



Tyne and Wear Integrated Transport Authority

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Date: 18th April 2011

Dear Sir

Tyne and Wear Local Sustainable Transport Fund Key Components Bid

The Tyne and Wear Integrated Transport Authority welcomes the opportunity to submit a bid to the Local Sustainable Transport Fund. We are currently developing a large project bid to be submitted in June, that we feel will help to fulfil many of our ambitions for the area in promoting and enhancing sustainable transport, now and in the future.

Our main objectives for the bid are as follows:

- To support economic growth by reducing congestion and improving access to key employment sites
- To reduce carbon emissions by offering attractive and sustainable alternatives to car journeys, particularly for short trips
- To improve health and the quality of life by promoting active travel modes such as walking and cycling

These objectives are consistent with the overall strategies and policies contained in the recently adopted Local Transport Plan for Tyne and Wear.

In advance of the large project bid, I am please to submit our Key Components bid for your consideration. As requested, this is a forerunner of some of the initiatives that will be contained in the larger bid and consists of schemes and measures that have been proven to work, whether in Tyne and Wear or in the Sustainable Travel Demonstration Towns. Many of the initiatives will be delivered by partner organisations that have a proven record of success in achieving sustainable transport solutions, and we are delighted to count on their support.

We have also sought commitment and backing from a wide stakeholder group, who not only support this Key Components bid but have expressed a willingness to engage with us in the development and delivery of our large project bid.



Tyne and Wear Integrated Transport Authority

Continued

This Key Components bid focuses on economic growth and jobs by setting out a programme to reduce the travel delays associated with “school run” traffic.

As local councillors, the members of the ITA are all aware of the problems and challenges posed by school traffic and the impact it has on congestion. This is clearly demonstrated during the school holidays, when journey times in the morning peak reduce by over 25% on our main road links. By developing attractive alternatives to car use, that are proven to work, and promoting them to parents and children, we believe we can make a real impact on congestion, assisting businesses and aiding economic recovery.

In addition, delivery of our proposals will help us to reduce carbon emissions across Tyne and Wear, whilst greater physical activity will be of enormous benefit to the health of our children.

By helping the economy, the environment and children’s health, these measures represent an investment in the region’s future. The increased resources available through the Local Sustainable Transport Fund will be crucial in realising these goals.

I commend this exciting bid to you on behalf of all members of the ITA. We look forward to making an early start on delivering our proposals and strengthening Tyne and Wear’s economic recovery.

Yours sincerely,

Cllr Wood
Chair of the ITA

Local Sustainable Transport Fund - Application Form

Applicant Information

Local transport authority name(s)*:

Tyne and Wear Integrated Transport Authority (ITA)



TYNE AND WEAR
INTEGRATED TRANSPORT AUTHORITY

Participating members: Gateshead Council, Newcastle City Council, North Tyneside Council, South Tyneside Council, Sunderland City Council and Nexus (Tyne and Wear Passenger Transport Executive)

Senior Responsible Owner name and position:

Mr Barry Rowland, Clerk to the ITA

Bid Manager name and position:

Dr Gary MacDonald, Chair of Tyne and Wear Joint Transport Working Group

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Website address for published bid: <http://www.tyneandwearltp.gov.uk/lstf/>

SECTION A - Project description and funding profile

A1. Project name: An Active Future for Tyne and Wear

A2. Headline description:

This bid sets out a package of proven measures targeted on aiding economic recovery and reducing carbon emissions.

During school holidays, peak journey times reduce by over 25% on our main corridors. This underlines that “School Run” traffic is a serious contributor to congestion, affecting business growth and the environment.

By use of LSTF funding, combined with match funding from LTP and Third Sector Partners, we will deliver an integrated programme of walking, cycling, road safety and public transport initiatives, providing schoolchildren and their parents with safe and attractive alternatives to car use, benefiting the economy, the environment and health.

A3. Geographical area:

Tyne and Wear, covering the Local Authority districts of Gateshead, Newcastle, North Tyneside, South Tyneside and Sunderland.

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): £10.860

A6. Total DfT funding contribution sought (£m): £4.904

A7. Spend profile:

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	232	939	1,102	1,131	3,404
Capital funding sought	210	440	425	425	1,500
Local contribution	3,306	870	890	890	5,956
Total	3,748	2,249	2,417	2,446	10,860

A8. Local contribution

The full cost of our proposed package is £10.86m with a significant local contribution representing over 50% of the total. This local contribution comprises Local Transport Plan funding from all LTP Partners, plus funding from Sustrans and Living Streets. We attach letters from the latter two bodies confirming this commitment.

A9. Partnership bodies

In our bid to address “school run” traffic congestion, with benefits for the economy, carbon emissions and health, our key partners include:

Sustrans – National cycling charity – will deliver cycle to school and active travel to school measures

Living Streets - National walking charity - will deliver walk to school measures

Public Transport Operators, including Arriva and DB Regio (Metro) – will assist in delivery of public transport promotion measures

NHS North of Tyne – already helping to fund the FEAT 1st initiative and will assist in its wider roll-out

South Tyneside Primary Care Trust – will support the delivery of this bid

Gateshead Primary Care Trust – will support the delivery of this bid

Sunderland Teaching Primary Care Trust – will support the delivery of this bid and will assist in funding of sustainable transport initiatives during 2011

Example letters of support from the above bodies are attached.

SECTION B – The local challenge

B1. The local context

Background

Tyne and Wear comprises the five local authorities of Newcastle City, Sunderland City, Gateshead, North Tyneside and South Tyneside. These five authorities, together with Nexus, the local Passenger Transport Executive, collaborate on a joint Local Transport Plan, under the overall remit of Tyne and Wear ITA.

It is a largely urban region, with a strong local identity and rich heritage, that has faced the challenge of developing new industries to replace traditional large employers and which currently has a heavy reliance on public sector employment. The need to strengthen and broaden the local economy is a key challenge but other major concerns are the requirement to meet carbon reduction targets and high levels of deprivation and ill-health in some areas.

Delivering sustainable growth is fundamental to revitalising the local economy and creating a better quality of life. In addition, the partnership working and community involvement integral to our bid will also help to recapture community spirit and create a stronger society.

Land use policy seeks to underpin regeneration. This includes promoting recovery in local housing markets and building on the existing employment base of the area, whilst maximising the use of brownfield sites. Concentrations of employment include traditional centres, particularly the urban core of Newcastle/Gateshead and Sunderland city centre; long-established employment centres such as trading estates; and modern business parks. These are typically located close to major transport routes, notably the A1 and A19, and in some cases their developers have made considerable private sector investment in new public transport services and promoting non-car travel to businesses.

Managing congestion is a growing challenge on key corridors and there is concern from the local business community that this is impairing growth, a problem that will worsen if economic recovery generates an increase in traffic volumes.

Growth Plans (See map in Appendix 2A)

Local authorities in the region have designated a number of future housing growth sites, comprising:

Gateshead: MetroCentre, Gateshead Town Centre and Baltic Business Quarter

Newcastle: Newcastle Great Park, Scotswood, Walker and Gosforth

North Tyneside: Annitsford, Whitehouse Farm, Scaffold Hill, Wellfield and Shiremoor

South Tyneside: Cleadon Vale, Westoe Crown Village, Trinity South, Harton Grange, South Shields, Riverside Village and Hedgeley Court, Hebburn, The Copperfields, Boldon and Monkton Fell (north)

Sunderland: South bank of the River Wear from the A19 up to and including the city centre, a site to the west of Ryhope Village, and a number of smaller sites at Easington Lane, Hetton le Hole, and Houghton le Spring.

Planned employment growth sites include River Tyne North Bank, Cobalt and Balliol Business Parks, Newcastle Science City and Stephenson Quarter, Jarrow Staithes, Monkton Fell, Hebburn Riverside and Sunderland South Riverside (between the planned new Wear Bridge and the city centre) – as well as the centres of Newcastle, Gateshead, South Shields and Sunderland.

Future patterns of employment and housing growth pose particular challenges to the transport network in Tyne and Wear through:

- Increased congestion on key corridors. This will have implications for the prospects for promoting economic growth and cutting carbon emissions; and

- The need to provide effective sustainable access to peripheral employment areas. Again this will be important in curbing congestion and supporting regeneration, as well as reducing carbon emissions.

We have a rich evidence base to help us target our interventions. Thus, in identifying which schools will be targeted for the initiatives set out in this bid, special attention will be given to schools located near to housing or employment growth sites, to ensure that growing congestion does not affect the economic vitality of these sites.

Local Transport Plan

Tyne and Wear's new LTP (available at <http://www.tyneandwearltp.gov.uk/>) sets out how, in partnership with other agencies, transport policy can contribute to the delivery of sustainable growth, creating jobs and prosperity, while at the same time decarbonising transport, reducing its environmental impacts and encouraging new low carbon industries.

In support of the above, the LTP identifies both supporting regeneration and tackling carbon emissions as key themes for its strategy over the next 10 years, with an emphasis on improving public transport, walking and cycling. Widespread consultation with public and private stakeholders, and with the Third Sector, has revealed strong and consistent support for this approach. The Local Enterprise Partnership (LEP) for the North East recognises the importance of transport and communication for the area, identifying it as one of the main themes for the LEP to tackle.

The Local Sustainable Transport Fund represents an ideal opportunity to build on and complement existing measures and investment programmes.

B2. Evidence

The main objectives of the Local Sustainable Transport Fund are of particular importance to Tyne and Wear because:

Economic Growth - The area suffers from persistently high levels of unemployment and deprivation, with the unemployment rate some 50% above the national average. Levels of public sector employment are also exceptionally high, at 27% in Tyne and Wear compared with the national average of 20%; (see Appendix 2B)

Carbon Emissions - In spite of relatively low car ownership levels, carbon emissions from transport are above the national average as a proportion of total emissions; and

Active Travel - The 2010 Access to Tyne and Wear Study identified cycling levels as being the lowest in England in spite of typical journey lengths (see below) being well suited to cycling. Only 1.2% of children cycle to school (see Appendix 2C) and only 1.7% of people cycle to work (see Appendix 2D).

