



West of England Key Commuter Routes

Local Sustainable Transport Fund Application Key Component Bid

April 2011



Councillor Charles Gerrish
Chair Joint Transport Executive Committee
Wilder House
Wilder Street
Bristol
BS2 8PH

Date: 12 April 2011
Our Ref: LEP.PTSE.JBrake
Enquiries to: Peter Jackson
Telephone: 01454 863400
Email: Peter.Jackson@westofenglandlep.co.uk

Dear Councillor Gerrish

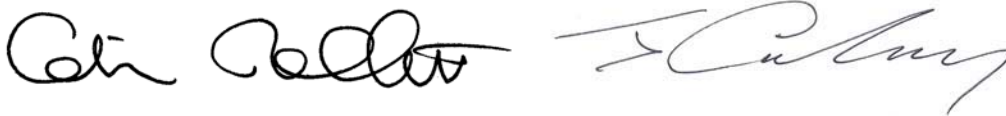
Local Sustainable Transport Fund – key commuter routes project

We wish to add the support of the Local Enterprise Partnership Board to the West of England authorities application to the Local Sustainable Transport Fund.

We are pleased that this bid will focus on improving travel choices on a number of key commuter routes in the area, and delivering these enhancements through close engagement with individual employers and business groups. Business recognises the importance that transport plays in supporting economic competitiveness and growth.

We are particularly pleased that you have asked the Local Enterprise Partnership to be an integral part of the governance of the Project through inclusion on the Project Board. We would be happy to nominate Robert Sinclair for this role.

Yours sincerely



Colin Skellett
Chair
West of England LEP Board

Cllr John Calway
Vice Chair
West of England LEP Board

www.westofenglandlep.co.uk
email: administrator@westofenglandlep.co.uk

C/o South Gloucestershire Council Directorate PO Box 2081
South Gloucestershire
BS35 9BP

Follow us on twitter: @WofEnglandlep

This page is left intentionally blank

Local Sustainable Transport Fund - Application Form

Guidance on the Application Process is available at:

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

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

Applicant Information

Local transport authority name(s)*:

Bath & North East Somerset, Bristol (co-ordinating authority), North Somerset and South Gloucestershire (collectively known as the West of England Partnership)

**(If the bid is a joint proposal, please enter the names of all participating local transport authorities and specify the co-ordinating authority)*

Senior Responsible Owner name and position:

Alistair Cox, Service Manager - City Transport, Bristol City Council

Bid Manager name and position:

Ed Plowden, Programme Manager

Contact telephone number: 0117 9036568

Email address: ed.plowden@bristol.gov.uk

Postal address: City Transport, Wilder House
Wilder Street
Bristol
BS2 8PH

Website address for published bid: www.travelplus.org.uk

SECTION A - Project description and funding profile

A1. Project name:

West of England Key Commuter Routes

A2. Headline description:

'Key Commuter Routes' is an integrated package promoting low carbon alternatives to single occupancy car-use on six routes capturing 40% of journeys to work across the West of England. The project focuses on the whole commuter journey by engaging employers, enabling journey choice by providing alternatives to the car and working with commuters to address information and awareness barriers. Each works together to increase sustainable commuting, and contribute to reducing carbon emissions, supporting economic growth through congestion reduction and improving access to employment.

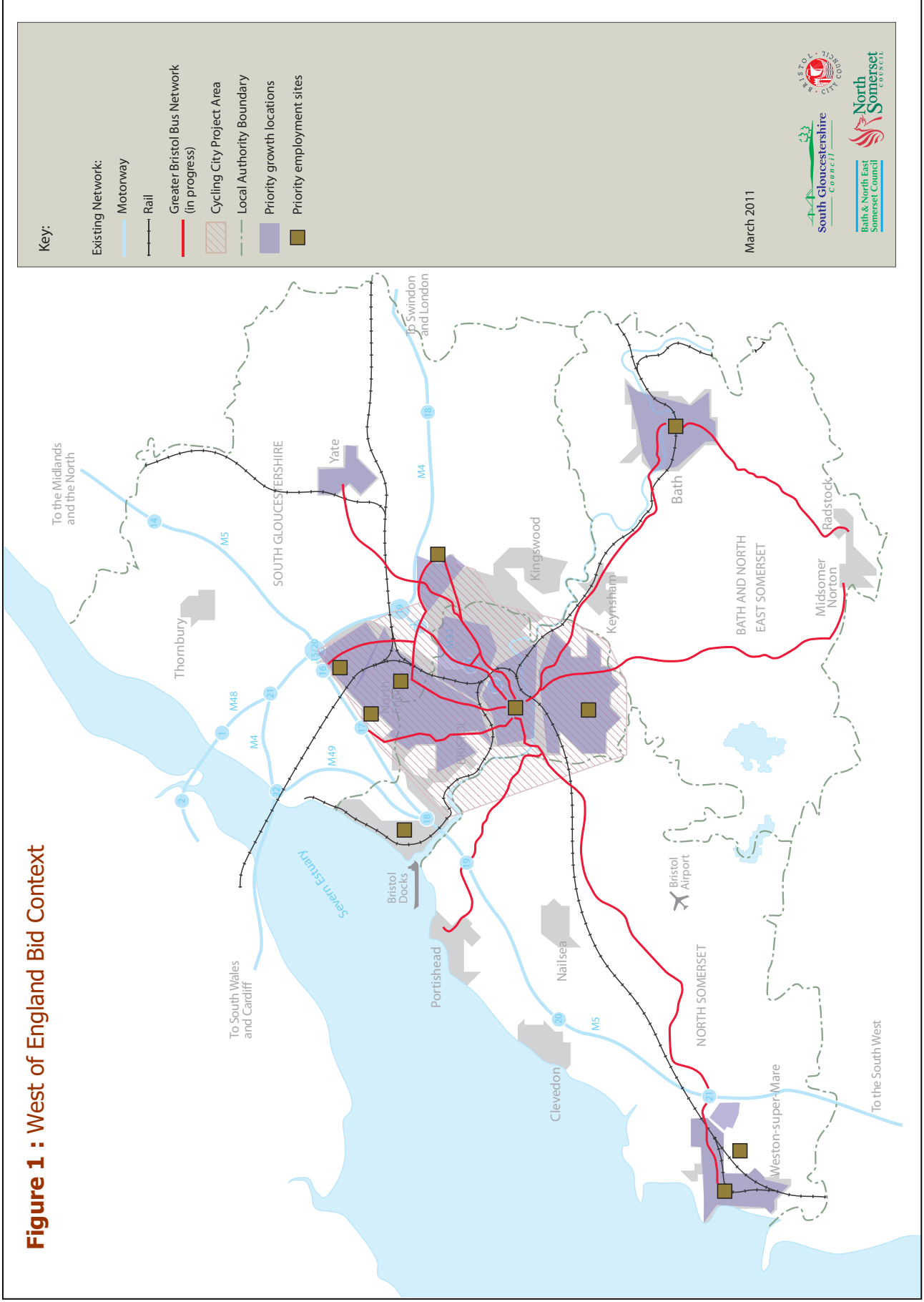
A3. Geographical area:

This bid covers the West of England travel to work area which includes the four local transport authorities of Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire. It focuses on six key commuter corridors across the area where a combination of walking, cycling and public transport infrastructure will be supported by a package of marketing, promotion and other interventions to support modal change. These commuter routes serve a number of key city, town and employment centres which together provide 74% of the areas jobs.



Integration of this Project with existing and developing sustainable transport projects such as the Greater Bristol Bus Network (GBBN) major scheme and the Cycling City project (see Figure 1) will ensure added value and enhanced return on investment in all projects.

Figure 1 : West of England Bid Context



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

Small project bids

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

Large project bids

- Key component bid
- Large project initial proposals

A5. Total package cost (£m): £11.267

A6. Total DfT funding contribution sought (£m): £5.0

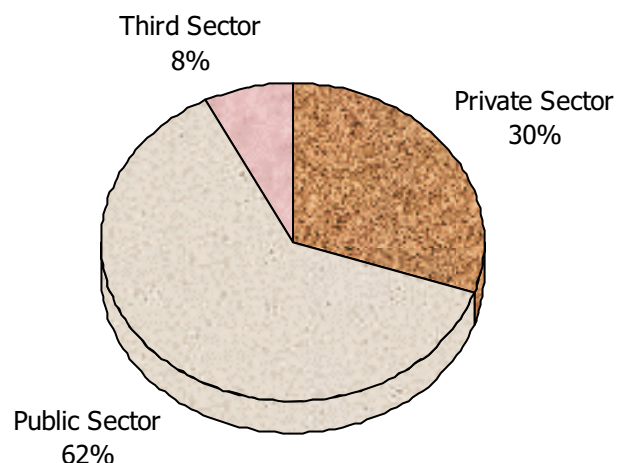
A7. Spend profile:

Funding Split £000s	2011-12	2012-13	Total
Revenue	£1,156	£1,496	£2,652
Capital	£968	£1,380	£2,348
Local Contribution	£4,681	£1,586	£6,267
Total	£6,805	£4,462	£11,267

A8. Local contribution

The Key Commuter Routes project will be funded through a wide range of sources, with £6.3m (56% of the total) funded through a local contribution. This contribution will be provided through a number of sources (see Figure 2) with 30% coming from the private sector and 8% the third sector (voluntary and not-for-profit organisations). Letters of support from the 8 organisations described in A9 are provided in Appendix One. The public sector contribution will be sourced from a variety of

Figure 2 : Source of Local Contribution



sources including Council and Primary Care Trust (PCT) staff resource, Connect2 funding, Integrated Transport Block and other Council capital funding and the alignment of event, marketing and promotions budgets with the Project.

The project has sought to develop packages of works which maximise opportunities for collaborative working and joint funding. Two examples are given below by way of illustration:

CASE STUDY ONE : Festival Way

An example of joint working which includes match funding and active involvement from volunteers can be seen in the delivery of the Connect2 Festival Way scheme a mostly traffic free route for walking and cycling between Nailsea and Bristol with good links to residential areas in between. Sustrans, North Somerset Council and Bristol City Council are working in partnership to develop the scheme. Sustrans have committed to contribute £450,000 towards completion of two links in North Somerset through a Memorandum of Understanding subject to the works being completed by 2012/13. Sustrans Community Volunteer Rangers are already active in this corridor and hold regular workdays and special events to enhance and maintain the routes. Volunteers from other community groups are also working with Sustrans on similar projects and it is expected that this level of activity will continue over the next two years.



