

LOCAL SUSTAINABLE TRANSPORT FUND TRANCHE 2 PROJECTS SUMMARY DESCRIPTIONS (FROM SECTION A2 OF BID DOCUMENTS)

Bedford Borough Council Access to Stations (£4.803m)

www.bedford.gov.uk and www.sustrans.org.uk

The Access to Stations programme is a portfolio of specifically tailored projects around 20 stations, which address local barriers to increase walking and cycling access. Through achieving a modal shift from driving to more sustainable modes, the programme will support economic growth by reducing congestion around the stations. Further benefits include reduced carbon emissions, improved access to surrounding training, employment and retail opportunities, as well as improved air quality, safety and health for people who travel more actively. By improving end-to-end journeys an overall shift from car travel for whole journeys to rail usage is anticipated.

Blackburn with Darwen Borough Council BwD CONNECT (£1.452m)

http://www.blackburn.gov.uk/upload/pdf/CONNECT_LSTF_Tranche_2.pdf

The BwD CONNECT Project is a comprehensive 'smarter choices' campaign combined with the provision of improved walking, cycling and public transport infrastructure. These activities will enhance the travel choices presented to some of the most diverse and deprived communities in England, helping to improve access to employment and training opportunities whilst reducing car usage. Working with businesses and education/training providers, BwD CONNECT will promote lifelong travel behaviour changes that reduce carbon emissions and encourage the transport system to be an engine for economic growth.

Bournemouth Borough Council BE SMARt – Bournemouth Economic & Sustainable Movement Around Town (£4.636M)

<http://www.bournemouth.gov.uk/StreetsTransport/TransportPolicyGreenTravel/LSTF-bid/SmallLSTFBid.pdf>

This package will encourage residents to walk, cycle or take the bus since too many short journeys to work are by car. Bournemouth has a very high cycling potential but suffers a high cycle casualty rate. The aim is for shorter journey times, fewer casualties and a more pleasant town to attract tourists to benefit both the environment and the local economy. Specific aims:-

1. More commuters walking, cycling and taking the bus: create a cycle highway, new bus route and promote sustainable transport to create a healthier workforce, increased productivity, lower healthcare costs and fewer carbon emissions.
2. Develop Bournemouth as a cycling hub for tourists: invest in leisure routes, Sky Rides and a new Cycling Centre (an Olympic size outdoor velodrome).

3. More active travel to schools and university: tackle childhood obesity and reduce school run traffic by building on our successful Links to Schools and Bike It projects.
4. Fewer casualties among vulnerable road users, particularly cyclists.

Bracknell Forest Council

Town Centre Regeneration with improved Travel Choices (£1.664m)

<http://www.bracknell-forest.gov.uk/localsustainabletransportfundbid>

This project aims to bring forward sustainable transport infrastructure improvements linked to the stalled town centre regeneration, which will deliver at least 2800 retail and leisure jobs for local people, and complement them with behaviour change initiatives. With 11,000 new houses planned for the Borough, an attractive town centre is vital in providing residents with employment, leisure and retail facilities. Trips to these local facilities are much more likely to be made by sustainable modes than the trips currently made to access similar facilities further afield. This project will engage businesses, residents and schools in smarter choices initiatives to reduce peak-hour congestion. It will also 'lock-in' the benefits through significant improvements to the bus station, intelligent systems to manage traffic and real time journey information.

Cambridgeshire County Council

Getting Cambridgeshire to Work (£5.000m)

<http://www.cambridgeshire.gov.uk/transport/strategies/fundingbids/LSTF.htm>

'Getting Cambridgeshire to Work' will target commuter journeys in two critically important economic corridors in Cambridgeshire. Measures will be implemented under three programme themes: improving links to transport interchanges and corridors, improving links to employment areas, and targeted marketing and information. These are expected to improve journey time reliability, make healthier and lower carbon travel more attractive, and engender travel behaviour change, reduce congestion. The project will also deliver improved connectivity between key growth and employment sites in the corridors (Alconbury Enterprise Zone, Northstowe, Ely, Cambridge Science Park and Business Park). Delivering 'Getting Cambridgeshire to Work' will help drive economic growth, improve co-ordination between planned interventions and fill critical gaps. Lastly, it will maximise impact of local action by both the public and private sector.

Central Bedfordshire Council

South Central Bedfordshire Smarter Routes to Employment (£4.954m)

<http://www.centralbedfordshire.gov.uk/travelling/your-travel-choices/transport-strategy/local-sustainable-transport-fund.aspx>

Building upon the capability established through the award-winning Leighton Buzzard Station Travel Plan and Cycling Town programmes and the south Leighton Buzzard exemplar transport scheme, this bid features a targeted package of sustainable transport measures to facilitate the delivery of 17,000 new jobs and 14,700 new houses in the south of Central Bedfordshire. There are four components:

1. Developing and promoting three main sustainable transport corridors to facilitate growth and relieve congestion.
2. Working with employers to develop and implement area-wide travel and individual travel plans and support for job seekers.