Furthermore, in comparison with the rest of the UK, Tyne and Wear currently has:

* A low level of car ownership (but it is rapidly growing). 36% of households have no car available and this is forecast to fall to 32% by 2021. The forecast increase in the total number of cars is over 65,000 or 14%. (see Appendix 2E)

* Serious problems with congestion at a number of key locations, particularly affecting main employment areas. Journey times are significantly higher during term times. During school holidays, peak journey times reduce by over 25% on our main corridors. (see Appendix 2F and the Tyne and Wear Congestion Reduction Plan at <http://www.tyneandwearltp.gov.uk/documents/congestion-reduction-plan-2008/>)

* High levels of public transport use. 18% of children travel to school (see Appendix 2C), and 23% of people travel to work, by public transport. (see Appendix 2D)

* Poor levels of public health, obesity and life expectancy. Rates of cancer, heart disease, suicide, alcohol intake and obesity are all much higher in the North East than the national average. (see Appendix 2G)

* A large number of relatively short journeys being made. 88% of journeys are less than 5 miles in length and 53% of these are made by car. (see Appendix 2H)

* 97% of children aged 5-10 and 92 of children aged 11-15 live within three miles of their school. 85% of children who travel to school by car live within three miles of their school. (see Appendix 2C)

The above evidence points towards:

- Significant future increases in car use, and hence congestion. Modelling work undertaken for the LTP suggested that average peak hour traffic speeds on the main radial routes will decrease by 15% in the next 10 years; (see Appendix 2I)

- Further increases in levels of carbon emissions and a failure to meet carbon reduction targets; and

- Reduced levels of physical activity with a consequent worsening in public health and obesity.

Motorised “school run” traffic is a major contributor to our congestion and carbon problems and this is likely to increase unless we can reverse the trend towards young people being driven to school.

More positively, the high volume of short journeys being made suggests it should be possible for many of these to be carried out by more sustainable modes such as walking and cycling. It is addressing these short journeys that is the focus of this Key Components bid.

The region’s integrated and well-used public transport network is also a key asset and lends itself well to “Smarter Choices”-type promotional activities. There is therefore potential to achieve a significant shift away from single-occupancy car use to other modes, provided they provide a high-quality travel experience supported by positive

marketing. In particular, we will seek to promote greater public transport use for journeys of more than 5 miles.

This background evidence has helped to inform our Key Components bid, which aims to reduce congestion and carbon emissions by targeting a particular section of the population which is open to changing its mode of travel. This is shown by:

- Surveys which indicate a very high level of suppressed demand amongst young people to be allowed to cycle to school (as high as 50%);
- Interventions of the kind proposed in the bid have proved very successful in realising change (see D1 below);
- Increasing awareness amongst parents, schools and the medical profession of the importance of physical activity for young people.

B3. Objectives

Based on the evidence base outlined in B2 above, Tyne and Wear's new LTP identifies three main objectives:

- * Supporting economic development and regeneration
- * Addressing climate change
- * Supporting safe and sustainable communities

Recognising present budgetary challenges, the LTP focuses on measures to reduce the need to travel and to make optimum use of existing networks. Road safety continues to be a high priority and we are developing a new marketing strategy that will bring all our existing promotional campaigns together, under one cohesive brand. These schemes are underpinned by a number of major new investments, including Metro Re-Invigoration, Smart Ticketing, UTMC and the region's continued development of Low-Carbon Vehicle Infrastructure.

We believe our strategy to be a pragmatic, yet visionary, one in the light of fiscal constraints that aims to deliver the stated objectives of alleviating congestion, reducing carbon emissions and helping people move around the region more safely and sustainably.

Our planned LSTF large project bid (to be submitted in June) aims to enhance and support the above goals by addressing three key areas;

- Improving sustainable access to key employment/growth sites;
- Managing congestion on key corridors; and
- Promotion of walking and cycling.

Key Components

Our Key Components bid comprises a package of measures targeted on reducing the motorised "School Run" traffic that impacts on public transport journey times and on

the problems experienced at our congestion hotspots. LSTF funding, combined with match funding from the LTP, the private sector and Third Sector Partners, can assist us in the rapid introduction of an integrated programme of walking, cycling, safety and public transport initiatives, providing children and their parents with safe, healthy and attractive alternatives to car use.

We anticipate that delivery of these measures over the next four years will have substantial congestion benefits, enabling essential passenger and freight trips by road to be carried out more quickly and easily, with major benefits to the economy. Public transport will become more attractive by speeding up bus journeys, not only encouraging modal shift but also reducing costs for our three main local bus operators, who are important private sector employers in the area. Finally, there will be great benefits for air quality, a reduction in carbon emissions, and improvements to young people's health and levels of obesity.

Approval for this bid will enable us to make an early start on delivery of these measures and will help to address two of the three key areas of our large project bid, these being the relief of congestion and the promotion of cycling and walking. The third key area, improving sustainable access to key employment/growth sites, will be targeted by a number of specific measures in the large project bid.

We have submitted a key components bid for three reasons; firstly, we believe the measures we have outlined are capable of rapid implementation and therefore wish to begin to realise the benefits as soon as possible; secondly, some of our match funding will not be available after 2012, so by starting work now, we can maximise the resources devoted to these initiatives; and finally, we have partners ready and able to help deliver our programme with immediate effect.

To summarise our proposals:

- They will benefit the **economy** by reducing congestion and making journey times more reliable and predictable
- They will reduce **carbon emissions** by increasing the proportion of journeys made by low-carbon sustainable modes
- They will improve **safety** by addressing safety concerns around school entrances and by reducing the volume of motorised traffic at the start and finish of the school day
- They will improve **air quality** and reduce noise, as motorised journeys are replaced by more sustainable modes
- They will deliver increased levels of **physical activity** amongst young people with significant health benefits

SECTION C – The package bid

C1. Package description

The tried and tested methods we are using to achieve our objectives are as follows:

Walking to School

Walk Once a Week (WoW) is a year-round walking promotion scheme, targeting the 5-11 age group. It encourages parents and pupils to walk to school at least once a week throughout the school year. Children record how they travel to school, on a class wall chart. If they walk at least four times a month, they receive a badge, all of which are highly collectable. The average participation rate for WoW has been between 62% and 65% and recent results in North Tyneside show an increase of 20% to 30% in children walking to school, this result being achieved in January, despite adverse weather conditions.

Free your Feet is a whole school walking challenge week, focused on 11-16 year olds, which has been shown to create a sustained increase in walking (after the promotional week) by up to 15% in secondary schools. The school is provided with promotional resources (banners, posters, a film and a PowerPoint presentation). Pupils who record their walking minutes over one week are entered into a prize draw to win a shopping voucher, with one winner at every school. Success is measured through hands-up surveys.

The **Campaign in a Box** toolkit is also aimed at 11-16 year olds and provides young people in school or youth work settings with resources to help them explore the barriers to walking in their area, and deliver a campaign to improve their streets, get more young people walking, and present their ideas to decision makers. Each group has their own 'blog' page, where they can share their campaign with the world, and they are supported by an adult mentor.

Cycling to School

Bike It is a practical project that will deliver an intensive promotion/educational programme to roughly 60 schools a year. The number of schools supported by the Bike It Officer increases each year as schools progress through the programme and become less dependent on the project officer. The project seeks to raise awareness, develop skills and encourage children to take action in their own lives and increase the number of school journeys undertaken by bicycle.

During the first year the Bike It officer leads by example by hands-on delivery of practical sessions and activities assisted by the school, leaving a legacy of experience and knowledge that will enable the school to continue with their own Bike It programme in future years.

Bike It is much more than a method of achieving increased participation in cycling activities or events and each Bike It officer will develop a programme of activities (in consultation with schools and partners) that can offer a wealth of additional benefits to children and the school.

Balance Bikes are small pedal-free bicycles aimed at nursery-age children who are not yet ready to move up to a pedal bike. They have been trialled with excellent

results in two schools in South Tyneside and it is proposed to roll them out more widely, to get children into the habit of cycling from an early age.

Active Travel to School

FEAT (Families Enjoying Active Travel) 1st is currently operating in Wallsend in North Tyneside, funded by the North of Tyne Primary Care Trust. It builds on the highly successful 'Bike It' project currently in operation in Gateshead, South Tyneside, Northumberland, Stockton and Darlington. However, FEAT 1st includes walking to school and, perhaps more significantly, engages directly with parents to deliver a 'whole family' change in travel behaviour. Capacity building within the school community through a unique training programme will create a skilled resource of teacher / parent champions who will be able to independently support a culture of cycling and walking to school at the end of the intervention.

Specific aims are:

- * To increase the confidence and enthusiasm of pupils to cycle and walk - primarily on the school run, but also increase physical activity in leisure time; and
- * To engage parents in the cycling and walking activities of their children, both to support pupils' enthusiasm for cycling and to positively benefit the activity levels of parents themselves.

Children and Public Transport

Promoting Public Transport

Nexus currently have a strategy for marketing the use of public transport to schoolchildren aged between 5 and 16, which involves:

- * Promotion of public transport to schoolchildren in transition to a middle or secondary school (with publicity distributed via school travel plan officers); and
- * Wider marketing of the Under-16 'Child All Day' ticket at locations where children may congregate, such as sports or music events or venues.

It is proposed that Nexus build upon this by:

- * Increasing the amount of marketing of public transport directly through schools:
- * Marketing directly to parents via the schools, including the investigation of 'Personalised' marketing, with relevant monitoring;
- * Seeking to create a 'public transport champion' school network, which will help with sustainability of the scheme after 2015; and
- * Generally extending the reach of the wider public transport marketing into youth groups/centres, etc.

Child Training on Public Transport

Children nearing the transition to secondary school at the end of year 6 will often be unused to travelling by public transport by themselves. Introductory sessions to children at this stage have been successful in ensuring they have the necessary skills and confidence to use buses and the Metro by themselves. LSTF funding will allow further appropriate introductory sessions to be given.

Safety

Child Pedestrian Training

“Tomorrow’s Roads Safer for Everyone” targeted, by 2010, a 50% reduction in the number of child pedestrian casualties compared with the average for 1994-98. The target was achieved in the previous year, 2009, and this was in no small way due to the undertaking of practical child pedestrian training. Evaluations have shown that, compared to pupils who have not received practical training, those trained showed a greater awareness of staying safe as a pedestrian. Practical child pedestrian training falls within the Healthy Schools directive section 3.7 which relates to pedestrian and cycle skills training being made available for children, young people, staff and within sections 4a, 5b, and 6a of Ofsted’s self evaluation. The pedestrian training is also consistent with the aims and outcomes of ‘Every Child Matters’.

As all five authorities within the Tyne and Wear area have embraced pedestrian training, with the majority using the Kerbcraft model, we propose to use LSTF funding to assist in achieving a more co-ordinated approach across the area. Having a Child Pedestrian Training Co-ordinator in each of the five local authorities would ensure the targeting of local issues in relation to child pedestrian casualties through intelligence and data.

The programme would be supervised overall by a Pedestrian Training Supervisor, who would be responsible for overseeing the training to ensure that a consistent and targeted programme is delivered in each authority. The Training Supervisor would also be responsible for monitoring, evaluation and information gathering.

In line with the Government’s “Big Society” philosophy, volunteers would be recruited through schools, on a local basis, to assist the Co-ordinators with the day to day training of the children.

Parking around Schools

This aspect of the bid would build on existing interventions in Tyne and Wear aimed at improving road safety by addressing problem parking in the vicinity of schools. Additional enforcement, information and promotional activity would take place, for example through the use of bespoke banners, camera cars or allowing parking in existing nearby car parks (e.g. attached to pubs, supermarkets etc.) with improved connecting walking routes to the school.