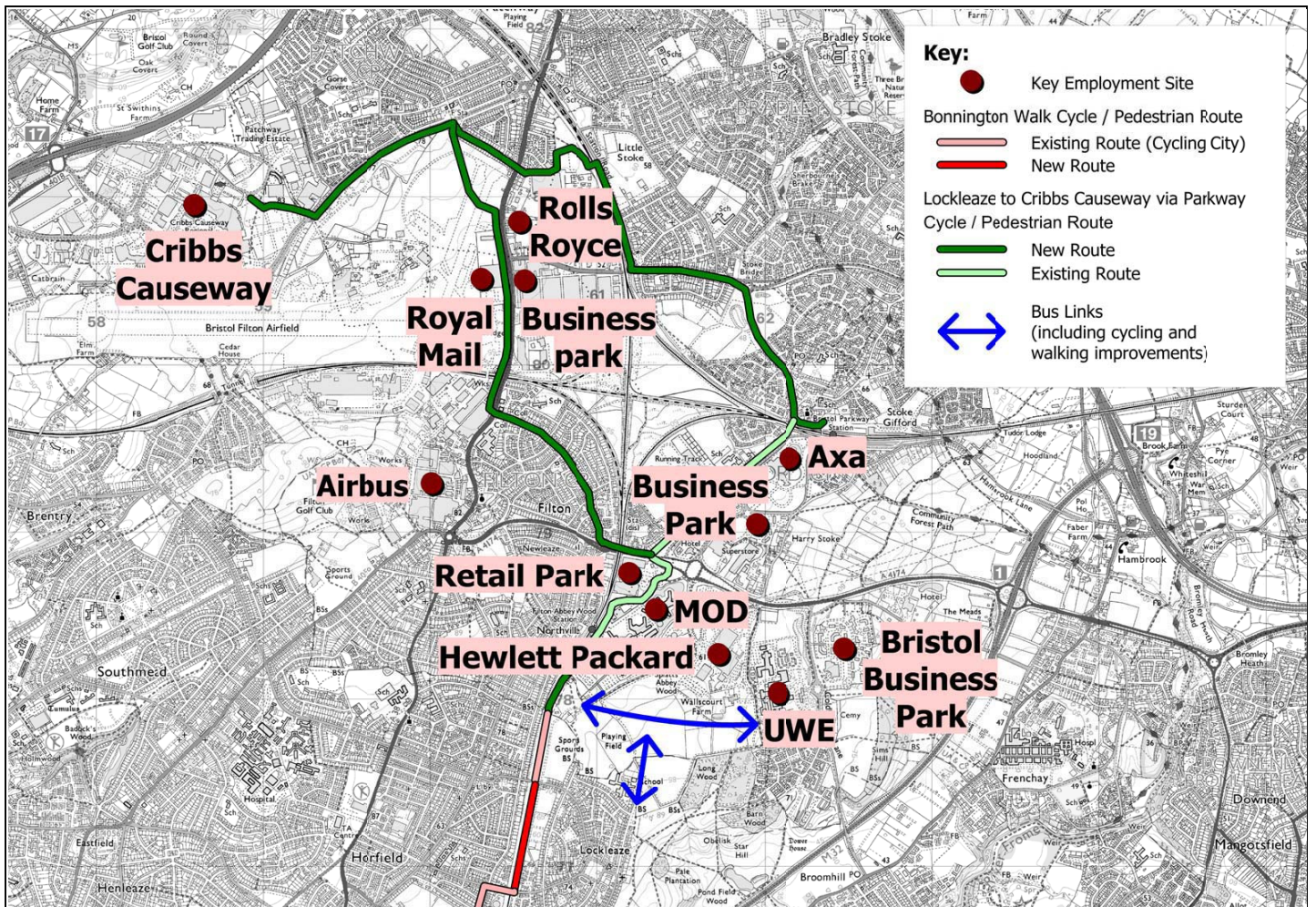
CASE STUDY TWO : Building on links in the North Fringe

Figure 3 shows the new cycle routes we would like to deliver in the North Fringe of Bristol as part of this bid. They build on the infrastructure delivered through Cycling City - completing a link between the residential area of Lockleaze and the employment locations in the North Fringe and to Parkway rail station. Bristol City and South Gloucestershire Councils have agreed this key route to enable better and more sustainable access to the key employment centres.



There is also a new housing development located at the boundary of the two authorities and bus priority links (known as the Romney Avenue and Cheswick bus links), which include facilities for pedestrians and cyclists are being installed during 2011/12 using developer and local authority funding.

Figure 3 : Bristol and North Fringe Key Cycle and Pedestrian Route Proposals



A9. Partnership bodies

We are already working with partners across the range of sectors, both in the detailed design and specification of measures, and where this adds value in supporting the delivery of this project (see E1). A list of current key partners is provided below, and letters of support are shown in Appendix One.

North Bristol SusCom



This is a travel to work partnership formed in 2009 between major employers located in the North Fringe of Bristol. Together they have around 40,000 staff and 30,000 students. A new Science Park (SPark) is also being established at Emerson's Green which is forecast to create over 6,000 highly skilled new jobs. SPark is an active member of the partnership. Members of North Bristol SusCom have recently agreed an area travel plan and will support its implementation through the measures set out in this Project. They will meet regularly during the life of this project and help enable the delivery of measures with their employees.

University of the West of England



UWE has 24,000 students at its main campus at Frenchay in the North Fringe. They recognise that, during term time, students and staff travelling by car have a significant impact on congestion in the area. The University actively encourages sustainable travel and is currently retendering bus services to the campus. There are opportunities to work in partnership to develop the U link bus service and encourage other commuters to use the services.

First Bus



First bus is the main operator across the West of England area, providing a substantial network of commercial and contracted services. They are working with the authorities jointly delivering the Greater Bristol Bus Network (GBBN) scheme, including £22m investment in new vehicles, and are engaged in developing and delivering Quality Partnership Schemes to help realise and build on its benefits. First will support the bid along key commuter routes seeking to align their own marketing activities and pool budgets with the authorities to provide added value from scale economies and a joined up approach.

Wessex Connect



Wessex Connect operate a network of commercial bus services in the West of England area. They also operate a number of contracted services including two Park & Ride services for Bristol City Council and the U Link services under contract to the University of the West of England and Bristol University. Wessex Connect will work through the Project to align marketing and promotional activities with the measures being implemented, and with the promotional campaigns and initiatives of the authorities and other Project partners

Sustrans



Sustrans, a leading UK sustainable travel charity, are working closely with the authorities on a number of projects including as part of the key delivery team for the Connect2 Festival Way cycle routes between Nailsea and Bristol (see A8) and as a partner in new Connect2 2 Tunnels link between Bath and Radstock/Midsomer Norton.

Public Health Directorates of the four Primary Care Trusts



There is a high level of intersectoral collaboration between the Primary Care Trusts and the highway authorities which is viewed as a national model for collaboration on transport and health practice. In Bristol, for example, a public health doctor is embedded in the Council transport department. Other public health funded staff also contribute to transport planning work. A Memorandum of Understanding between the health sector and authorities was signed in September 2010 which has led to the creation of a Health and Transport Forum.

Avon and Wiltshire Mental Health Partnership NHS Trust

We have been supporting AWP in developing and piloting the Go-Low initiative that delivers low carbon business travel.



Local Enterprise Partnership

West of England
Local Enterprise Partnership

In October 2010, the West of England was awarded the status of a Local Enterprise Partnership (LEP). This has brought the authorities and business community together to drive sustainable economic growth and prosperity in the area with the aim of levering in over £1billion in private sector investment in the next 5 years. A representative of the LEP will be included on the Board for this Project (see E1).

SECTION B – The Local Challenge

B1. The local context

With a million people and half a million jobs the West of England has the highest Gross Value Added (GVA) per capita of any major city in England outside of London. The West of England is a key economic centre accounting for 26% of the South West's economy. The area is also expected to continue growing with the Area's Core Strategies setting out the challenge of delivering 72,000 new homes and 74,000 new jobs by 2026.

This success however comes at a price. The area suffers from low vehicle speeds on key routes, with the cost of congestion estimated to be £600m per year by 2016. Transport contributes significantly to carbon emissions and this will potentially increase with continued growth. Similarly air quality in parts of Bristol, Bath and North East Somerset and South Gloucestershire does not meet European Union standards.

Despite the economic success of the area, parts of Bristol and Weston-super-Mare are still amongst the top 10% of deprived areas in England, and sections of the population have more limited access to jobs, healthcare and other facilities. For example more than 80,000 people have mobility impairments (2001) and 27% of the population live more than 40 minutes by public transport from a major employment site.

As a key economic centre car-based commuting within and to the area is a major source of traffic generation, especially during peak hours (see B2). This is particularly the case on key commuter routes in the West of England, and this has the potential to hamper continued economic growth.

This project therefore focuses on developing a package of efficient, low carbon alternatives to single occupant car-based commuting for key routes linking the main residential and employment areas in the West of England. It builds on the existing work within the area's Joint Local Transport Plan and forms a key component of a larger more overarching Local Sustainable Transport Fund bid tackling economic development and carbon reduction issues across the area.



B2. Evidence

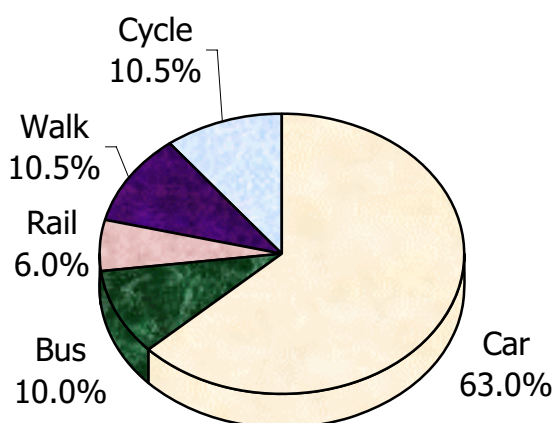
The West of England has high levels of car-based commuting accounting for some 63% of journeys to work (see Figure 4).