3. Developing two active travel hubs where partners work together to promote travel behaviour change.
4. Working to improve access to employment and training for residents of three low-income communities alongside a targeted programme of personalised journey planning.

Cheshire East Council

Growing Smarter Travel Choices in Crewe (£3.509m)

http://www.cheshireeast.gov.uk/transport_and_travel/public_transport/transport_strategies.aspx

This project is a key component of the “All Change for Crewe” regeneration programme to unlock the growth potential of Crewe in a low carbon way. The project will deliver the sustainable transport element of that programme by enabling smarter travel choices for those who live and work in Crewe – focusing on the economic corridor between residential areas and employment sites. The complementary package of measures is tailored to local needs, supporting business investment and the creation of 2,500 jobs. The target population are commuters, unemployed and those not in employment, education and training, linking to wider Government initiatives such as Apprenticeship Schemes.

Cheshire West and Chester Borough Council

Connect to Jobs (£4.578m)

http://www.cheshirewestandchester.gov.uk/residents/transport_and_roads/public_transport/connect_to_jobs.aspx

The Connect to Jobs package focuses on the key travel to work corridor between Chester, Merseyside and Deeside where there are significant existing and emerging employment opportunities. It will build on the Chester Cycle Demonstration Town Project and capitalise on strong partnership working. The three-themed package includes:

1. Addressing local access for longer distance commuter trips;
2. Addressing local trips to work and training; and
3. Marketing, promotion and smarter choices activities.

This value for money package will support 17,000 local jobs worth £333 million per annum to the local economy, save 903 tons of carbon and support the growing visitor economy.

Cornwall Council

Central and East Cornwall Sustainable Transport Network (£2.299m)

<http://www.cornwall.gov.uk/default.aspx?page=30936>

This project aims to deliver a step change in public transport for central and east Cornwall by creating a sustainable quality bus network that will result in behaviour change. The package of transport measures will demonstrate how a significant modal shift can be achieved in a rural area through high quality infrastructure, frequent services and targeted promotion. Economic growth will be enhanced by providing employers, existing and potential, with improved connections to customers, employees, training and services. Through greater use of sustainable transport, key congested corridors will be addressed, benefiting the economy and delivering carbon reduction.

Coventry City Council
Cycle Coventry (£3.496m)

http://www.coventry.gov.uk/info/200107/transport_policy/1000/local_sustainable_transport_fund_bids

The Cycle Coventry project targets would-be cyclists amongst commuters, university students, and the local community in the south west of the city. It will create a coherent cycle network that will improve access to local employment areas, retail centres and railway stations. This will be supported by targeted smarter choices interventions to achieve a step-change in the levels of cycling, which will reduce congestion and carbon emissions. The packages will also improve safety and security, health and the local environment. It will deliver new routes and links and give people the information, skills and incentive they need to exploit the new network.

Derby Council
Better Ways to Work (£4.922m)

<http://www.derby.gov.uk/transport-and-streets/transport-policy/transport-fund/>

Better Ways to Work focuses on an area that is key to the City's vision for economic growth. Delivery of the 8000 new jobs envisaged for this area could however be held back by congestion and poor accessibility. This project will address this problem, unlocking Derby's low carbon growth potential through a step change in the quality and uptake of low carbon transport; relieving congestion, reducing carbon emissions and improving access through a five strand comprehensive package:

1. Improve sustainable transport options for commuters and businesses
2. Encourage behaviour change through a smarter choices package
3. Enable job-seekers to access employment at targeted sites
4. Work with employers to support sustainable travel
5. Ensure new developments build in sustainable travel options from the start

Devon County Council
Access to Education (£4.999m)

http://www.devon.gov.uk/lstf-bid-access_to_education-jun11.pdf

This scheme aims to transform local school and other education journeys to increase the mode share of walking, cycling and public transport, and thereby help reduce congestion (to support economic growth) and reduce carbon emissions. This will be achieved by delivering a series of local integrated packages of proven interventions in and around educational settings that enable children, young people, their families, staff and neighbouring communities to travel more sustainably more often. Each package has been developed in response to local needs and will complement or add value to existing local plans, including other LSTF projects.