In addition, the widespread rollout of 20mph zones in residential areas throughout Tyne and Wear should also enhance safety all residents, including young people travelling to school.

Travel Matters

TravelMatters (www.travelmatters.org.uk) is a web resource, recently developed in Tyne and Wear, that has already proved highly popular. It is dedicated to promoting sustainable travel to Key Stage 2 pupils via the classroom. It was created to take account of the need for widespread dissemination of the relevant messages and contains ready-to-use resources for teachers to download. As such, it is an efficient and economic way of promoting sustainable travel to pupils.

TravelMatters' resources give pupils (and teachers) information, motivation and practical ideas for travelling sustainably. They fit neatly into existing subject areas, thus aiding busy teachers by not only removing the need to create specific materials for the purpose of promoting sustainable travel but also offering high quality resources that help deliver the curriculum. The site also offers an appealing interactive area for pupils.

Recently launched in Gateshead TravelMatters already has over 50% of local primary schools registered as users. LSTF funding would allow the extension of this resource throughout Tyne and Wear, and enable further development and marketing to schools within the area.

The curriculum approach to promotion of sustainable travel, which TravelMatters provides, underpins all other proposals in this bid. It was developed by School Travel Advisers in response to years of experience of trying to promote sustainable travel from the outside; it is an approach which hinges on internal promotion, where these messages are seen by school communities as an integral part of the school's ethos and day-to-day running. The TravelMatters website can form a hub where information on all other initiatives could be distributed; for example, there are plans for all materials to support the training of Year 6 pupils in use of public transport to be placed on the site.

Links to Schools

This funding will be used to improve cycle and pedestrian access to schools and places of education, encouraging sustainable travel. As well as route improvements, either on road with cycle lanes or off-road with new paths, the work will involve safer crossings often using toucans or road tables, and signage to make schools more easily accessible by foot and bike. There are benefits not just for schools, but also for the wider community since these links also provide access to workplaces, shops and green spaces.

Grants to Schools

These are intended to carry out improvements on the school site, in order to support sustainable travel.

For most schools, this will be extra cycle storage but other elements might include parent waiting shelters, new paths on the school site, pool bikes (particularly in more deprived areas), trailers, and tools / spare parts for maintenance once the school has committed to developing and sustaining a cycling culture.

Marketing

Our Local Sustainable Transport Fund proposals are consistent with the wider objectives of the Tyne and Wear LTP3 and help to build on and support initiatives developed within the LTP3 strategy. To support LTP3, the development of a comprehensive and cohesive marketing strategy is underway. Our marketing plan for LSTF will be a sub-element of the main LTP3 marketing strategy, using a consistent brand to promote the bid to the relevant stakeholders and audiences.

We recognise that it is not desirable to simply build new infrastructure and hope people will use it. We must ensure our initiatives and schemes are positively marketed as a holistic package that seeks to change people's travel behaviour.

Summary

The illustration in Appendix 3 depicts how these measures would work at a typical school, addressing a variety of journeys of differing lengths and offering young people and their parents an attractive range of alternatives to car use – resulting in benefits to the local economy as well as reductions in carbon emissions, increased physical activity and improvements to safety. Our range of interventions are also transferrable across all areas of Tyne and Wear.

C2. Package costs

1 Walk Once a Week (primary)	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	13	123	147	172	455
	Capital	0	0	0	0	0
	Local contribution	9	0	0	0	9
2 Campaign in a Box (secondary) / Free your feet	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	40	88	87	91	306
	Capital	0	0	0	0	0
	Local contribution	0	0	0	0	0
3. Bike It	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	0	250	250	250	750
	Capital	0	0	0	0	0
	Local contribution	130	50	50	50	280
4 Balance Bikes (nursery)	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	0	0	0	0	0
	Capital	0	20	5	5	30
	Local contribution	0	0	0	0	0
5 FEAT 1st	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	0	190	330	330	850
	Capital	0	0	0	0	0
	Local contribution	70	20	20	20	130

6 Promotion of Public Transport	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	20	30	30	30	110
	Capital	0	0	0	0	0
	Local contribution	50	30	30	30	140
7 Child Pedestrian Training	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	49	98	98	98	343
	Capital	0	0	0	0	0
	Local contribution	42	0	0	0	42
8 Parking at schools	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	20	50	50	50	170
	Capital	10	20	20	20	70
	Local contribution	50	0	0	0	50
9 Travel Matters	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	20	20	20	20	80
	Capital	0	0	0	0	0
	Local contribution	21	20	20	20	81
10 Links to Schools	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	0	0	0	0	0
	Capital	200	350	350	350	1,250
	Local contribution	2,674	500	500	500	4,174
11 Grants to Schools	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	0	0	0	0	0
	Capital	0	50	50	50	150
	Local contribution	20	0	0	0	20
12. Marketing / promotion	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	50	50	50	50	200
	Capital	0	0	0	0	0
	Local contribution	200	150	150	150	650
13. Project management	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	20	40	40	40	140
	Capital	0	0	0	0	0
	Local contribution	40	100	120	120	380
GRAND TOTAL	£k	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	232	939	1,102	1,131	3,404
	Capital	210	440	425	425	1,500
	Local contribution	3,306	870	890	890	5,956
Total package value		3,748	2,249	2,417	2,446	10,860
<i>Total bid to DfT</i>		<i>442</i>	<i>1,379</i>	<i>1,527</i>	<i>1,556</i>	<i>4,904</i>

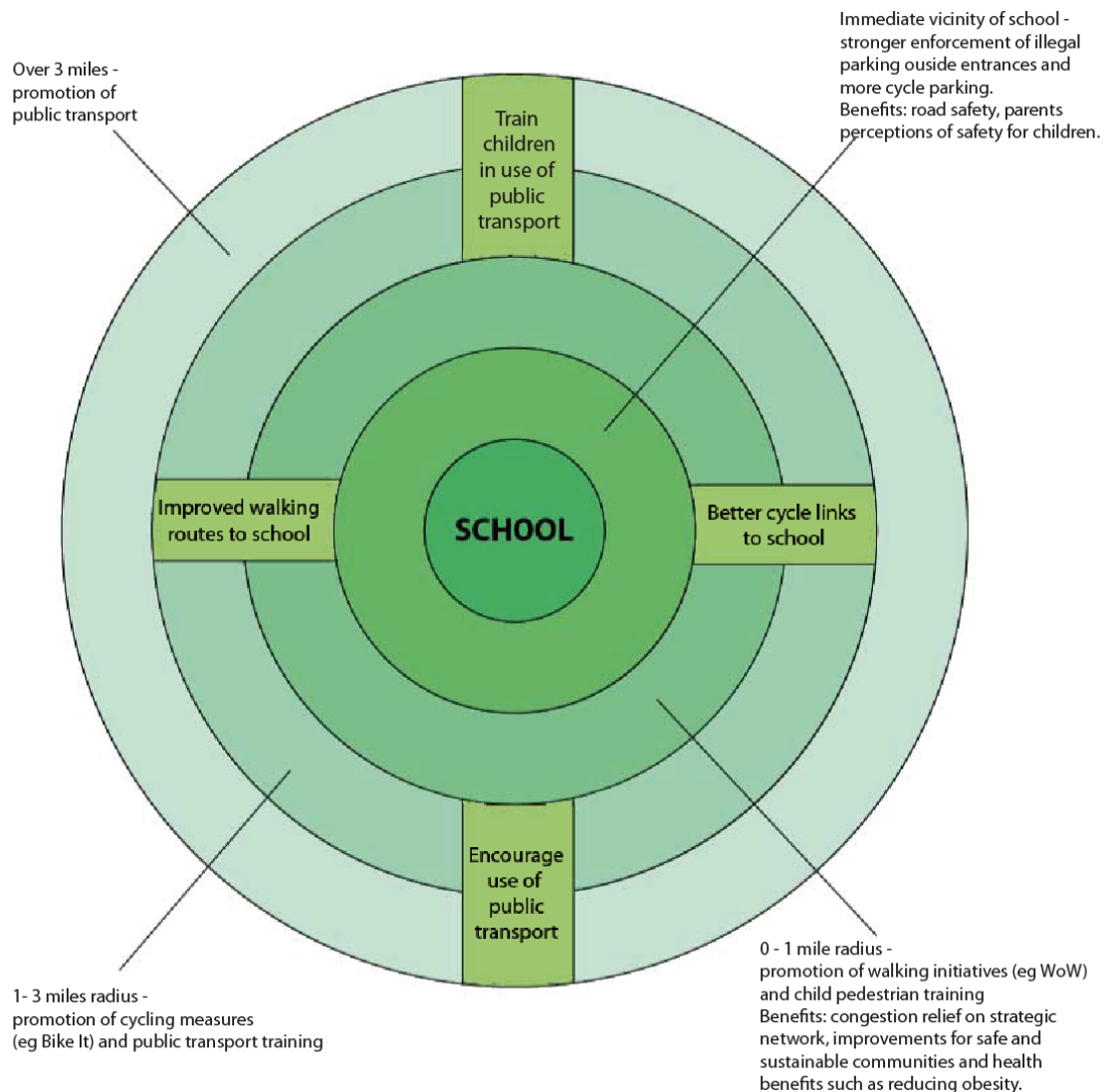
C3. Rationale and strategic fit

The measures in this bid represent a coherent package that, by incorporating walking, cycling and public transport initiatives, can address all types of school journey, from those who live close to the school to those who live some distance away.

They are underpinned by practical measures, such as more cycle parking around schools and improvements to walk/cycle routes, and by action to improve enforcement of indiscriminate parking around school entrances, as this represents a deterrent and possible safety hazard for those young people who wish to walk or cycle to school.

Our measures are consistent with the policies set out in the Local Transport Plan, which places great emphasis on the promotion of active travel and on the need to create neighbourhoods that are walk- and cycle-friendly, as well as the Sustainable Modes of Travel to Schools strategies that are in place in every district. There is no negative impact on other groups or communities – even those communities not directly affected by these proposals should benefit from an overall lessening in congestion and the wider environmental benefits from reduced road traffic. Whilst these measures will relate only to schools within Tyne and Wear, where schools are located close to the boundaries with Northumberland and Durham, there should also be congestion benefits in those areas.

The illustration below summarises our approach and how the proposals form a coherent package.



C4. Community support

A workshop event was held on 5th April 2011, in which many community related organisations were informed about the LSTF, and involved in discussions on the 'Key Components' and main bid submissions. 32 organisations with a wide range of interests attended the event (see Appendix 4 for the full list), including those representing pedestrians, ramblers, cyclists, older people, and people with disabilities, the Community Transport Association, Confederation of Passenger Transport, and the North East Combined Transport Activists Roundtable. Comments made have been given consideration in making this application. The majority of those who attended the meeting expressed their wishes to be actively involved in producing the main bid proposals (to be submitted in June).