This car-based commuting has significant impact in terms of traffic and congestion on key routes in the area, especially the six corridors which are the focus of the Key Commuter Routes project. On the A4 corridor linking Bristol and Bath for example average speed in the morning peak is only 15.8mph little more than half of that off peak. The population living along these key routes is approximately 480,000 - half of the West of England area population. Consequently some 40% trips pass along these routes and they account for around 15% of total traffic movements in the West of England area (West of England strategic transport model G-BATS3).

The West of England has a high degree of commuting self-containment, with 89% of those living within the area also working within the area. This is an advantage and puts a high proportion of commuter trips within the scope of this project. Also within the area some 57% of car trips are less than 5 miles and so highly suitable for transfer to other modes especially walking and cycling.

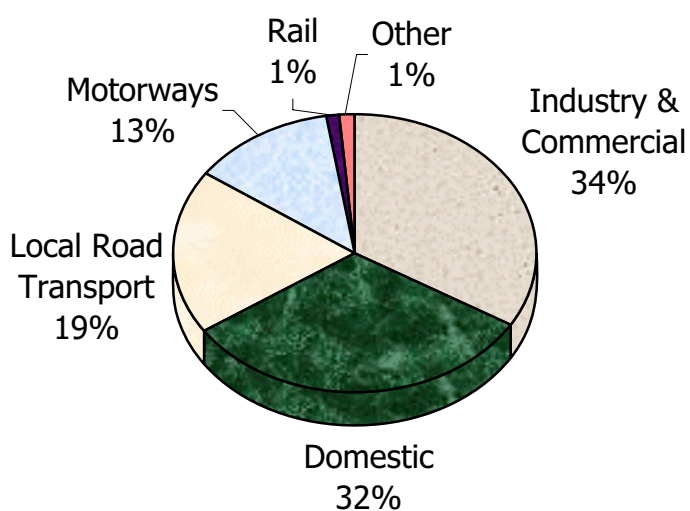
In terms of carbon dioxide emissions (CO_2), if motorway travel is included then transport accounts for 32% of the CO_2 emissions from all sources in the West of England (see Figure 5). Of these transport emissions it is estimated (G-BATS3) that 19% arise from vehicle movements on our six target corridors. Therefore any measures to car-based trips on these corridors will make a significant impact to carbon reduction.

Figure 4 : Modal Split
(Work Purpose only) 2004



Source : Greater Bristol Strategic Transport Study (GBSTS), 2004

Figure 5 : CO_2 Emissions in West of England



Source : Department of Energy and Climate Change September, 2010; excludes domestic air and shipping

Commuting in particular, and to a lesser extent business trips, have a greater proportion of CO₂ emissions per trip than other travel purposes. This is because trip lengths, journey speeds, type of vehicle and vehicle occupancy rate are also factors. For example a snap shot survey in South Gloucestershire in 2009 shows single occupancy cars account for 60% of journeys to work. Nationally across all journey purposes, commuting accounts for 24% of transport-related CO₂ emissions, but only 19% of trips (DfT, Carbon Pathways Analysis, 2008). Therefore measures to reduce car-based commuting will have a proportionally higher impact on carbon emissions.

Air quality is also important issue in relation to these six corridors with some proportion of all the routes falling within Air Quality Management Areas which exceed NO_x concentration limits. In some central areas in Bristol and Bath on these routes concentrations of NO₂ average 50µm⁻³ and 49µm⁻³ respectively some 25% above the national target limit value of 40µm⁻³. Road traffic is the main contributor to these emissions and so reduction in commuting traffic will help improve air quality along these corridors.

B3. Objectives

The West of England Joint Local Transport Plan 2011 – 2026 (JLTP3) sets out the Area's vision for transport. This vision is built around five key transport goals of:

- Reduce carbon emissions
- Support economic growth
- Promote accessibility
- Contribute to better safety, security and health
- Improve quality of life and a healthy natural environment

Our target group of car-based commuters will have an important role in addressing all of these JLTP3 goals. As set out in B2 car commuting accounts for significant carbon emissions in the area, and therefore the package of measures we are developing aims to promote a shift away from car-based commuting to lower carbon alternatives such as walking, cycling and public transport. Also good quality commuting routes and access to employment sites will be important for the continued economic growth in the area. In addition with active modes such as walking and cycling being a more dominant part of the commuting travel mix the project will contribute to more healthy lifestyles and low absenteeism levels which has a major cost saving for businesses.¹

² We recognise that measures which reduce carbon emissions from the transport sector are invariably good for health.³

The project will support sustainable modes by developing and implementing based upon an understanding of perceptual and practical barriers to low carbon commuting. The solutions cover both information and awareness activities and practical interventions to enhance the alternatives along the key commuter routes.

¹ Hendriksen, I., Simons, M., Garre, F., Hildebrandt, V. 2010 The association between commuter cycling and sickness absence, *Preventive Medicine*, 51(2): 132-135.

² CBI, 2010 *On the path to recovery: Absence and health work survey 2010*. London: CBI.

³ Woodcock, J. et al, 2009 Public health benefits of strategies to reduce greenhouse gas emissions: urban land transport, *The Lancet*, November [http://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(09\)61714-1/fulltext](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(09)61714-1/fulltext) accessed 26th September 2010.

SECTION C – The Package Bid

C1. Package description

As described in B2 this project is designed to reduce car-based commuting on six key commuter corridors across the West of England (see Figure 6). Significant work has already taken place along these corridors under the auspices of the Greater Bristol Bus Network and Cycling City projects. The actions described below will enable the West of England Authorities to capitalise on this work.

In summary, we will do this by:

- **Low cost targeted** investment plugging missing pedestrian and cycling links and maximising value from GBBN investment;
- **Working in partnership** with employers located along the commuter corridors, to develop and implement bespoke packages to deliver a shift to more sustainable travel by their staff;
- Deliver a **promotional campaign** which will be informed by the latest understanding about the types of messages and activities that motivate behaviour change (i.e. 'nudges').

1. Improving the alternatives to driving

Our actions to improve **bus travel** will be focussed on the following three corridors:

- Weston-super-Mare to Bristol
- Portishead to Bristol
- Bath to Bristol

On these corridors, we will introduce **Real Time Information** at bus stops and interchanges. On-board equipment to improve **operational efficiency** of the network will be installed on more bus services, helping operators to improve **service reliability**. More services will be provided at peak times on the route between Weston-super-Mare and Bristol.

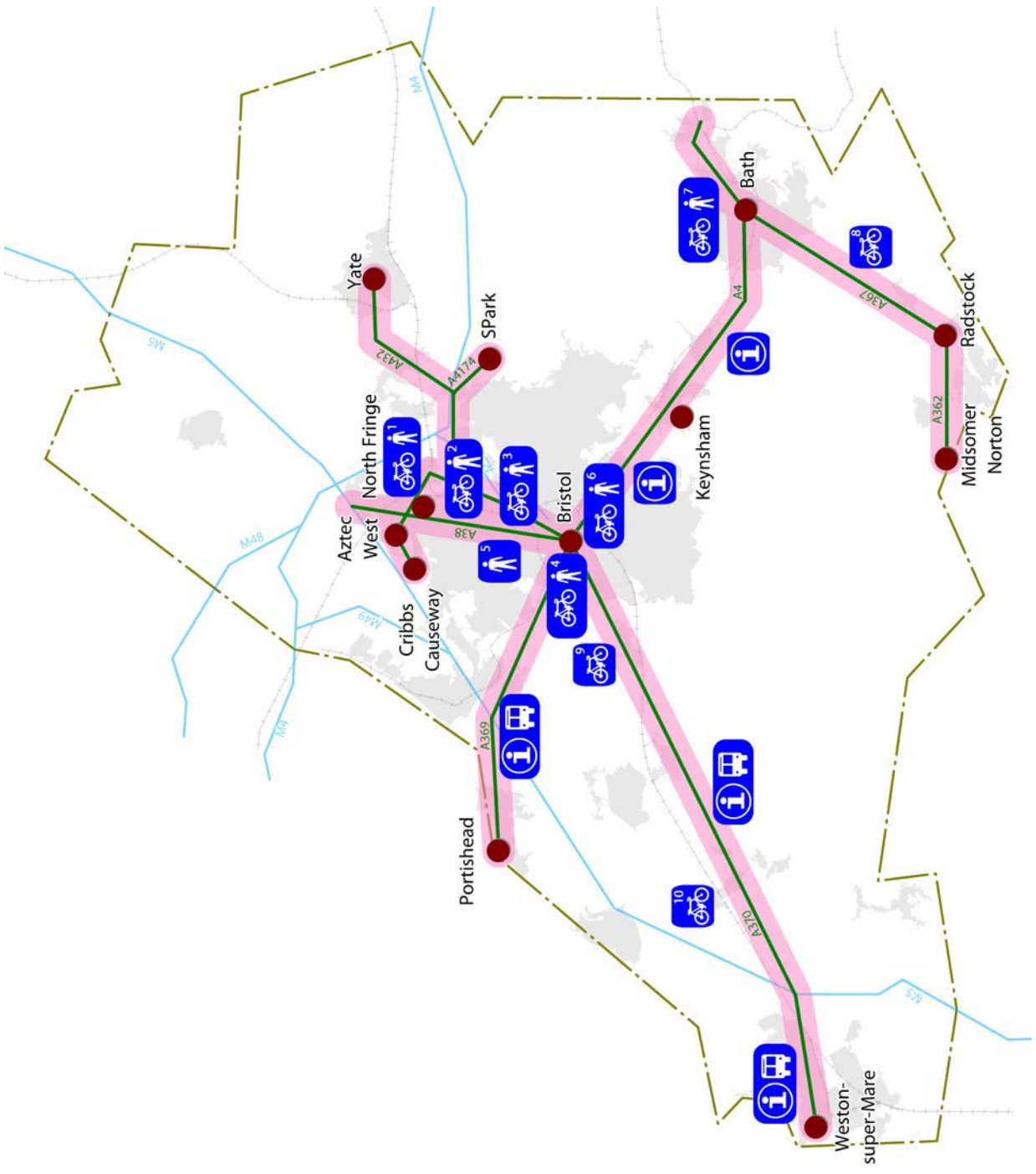
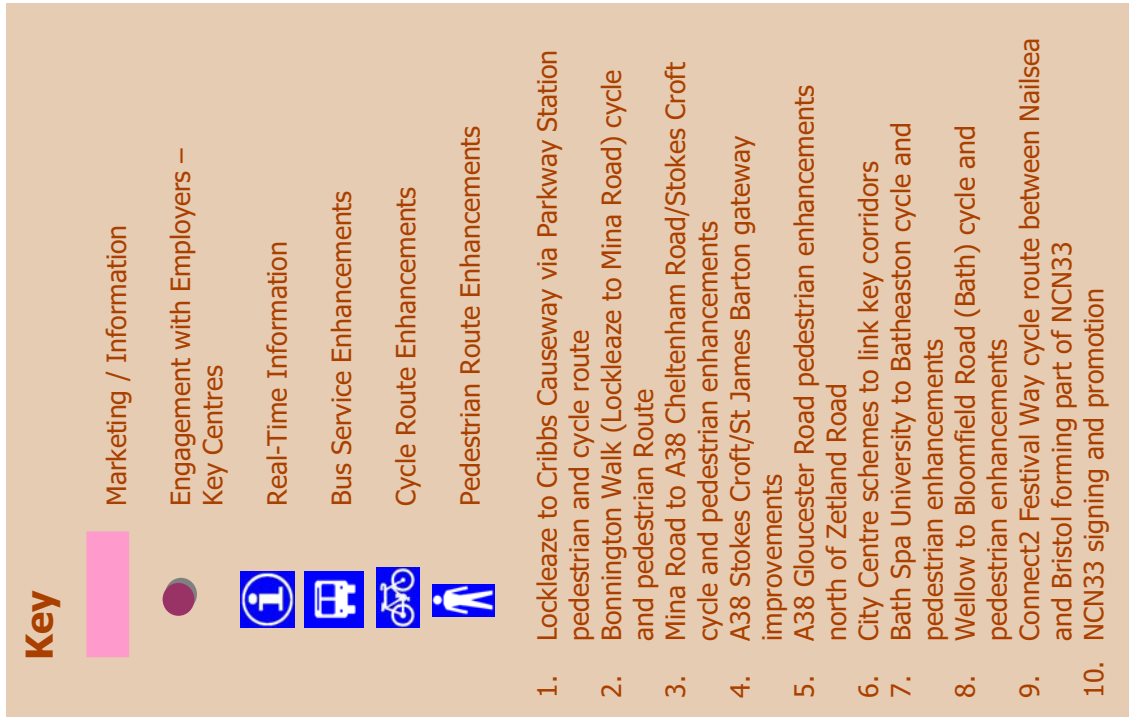