Dorset County Council
Weymouth – Dorchester Corridor (£2.409m)

www.dorsetforyou.com/lstf

The project is a package of measures for the Weymouth Dorchester corridor. Weymouth and Dorchester function as a single travel to work area, the most important employment area in Dorset outside the Bournemouth / Poole conurbation with the A354 being the key road access into Weymouth. The A353 / A352 to the east, also provides access but this route suffers poor alignment and a number of constraints, including the level crossing at Wool. The B3157 to the west suffers

severe constraints and is unsuitable for HGV and coach traffic. This package builds upon improvements delivered through the Weymouth Relief Road (WRR) and the Weymouth Transport Package (WTP) by supporting greater use of sustainable, active travel modes and public transport. Elements include: Personalised Travel Planning, behaviour change initiatives, expansion of Dorset Flexicars Car Club into Weymouth and completing local cycle networks. In Dorchester, extension of Real Time Passenger Information and variable message signing throughout the town will encourage greater use of public transport and contribute to improved air quality within the town's Air Quality Management Area. The package of improvements will ensure journey-time reliability and resilience on Weymouth's core access route, is a pre-requisite in business location decisions and growth. Furthermore, it will unlock access to existing employment sites in Dorchester and Weymouth, particularly for residents of areas suffering employment deprivation.

Durham County Council

Walk to School Outreach (£4.761m)

<http://www.durham.gov.uk/Pages/Service.aspx?ServiceId=8301>

A partnership of eleven local authorities, led by Durham County Council, has linked up with national charity Living Streets (who deliver the successful Walk to School Campaign). The project will target 98 locations where the school run is having a particularly significant negative impact on congestion, journey times and economic growth. The package of measures will focus on a whole school approach - using promotion, community and parental involvement and targeted highway infrastructure improvements to make walking to school the norm over the long term. Regular walking to school will be increased in 854 primary schools and 182 secondary schools, along with infrastructure improvements in 90 locations.

East Riding of Yorkshire Council

'Get Moving Goole' – Goole Sustainable Transport Package (£0.943m)

<http://www2.eastriding.gov.uk/council/plans-and-policies/other-plans-and-policies-information/transport/transport-policy/>

East Riding's project will reduce localised congestion, facilitate economic growth and reduce carbon emissions, thus enhancing the town's prosperity and growth potential. This will be done by addressing the predicted vehicular trips, reducing the high proportion of short car trips, ensuring that the high number of households in Goole without a car have access to employment and other essential services. The project is framed around the following integrated and complementary package of measures:

1. Travel plans for businesses, schools, Goole Hospital, Goole Leisure Centre and Goole Railway Station;
2. Cycling infrastructure improvements and promotional initiatives;
3. Expansion of the Wheels to Work Scheme; and
4. A marketing and communication strategy, including personalised travel planning.

East Sussex County Council
East Sussex Coastal Towns – Better Travel to Work & Education
(£2.206m)

http://www.eastsussex.gov.uk/NR/rdonlyres/6E0D8294-5999-4D02-8A26-039D6F93BE4D/0/lstf_east_sussex_coastal_towns.pdf

This project will deliver a programme of integrated sustainable transport measures, for people commuting for work and education purposes to the two coastal towns, and priority areas for regeneration and development, of Newhaven and Eastbourne and their respective surrounding hinterlands. The LSTF programme will also tackle congestion arising from over half of all journeys to work and education currently being undertaken by car. The programme will focus on the key routes into and within the towns, improving end to end journey experiences and enabling greater sustainable travel choice, thereby increasing the town's economic potential and reducing vehicle kilometres in these towns.

East Sussex County Council
Travel Choices for Lewes (£1.571m)

http://www.eastsussex.gov.uk/NR/rdonlyres/0C090F92-3CA8-4991-87F0-1E2869C95F8C/0/lstf_travel_choices_lewes.pdf

Travel Choice for Lewes will deliver practical and attractive sustainable travel solutions for people living and working in the county town of Lewes. Building on existing infrastructure and sustainable travel choices available, it will create an environment that enables car commuters travelling to and from Lewes to opt for low carbon alternatives, reducing traffic congestion and supporting economic growth. In collaboration with the South Downs National Park Authority (SDNPA), and working with the existing strong community base that exists in Lewes, the project will deliver a programme of complementary revenue and capital measures with a strong emphasis on delivering improvements for pedestrians, cyclists and users of public transport, within the protected environment of the South Downs National Park (SDNP).

Gloucestershire County Council
Cheltenham and Gloucester Sustainable Travel Programme (£4.690m)

<http://www.gloucestershire.gov.uk/lstf>

This project will facilitate economic regeneration in the neighbouring settlements of Cheltenham and Gloucester and to reduce traffic congestion and carbon emissions by:

1. Reducing the severance effect of traffic in the urban centres, to increase walking, cycling and public transport use, stimulate town centre retail activity, and support major regeneration schemes
2. Making it easier and safer to travel by sustainable means within urban centres and along key transport corridors within and between each settlement
3. Managing transport needs with a package of smarter choices measures, (including personalised travel planning, business and school travel planning, walk and cycle promotion).