Existing initiatives such as Bike It and Walk Once a Week have generated significant community support in those areas where they have been introduced, as letters from schools demonstrate. We will also engage with the newly-formed ITA Youth Council, a representative group of young people interested in sustainable travel who will assist in promoting our activities amongst their cohort.

We have also had 18 letters of support for this bid, including letters from a bus operator, primary and secondary schools, the health sector, and national walking and cycling charities. The North East Chamber of Commerce, the Tyne and Wear Development Company and NE1 have also endorsed our bid on behalf of the business community, recognising the economic benefits from reduced congestion as a result of our proposals.

Examples of some of these letters of support can be viewed in Appendix 1.

SECTION D – Value for money

D1. Outcomes and value for money

The travel to school package has been developed as an integral element of a wider approach which seeks to tackle the main challenges for the transport system in Tyne and Wear in supporting future economic growth while tackling carbon emissions. With over 400 schools within Tyne and Wear, this represents a major and focused potential market for the promotion of sustainable transport.

The importance of addressing school travel as part of the approach towards supporting the economy and cutting carbon is recognised in the White Paper 'Creating Growth, Cutting Carbon' (Ref 1, Section 5)) which suggests an annual return of £600 for each pupil making the shift from travelling by car to walking and cycling. This builds on the findings of the Sustainable Travel Towns demonstration project which concluded: "Interventions targeted at school ... travel are likely to have been especially beneficial because of their effect on peak hour trips" (Ref 2, Section 9.1). Evidence suggests that, overall, a typical local authority can achieve a benefit to cost ratio of 4.6:1 in its approach towards tackling school travel (Ref 3).

The package proposed has been developed to encompass use of all potential sustainable modes, backed up by marketing, and supported by measures to tackle traffic-related problems around schools. This integrated approach means that all aspects of the journey to school can be addressed, enabling synergies to be developed; for example, between dealing with parental concerns about parking and safety problems outside schools and introducing initiatives to promote walking and cycling. Evidence from elsewhere (Ref 2, s10.2) indicates that, where a variety of measures are implemented under a common branding, changes in behaviour are due to the combined impacts from more than one initiative. Action is proposed for children of all ages, although the main focus is on primary school, as habits and attitudes developed here will transfer naturally to secondary education.

The core elements of the package are based on well established measures of proven effectiveness:

- * Measures aimed at increasing levels of cycling are based on the proven Bike It initiative. Local experience in Gateshead and South Tyneside has seen major increases in cycle use at Bike It schools, typically increasing the numbers cycling to school from an average of 2% to over 10%. The cost of delivering Bike It is estimated at about £20 per child. As an expansion of the Bike It philosophy 'FEAT 1st' is anticipated to provide a similar, if not greater level of benefit;

- * Proposals for increasing levels of walking are similarly based on the established Walk Once A Week scheme. This typically sees an increase in levels of walking from 51% of primary school children to 59%. This is complemented by the 'Free Your Feet' initiative aimed at Secondary Schools, which has been shown to increase levels of walking by up to 15% and the related 'Campaign In A Box';

- * A national review of pilot child pedestrian training projects (4) found strong evidence of the positive impact of training in improving skills. The costs per child lay in the range £28–99 per child, with six local authorities having costs below £40;

- * Experience in Tyne and Wear has shown the benefits of providing introductory training for children in the use of buses as they near the end of primary school. This is a low cost intervention which has been supported by Nexus and local bus companies. Supplementing this with incentives to public transport will provide support for children at the age when they are starting to use buses independently for the first time;

- * Illegal parking outside schools at busy times is a major problem which in the past has been very difficult and expensive to enforce. Trials of enforcement using a mobile vehicle fitted with an approved camera have shown that this can be a much more effective and cost-effective approach, with a second such vehicle recently having been ordered for use in Tyne and Wear;

- * Evidence from the Sustainable Travel Towns (Ref 2, s10.2) emphasises the value of effective marketing and promotion in delivering the package. In the context of this package, this includes the provision of the 'Travel Matters' web based curriculum material for schools, and individual grants as part of the strategy for their engagement (Ref 2, s6.2).

Further evidence of the value for money of these measures to the area is demonstrated by the fact that, despite the current severe financial constraints, most of them operate to some degree already in Tyne and Wear. Bike It, Feat 1st, Walk Once A Week, Travel Matters, child pedestrian training and initiatives tackling illegal parking at schools are all operating successfully in parts of the area. LSTF funding provides the means to widen the scope of these proven measures to encompass the whole of Tyne and Wear.

Finally, independent review of our proposals (See Appendix 5) suggests that, when fully completed, they can deliver the following key outcomes:

- * **2.4% reduction in car trips in the morning peak**
- * **A reduction of 1.72m person trips per annum**
- * **A saving of 464,000 vehicle miles**

These outcomes will deliver major benefits for the economy and the environment and, in the process of achieving them, our young people (as well as their parents) will become healthier and more active. Furthermore, it has not proved possible in the time available to model all of our proposed measures, so we would expect the total package to produce even greater results.

References:

- (1) Creating Growth, Cutting Carbon, Making Sustainable Local Transport Happen. White Paper published by the Department for Transport, January 2011.
- (2) The effect of smarter choices programmes in the Sustainable Travel Towns: summary report. Report to the Department for Transport, February 2010.
- (3) Soft measures - hard facts: the value for money of transport measures which change travel behaviour: a review of the evidence. Various, January 2011.
- (4) Evaluation of the National Network of Child Pedestrian Training Pilot Projects, DfT, 2008

D2. Financial sustainability

The projects have been identified with a view to maximising the likelihood of benefits and activities being sustained beyond the Fund period. In particular:

- * They are all extremely scaleable in nature, meaning that they could be adapted to varying levels of funding;
- * They are all highly consistent with local policy and so in a good position to compete for available funding in future;
- * Many of the measures (including Bike It, Walk Once A Week and Child Pedestrian Training), are already operating to some extent within Tyne and Wear, and valued locally as such. The bid proposal is to expand these to enable a wider coverage of projects whose benefits are already recognised;

* Initiatives such as Bike It and Walk Once A Week aim not simply to deliver training, but also to embed a culture of cycle use and walking within schools, ensuring that, even if funding were to cease, the benefits would continue. For example, the Bike It initiative encourages schools to take part in the School Mark award which recognises the continued promotion of cycling.

Targeting children and providing them with the skills to use sustainable transport modes will mean they have a basis of knowledge and confidence to support their continued use as they grow older.

SECTION E – Deliverability

E1. Implementation

The Tyne and Wear Integrated Transport Authority (ITA) will be the body with overall responsibility for managing delivery of the bid. It will consider regular reports on progress in delivering the package, having particular regard to issues affecting the overall balance of the package, and their implications for delivery of the main policy aims and outcomes.

Senior manager supervision of the programme will be carried out by the Tyne and Wear Joint Transport Steering Group, comprising Heads of Service from all 6 LTP Partners.

Operational and technical matters will be overseen by a Programme Board. This will include:

- * Appropriate senior officers from Tyne and Wear districts;
- * Representation from the main delivery partners in the bid (Sustrans and Living Streets);
- * The Programme Manager.

The Programme Board will, in particular, have overall responsibility for:

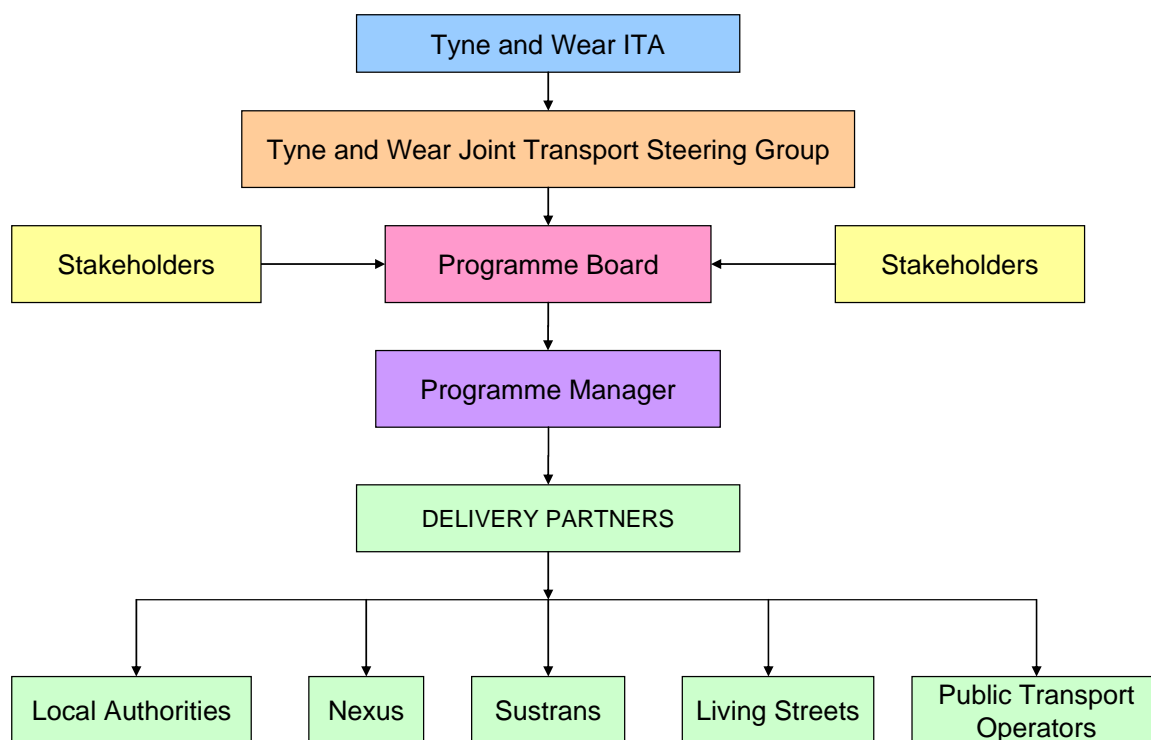
- * Reporting progress to the ITA;
- * Identifying risks to effective delivery and ensuring appropriate corrective action;
- * Monitoring spend, delivery of outputs, outcomes and ensuring appropriate evaluation frameworks are in place.

Day to day delivery of the package will be co-ordinated by the Programme Manager. They will maintain the information and monitoring systems needed to provide reports to the Programme Board and deal with day to day liaison, co-ordination and problems affecting the project. They will also act as the main point of contact with the Department for Transport.

The Governance arrangements outlined above are aimed at ensuring inclusive involvement in management of the project while maintaining organisational simplicity, clarity of responsibility and appropriate links to wider policy and programmes. It will provide a similarly effective basis for management of the main bid of which this package is a key component.

The figure below summarises our governance proposals:

Governance and Project Reporting Arrangements



E2. Output milestones

All figures shown below are cumulative, unless stated otherwise.