Our actions to improve provision for cycling will be focussed on the following corridors:

- (a) Weston-super-Mare to Bristol
- (b) Bristol North Fringe to Bristol City Centre
- (c) Midsomer Norton and Radstock to Bath
- (d) Batheaston / Bath Spa University to Bath

On these corridors, **we will build the missing links of cycle and pedestrian routes** (shown in Figure 6) including spur routes to key employment sites such as Cribbs Causeway and Bath Spa University and city centre schemes in Bristol and Bath that will link the main commuter corridors.

Figure 6 : Key Corridors



In addition we will implement **targeted infrastructure to enhance the walking environment** and plug the key gap from the A38 Stokes Croft through St James Barton to the city centre. We will adopt a **consistent approach to signing of cycle routes** across all four local authorities, using the Red, Yellow, Green (quick, quiet, safe) routing principles that were established for Cycling City. We will also develop our **mapping** of the cycle route network. Throughout this activity we will be **applying the lessons learnt** by Bristol and South Gloucestershire during the Cycling City programme to all four local authority areas.

2. 'Enabling' measures to tackle barriers to mode shift

Through the work of Cycling City, we have learnt that there are multiple barriers to mode shift, and that all of these barriers must be addressed in order for somebody to be able to switch from driving to commuting by bike, bus or on foot. We will recruit a Sustainable Transport Field Team whose task it will be to design and implement interventions to address these barriers.

We will tackle the barriers to cycling in the following ways:

- Offering a **loan bike service** (including electric bikes) to commuters, via their employers; and encouraging employers to offer the **cycle to work purchase scheme** to their staff. This will address the barrier that many employees do not have a bike available for their use.
- Sustainable transport grants to employers for **cycle shelters** and other facilities to encourage cycling (e.g. lockers, changing facilities). This will ensure that employees have a secure place to leave their bike when at work, and space to store cycling equipment.
- A **'Dr Bike'** service, to help commuters to maintain their bikes in good working order.
- Regular **'roadshows'** at main employment sites, offering information such as route-specific cycle maps and advice on practical issues related to cycling.
- A **bike buddy** service and **free adult cycle training** to enable people to gain confidence in commuting by bike.

The barriers to commuting by bus will be tackled through:

- Free **bus taster tickets** to encourage employees to try commuting by bus. This will encourage employees to see for themselves what bus travel is like, addressing misperceptions about comfort and speed of commuting by bus.
- Providing information about bus services, including route maps and stop-specific timetables, distributed via **'roadshows' at main employment sites**.
- Developing and publicising web-based services and **smart phone apps** that make it easy for commuters to find out about bus times and routes not just in advance of their journey but once they are out and about.

We will also **establish a portal for web-based travel information**, providing a first port of call for timetables; real-time information; bus, cycle and pedestrian route maps; and information about services such as Dr Bike, cycle buddies and cycle training.

We recognise the needs of business travel can lead to dependence on the car for commuting. The West of England authorities have been supporting Avon and Wiltshire Mental Healthcare Trust (AWP) with the development of the **Go-Low pilot scheme** that provide pool bicycles (both electric and conventional) and low-emission cars to complement sustainable commuting. Within

this component bid we will support the setting up of a Teckal social enterprise and establish Go-Low as a viable option for businesses within the West of England.

3. Working with employers

We will work closely with businesses, in particular we will target hospitals, universities, and major office developments. There are already three employer travel plan networks in the West of England (Suscom, which covers employers in North Bristol; the North Somerset Travel Plan Network; and the Bath and North East Somerset Employers' Travel Forum), and our relationships with these networks will enable us to access businesses that are already proactive in travel planning, and that are in geographical clusters with the potential to work together to reduce car commuting and realise the health and productivity benefits for their businesses.

We will employ Project Account Managers to work with our targeted businesses. Their role will be to (a) offer a package of 'enabling' measures, **tailored** to the individual business and drawn from the services listed in the section above; (b) provide **advice and encouragement** for the business to adopt complementary measures to reduce car use such as **car park management**; (c) **encourage collaboration** between businesses, and establish an online forum for sharing of ideas; (d) to **jointly promote** car sharing, improvements to bus services and cycle routes, and feed their ideas and suggestions to the public transport and cycle and walking infrastructure design teams.

4. Promotional campaign to motivate behaviour change

Even if all the barriers preventing sustainable travel are taken away, many people will continue to drive to work, partly through habit and partly through conformity with the social norm in their workplace. We will therefore develop a promotional campaign to motivate behaviour change. In designing the messages and activities of the campaign, we will draw upon the expertise of specialists in social marketing and travel behaviour change from local universities.

We anticipate that the campaign will include both West of England-wide publicity under a strong brand, and locally-targeted activities. Examples of the types of activities that might be developed as part of this campaign include:

West of England-wide activities

- A sustainable travel challenge, in which employees recruit their colleagues to compete to win prizes for travelling by bus, on bike or by foot. This would build on our annual 'Jam Busting June'. It would change the social norm in participating workplaces.
- Activities to reward people who are already travelling by sustainable means. These might be similar to the 'Thank You' campaign that Peterborough ran as part of its Sustainable Travel Town programme. This would provide positive reinforcement for people who are already cycling or using the bus.
- Area-wide promotions which emphasise how many (successful) local people are already travelling by bus / bike. These would re-position bus travel and cycling and walking as 'normal' activities, and play to people's desire to emulate role models and to 'follow the herd'.

Locally-targeted activities

- Targeted offer of information and services to specific residential sub-groups, using our experience of Mosaic profiling to identify residential areas where households are likely to be most receptive to change.

Engagement with employees of specific businesses at times of transitions that might trigger travel behaviour change (e.g. premises moves, mergers and acquisitions), offering information about travel options to new work locations.

C2. Package costs

	£K	2011-12	2012-13	2013-14	2014-15	Total
Project Management	Revenue	53	97			150
	Capital	0	0			0
Engagement with Employers	Revenue	127	182			309
	Capital	50	0			50
Market research and Evaluation	Revenue	108	86			194
	Capital	0	0			0
Sustainable Transport Field Team	Revenue	230	313			543
	Capital	20	20			40
Strategic Routes for Walking and Cycling	Revenue	0	5			5
	Capital	777	1360			2137
Bus Improvements Measures	Revenue	50	117			167
	Capital	121	0			121
Promotions/marketing	Revenue	493	586			1079
	Capital	0	0			0
Communications Strategy	Revenue	95	110			205
	Capital	0	0			0
Grand Total		2124	2876			5000

C3. Rationale and strategic fit

The 'Key Commuter Routes' project focuses on the whole commuter journey, addressing issues at the trip end by engaging with the employers, enhancing the trip itself and working with the commuters to address information and awareness barriers. Each of these elements will work together to promote alternatives to car commuting on key routes in the area. Reducing these car-based commuter trips will contribute directly to reducing carbon emissions in the area and will support economic growth through improved access to employment sites. Both these issues are key objectives of JLTP3.

This project also forms a key component of a larger, more comprehensive, West of England wide Fund bid being submitted in June 2011. The larger bid encompasses three main themes:

- *Low carbon commuting and business travel* – tackling carbon emissions generated by the significant economic activity in the area and drive sustainable growth.
- *Transition points* – tackling travel choice and behavioural change at key transition points in people’s lives, such as transition from primary to secondary school, education to work or college, and going to University.
- *Sustainable communities* – providing community level approaches to supporting sustainable travel choices. Key areas being addressed are urban residential communities, rural communities and key commercial centres.

