Local Sustainable Transport Fund Application

West of England Sustainable Travel (WEST)

December 2011

Bath & North East Somerset, Bristol, North Somerset and South Gloucestershire Councils working together to improve your local transport
## Contents

Executive Summary ................................................................. 1

1 Strategic Case ................................................................. 13

2 Economic Case ............................................................... 55

3 Commercial Case ............................................................. 79

4 Financial Case ................................................................. 85

5 Management Case ........................................................... 99

Appendices .............................................................................. 117
Executive Summary

Introduction

1. This bid covers the West of England travel to work area, the economic powerhouse of the South West, critical to national economic recovery and a leading city region.

2. The four local authorities of Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire Councils are working together to develop West of England Sustainable Travel (WEST). This is a focussed package of measures that reflects on our unique circumstances and maximises the potential for ‘green growth’ in priority locations (see Figure 1).

Figure 1 WEST Bid Context – Priority Growth Areas

3. Our approach provides the opportunity to address our problems through three interconnected themes:

   • **Stimulating Growth in Priority Areas** - Tackling congestion to get business and our economy moving;

   • **Connected and Thriving Centres** - Completing end- to-end journeys; and

   • **Transitions to a Low-Carbon Lifestyle** - Training, skills and securing long term benefits.
4. The detail of these themes and ten projects and how they stimulate growth and tackle carbon is set out later in this chapter. As demonstrated in the Economic Case they also deliver high value for money with a **Benefit to Cost Ratio (BCR) of 6.21:1.**

“This package uses well established partnership working arrangements, already demonstrated through our exemplary track record for the delivery of cross boundary major schemes and projects including the Greater Bristol Bus Network and Cycling City. We welcome the opportunity this fund provides”

**Brian Allinson, Chair Joint Transport Executive Committee**

### Problems and Opportunities

#### Congestion - Costing the Economy

5. The price of our economic success is congestion and unreliable journey times, costing business millions of pounds each year.

- Chronic congestion will cost our economy **£600m by 2016** if nothing is done;
- We have the **lowest peak period speeds** on main routes of any major urban area. (DfT, Road Congestion Statistics, 2010); and
- The West of England has high levels of car-based commuting accounting for some 63% of journeys to work (GBSTS, 2006).
6. The area’s priority growth locations and employment sites are our focus (see Figure 1). The Local Enterprise Partnership’s (LEP) objectives are to see 3.4% growth in GVA by 2020 and £1bn of private sector investment in the next 3 years.

7. 51% of the West of England population (554,000 people) live on the eleven routes identified in WEST (2001 Census, ONS) making the scope for congestion reduction considerable.

“The Bristol Port Company’s expansion plans...will create 500 direct jobs and potentially thousands of indirect jobs. Improved transport links are vital to unlocking the full potential of this investment and...of bringing investors and jobs here.”

Sue Turner, The Bristol Port Company

Carbon Emissions

8. The West of England has a self-contained journey to work area with 89% (2001 Census ONS) of journeys to work starting and finishing within the West of England area. This means that the ability to tackle transport emissions is within our sphere of influence – both in terms of current travel patterns and how future growth and travel needs are met.

Secondary Objectives

• It is a priority for us to increase accessibility to the opportunities that the West of England has to offer;

• Through reducing congestion and improving travel options we will address air quality issues and make our network safer;

• Our business leaders and the LEP see good access to the labour market and talent pool as a priority; and

• It is also important that we create opportunities for physical activity through walking and cycling.
Our Objectives

9. The West of England Joint Local transport Plan 2011-26 (JLTP3) sets out five key transport goals, which are to:

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

Our bid will help achieve all of these goals, but it is heavily focussed on the first two, supporting economic growth and reducing carbon emissions.

How We Developed this Package

10. We have developed our project around three themes to seize the opportunities provided by the Fund – Stimulating Growth in Priority Areas, Connected and Thriving Centres and Transitions to Low Carbon Lifestyles.

11. We have followed a structured process of long-listing and short-listing measures. The outcome of this initial appraisal process was the selection of the ten projects that formed our expression of interest submission in June 2011.

12. During the formulation of the initial proposals we health checked and refined the emerging projects using the Department’s Early Assessment and Sifting Tool (EAST).

Developing and Delivering in Partnership

13. Working in partnership is absolutely central to the delivery of the WEST. We have received more than 45 letters of support, and 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.

“We aim to encourage behaviour change in our 40,000 employees and 30,000 students….We are pleased that the bid has such a strong employment/ economic development focus and is looking at addressing some of the issues along key commuter routes. Congestion on these routes has a real impact on our business operations”

Ann O’Driscoll, Director, North Bristol Sus Com
Our Package of Measures

14. Within the three themes there are 10 projects that are mutually supportive both at a thematic level and across WEST as a whole.