1a. Walk Once a Week (primary)	2011-12	2012-13	2013-14	2014-15
<i>Total schools involved</i>	50	100	150	200
<i>Intensive support</i>	0	10	10	10
2. Campaign in a Box (secondary)	2011-12	2012-13	2013-14	2014-15
<i>Campaign schools (per year)</i>	2	5	5	5
2b. Free Your Feet	2011-12	2012-13	2013-14	2014-15
<i>Schools involved</i>	10	30	35	40
3. Bike It	2011-12	2012-13	2013-14	2014-15
<i>Total schools involved</i>	12	60	90	120
<i>Children engaged</i>	2400	12000	18000	24000
<i>School champions trained</i>	12	60	60	60
4. Balance Bikes (nursery)	2011-12	2012-13	2013-14	2014-15
<i>District provision</i>	1	5	5	5
5. FEAT 1st	2011-12	2012-13	2013-14	2014-15
<i>Total schools involved</i>	3	6	9	12
<i>Children engaged</i>	600	1200	1800	2400
<i>School champions trained</i>	15	30	30	30

6. Promotion of Public Transport <i>Proportion of children travelling to school by public transport (currently 18.3%)</i>	2011-12	2012-13	2013-14	2014-15
	19%	20%	22%	22% +
7. Child Pedestrian Training <i>Number of children trained per year</i>	2011-12	2012-13	2013-14	2014-15
	15,000	15,000	15,000	15,000
8. Parking around schools <i>Campaigns undertaken per year</i>	2011-12	2012-13	2013-14	2014-15
	30	75	75	75
9. Travel Matters <i>Primary/First/Middle Schools registered to use Travel Matters resources</i>	2011-12	2012-13	2013-14	2014-15
	100	150	200	250
10. Links to Schools <i>Schemes delivered per year</i>	2011-12	2012-13	2013-14	2014-15
	8	8	8	8
11. Grants to Schools <i>Schemes delivered per year</i>	2011-12	2012-13	2013-14	2014-15
	4	10	10	10

E3. Summary of key risks

Risks to delivery of the project in general have been minimised through:

- * Basing the project on established initiatives, many of which are already underway within Tyne and Wear;
- * Use of experienced third party delivery partners where appropriate;
- * Development of effective project management structures (see question E1).

The table attached as Appendix 6 provides a more detailed analysis of risks associated with the project and proposals for minimising these.

E4. Project evaluation

We are happy to co-operate with the Department for Transport in evaluating the benefits of the Fund programme.

APPENDIX 1: LETTERS OF SUPPORT

APPENDIX 2: SUPPORTING EVIDENCE

APPENDIX 3: ILLUSTRATION OF PACKAGE OF MEASURES

APPENDIX 4: ORGANISATIONS WHO ATTENDED LSTF WORKSHOP

APPENDIX 5: ASSESSMENT OF OUTCOMES

APPENDIX 6: KEY RISKS

APPENDIX 1: LETTERS OF SUPPORT

14 April 2011

To whom it may concern

Tyne and Wear LSTF Bid – Key Components

On behalf of the members of the North East Chamber of Commerce I confirm our support for the Key Components element of the Tyne and Wear LSTF bid.

Businesses welcome the measures set out in the bid which aim to reduce congestion at key times. The effects of this will allow business to be conducted more quickly and efficiently with the economic benefits that will generate.

Members also support the moves to reduce carbon emissions and general congestion and welcome the measures aimed at improving public health through encouraging walking and cycling.

Yours sincerely



Rachel Anderson
Head of Member Relations

NECC
The Stamp Exchange,
Westgate Road,
Newcastle NE1 1SA
Tel: 0300 303 6322
E-mail: enquiries@necc.co.uk www.necc.co.uk

North East Chamber of Commerce Trade and Industry.
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Registered Office: Aykley Heads Business Centre, Aykley Heads, Durham DH1 5TS

Accredited by



INVESTOR IN PEOPLE



British
Chambers of
Commerce
Accredited

Supporters of

north east
england



tyne + wear
development
company

14 April 2011

Dear Sir,

Local Sustainable Transport Fund Key Components

On behalf of the Tyne and Wear Development Company, I would like to confirm our strong support for Tyne and Wear's Local Sustainable Transport Fund 'Key Components' bid, aimed at promoting sustainable alternatives to the school run.

The business community is well aware of the impact that school traffic has on congestion. This is clear during the school holidays, when traffic flows much more freely. Promoting attractive alternatives to the car for school journeys will reduce congestion and aid in the region's economic recovery. There will also be benefits for the environment and children's health.

Tyne and Wear ITA's bid enjoys our wholehearted backing and we hope you will give it favourable consideration.

Yours faithfully,

Paul Buie

"realise your potential..."

**Tyne & Wear
Development Company Ltd.**

Investor House, Colima Avenue
Sunderland Enterprise Park
Sunderland
Tyne and Wear SR5 3XB

Tel: 0191 516 9099
Fax: 0191 516 9098
E-mail: locations@tyne-wear.co.uk
www.tyne-wear.co.uk



INVESTOR IN PEOPLE

John Bourn
Local Transport Plan Team
Newcastle Civic Centre
NE1 8QN
(john.bourn@newcastle.gov.uk)

TYNE & WEAR'S LOCAL SUSTAINABLE TRANSPORT FUND

Dear Mr Bourn,

On behalf of NE1, Newcastle's central Business Improvement District, I would like to confirm our strong support for Tyne and Wear's Local Sustainable Transport Fund 'Key Components' bid, aimed at promoting sustainable alternatives to the school run.

We have often received reports from member businesses of the improvement to general access and delivery times and corresponding reduction in delays during school holidays and are well aware of the impact that school traffic has on congestion. Promoting attractive alternatives to the car for school journeys will reduce congestion and aid in the region's economic recovery. There will also be benefits for the environment and children's health.

Tyne and Wear ITA's bid enjoys our wholehearted backing and we hope you will give it favourable consideration.

Yours sincerely

Gavin Black FRICS

Deputy Chairman NE1



North Tyneside Primary Care Trust

Public Health Dept
North Tyneside Local Authority
Quadrant, 3rd Floor East
Silverlink North
Cobalt Business Park
North Tyneside
NE27 0BY

12 April 2011

Mr John Bourn
LTP Policy Officer
Tyne and Wear LTP Team
Regeneration Directorate
Strategic Housing, Planning and Transport
Newcastle City Council
10th Floor, Civic Centre
NEWCASTLE UPON TYNE
NE1 8QN

Dear John

Local Sustainable Transport Fund

On behalf of Newcastle PCT and North Tyneside PCT I am pleased to support the Tyne and Wear bid to the Local Sustainable Transport Fund. We are currently supporting a collaborative schools intervention called FEAT 1st in partnership with Sustrans and North Tyneside Council. We will endeavour to continue this support should your bid be successful and the current pilot be rolled out. I would hope other locality health leads will do likewise.

As you are aware, public health is currently going through a period of significant change. This makes it difficult for me to suggest in what form and at what level we can support you in the future. However, it is my opinion that under the new public health service, which will be embedded within the Tyne and Wear local authorities, there will be far greater opportunities for cross-sector working. We would be supportive of any effort to change current travel behaviour to more physically active modes as this presents a significant and highly cost-effective opportunity to improve the health and well-being of local residents.

North Tyneside PCT has committed £20,000 towards establishing the FEAT 1st project in some of our local schools. We hope to continue this support should the project be extended or mainstreamed in the future. We are also able to offer in-kind match-funding contributions in the form of staff support towards ensuring the success of this intervention.

We look forward to working in partnership with Newcastle and North Tyneside Councils to support the delivery of their bid.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Fu-Meng Khaw', with a long horizontal stroke extending to the left.

Dr. Fu-Meng Khaw
Director of Public Health

Based at: Pemberton House
Colima Avenue
Sunderland Enterprise Park
Sunderland
Tyne & Wear
SR5 3XB
Tel: 0191 5297189

Mr John Bourn
LTP Policy Officer
Tyne and Wear LTP Team
Regeneration Directorate
Strategic Housing, Planning and Transport
Newcastle City Council
10th Floor, Civic Centre
NEWCASTLE UPON TYNE
NE1 8QN

15th April 2011

Dear John

Local Sustainable Transport Fund

Sunderland Teaching PCT is pleased to support the Tyne and Wear bid to the Local Sustainable Transport Fund. As you are aware, public health is currently going through a period of significant change. This makes it difficult for me to suggest in what form and at what level we can support you in the future. However, it is my opinion that under the new public health service, which will be embedded within the Tyne and Wear local authorities, there will be far greater opportunities for cross-sector working. We would be supportive of any effort to change current travel behaviour to more physically active modes as this presents a significant and highly cost-effective opportunity to improve the health and well-being of local residents.

We look forward to working in partnership with Sunderland City Council to support the delivery of this bid and are committed to assisting funding of sustainable transport incentives during 2011.

Yours sincerely,



Maureen Crawford
Director of Public Health

Our Ref ME/LAM

13 April 2011

Mr Gordon Harrison
Strategic Planning Manager
Nexus
Nexus House
Newcastle upon Tyne
NE1 4AX

Dear Gordon

LOCAL SUSTAINABLE TRANSPORT FUND

We would like to take this opportunity to support the bid being prepared by Nexus to the Department for Transport for local sustainable transport funding. We would welcome the issuing of SmartCard Ticketing to primary school age children and we feel that this will have a potential long term benefit in encouraging this age group to become public transport users at a very early age with the aim to retain them on public transport for many years to come.

We do wish you every success in your bid.

Yours sincerely



MARK ELLIS
Commercial Manager
Arriva North East

John Bourn
Tyne and Wear LTP Team
Strategic Housing, Planning and Transport
Newcastle City Council
10th Floor, Civic Centre
NEWCASTLE UPON TYNE
NE1 8QN

13th April 2011

Dear John

Local Sustainable Transport Fund – Key Components Bid

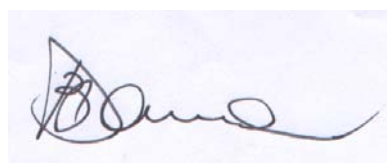
Sustrans is pleased to support Tyne and Wear's bid to the Local Sustainable Transport Fund, which we feel meets the key criteria for the fund. We have a long history of successful partnership working with the five Councils, including many infrastructure projects such as safer routes to schools, the National Cycle Network and most recently, Connect2. We have also collaborated on a number of soft measures projects in both schools (Bike It and FEAT 1st) and workplace settings (Get Moving North Tyneside).

We have supported the Tyne and Wear authorities in the preparation of this bid, which includes tried and tested Sustrans interventions that we are ready and willing to deliver. The bid contains a roll out of our very successful Bike It project, as well as a phased introduction of FEAT 1st. Along with the other measures contained within the bid, we are confident this will achieve a significant change towards more sustainable and active modes of travel. This will help to strengthen the local economy, improve the health and well being of its residents and take Tyne and Wear into a new era of low carbon lifestyles.