This key component project forms an element within the Low Carbon Commuting theme. This has been developed as the initial key component as it builds on important work already done through the JLTP on these main routes, and enhances and promotes this activity. This is therefore work that can be delivered quickly in the first 2 years of the Fund period and provides a strong basis for remainder of the Low Carbon Commuting theme. The Key Commuter Routes projects will also strengthen the underlying transport network in the area, supporting activity in the other two themes.

This overarching package of measures in the larger bid provides a significant complementary work stream to the West of England JLTP3. The Fund will enhance and promote the schemes being developed through the JLTP3 and major scheme funding. It focuses on supporting sustainable travel choices to ensure maximum benefits from other transport investments being made and to support the achievement of the key goals of the JLTP of reducing carbon emissions and supporting economic growth.

C4. Community Support

To support the development of this bid there has been discussion with a wide range of stakeholders both individually and at a workshop specifically focused on gaining local stakeholders views on the emerging proposals for the Key Commuter Routes project and on the planned larger project bid. The outcomes of the workshop have been shared with attendees (see www.travelplus.org.uk) as part of their ongoing involvement in the development of the larger project bid (see C3) and the implementation of the project.



The measures included within this bid have been developed within the context of JLTP3. This was the subject of extensive consultation over the period of its development including targeted engagement between July and October 2010. Through smart and targeted public engagement, some 4,500 responses were received with a representative age and modal balance. This process reinforced the JLTP3 focus (and indeed that of this Fund) on supporting economic growth and reducing carbon emissions which together were seen as most important amongst the Plan’s five goals (see B3) by 58% of respondents.

In addition to the overarching Plan, schemes and projects have been, and will continue to be, developed through involvement with stakeholders and communities. Examples include:

- As a key part of the Cycling City Project, a Stakeholder Advisory Panel was formed which comprises cycling and pedestrian organisations, public and private sector business partners and community groups. The Panel helped to harness practical support for the project, ensured wide community engagement and published the Greater Bristol Cycling Strategy 2011-2026, which has informed this project. A Stakeholder Engagement Group will be a key part of the Key Commuter Routes project delivery arrangements (see E1).
- The routes in North Somerset which form part of the Connect2 cycle route are an amalgamation of routes proposed in the Rights of Way Improvement Plan 2007-2017 which was subject to extensive consultation with key stakeholders and community groups. As the scheme has developed it has been subject to ongoing consultation with these parties.
- In terms of the business community, active engagement has and will take place such as for the North Fringe area through presentation and discussion at SusCom partnership, meetings with employers including MOD at Abbeywood and UWE.
- Extensive ongoing consultation throughout GBBN delivery. This includes stakeholder forums, the Joint Transport Forum, specific briefings to groups and through the wider consultation roadshow.
- Working with community groups to develop plans for the enhancement of St James Barton Roundabout (see www.the-bear-pit.org.uk)

SECTION D – Value for Money

D1. Outcomes and value for money

The Key Commuter Routes project seeks to reduce car-based commuter trips hence reducing vehicle traffic, increasing non-car modes, reducing carbon emissions and supporting continued economic growth in the key employment areas served by these routes. The sections below set out the key outcomes and impacts of the project.

Traffic Reduction and Congestion Benefits

The employer engagement activity, covering travel plans and access issues with sites, and commuter information and awareness activities, are classical 'Smarter Choices' type measures. The main body of evidence on the impact of these measures is the work on Smarter Choices (S Cairns et.al., 2004) and the Sustainable Travel Towns demonstration projects. Both of these projects have shown significant impacts are possible on traffic levels from these kinds of activity. For example the results of the Sustainable Travel Towns Demonstrations estimated the package of measures being implemented reduced car trip distance by 5-7% and generated area-wide traffic reductions of some 2%. The cost of achieving these reductions is some 4p per car km removed, with a cost benefit estimated at between 5:1 and 10:1

The measures to enhance the alternatives to car commuting focus on building on the Cycling City work and enhancements through GBBN. An assessment for the first 6 cycling city demonstration sites, was carried out by Sloman, et. al. (2009) and provided insight into the likely impacts. The results of automatic count data showed a 27% increase in cycling across the sites in average over the period 2005 to 2009. Bristol and South Gloucestershire's own experience confirms this with a 28% increase in cycle activity on key routes included in their Cycling City activity and an overall increase of some 60% in cycling in the central areas between 2002 and 2011.

These results along with the West of England strategic transport model B-BATS3 (built to assess key transport interventions) have been used to estimate the impacts on traffic and congestion of the Fund's investment in the Key Commuter Routes project. The results suggest the following impressive impacts:

- Vehicle trips are reduced by 11 million per annum representing a 2.5% reduction along the key corridors and 0.8% in the WoE area as a whole.
- Vehicle mileage is reduced by 0.7% on the corridors and 0.4% in the area as whole. The lower impact on mileage is as a result of shorter trips being transferred to walking, cycling and public transport.
- The congestion index (mins/km) has reduced by 3.7% on the corridors and 3.4% in the wider area.

Carbon Benefits

The carbon benefits from the project will derive from the reduction in car travel as described above. The outputs from model used for traffic impacts have been used with the DfT Carbon Tool to produce estimates of carbon dioxide emissions reduction from the package over the project period.

The six target corridors are estimated to account for some 19% of transport emissions in the West of England area. The modelling work suggests that these emissions can be reduced by some 21,000 tonnes CO₂ per year by the proposed interventions which is around 0.9%. In terms of value for money this amounts to a cost per tonne saved of CO₂ of around £200/tonne based on a one year investment, which is a similar order of magnitude to that from the sustainable travel town demonstrations.

Economic Benefits

The key impact of the project is to reduce car-based commuting and deliver the traffic and congestion benefits. As well as the economic benefits of reduced congestion (estimated to be at least £2.1m per annum), the focus on commuter trips will be particularly important for peak period trips around employment sites.

This reduction in traffic and the provision of viable and efficient alternatives helps support economic growth without adding to traffic problems in the area. In addition good commuter links will encourage business to locate and grow in the area as they can access staff more easily. The Local Enterprise Partnership (LEP) has identified transport investment as key driver of economic competitiveness and growth.

Health and Air Quality Benefits

Health benefits of increasing active travel are recognised to provide around two thirds of the monetary benefits calculated through Cost Benefit Analysis (CBA). This is principally because active travel increases substantially the likelihood that people will be free of disease and ill-health, not least cardio-vascular disease, the number one cause of premature death in England. Moreover, active travel is recognised as a key means by which people can reduce their risk of early entry into the health care system since diseases such as cardiovascular disease, diabetes, stroke as well as obesity are largely avoidable outcomes of lifestyle choices.

There are also important mental health benefits derived from a transport environment which causes less noise, less stress, and more physically active lives as the latter is an important means to stress reduction. All road users benefit from roads that have higher levels of walking and cycling since these are indicative of slower speeds and higher levels of social interaction causally linked to less illness and premature death.

In addition most of the key routes targeted by this project, including the A370, the A4 and the A38, fall within Air Quality Management Areas (AQMAs). Measures that contribute to reducing traffic on these routes will also contribute to reducing pollutant emissions. This will therefore complement wider measures in the AQMAs to work towards achieving air quality objectives and the ensuing health benefits will be delivered.

D2. Financial sustainability

Once the new and enhanced walking and cycling measures and bus information systems are in place the authorities will take on responsibility for their maintenance and marketing. There will be continued and enhanced spend beyond the Project on reinforcing campaigns and activities to build upon the mode shift benefits.

The West of England authorities will continue to secure workplace and residential travel plans on a voluntary basis as well as those secured through planning applications and Supplementary Planning Documents. The experience and good practice gained through the Key Commuter Routes project will be used to develop and inform these travel plans and would include ongoing promotions and marketing with associated infrastructure improvements secured through the travel plans and where appropriate with additional JLTP funding.

For the enhancements to bus services it would be expected that the operator would commit to operation for an additional 12 months beyond the Key Commuter Routes Project to reflect the direct marketing activity through the project and previous GBBN investment.

SECTION E – Deliverability

E1. Implementation

The West of England authorities have experience of the successful development and implementation of cross boundary schemes and projects. These are underpinned by well-

established joint governance arrangements built around strong political leadership provided by a Joint Transport Executive Committee (JTEC). This Committee brings together the four authority Executive Members with responsibility for transport in a forum legally constituted via a Joint Working Agreement. Each project is overseen by a Project or Programme Board including representatives from each authority and key stakeholders relevant to the individual project, which reports progress and change requests (variances outside of the agreed scope) to the JTEC. Overview is provided by the Local Enterprise Partnership, and oversight by a Joint Scrutiny Committee. The governance arrangements to oversee the implementation of the Key Commuter Routes project are shown in Appendix Two.

The delivery of this project will be built around this framework, and the lessons learned from recent hands on experience of the implementation of the Cycling City and Greater Bristol Bus Network (GBBN) projects. Both these projects are complex and demanding and have required new ways of working across the authorities and with stakeholders (see Stakeholder Advisory Panel in C4). Through the Cycling City project, Bristol and South Gloucestershire councils have delivered £11.4m government funding, along with a similar amount of locally matched investment, on time and on budget. This delivery has included 102.5 miles of cycle paths and routes, either upgraded, improved or built from scratch as part of 35 different infrastructure projects. Similarly for the £70m GBBN project, three years into a four year programme the DfT grant funded tasks are on track and to budget

The proposed delivery structure is shown in Appendix Three. It is recognised that there are economies to be gained by joint actions across the authorities, and where these can deliver efficiencies or draw on specialist knowledge and skills these will be pursued. These could embrace both management and delivery staff resources and joint procurement. This process has already begun with shared delivery mechanisms being employed for Cycling City, and joint procurement in train for a provider for the Sustainable Transport Field Team (see C1) and, looking ahead to our larger project bid (see C3) for Car Club services.

The authorities have a long and extensive experience of working with partners in delivery, and in particular drawing on the skills of the third sector (an example of working with Sustrans is given in A8). The project will seek to maximise opportunities to draw on the unique knowledge and skills that partners can bring and to deeply embed them within the delivery arrangements. These processes have already begun and letters of support from a number of organisations are appended to this application.



E2. Output milestones

The high level tasks and milestones for this project are shown in Appendix Four.