These scheme elements will primarily target commuter trips by car, but will also target shopping trips.

Hampshire County Council
Sustainable Transport Solutions for England's two newest National Parks (£3.810m)

<http://www.newforestnpa.gov.uk/looking-after/partnership-working/local-sustainable-transport-fund-bid>

This package focuses on the following four key objectives:-

1. Improving key public transport gateways into the two national parks
2. Making it easy to reach key attractions within the two national parks
3. Promoting sustainable travel packages to visitors before they arrive and while they are in the national parks
4. Managing traffic effectively within the parks, so that it does not detract from the visitors' experience

The package will contribute to the two key policy objectives of supporting the local economy and reducing carbon emissions in the New Forest and South Downs National Parks. It will achieve this by significantly improving access to and within both national parks, through targeting visitors and encouraging them to travel by sustainable modes. Through cross border working and collective action between parks and across authority boundaries, the package aims to enable sustainable access and movement around the parks, helping to support more tourism-related employment and reducing carbon emissions.

Isle of Wight Council
Sustainable Transport Access to Tourism (£3.950m)

http://www.iwight.com/living_here/environment/transport_strategies/LSTF/

This package seeks to upgrade, improve and promote the sustainable transport network in order to grow Isle of Wight's green tourism market and establish the island as a leading green tourism destination, including:

1. Integrated transport hubs – establishment of strategic hubs providing live transport/tourism information and interchange facilities.
2. Public transport information and support – delivery of a public transport real time information system providing live bus/train/ferry information accessible at hubs, rail stations, ferry terminals, via the web and phone app. New and enhanced tourism related bus services.
3. Walking and cycling – increasing access and improvements to the walking and cycling network.
4. Marketing, promotion and 'hearts and minds' – initiatives to improve and promote the local green tourism offer.

Kingston-Upon-Hull City Council
Hull S.T.E.E.R (Sustainable Travel to Employment, Education and for Recreation) (£1.870m)

http://www.hullcc.gov.uk/portal/page?_pageid=221,692749&_dad=portal&_schema=PORTAL

This scheme primarily aims to promote new jobs and economic growth by freeing up road space to allow new developments to come forward in the Humber Enterprise Zones site. It also seeks to improve access to employment and training by promoting the use of sustainable modes (walking, cycling and public transport) thereby

minimizing carbon emissions. The city has higher than average levels of unemployment, poor educational attainment and high levels of obesity. This scheme, through targeted partnership working, aims to deliver a package of complementary measures designed to increase existing cycle and bus use. The package of measures includes:

1. Improving access to both employment / training and to schools / colleges especially from deprived wards by introducing new sections of shared pedestrian / cycle route to enhance the existing network.
2. Improving cross-town and industrial and hinterland accessibility and provide for young unemployed (aged 16-24) to gain access to job / vocational training opportunities by the introduction of the 'Hull Card', an inter-operator bus ticket (two main operators), and providing improvements to the existing bus infrastructure.
3. Encouraging greater sustainable travel to work and recreational cycle use to help promote walking, cycling and the use of public transport with comprehensive cycle / bus publicity campaigns combined with targeted interventions.

Lancashire County Council

Targeting Key Growth Corridors (£5.000m)

http://www3.lancashire.gov.uk/corporate/atoz/a_to_z/service.asp?u_id=3488&tab=1

'Targeting Key Growth Corridors' will apply a holistic package of sustainable transport measures which will support economic growth and bring forward investment in a green way. Elements of the package to be introduced along each corridor are:

1. Network optimisation – to smooth traffic flow and improve journey time reliability
2. Enabling sustainable travel – to remove barriers, allowing more people to travel sustainably
3. Promoting smarter travel – to inform citizens, businesses, universities and schools of the options available to them and to facilitate behavioural change.

These measures are strongly interlinked and together facilitate green economic growth and development by providing fit for purpose transport corridors.

Leicestershire County Council

Smarter Travel for Business (£4.000m)

http://www.leics.gov.uk/index/highways/passenger_transport/choosehowyoumove/local_sustainable_transport_fund.htm

Loughborough and Coalville, two of Leicestershire's major county towns, have significant peak period congestion, poor journey time reliability and over-reliance on the car. Developed in partnership with local stakeholders, 'Smarter Travel for Business' builds on recent smarter travel successes, and will favour low carbon economic growth by targeting these locations. 'Smarter Travel for Business' will be delivered through three complementary themes:

1. Getting to work and training
2. Information and behaviour change
3. Smarter travel infrastructure

By easing congestion and changing the way people travel, Smarter Travel for Business will improve the local environment, reducing carbon emissions and bringing quantitative and qualitative benefits to businesses and individuals.

