schools have now completed mountain bike training as one of the practical elements of their Physical Education GCSE. Six school staff have completed Mountain Bike Instructors Award Scheme training so schools can now begin to provide this training themselves. The project has also begun looking at how cycling can be a focus for Duke of Edinburgh Award candidates, with one group of students earning their Bronze Award through cycling skills and activities.

Figure 6.3 Young people in Birmingham take part in mountain bike training as part of their Physical Education GCSE

(Image courtesy of Birmingham City Council)



Table 6.2 Some other places teaching sustainable transport life skills

Shropshire Council	2,644 children received Stepping Out <b>pedestrian road safety training</b> , bringing the total trained so far to over 4,395 children at 54 schools.
--------------------	---



<b>Solent Transport</b>	306 scooter spaces were installed at 14 Hampshire schools and 987 children received <b>scooter training</b> . Eight schools competed in a week-long Scooter Challenge, encouraging pupils to scoot to school.
<b>Darlington Borough Council</b>	Following last year's successful pilot of Year 6 <b>transition training</b> , helping children plan journeys and build confidence for solo travel to their new secondary school, transition training has been rolled out at nine schools. The training includes map reading, deciphering timetables, route planning, road safety, personal safety and tips on how to behave appropriately on public transport, as well as a 'meet the bus driver' session and trial train journey. Each pupil also receives a booklet and DVD, reinforcing what they have learnt.
<b>Tyne &amp; Wear Integrated Transport Authority</b>	900 Year 6 pupils at 28 schools completed Suss the Bus, making it almost 2,000 who have benefited to date. This <b>bus training</b> includes a bus journey to the secondary school that most of the pupils will transfer to, a quiz and a Q&A session.
<b>West Sussex County Council</b>	The <b>rail education</b> project led by the Sussex Community Rail Partnership worked with 1,072 young people through Chichester and Horsham schools. The key focus is on school workshops and station visits with Year 5 and 6 pupils, giving them skills to confidently plan journeys and travel by rail. Pupils also receive a 'Your Travel Your Future' booklet to share with their parents.
<b>Blackburn with Darwen Borough Council</b>	Level 1 and Level 3 <b>Bikeability cycle training</b> is being run at Blackburn College during student induction weeks and staff development weeks. 185 students and staff have been trained so far. Three staff members have been trained as Bikeability instructors, so they can deliver more training planned for 2014/15.
<b>Barnsley, Doncaster, Rotherham &amp; Sheffield Combined Authority</b>	Learn as You Go promotes independent travel for young people with disabilities or special educational needs. Its IndeTravel initiative delivers <b>independent travel training</b> specifically aimed at getting students out of home-to-school transport and on buses for their journey to school or college. In 2013/14 90 young people went through the training, meaning 150 in total have benefitted to date.

Figure 6.4 Year 6 pupils at Tregolls School in Cornwall get to grips with local walking and cycling maps during a transition training session, which also included a walk to their new secondary school  
(Image courtesy of Devon County Council / Sustrans)



## 7. Bikeability

- 7.1** Bikeability cycle training is ‘cycling proficiency’ for the 21st century, giving people the skills and confidence to cycle safely and competently in modern road conditions.
- 7.2** It is underpinned by the national standard for cycle training which was developed by more than 20 organisations and is built upon similar principles to training for motorcycle riders and car drivers, teaching the importance of assessing the likely risks faced by road users.
- 7.3** The Department promotes the national standard in England through the Bikeability award scheme (which includes badges, certificates and a booklet). Training can also be adapted for those with disabilities.
- 7.4** Bikeability is funded with £11 million per year from the Fund. The Department provides funding to Local Highway Authorities and School Games Organiser Host Schools (formerly Schools Sports Partnerships) for the delivery of Bikeability training to children.
- 7.5** In 2013/14, up to £40 per head was made available for the delivery of Bikeability training to children between school years five and nine (ages nine to 14). Training covers Levels 1 & 2 combined, Level 2 and / or Level 3 (Level 2 is aimed at school years five to seven, and Level 3 is aimed at school years seven to nine).
- 7.6** Bikeability has now been running since 2007 and, thanks to continuing government investment and the work of all those who support Bikeability, it is estimated that around 1.6 million children will have been trained across England by March 2015.

**Table 7.1 Bikeability training delivered 2013/14**

<b>Delivery organisation</b>	<b>Number of children trained</b>
Local Highway Authorities	231,859
School Games Organiser Host Schools	47,499
<b>Total</b>	<b>279,358</b>

## 8. Conclusion

- 8.1** This Annual Report has reviewed the local level outputs from the Local Sustainable Transport Fund in the financial year 2013/14. It has also highlighted the breadth and scale of activity taking place across the Fund as a whole, both in this financial year and cumulatively since Tranche 1 projects began in 2010/11.
- 8.2** The report has described a rich variety of project activities. Whilst the projects vary widely to meet local needs, they are all similar in that they are seeking to provide better sustainable transport choices in order to support economic growth whilst also reducing carbon emissions.
- 8.3** It is evident that projects are maturing and are now moving from the planning of major new infrastructure and services, to the delivery of these, in parallel with revenue-funded promotional, educational and enabling activities which maximise their use.
- 8.4** The scale of outputs from all of this activity is considerable and is increasing year-on-year, both at the local level and across the Fund as a whole. Services are being well used and projects are reporting positive feedback from local people and communities. Some projects are already able to see the positive effects of their efforts, such as jobseekers accessing new work opportunities by sustainable transport and fewer people using cars to get to work and school.
- 8.5** For further information about the individual projects receiving investment through the Fund, a summary of all projects is available at: <https://www.gov.uk/government/publications/local-sustainable-transport-fund-project-summaries>
- 8.6** Background information about the Fund can be found at: <https://www.gov.uk/government/collections/local-sustainable-transport-fund>