E3. Summary of key risks

An assessment of risk has been undertaken which includes the identification of measures to mitigate these risks. This is shown in Appendix Five.

E4. Project evaluation

Evaluation

The authorities recognise the value of good quality evaluation and are committed to working with the DfT to ensure that the outcomes and impacts of the Project are fully assessed.

Relevant data is already available from a number of sources such as existing monitoring activities related to emerging JLTP indicators - such as cycling and bus patronage – together with surveys undertaken by businesses. To strengthen this the authorities have commissioned the University of the West of England to review baseline data, develop an evaluation plan and support data collection and reporting.

Dissemination

The Project will ensure the outcomes of the project are disseminated widely to inform and share experiences and good practice. This will be undertaken in a variety of ways including use of Council and partner websites, production of case studies and reporting through the annual JLTP Progress Report.

In addition dissemination will be carried out through numerous well-established networks. For example Bristol works closely with other major urban areas through the Core Cities network whilst Bristol and Bath and North East Somerset are also members of the CIVINET UK and Ireland network. Results will also be shared with a wider audience through other networks including ACT Travelwise, formed by the Association of Commuter Transport and National Travel Wise Association.



This page is left intentionally blank

APPENDICES

This page is left intentionally blank

APPENDIX ONE

Letters of Support

This page is left intentionally blank

Councillor Charles Gerrish
Chair Joint Transport Executive Committee
Wilder House
Wilder Street
Bristol
BS2 8PH

Date: 12 April 2011
Our Ref: LEP.PTSE.JBrake
Enquiries to: Peter Jackson
Telephone: 01454 863400
Email: Peter.Jackson@westofenglandlep.co.uk

Dear Councillor Gerrish

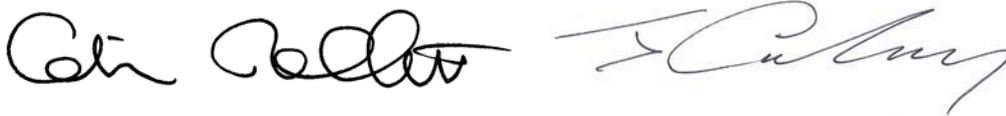
Local Sustainable Transport Fund – key commuter routes project

We wish to add the support of the Local Enterprise Partnership Board to the West of England authorities application to the Local Sustainable Transport Fund.

We are pleased that this bid will focus on improving travel choices on a number of key commuter routes in the area, and delivering these enhancements through close engagement with individual employers and business groups. Business recognises the importance that transport plays in supporting economic competitiveness and growth.

We are particularly pleased that you have asked the Local Enterprise Partnership to be an integral part of the governance of the Project through inclusion on the Project Board. We would be happy to nominate Robert Sinclair for this role.

Yours sincerely



Colin Skellett
Chair
West of England LEP Board

Cllr John Calway
Vice Chair
West of England LEP Board

www.westofenglandlep.co.uk
email: administrator@westofenglandlep.co.uk

C/o South Gloucestershire Council Directorate PO Box 2081
South Gloucestershire
BS35 9BP

Follow us on twitter: @WofEnglandlep

This page is left intentionally blank



University of the
West of England

Facilities
Frenchay Campus, Coldharbour Lane
Bristol BS16 1QY, UK
Tel +44 (0)117 32 82209
Fax +44 (0)117 32 83633
E-mail Chris.Abbott@uwe.ac.uk
Website www.uwe.ac.uk

Pete Davies
West of England Partnership Office
Wilder House
Wilder Street
Bristol BS2 8PH

Chris Abbott
Director

- 6 APR 2011

31 March 2011

Dear Alistair Cox

Local Sustainable Transport Fund – letter of support for key component

The University of the West of England (UWE) welcomes the opportunity to support the bid of the West of England authorities to the Local Sustainable Transport Fund.

The University's main campus is in the North Fringe of Bristol which has significant congestion problems. The University has over 29,000 students and 3,000 staff which we recognise contributes to transport problems in the area. Effective travel planning and managing the Ulink bus services are key to our response. UWE is also an active member of North Bristol SusCom, the partnership of large employers in the North Fringe working together towards sustainable commuting.

Our research has shown that 95% of passengers on the Ulink services are students despite the service being open to the general public. The Local Sustainable Transport Fund key component focus on key commuter routes will give us the opportunity to work closely with the Council's and our Social Research Centre to promote the Ulink services to commuters travelling from Bristol to the North Fringe.

Our contribution to Ulink services will be is £305k in 2011/12 and £464k in 2012/13. In addition, we expect to have approximately £30k pa available for marketing. This represents our contribution to the Local Sustainable Transport Fund bid.

We are aware that the West of England Authorities will be submitting a bid for a larger project through the Local Sustainable Transport Fund in June 2011. We look forward to the opportunity to work closely with you to develop the detail of the 'transitions' project further over the coming weeks.

Yours sincerely

Chris Abbott

bettertogether

University of the West of England, Bristol
Vice-Chancellor Professor Steven West

This page is left intentionally blank

Alistair Cox
West of England Partnership
Wilder House
Wilder Street
Bristol BS2 8PH



8 April 2011

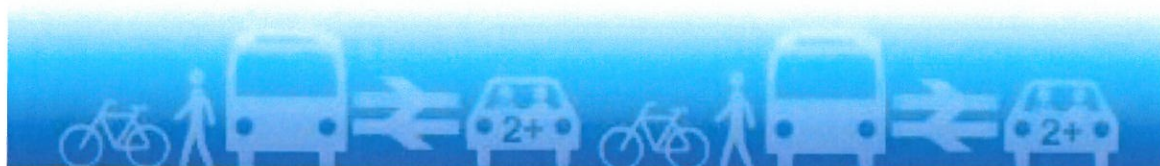
Dear Alistair,

Local Sustainable Transport Fund – letter of support

I write on behalf of the North Bristol Sustainable Commuting Partnership or North Bristol SusCom. We are a business-led organisation representing the nine largest employers in the North Bristol area and our members include Airbus, GKN, BAE Systems, HP, Friends Provident, MITIE, UWE, the MOD, North Bristol NHS Trust and the Bristol and Bath Science Park (SPark).

The partnership was formed to reduce the congestion in the North Bristol fringe area. We aim to encourage behaviour change in our 40,000 employees, 30,000 students and key stakeholders by developing innovative and attractive alternatives to single occupancy car travel. Recently we developed and adopted an area travel plan containing shared objectives, targets and an action plan. We are just launching a website and running a commuter challenge with our employees in June. We also have a longer term goal of establishing a Transport Management Association (TMA) to include participation by residents and smaller, local businesses.

The Local Sustainable Transport Fund bid by the West of England authorities provides a real opportunity for us to increase the pace of change in the travel behaviour of our employees. Smarter Choices activity will help us support new employees who will start commuting into the area over the next few years (this includes the transfer of 1,400 MOD staff from Bath to the North Fringe and 6,000 new jobs being created at the Science Park).



On behalf of North Bristol SusCom, I am pleased to endorse the South Gloucestershire Low Carbon Commuting element of the West of England authorities' bid to the Local Sustainable Transport Fund. The approach being taken to support low carbon commuting on key commuter routes matches our aspirations in the North Fringe and Emerson's Green.

We are particularly delighted that the key component bid will directly support North Bristol SusCom. A number of members have pledged a financial contribution to support an initial two year work programme and are also offering 240hrs of in kind contribution (i.e. staff resources) to attend regular meetings.

We are aware that the West of England Authorities will also be submitting a bid for a larger project through the Local Sustainable Transport Fund in June 2011. We look forward to supporting measures in the bid that support cycling, walking, car sharing, public transport and measures to reduce the need to travel in the North Fringe of Bristol.

Yours sincerely

Pp. 

Bonnie Dean (SPark - Bristol and Bath Science Park)
Interim Chair
North Bristol SusCom
mail@deanb.freeseve.co.uk
07768 300 201

cc: Mr. Colin Skellett – West of England LEP Chair



Our ref SAC/pas
11 April 2011

Mr Alistair Cox
SRO
c/o West of England
Wilder House
Wilder Street
Bristol BS2 8PH

Enterprise House
Easton Road
Bristol BS5 0DZ
Tel: 0117 955 8211
Fax: 0117 955 1248

Dear Mr Cox

Local Sustainable Transport Fund – Key Commuter Routes

The Local Sustainable Transport Fund provides an excellent opportunity to further strengthen the joint working between First and Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire Councils.

First continues to work closely with the four councils in delivering improvements to the quality and reliability of public transport travel in the West of England area. We are jointly delivering the Greater Bristol Bus Network (GBBN) scheme, including £22m investment in new vehicles, and are keen to work with the authorities in developing and delivering Quality Partnership Schemes to help realise and build on its benefits.

We are pleased that this bid focuses on a number of key commuter routes, and the chance this provides to support and reinforce infrastructure and vehicle improvements introduced through GBBN, with targeted marketing and promotions. This approach will further boost bus patronage, reduce car dependency (particularly for commuting) and tackle congestion. We will seek to align our own marketing activities and pool budgets with those enabled through the Fund to provide added value from scale economies and a joined up approach.

We have £30,000 available for marketing First services in 2011/12 which accords with, and would support the objectives of the project. In addition we would expect a similar amount to be available in 2012/13 once budgets are confirmed. Should the bid be successful we will work with the authorities to better understand how the greatest beneficial impact can be achieved, and how our respective budgets can be aligned to maximise the opportunity for increased use of public transport.

We are aware that you will be submitting a bid for a larger project through the Local Sustainable Transport Fund in June 2011. We look forward to the opportunity to have further dialogue in the coming weeks to help you shape the detail of this funding application.

Contd

On this basis we are happy to support the West of England authorities funding bid to the Local Sustainable Transport Fund, and are keen to work with you in its successful delivery.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'SC', with a long horizontal flourish extending to the right.

Simon Cursio
Commercial Director

April 12th 2011

Dear Alistair Cox

Local Sustainable Transport Fund Key Component Bid: Key Commuter Routes

The Local Sustainable Transport Fund provides a critically important opportunity to further strengthen the joint working between public health, the West of England Partnership and the four Councils. The importance of behaviour change towards health promoting and low carbon transport has never been more important. The need to reduce reliance on carbon in terms of energy security is also increasingly recognised, not least due to recent international events.