Lincolnshire Council
Access LN6 (£4.899m)

<http://www.lincolnshire.gov.uk/residents/transport-travel-and-roads/transport-planning-and-development-control/local-sustainable-transport-fund/>

Access LN6 aims to meet the needs of businesses, commuters and local communities by delivering a targeted package of measures that will encourage smarter travel choices, reduce congestion, and help deliver economic growth in a low carbon way within the growing commercial and industrial hub of SW Lincoln / Hykeham. This will be achieved by improving the transport networks around a multi-modal transport hub at Hykeham station complemented by a programme of behaviour change initiatives. The package builds on significant local support and includes locally developed ideas, innovative business solutions and proven successful measures from best practice in Lincolnshire and elsewhere.

Middlesbrough Council
Sustainable Middlesbrough – A Place for Business (£1.210m)
www.middlesbrough.gov.uk

Sustainable Middlesbrough – ‘A Place for Business’ sets out a programme of strategic investment targeted at tackling congestion; enabling access to key employment sites, and supporting independent travel; all of which will grow the local economy, cut carbon and contribute towards a better quality of life for people living and working in Middlesbrough.

1. The package comprises four elements that cover (and include):
2. Access to Employment (a bus service serving an employment zone with no public transport provision, and a personalised travel planning employment service),
3. Cycling to Employment (three infrastructure schemes, the creation of a Bike Academy to deliver accredited training courses, recycled bike scheme and cycle parking facilities),
4. Independent Travel (conducting community access audits and the creation and delivery of a training programme at a purpose built facility located within the town), and
5. influencing Travel Behaviour Change (creation of commuter route maps, and
6. provide a transport advice service in partnership with Middlesbrough Business Forum, Skyride Local employment and community led guided rides).

North East Lincolnshire Council
Travelling towards a Vibrant Economy – ‘Supporting Economic Growth in North East Lincolnshire’ (£4.330m)
<http://www.nelincs.gov.uk/GetAsset.aspx?id=fAAxADAANwA5ADYAfAB8AFQAcgB1AGUAfAB8ADAAfAA1>

The focus for this bid is to support economic growth in North East Lincolnshire by improving the public transport provision for those travelling to and from the town centre and to local employment zones. The bid aims to increase travel choices for

people wanting to access employment and also supports schemes which encourage the use of more active travel amongst our communities. Specific measures include:

1. Provision of an indoor bus waiting area
2. Real time travel information to improve reliability and information for users
3. Travel voucher scheme to support the unemployed back into work
4. Community-led 'wheels to work' scheme to overcome barriers to employment
5. Pedestrian and cycle link between the bus area and the train station
6. Cycle Hub enterprise at Grimsby Station
7. Implement the Move More scheme to promote active travel to schools and work places
8. Promoting the online car sharing scheme

North Yorkshire County Council

Harrogate and Knaresborough Sustainable Transport Package (£1.653m)

www.northyork.gov.uk/ltf

This project contains a package of measures and initiatives to support the continued economic development of Harrogate through a reduction in traffic congestion and the promotion and implementation of sustainable travel options. It will improve sustainable access to the town centre, access to major conference and exhibition facilities in the town and sustainable access and journey time reliability along the A661 corridor. This will be achieved by implementing the following package components:

1. Improvements to local bus infrastructure including bus pre-emption technology
2. Promotion and marketing support of bus services on the A661 corridor
3. Improving traffic signals at key junctions
4. Improved cycle links and cycling information
5. Improved pedestrian facilities in the town centre

North Yorkshire County Council

Boosting the Tourism Economy in Whitby and the Esk Valley (£3.661m)

www.northyork.gov.uk/ltf

This project will help to unlock potential growth in the tourism industry that is currently constrained by congestion and limited capacity on the highway network. It will transform the way in which visitors to Whitby and the Esk Valley travel around and enjoy the area. This will be achieved by providing additional transport capacity and making visits more sustainable and less damaging to the natural and built environment in this beautiful part of the Yorkshire coast and North York Moors National Park. The initiatives aimed at tackling the issues facing this consistently popular visitor location include:

1. A 450 space park and ride site and associated services into Whitby
2. Parking management measures in Whitby town to support the introduction of park and ride
3. A new roundabout to allow safe and efficient access and egress to the park & ride site and to address an existing accident history at this location.
4. A seasonal hopper bus service to the Esk Valley villages
5. Enhancements to the rights of way in the Esk Valley

Northumberland County Council
South East Northumberland – Sustainable Transport to Work
(£2.842m)

<http://www.northumberland.gov.uk/default.aspx?page=9843#SustainableTransport>

This project will support the local economy and facilitate economic development in South East Northumberland by delivering a package of low carbon, sustainable travel measures that improve access to jobs and training in five target communities. These target communities have key economic, social and environmental challenges where transport has been identified as a barrier for people accessing work and training opportunities. The package of measures will improve infrastructure and services for cyclists and bus users and will deliver promotional and educational schemes to improve access, overcome low travel horizons and contribute towards a low-carbon travel culture. It focuses on people who are claiming welfare benefits and seeking work, wanting to acquire work skills and those already employed.