Sustrans in-kind match-funding contribution to the bid includes:

- A capital grant of £565,400 towards the development of a number of Links to Schools projects (including £300k towards a major scheme in South Tyneside) in 2011/12 (subject to terms and conditions set out in the 'Links to Schools' grant offer).
- A revenue contribution of £50,000 towards the FEAT 1st project in 2011/12.
- A revenue contribution of £102,500 towards the Bike It project in 2011/12.

We look forward to working in partnership with Tyne and Wear to support the delivery of this programme.



Yours sincerely,
Bryn Dowson
Regional Director



Highfield Community Primary School

Mr S.M. Thompson (Head Teacher)

Whinfield Way, Highfield, Rowlands Gill,
Tyne & Wear. NE39 2JE

Tel: 01207 549882 Fax: 01207 549417

www.highfieldcps.org

e-mail: highfieldcommunityprimaryschool@gateshead.gov.uk



Healthy Schools

Our Ref: SMT/SB

6th April 2011

Dear Bryn Dowson,

Our school has been involved in the 'bike it' project for the last two years. The project has been an amazing success! Before the project we only had one or two pupils cycling to school but now we have approximately thirty pupils cycling every day. We have recently taken part in the 'Big Pedal' where we had between 60% and 70% of our pupils cycling to school.

The children really enjoy cycling to school and we have had to build an extra cycle shed at school to cope with the demand. A great deal of our success is down to the fantastic contribution to school from your 'bike it' officer Alan Barlow. Alan has organised and delivered a number of 'bike it' events at our school, such as 'bike it' breakfasts, Dr Bike, Beauty and the bike etc. He has also worked in the classrooms helping the children develop their understanding of cycling.

I feel strongly if the 'bike it' project was to lose its funding there would be a detrimental effect on schools. We are now a thriving 'bike it' school that really appreciates the support we get from the 'bike it' team. I have spoken to other Head Teachers in the authority that are very keen to become involved in the project. The project has a very positive effect on helping our children to be fit and healthy. Our children even go on our 'virtual bikes' at lunchtime to help keep fit.

I am delighted with how the project has developed in my school and I hope the funding remains to continue developing cycling at my school and also to support new schools getting on board.

Yours sincerely,

Mr S.M. Thompson
Head Teacher



Hadrian Primary School

Baring Street, South Shields, Tyne and Wear, NE33 2BB

Telephone: 0191 455 4514 Fax: 0191 4540559

Email: info@hadrian.s-tyneside.sch.uk

Web: www.hadrianprimary.co.uk

7th April 2011

Bike It! – Hadrian Primary School

Dear Sir / Madam,

Our school has been part of the Bike It! programme since 2007. At that time, we had no children, staff or parents cycling to school.

From the beginning, Bike It! had an immediate impact within school. The stimulating and interesting activities engaged pupils and got them enthused about cycling. By the end of our first year as a Bike It! school we needed to convert a parental shelter into cycle storage. As the programme continued into the following year, we needed a further bike shed to accommodate all of the bicycles. Bike It! were able to help us secure funding for this. As part of our whole school agenda relating to staying healthy and leading healthy life styles, Bike It! has played an integral role. The programme has encouraged children to exercise regularly and make healthy choices as well as raise pupils confidence and self esteem.

Bike It! has helped us engage more with parents, many regularly now cycle to school with their child and I often hear comments such as “We cycle regularly as a family on a weekend now” and “I hadn’t ridden a bike since I was a child myself. I’d forgotten how much fun it was!” Parents attend ‘Biker Breakfasts’ and our annual ‘Parent / child bike ride’ is one of the highlights of our summer term.

The Bike It! programme has also had a positive impact on staff well being. We now have 6 members of staff who cycle to school regularly and whom, because of the work with Bike It!, have taken advantage of the cycle to work scheme and purchased new bicycles.

There have been many new initiatives in schools over the past few years. There are very few, if any that have had the impact that Bike it! has had on pupils, parents and staff. It is a crucial element of tackling obesity in schools and provides a positive way for schools to engage successfully with parents. Bike It! has embedded a cycling culture into our school.

The programme is a huge success and I hope it continues long into the future.

Yours sincerely,

Mr S. Brown
Head Teacher



Living Streets is the national charity that stands up for pedestrians. With our supporters we work to create safe, attractive and enjoyable streets, where people want to walk.

John Bourn
Tyne and Wear LTP Team
Regeneration Directorate
Strategic Housing, Planning and Transport
Newcastle City Council
10th Floor, Civic Centre
Newcastle upon Tyne
NE1 8QN

13 April 2011

Dear John,

Living Streets is pleased to offer our support to the Tyne and Wear Integrated Transport Authority's key components bid to the Local Sustainable Transport Fund (LSTF). The bid comprises an exciting package of measures targeted at reducing traffic – and promoting sustainable travel – on the 'school run'. These measures are a crucial part of the ambitious plans for sustainable travel in Tyne and Wear, that will form the basis of the ITA's main bid to the fund.

We are looking forward to the opportunity to deliver of a range of tried and tested interventions, aimed at primary and secondary school pupils, their parents and the wider school community. This will draw on Living Streets' experience of delivering walk to school initiatives across the country, and will build on our previous and existing work with Tyne and Wear authorities, aimed at creating safe, attractive and enjoyable streets where people want to walk.

We can also confirm that Living Streets will be able to provide the local contribution to Walk Once a Week, as shown in part C2 of the partnership's application form, through our current grant funding from the Department of Health.

Yours sincerely,



Tony Armstrong
Chief Executive

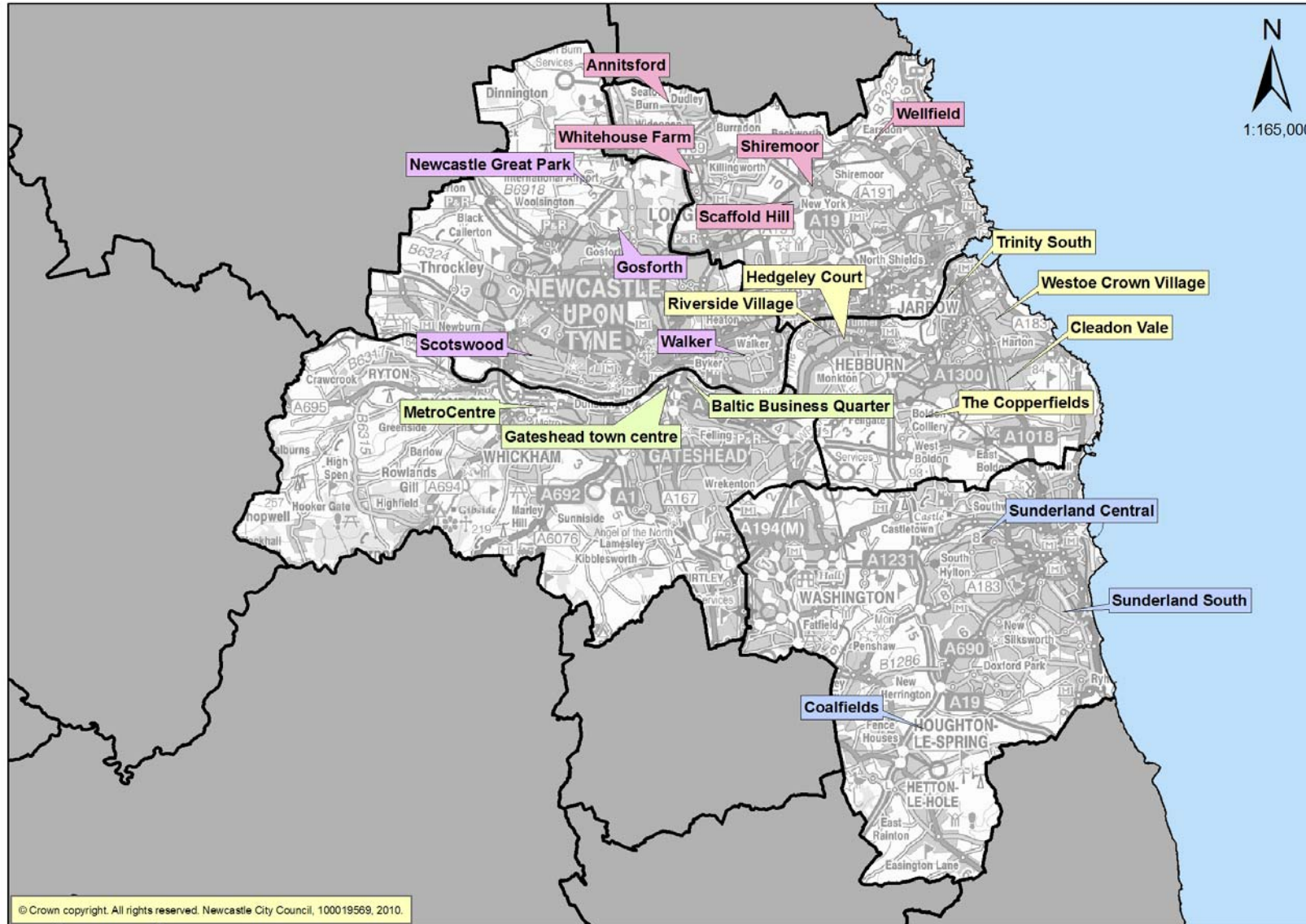
Living Streets
4th Floor, Universal House, 88–94 Wentworth Street E1 7SA
Tel 020 7377 4900
info@livingstreets.org.uk www.livingstreets.org.uk

Living Streets (The Pedestrians Association) is a Registered Charity No. 1108448 (England and Wales) and SC039808 (Scotland), Company Limited by Guarantee (England & Wales), Company Registration No. 5368409



APPENDIX 2: SUPPORTING EVIDENCE

2A: Map showing future housing growth sites



2B: Public sector employment

Area	Employment (2008)			
	Private	Public	Total	% Public
Gateshead	69,400	23,000	92,400	25%
Newcastle	122,000	53,600	175,600	31%
North Tyneside	51,600	17,300	68,900	25%
South Tyneside	28,600	12,900	41,500	31%
Sunderland	90,600	28,600	119,200	24%
Tyne and Wear	362,200	135,400	497,600	27%
UK	21,088,600	5,403,300	26,492,900	20%

Source: 'Sub Regional Public and Private Sector Employee Job Estimates' (2008) <http://stats.berr.gov.uk/ppse/index.asp>

2C: Travel to school

Mode of travel to school

	car (including vans and taxis)	car share	public transport	walking	cycling	other	Total pupils
Aged 5-10	30.8%	3.6%	4.7%	59.4%	0.7%	0.8%	65,823
Aged 11-15	14.6%	1.5%	33.1%	47.6%	1.7%	1.5%	59,943
All Ages	23.1%	2.6%	18.3%	53.7%	1.2%	1.1%	125,766