Partnership work with transport planning includes the signing of a Memorandum of Understanding with the four authorities within the West of England Partnership, and the establishment of a Health and Transport Forum. Through such partnership work we have and continue to work closely with our transport planning colleagues.

Moreover, through our lead specialists on transport and health we have been actively engaged in the Joint Local Transport Plan 3 and in helping to inform and shape this Local Sustainable Transport Fund (LSTF) bid. This includes its underpinning through a robust evidence base. We include information of this transport and health work-stream in an Addendum. Given such close collaboration we are enthusiastic supporters of the West of England authorities Key Component funding bid to the LSTF. We believe that the bid is both innovative and challenging and that the interventions it proposes can make a significant contribution to improving health and reducing health inequalities across the West of England.

We are aware that you will be submitting a bid for a larger project through the LSTF in June 2011. We look to work closely with you in developing a full business case.

Yours sincerely,

Paul Scott, Consultant of Public Health Bath and North East Somerset



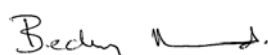
Pat Diskett, Deputy Director of Public Health, Bristol City Council



Dr Chris Payne, Director of Public Health South Gloucestershire



Becky Pollard, Director of Public Health North Somerset



Addendum

Our lead on transport and health, Dr Adrian Davis, funded by NHS Bristol, is embedded into the transport department of Bristol City Council. He led on public health's contribution to the Joint Local Transport Plan 3 on behalf of the four Public Health Directorates and also in the development of the Local Sustainable Transport fund bid. In 'arrival' in the transport department in 2008 he made a case for, and assisted with, implementation of 20mph limits in two pilot areas in Bristol in order to create streets that are safer for walking, cycling and play especially for the most vulnerable groups including children. In that year he formed part of the bid team for Cycling City in 2008. More recently he has been instrumental in developing the bid for a Knowledge Transfer Partnership post on Road Danger Reduction which has subsequently demonstrated the importance of reducing danger at source. The report supports the 20mph speed limit pilot areas and their extension across Bristol.

As part of the Healthy Urban Team Adrian's work on travel and transport has enabled public health to contribute and support a large range of transport planning activity. In total this ability to work with colleagues in transport planning has substantially enhanced partnership working in this area and will contribute to the transition of public health back into local government by 2013.



Alistair Cox Senior Transport Manager
Bristol City Council
Wilder Street
St Pauls
Bristol

Pierre Fox
Sustainable Travel Project Manager
The Blackberry Centre
Blackberry Hill Hospital
BS16 2EW

Tel: 07795 445633
pierre.fox@awp.nhs.uk
www.golow.org.uk

7 April 2011

Expression of Interest. Department for Transport Local Sustainable Transport Fund

Dear Alistair

I am writing in respect of the bid that is currently being made by the West of England Partnership to seek funding from the Department for Transport Local Sustainable Transport Fund. As previously discussed, the potential for a multi-agency, public sector sustainable travel resource has been raised with local stakeholder organisations. The considerable support that has been shown for this scheme is now being taken forward towards practical implementation. This is being done as a development of the Go Low model initiated by Avon and Wiltshire Mental Health Partnership NHS Trust. Over £250k has been invested to date. Further development work would be done in partnership with Bristol City Council and other public sector bodies.

The initial funding that is being sought would be in respect of the development of the legal and business case which would allow the scheme to become a commercial entity. The components of this stage of the project will involve creating the legal and contractual relationships between the interested participants, financial modelling, project management costs, negotiations with HMRC etc. This is estimated to be of the value of approximately £50k.

I look forward to the possibility of this request being included in the initial bid.

Yours Sincerely

Pierre Fox Project Manager

CC Adrian Bolster Facilities Manager AWP

This page is left intentionally blank

Our ref: WEPLSTF

Alistair Cox
Bristol City Council
Brunel House
St. Georges Road
Bristol
BS1 5UY

12 April 2011

Dear Alistair,

West of England LSTF Component Bid

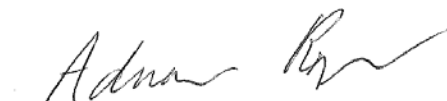
I am writing to confirm Sustrans' support for the West of England Local Sustainable Transport Fund 'key component' bid.

Sustrans is particularly pleased to see the emphasis on sustainable transport corridors and the combination of infrastructure improvements and 'smarter choices' measures. The evidence that Sustrans, and other organisations, have gathered shows that this combined approach is critical to achieving modal shift to sustainable modes.

Sustrans is also pleased to be able to confirm that the £600,000 allocated to the Connect2 scheme linking Nailsea and Bristol, along the A370 corridor. We look forward to continuing to work with North Somerset and Bristol City Councils to deliver this new walking and cycling route.

Thank you for the opportunity to work with you to develop this component bid and we look forward to working with you on development of your 'large bid' and we hope in delivery of both the 'key component' and the future 'large bid'.

Yours sincerely,



Adrian Roper
SW Regional Director

This page is left intentionally blank

Alistair Cox
Service Manager - City Transport
Bristol City Council
City Development
Wilder House, Wilder St
Bristol
BS2 8PH

Dear Alistair

Local Sustainable Transport Fund – Key Commuter Routes

The Local Sustainable Transport Fund provides an excellent opportunity to further strengthen the joint working between Wessex Connect and Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire Councils.

Wessex Connect continues to work closely with the four councils in delivering improvements quality and reliable public transport across the West of England area. We operate both contracted and commercial services, including Park and Ride services for Bristol City Council, and the U-Link services for the University of the West of England and University of Bristol.

We are pleased that this bid focuses on a number of key commuter routes, and the chance this provides to support and reinforce services with targeted marketing and promotions. This approach will further boost bus patronage, reduce car dependency (particularly for commuting) and tackle congestion. We will seek to align our own marketing activities and pool budgets with those enabled through the Fund to provide added value from scale economies and a joined up approach.

We are aware that you will be submitting a bid for a larger project through the Local Sustainable Transport Fund in June 2011. We look forward to the opportunity to have further dialogue in the coming weeks to help you shape the detail of this funding application.

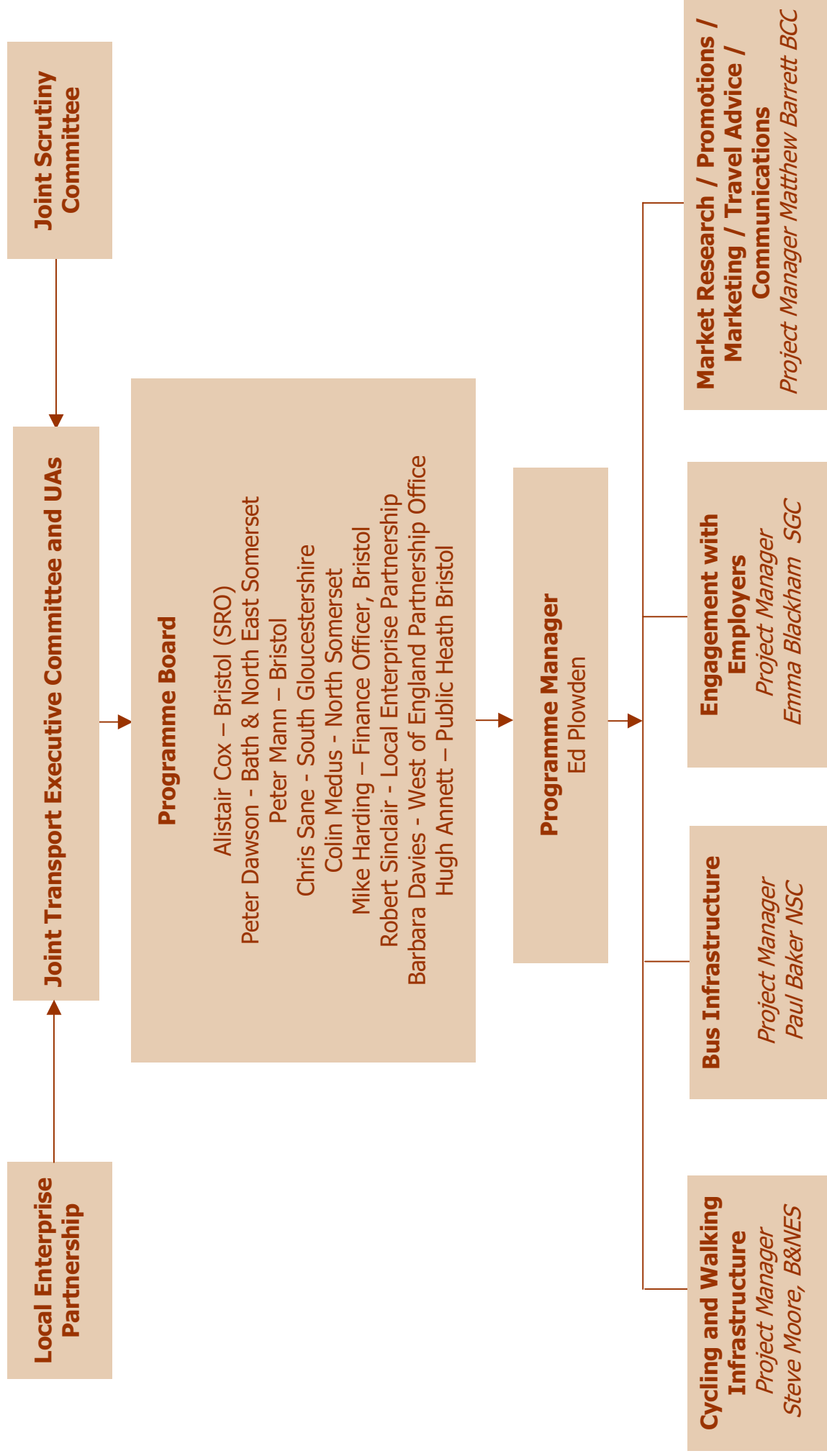
On this basis we are happy to support the West of England authorities funding bid to the Local Sustainable Transport Fund, and are keen to work with you in its successful delivery.