Portsmouth City Council
A Sustainable and Connected Centre – Supporting Portsmouth’s Retail, Tourism and Wider Economy (£5.000m)

<http://www.portsmouth.gov.uk/living/23998.html>

This package connects and promotes sustainable access to the three retail and tourist centres within south-western Portsmouth. Better connectivity and greater awareness of travel options will increase the attractiveness of Portsmouth as a location for shopping and leisure activities, make Portsmouth a more desirable place to live and work, and support economic regeneration through increased visitor numbers and job creation. More trips (by visitors, residents, commuters, and business travellers) will be undertaken by public transport, walking and cycling, limiting the environmental impact of travel. Less congestion will reduce transport costs for businesses and increase business productivity. The package will complement and add value to other initiatives to improve connectivity, encourage sustainable travel, and grow the economy by making Portsmouth a more attractive place to live, work and visit.

Royal Borough of Windsor & Maidenhead,
Sustainable Growth for Maidenhead (£1.956m)

http://www.rbwm.gov.uk/web/1stf_bid.htm

The Sustainable Growth for Maidenhead project is a critical part of the ambitious plans to reinvigorate the local economy and tackle congestion. This package aims to promoting sustainable travel behaviour through a package of Smarter Choices measures aimed at residents, schools and businesses and improve accessibility to the town centre and other key destinations through enhanced walking, cycling and public transport networks.

Rutland County Council
Travel4Rutland (£4.016m)

http://www.rutland.gov.uk/transport_and_streets/local_sustainable_transport_f.aspx

This scheme sets out to target the root problems faced by Rutland which are:

- To overcome problems of isolation in Rutland’s sparsely populated county

- To provide transport solutions that help job seekers access work and training and our businesses to recruit locally
- To grow the rural economy especially Rutland's tourism offer
- To reduce transport carbon emissions by encouraging sustainable travel choices
- To improve health and reduce inequalities by providing opportunities for physical activity

This project works towards solving these problems through:

1. An employment shuttle bus linking job seekers with jobs
2. A tourism bus connecting Oakham, Uppingham and Rutland Water.
3. Cycle infrastructure improvements and satellite cycle hubs
4. A Sustainable transport interchange at the railway station, including a 'Wheels to Work' and cycle hire hub.

Slough Borough Council

Smarter Travel Slough (STS) (£4.305m)

[http://www.slough.gov.uk/council/strategies-plans-and-policies/local-sustainable-transport-fund-\(lstf\).aspx](http://www.slough.gov.uk/council/strategies-plans-and-policies/local-sustainable-transport-fund-(lstf).aspx)

This package of measures aims to reduce congestion on the strategic highway network by generating a shift to more sustainable modes. It will improve the efficiency of Slough's businesses, support retention and growth of employment in Slough. This will be achieved by protecting and enhancing connectivity to ensure Slough is a good place to do business and becomes a focus for future inward investment. It will also reduce CO₂ emissions from road traffic; and improve the health of residents by improving air quality and encouraging active travel. This package contains six elements designed to achieve these objectives by delivering changes in travel behaviour. These are:

1. Coordinating an employer shuttle bus club to rationalise existing services, and provide supporting infrastructure, to generate a mode shift from car to rail/shuttle bus.
2. A step-change in cycling infrastructure, in particular a new east-west cycle spine route, two new cycle hubs, match-funded employer cycle grants, and a bike share scheme.
3. Improvements to local walking and cycling networks to improve access to employment locations and schools.
4. Broadening the SCOOT network coverage to enhance traffic management, bus priority and realtime information on the strategic road network, together with greater parking enforcement.
5. A major workplace behavioural change programme in the key employment sites in Slough
6. A focussed schools behavioural change programme.

Somerset County Council

Moving Bridgwater Forward (£3.891m)

<https://www.movingsomersetforward.co.uk/bridgwater>

'Moving Bridgwater Forward' will remove the barriers that prevent people accessing new jobs, education and other services. It will make Bridgwater wealthier, healthier and happier, whilst cutting carbon emissions. Measures include:

- New and improved walking and cycling routes linking people with jobs and education.