Distance from home to school – all children

Distance to school	Age 5-10	Age 11-15
=< 1 mile	83%	52%
=< 2 miles	94%	80%
=< 3 miles	97%	92%
=< 4 miles	98%	96%
=< 5 miles	99%	98%
Total	100%	100%

Distance from home to school – children travelling by car

Distance to school	Age 5-10	Age 11-15
=< 1 mile	59%	36%
=< 2 miles	79%	70%
=< 3 miles	85%	85%
=< 4 miles	88%	91%
=< 5 miles	89%	95%
Total	100%	100%

Source: NI198 School Census

2D: Mode of travel to work

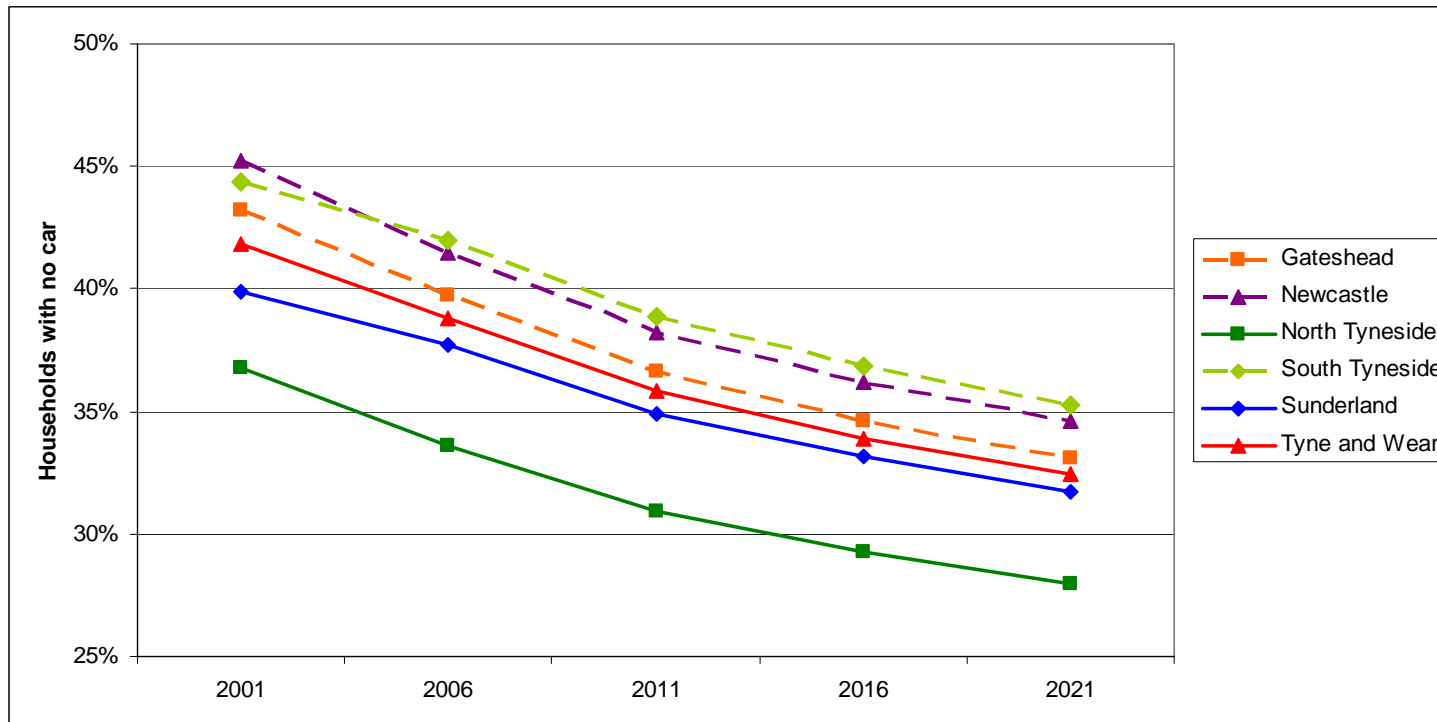
Mode	Tyne and Wear	North East	England
Car driver	53.7%	59.8%	60.5%
Car passenger	9.2%	9.9%	6.7%
Motorcycle	0.7%	0.7%	1.2%
Metro	5.2%	2.3%	3.5%
Train	1.2%	1.0%	4.7%
Bus	16.3%	11.9%	8.3%
Taxi	0.8%	0.7%	0.6%
Bicycle	1.7%	1.8%	3.1%
Foot	10.3%	11.0%	11.0%
Other	0.9%	0.9%	0.5%

Source: 2001 Census

2E: Car ownership

Households without access to a car

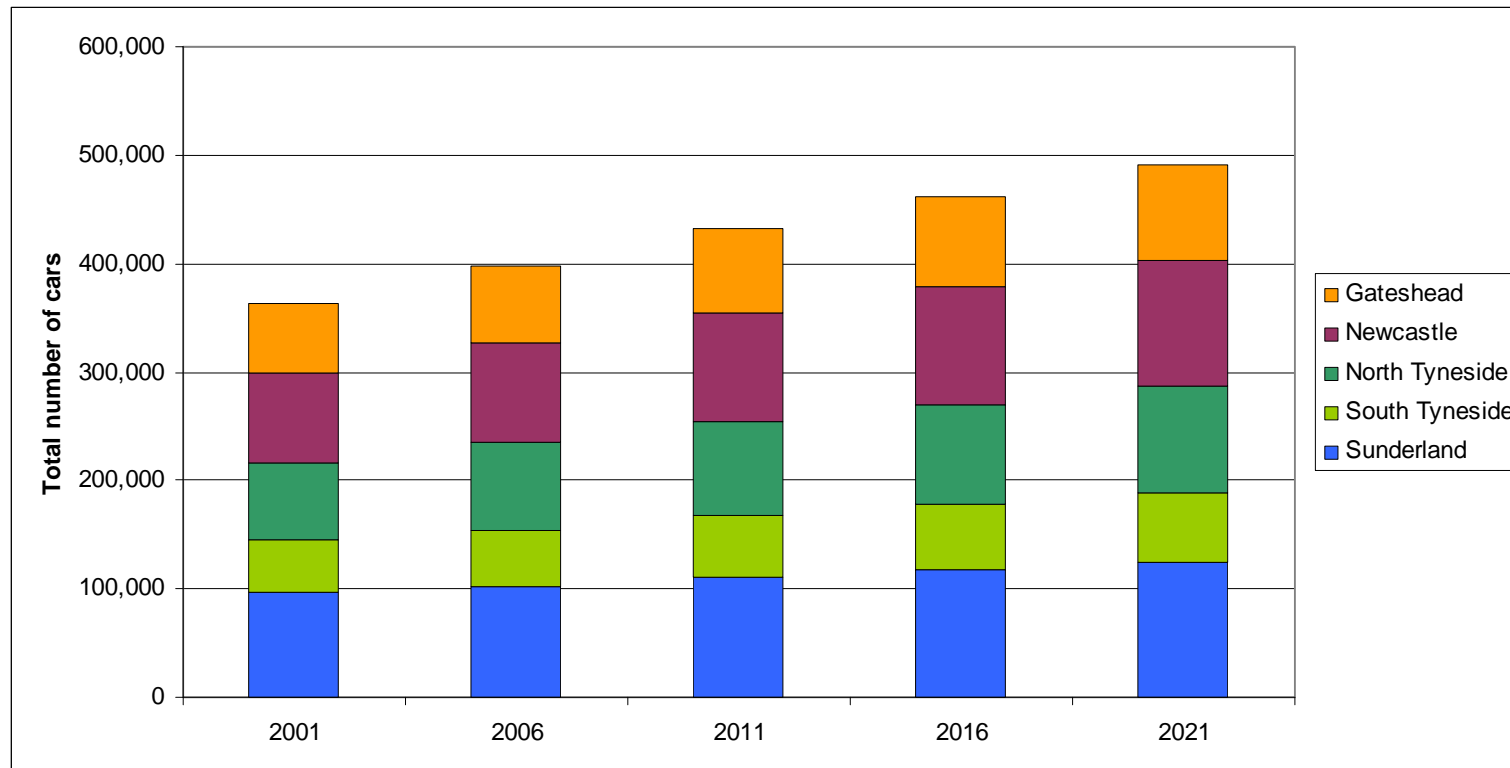
Area	Households with no car available				
	2001	2006	2011	2016	2021
Gateshead	43%	40%	37%	35%	33%
Newcastle	45%	42%	38%	36%	35%
North Tyneside	37%	34%	31%	29%	28%
South Tyneside	44%	42%	39%	37%	35%
Sunderland	40%	38%	35%	33%	32%
Tyne and Wear	42%	39%	36%	34%	32%



Source: Tempro v6.2 using dataset v5.4

Total number of cars

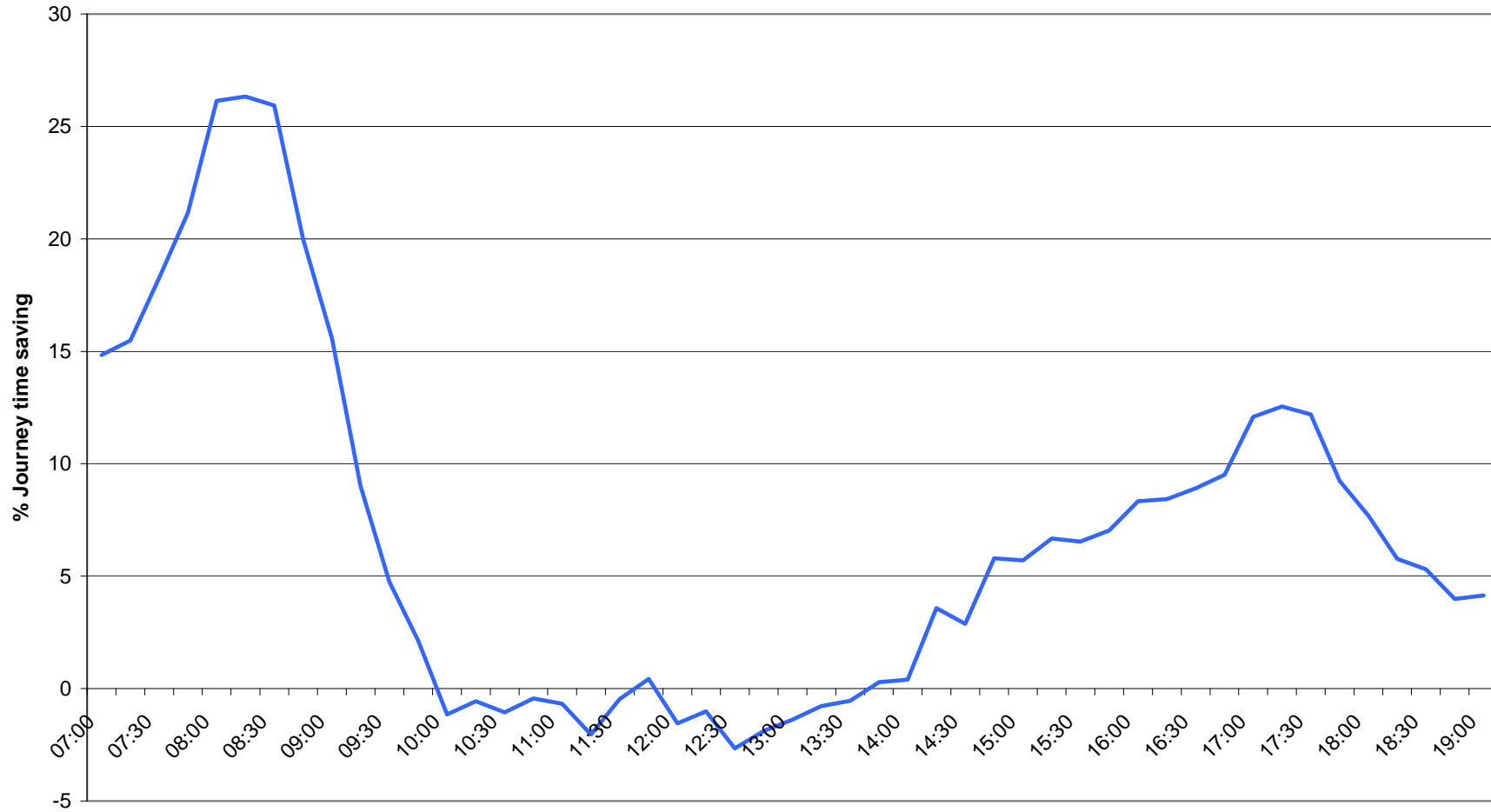
Area	Total cars				
	2001	2006	2011	2016	2021
Gateshead	64,398	71,070	77,351	82,669	88,350
Newcastle	82,033	91,596	101,127	109,083	116,614
North Tyneside	72,156	80,100	86,765	92,168	97,590
South Tyneside	48,520	51,816	56,391	59,930	63,664
Sunderland	96,066	102,434	110,845	117,821	124,960
Tyne and Wear	363,173	397,016	432,478	461,672	491,178