Yours sincerely

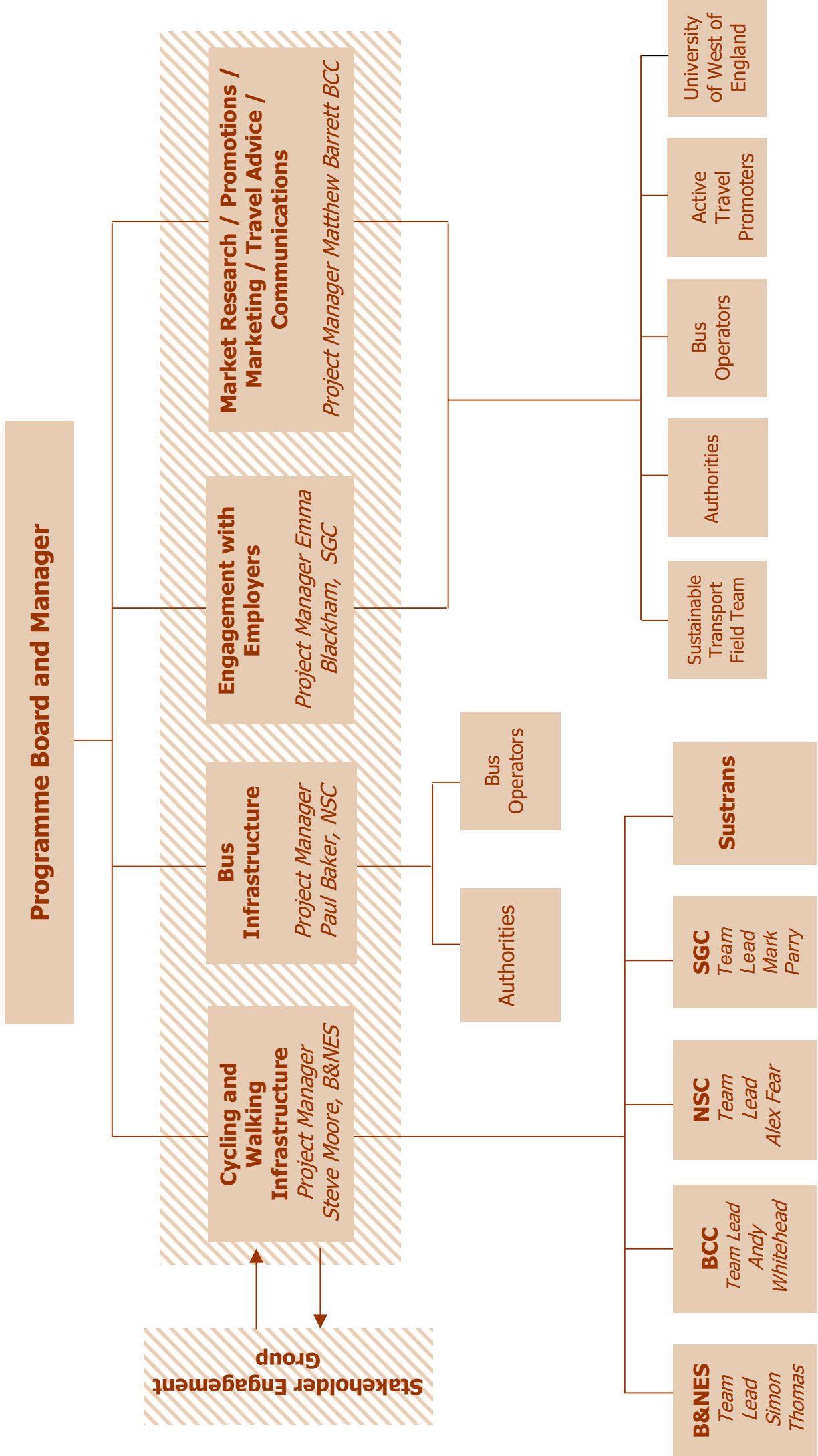


David Rooney
Business Development Manager – Rotala Plc

APPENDIX TWO : West of England Local Sustainable Transport Fund - Governance Arrangements



APPENDIX THREE : West of England Local Sustainable Transport Fund - Delivery Arrangements



APPENDIX FOUR - Key Tasks, Milestones and Funding Profile

Measures	Pre-Bid	2011/12									2012/13										
		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Project Management		M1																			
Engagement with Employers																					
Market Research and Evaluation																					
Market Research																					
Evaluation																					
Sustainable Transport Field Team		M1																			
Strategic Routes for Walking and Cycling																					
- Bath Spa University to Batheaston cycle and pedestrian enhancements																					
- Wellow to Bloomfield Road (Bath) cycle and pedestrian enhancements																					
- Bonnington Walk Cycle/Pedestrian Route																					
- Mina Rd - Cheltenham Rd Cycle/Pedestrian Enhancements																					
- A38 Stokes Croft/St James Barton Gateway																					
- Bristol City Centre Schemes to Link Key Corridors																					
- Section 11 Nailsea to Bristol																					

Engagement/Specification/Design
 Mobilisation/Procurement
 Implementation/Delivery



Milestones

M1 Task Commencement
M2 Task Completion

Measures	Pre-bid	2011/12							2012/13														
		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		
- Section 8 Nailsea to Bristol		█	█	█	█	█	█	█	█	█	█	█	█	█									M2
- NCN33 Weston to Nailsea		█	█	█	█	█																	M2
- Lockleaze to Cribbs via Parkway Station																							
<i>Lockleaze to Parkway Station</i>		█	█	█	█	█	█	█															
<i>Lockleaze to Cribbs Causeway</i>		█	█	█	█	█																	M2
<i>Parkway Station to Cribbs</i>		█	█	█	█	█	█	█															
								█															M2
Bus Improvement Measures																							
- Weston-super-Mare to Bristol		█	█	█	█	█	█	█															
																							M2
- Portishead to Bristol		█	█	█	█	█	█	█															
																							M2
- A4 Bath Road		█	█	█	█	█	█	█															
								█															M2
Promotions and Marketing																							
- Scheme Focused		█	█	█	█	█	█																
																							M1
- Market Research Driven									█														
Communications Strategy																							
		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
																							M1

Engagement/Specification/Design	█	Milestones	
Mobilisation/Procurement	█	M1	Task Commencement
Implementation/Delivery	█	M2	Task Completion

APPENDIX FIVE – Programme Risk Register

Risk	Status	Consequence	Probability	Impact	Rating	Action to mitigate risk	Residual Probability	Residual Impact	Residual Risk Rating	Risk Owner
1 Failure to deliver local contribution	New Risk	Insufficient funding to complete the project measures	Medium	Medium	Medium	<ul style="list-style-type: none"> ➤ Letters of support formalise partner contributions. ➤ Involvement of key stakeholders in governance and delivery arrangements. ➤ Close monitoring and regular reporting of local contribution spend and status. ➤ Commitment to authority funding contributions. 	Low	Medium	Low	Programme Board
2 Risk objections leading to delays to the implementation of infrastructure measures	New Risk	Impact on funding and failure to deliver the entire project	Medium	High	High	<ul style="list-style-type: none"> ➤ Build on existing design, engagement and delivery arrangements for Cycling City. ➤ Involvement of partners, stakeholders and communities in development and implementation of project measures. 	Medium	Medium	Medium	Programme/ Project Managers
3 Insufficient staff resources available within authorities and partners	New Risk	Delays to the delivery of project measures and impact on quality	High	Medium	High	<ul style="list-style-type: none"> ➤ Ensure sufficient resources are identified and available to progress project in line with Project Plan. ➤ 'Top-sliced' funding identified for dedicated Programme Manager and technical support. ➤ Early commencement of partnering or procurement arrangements for delivery. 	Medium	Medium	Medium	Programme Board
4 Project and its measures fail to maintain stakeholder/ community support	New Risk	Failure to deliver entire project or to realise full benefits	Medium	Medium	Medium	<ul style="list-style-type: none"> ➤ Establish Stakeholder Engagement Group to help steer the project delivery. ➤ Involvement of partners, stakeholders and communities in development of project measures. ➤ Clearly define project scope and leeway for change. 	Low	Medium	Low	Programme Board

5	Project fails to maintain political support	New Risk	Impact on funding and timely delivery of project elements	Low	Medium	Low	<ul style="list-style-type: none"> ➢ Regular briefing and reporting to UA Members. ➢ Quarterly progress reports to Joint Transport Executive Committee. 	Low	Low	Joint Transport Executive Committee
6	Negative coverage in the media	New Risk	Poor public perception of the project effects its benefits	Medium	Medium	Medium	<ul style="list-style-type: none"> ➢ Keep media informed through briefings and information sessions. ➢ Manage expectation with 'smart' targets or be more outcome than target focused. 	Low	Medium	Programme Manager
7	Failure to secure all DfT funding	New Risk	Insufficient funding to complete the project measures	Medium	Medium	Medium	<ul style="list-style-type: none"> ➢ Close adherence to DfT grant funding requirements. ➢ Robust project management to ensure delivery in line with funding profile. ➢ Regular liaison and progress reporting to DfT. 	Low	Medium	Programme Board/ Programme Manager
8	Inadequate and too local authority focused delivery arrangements	New Risk	Impact on timely delivery of measures and their quality and benefits	Medium	Medium	Medium	<ul style="list-style-type: none"> ➢ Early commencement of partnering or procurement arrangements. ➢ Ensure project draws on most appropriate delivery mechanisms to achieve outcomes. ➢ Draw on experiences of Cycling City and GBBN. 	Low	Medium	Programme Manager
9	Impact on reputation from poor project delivery or outcomes	New Risk	Impact on reputation results in loss of Government confidence and future funding opportunities	Medium	High	High	<ul style="list-style-type: none"> ➢ Establish robust governance and project management arrangements. ➢ Regular liaison and progress reporting to DfT to ensure expectations are met. 	Low	Medium	Project Manager/ Project Team
10	Cross boundary governance arrangements fail to provide robust decision making and change control process	New Risk	Impact on timely delivery of project elements and on reputation	Medium	Medium	Medium	<ul style="list-style-type: none"> ➢ Build on well established governance arrangements for cross boundary schemes. ➢ Define process and tolerances for escalating issues and change requests to the Programme Board and Joint Transport Executive Committee 	Low	Medium	Joint Transport Executive Committee/ Programme Board