Figure 2 WEST Themes and Projects

A. Stimulating Growth in Priority Areas
   1. Area Travel Plans
   2. Key Commuter Routes
   3. Business Travel

B. Connected and Thriving Centres
   4. Local Economic Activity in Urban Areas
   5. Rural Hubs and Links
   6. Key Centres

C. Transitions to Low Carbon Lifestyles
   7. Secondary School
   8. Work and Skills
   9. Universities
   10. New Developments

Thematic Overview

Theme A : Stimulating Growth in Priority Areas
“Tackling congestion to get business and our economy moving.”

15. These projects will reduce peak-hour congestion, make it easier for employees to gain access to work and reduce carbon emissions.

16. There are three projects within this theme:
   - **Area Travel Plans**, which will focus our effort with employers in three major areas of business growth;
• **Key Commuter Routes**, which will encourage modal shift on 11 important corridors; and
• **Business Travel**, which will provide electric and low-carbon vehicles for travel during the course of work, addressing the issue that many people currently commute by car because they may need their car while they are at work.

The Key Commuter Routes project develops work that is already under way on six main corridors as a result of our successful Key Component Bid.

“In order to maintain staff retention, and access the best pools of talent for recruitment, accessibility to The Hub in Bristol is business critical”

Geoff Ball, Managing Director, Atkins

**Theme B : Connected and Thriving Centres**

“Completing end-to-end journeys”

17. These projects will support the local economy, improve access to employment, training and education, encourage walking and cycling for local journeys and ensure that our town and city centres can continue to prosper.

18. There are three projects within this theme:

• **Local Economic Activity in Urban Areas**, which will encourage urban residents to walk or cycle to neighbourhood shops and services, rather than driving to more distant locations and to connect people to the key commuter corridors;
• **Rural Links and Hubs**, which will offer sustainable travel options for rural residents (especially young people wanting to get to work and college); and
• **Sustainable Travel in Key Centres**, which will improve the way public transport, walking and cycling fit together and link the commuter routes to key city and town centre destinations and transport hubs to complete end-to-end journeys.

**Theme C : Transitions to a Low-Carbon Lifestyle**

“Training, skills and securing long term benefits”

19. These projects recognise that our interventions to change travel behaviour are more likely to be effective if they occur at times of change in people’s lives, and focuses effort on influencing travel choice at these life transitions.
20. There are four projects within this theme:

- **The Move to Secondary School**, which will work with pupils and their parents/carers in Year 6 and Year 7 to reduce car trips to school delivering congestion benefits;

- **Access to Work and Skills**, which will work with 16-19 year olds as they move from secondary school to their first job, training, or further education;

- **Universities**, which will rebalance the travel of our 67,000 students extending this work before they arrive; and

- **New Developments**, which will encourage sustainable travel choices by people moving into new major residential developments.

**How the Package Fits Together**

21. There are strong links between the 10 projects in our bid. They concentrate on influencing travel mode for journeys made at **peak times of day**, whether these are trips to school, college, university or a workplace.

22. The schematic diagram in Figure 3 shows how the projects **interconnect spatially and support end-to-end journeys**. For example, the University of the West of England (UWE), which is a key partner in our Universities project, is located in the North Fringe, where we plan to focus our Area Travel Plan project, and our project on New Developments will have a strong focus in the same geographical area.

23. The schematic diagram in Figure 3 shows how the projects interconnect spatially and support end-to-end journeys.
**Figure 3 End-to-end journeys**

**Spread of Funding**

24. Figure 4 below shows how the funding of the package is split between the ten projects. The spend reflects the relative scale of the problems that we face with the majority focused on unblocking the congestion hotspots and stimulating economic growth in our priority areas.

**Figure 4 WEST Cost by Theme (DfT and Local Contribution including Key Component)**
Conclusion

25. We believe this business case sets out a compelling case to invest in WEST:

• Our circumstances provide the unique opportunity to stimulate sustainable economic growth and take forward carbon reduction;

• The foundations of our bid are firmly grounded in addressing the problems we face;

• We have taken care to select measures that make a difference individually and provide combined benefits that exceed the sum of the parts;

• Our three themes get to the heart of the problem faced by business through tackling congestion to growth areas and linking people with training and jobs;

• We have an impressive array of more than 45 partners fully committed to bringing funding and delivering WEST both up to and beyond 2015/16;

• Our bid offers high value for money with a BCR of 6.21:1; and

• We have the full support of the Local Enterprise Partnership and wider business community.

“As a member of the LSTF Project Board I can see for myself the difference this project will make across a wide area and for many different businesses when it is fully underway. …… The LSTF project will allow us to build on our existing Travel Plan and share experiences with other businesses, help to reduce our impact on the local road network and encourage a more healthy lifestyle amongst our staff.”

Robert Sinclair, Chief Executive Bristol Airport and LEP Board Transport Representative
This page is left intentionally blank