- Business travel planning, school projects, Smarter Choices, social marketing and events to encourage people to think about their options and explore new opportunities.
- Partnerships with other providers to enable existing projects to do more and community-led projects that enable local people to take responsibility for addressing their needs.

Staffordshire County Council

Access to Jobs, Training and Services in Stafford (£4.239m)

<http://www.staffordshire.gov.uk/transport/transportplanning/localtransportplan/staffordlstfapplication.pdf>

There is a heavy reliance on the car in Stafford and sustainable travel is limited due to unreliable buses, infrequent services in some areas, and barriers for walkers and cyclists. Schemes in this project will target peak hour commuters, improve sustainable access to jobs, training and services, and help to reduce carbon emissions. Bus facilities and passenger information will be improved on congested routes and walking and cycling improvements will include a new 400 metre segregated route that will complete the eastern network. Businesses and residential communities will be encouraged to re-consider their travel habits through discounted bus travel, targeted promotion, a new mobile cycle centre and travel plan support to businesses.

St Helens Council

Mid Mersey Sustainable Cross Boundary Links (£3.120m)

<http://www.sthelens.gov.uk/what-we-do/planning-and-building-control/transport-planning/sustainable-transport/local-sustainable-transport-fund/>

This project contains a package of measures which will create sustainable cross boundary links within the Mid-Mersey area (St Helen's, Halton and Warrington) in support of economic development. Poor access for non-car trips between these areas is a major barrier to accessing employment. The project will improve access to existing and emerging employment opportunities for residents, in particular for areas identified as suffering multiple deprivation issues. The package will enhance bus connectivity and develop cycle links to employment areas, including the newly identified Enterprise Zone at Daresbury, which offers large employment opportunities within the Mid-Mersey area. Measures include:

1. Improved bus service connecting all three boroughs to Sci-Tech Daresbury Enterprise Zone
2. Travel planning support for businesses, including support in setting developing plan, providing measures to support plans development and travel plan monitoring software to support implementation and management of plan
3. Improved sustainable connectivity between the boroughs including conversion of disused railway line connecting St.Helens and Widnes
4. Marketing and promotion of sustainable transport measures to access support the development of the projects within the bid
5. Improved links to railways stations to enable sustainable access to rail services

Stockton-on-Tees Borough Council
Improving Access to the Tees Valley Rail Network (£4.458m)
<http://www.stockton.gov.uk/citizenservices/transport/2346392/>

Through consultation with local communities and third sector organisations, this package of measures was developed to rapidly and markedly increase sustainable and active travel modal share within the Borough. The focus of the package is on encouraging walking and cycling as active travel modes for either whole journeys or part journeys. This will be achieved through targeting residential areas (personalised travel planning), workplaces (personalised travel planning, workplace travel plans, incentivised travel schemes), and schools with specific interventions, coupled with an improvement to sustainable transport infrastructure (cycle route improvements, new pedestrian crossings, dropped kerbs, and 20mph limits).

Stoke-on-Trent City Council
Stoking Employment in North Staffordshire (a combination of elements from two bids: Stoking Employment' and North Staffordshire Sustainable Transport Package') (£4.961m)
<http://webapps.stoke.gov.uk/uploadedfiles/Stoking%20Employment%20in%20North%20Staffordshire%20-%20Stoke-on-Trent%20and%20Staffordshire%20LSTF%20submission%2031%2005%2012.pdf>

This package of sustainable transport interventions will improve access to five major developing employment sites and three town centres and will significantly enhance the local economy through:

1. improved connectivity to jobs from areas of deprivation, resulting in better opportunities for employment of local residents;
2. helping to unlock 8,000 further jobs;
3. providing an increased pool of labour (non-car drivers) available to businesses on the key employment sites;
4. The package also includes measures specifically aimed at reducing levels of CO2 by increasing the number of employees travelling to the sites by sustainable modes through the provision of bus route improvement measures; a programme of promotions and travel planning initiatives and availability of information; and improved walking and cycling routes.

Torbay Council
Travel Torbay Regeneration Project (£2.750m)
<http://www.torbay.gov.uk/lstfsubmission.pdf>

The 'Torbay Regeneration Gateway' is an integrated sustainable transport package to improve access to Torbay's town centres, which will help stimulate planned economic regeneration. The bid focuses on managing demands on the existing transport network and encouraging modal shift. This will be achieved through:

1. A Park & Ride service for Torbay (Torquay, Paignton & Brixham)
2. A cycle route linking the Park & Ride, Torquay Town Centre and Torquay Harbour
3. Improved ferry pontoons in Torquay & Brixham for all passenger ferry services
4. Frequent, year round ferry service between Torquay & Brixham

Tyne and Wear Integrated Transport Authority
'Go Smarter to Work' (£4.995m)

www.gosmarter.co.uk

The biggest highway challenge in Tyne and Wear is congestion on the A1 Western Bypass. This manifests itself in increased delays and unreliable journey times which undermines economic growth. Because of this, at least 8,000 homes and 4,000 new jobs are at risk. There is a constant threat of objection to any planning application which might worsen congestion by adding trips onto the road. To relieve congestion on the A1 Western Bypass and support access to employment, this project will:

1. Improve infrastructure: bus priority, cycle and pedestrian routes, and cycle parking at interchanges
2. Improve travel information: Real Time Passenger Information and marketing
3. Encourage behaviour change through a smarter choices toolkit
4. Help job seekers access employment where accessibility is a real problem, e.g. through travel support and rural scooter hire

As well as contributing to economic recovery, these measures will also reduce carbon, encourage healthy active travel and promote social inclusion.

Warrington Borough Council
Warrington Sustainable Travel Triangle (£4.650m)

www.warrington.gov.uk/lsf

Warrington Sustainable Travel Triangle will connect expanding residential and employment areas in north-east and north-west Warrington with the town centre and existing sustainable transport routes. It will provide:

1. A new direct bus service linking workers, jobseekers, and customers in the project area with employment and retail opportunities.
2. Parallel investment in cycle routes, cycle hire, and promotion to meet the travel needs of shift and isolated workers.
3. Improved bus reliability and cycle access through key junctions.
4. Residential personalised travel planning to encourage sustainable travel, kick-start the new bus service, and increase travel-to-work horizons.
5. Intensive travel planning with individual businesses, delivered through an innovative new package.

West Sussex County Council
West Sussex Sustainable Travel Towns (£2.346m)

http://www.westsussex.gov.uk/your_council/plans_projects_reports_and/plans/west_sussex_transport_plan/west_sussex_local_sustainable.aspx

Chichester and Horsham are two of West Sussex's most competitive urban areas; they are economically buoyant, yet travel behaviour is dominated by private single occupancy car use. Addressing transport congestion and access issues in these towns is imperative to ensure growth aspirations are realised. Through investment of £2.4m over three years in travel behaviour change initiatives and transport infrastructure, West Sussex aims to fundamentally change travel behaviour, deliver real outcomes including carbon reduction and support growth.

Wiltshire Council

Improving Wiltshire's Rail Offer (£4.250m)

<http://www.wiltshire.gov.uk/council/howthecouncilworks/plansstrategiespolicies/transportpoliciesandstrategies.htm>

This programme contains a package of rail orientated measures to help boost the local economy and support significant development growth as well as making it easier for people to make low carbon and healthy journeys. The package has two associated elements:

- 1) An enhanced rail service linking Westbury, Warminster, Trowbridge, Melksham, Chippenham and Swindon (the TransWilts service). It is proposed that this new service would be provided by the incumbent or new Greater Western Franchisee.
- 2) Support for complementary measures, to include physical infrastructure improvements and smarter choices, at Wiltshire's rail stations to turn them into sustainable transport hubs.

Wokingham Borough Council

Influencing Travel Behaviour in Wokingham (£2.750m)

<http://www.wokingham.gov.uk>

Wokingham Borough has high levels of car ownership and increasing levels of usage. This causes significant problems on the A329 corridor which is home to two thirds of the borough's household population, major centres of employment, several schools and planned development on a constrained transport network. This project will deliver a package of interventions to encourage a change in the current travel behaviours of people using the length of the A329 corridor (6.7 miles), which runs through the middle of the borough from its boundary with Reading in the west to the boundary with Bracknell Forest in the east.

Wokingham Borough Council

Sustainable Chilterns Gateway (£0.868m)

www.ctc.org.uk/chilterns

The project proposes to use rail and cycle tourism hubs to address a lack of alternatives to the private car in the tourism and leisure economy of the Chilterns Area of Outstanding Natural Beauty. Currently 97% of visitors come to the AONB by car and the area is limited opportunity to attract visitors who choose not to drive or have no car. This means that the Chilterns economy misses out on visitors. Comparable protected landscape areas can cater for much higher proportions of non-car visitors which is a significant competitive disadvantage to the Chilterns economy and to social inclusion. Non-car visitors spend more than the average visitor, increasing this potential. Every 1% of additional visitors who visit the AONB is worth £4 million to the Chilterns economy, so the potential benefit of attracting non-car users at a similar level to the other protected landscapes is worth up to £61million to the AONB economy. This £0.8 million investment focuses on the first three priority Gateways; South: Twyford, Henley on Thames; Central: Great Missenden, Chesham, Amersham and North: Tring, Berkhamsted for car-free tourist travel.