Source: Tempro v6.2 using dataset v5.4

2F: Journey time reduction during school holidays on LTP corridors

Journey time reduction on LTP corridors during schools holidays (2009/10)



Journey time reductions on LTP corridors

Route no	Route Name	Average JT Reduction 8-9am
TW01	A191	28.6%
TW02	A189 Barrack Road	21.6%
TW03	A183 Chester Road	18.8%
TW04	A1058 Coast Road	29.3%
TW05	A692 Consett Road	27.6%
TW06	A167 Durham Road	23.9%
TW07	A690 Durham Road	21.1%
TW08	A184 Felling Bypass	30.1%
TW09	B1318 Great North Road	38.4%
TW10	A1018 Newcastle Road	7.5%
TW11	B1296 Old Durham Road	23.1%
TW12	A1018 Ryhope Road	6.2%
TW13	A185 Newcastle Road/A194Jarrow Road	28.9%
TW14	A1231 Wessington Way	24.4%
TW15	A186 Westgate Road	18.7%
TW16	A1056 Sandy Lane	29.5%

Source: Trafficmaster

2G: Health

People in not good health

Area	% population
Gateshead	13%
Newcastle	12%
North Tyneside	11%
South Tyneside	13%
Sunderland	13%
North East	12%
England	9%

Source: *Census 2001*

People with limiting long term illness

Area	% population
Gateshead	24%
Newcastle	22%
North Tyneside	22%
South Tyneside	24%
Sunderland	24%
North East	23%
England	18%

Source: *Census 2001*

Mortality rates

Area	Deaths per 100,000 population
Gateshead	661
Newcastle	687
North Tyneside	673
South Tyneside	572
Sunderland	703
North East	656
England	574

Source: *Census 2001*

Strategic Health Authority	Admissions per 100,000 of population
North East	33
North West	12
Yorkshire and the Humber	24
East Midlands	46
West Midlands	15
East of England	12
London	29
South East Coast	18
South Central	8
South West	14
England	20

Source: *NHS Information Centre*

2H: Journey lengths

Average journey length

Length	Total
5 miles or less	88%
5 to 10 miles	9%
More than 10 miles	3%

Journey length and mode

Mode	5 miles or less	5 to 10 miles	More than 10 miles
Car	52%	76%	86%
Public Transport	13%	18%	5%
Walk	31%	1%	1%
Cycle	1%	0%	0%
Taxi	2%	1%	1%
Other	1%	3%	7%
Total	100%	100%	100%

Source: Tyne and Wear Household Travel Survey

2I: Modelled changes in flow and speed 2005 to 2021

Absolute changes in flow and speed 2005 to 2021

Absolute Change 2005 to 2021	AM Peak		Inter Peak		PM Peak	
	Max Flow (vph)	Avg Speed (kph)	Max Flow (vph)	Avg Speed (kph)	Max Flow (vph)	Avg Speed (kph)
A1	1488	-20.6	1102	-22.2	1203	-22.4
A19	1772	-9.6	1842	0.1	2119	-8.2
Coast Rd.	1548	-14.3	1230	-12.1	1463	-18.6
Great North Rd	523	-6.4	441	-5.4	352	-5.5
West Rd./A69	-548	-0.9	-431	-2.0	-85	-2.6
A184 (Newcastle)	1054	-8.7	1007	-10.0	985	-7.4
Durham Rd. (Gateshead)	737	-9.4	1135	-7.5	761	-7.6
A184 (Sunderland)	625	-4.1	241	-3.7	301	-2.9
Chester Rd.	679	-5.5	922	-6.0	482	-4.7
Durham Rd. (Sunderland)	567	-6.2	349	-4.0	581	-5.0
Ryhope Rd.	-171	4.8	-347	5.6	-77	2.2
Average Radials	557	-5.6	505	-5.0	529	-5.8
Average All (incl. A19 and A1)	447	-4.7	425	-4.2	426	-4.4

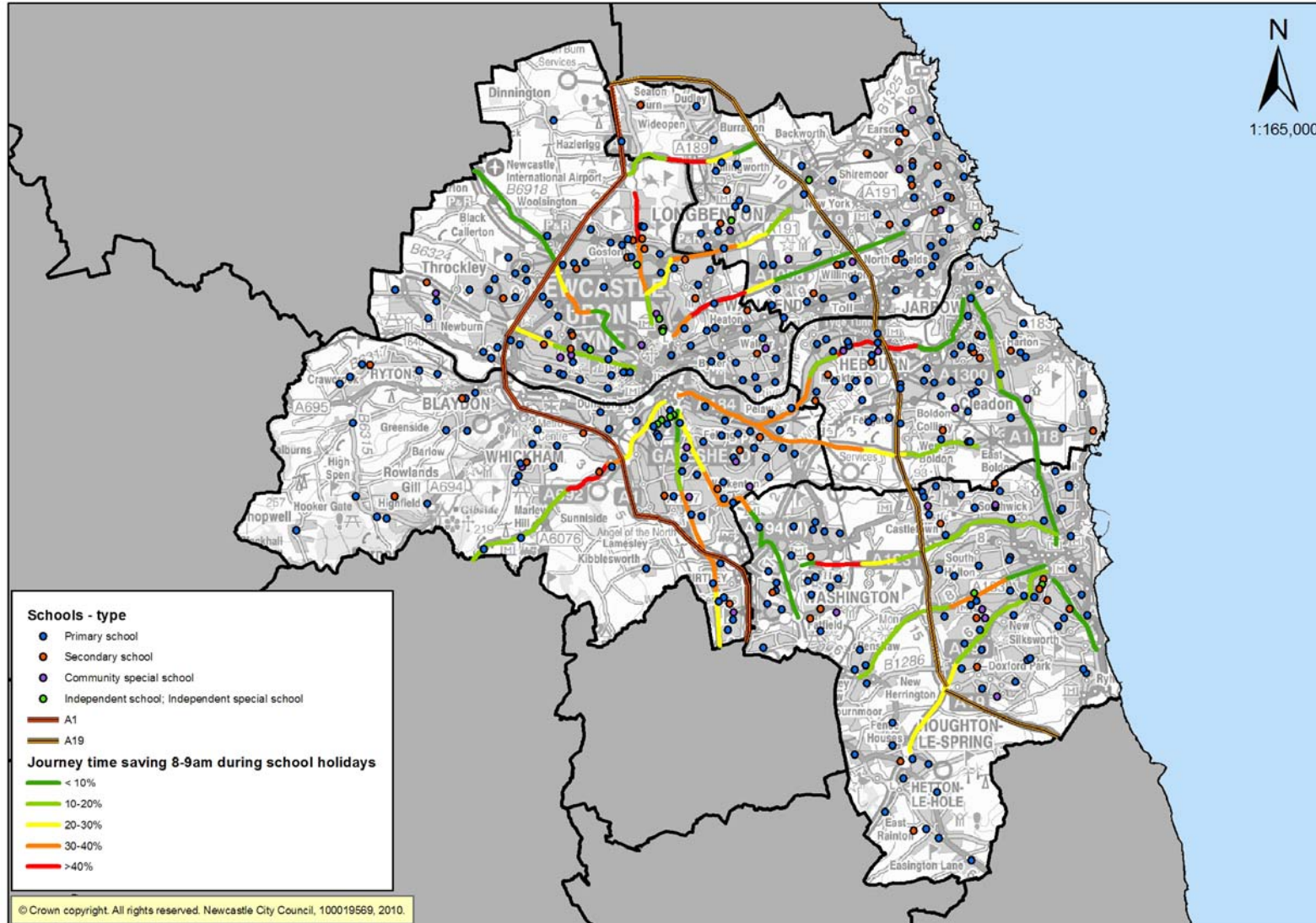
Source: Tyne and Wear Transport Planning Model v3.1

Relative changes in flow and speed 2005 to 2021

Relative Change 2005 to 2021	AM Peak		Inter Peak		PM Peak	
	Max Flow (vph)	Avg Speed (kph)	Max Flow (vph)	Avg Speed (kph)	Max Flow (vph)	Avg Speed (kph)
A1	17%	-34%	14%	-31%	14%	-34%
A19	25%	-14%	34%	0%	35%	-12%
Coast Rd.	25%	-24%	26%	-16%	23%	-29%
Great North Rd	18%	-20%	20%	-14%	13%	-19%
West Rd./A69	-14%	-2%	-11%	-4%	-2%	-6%
A184 (Newcastle)	28%	-25%	35%	-23%	25%	-22%
Durham Rd. (Gateshead)	32%	-25%	72%	-18%	30%	-19%
A184 (Sunderland)	31%	-9%	14%	-7%	14%	-6%
Chester Rd.	20%	-15%	35%	-14%	15%	-11%
Durham Rd. (Sunderland)	20%	-14%	14%	-8%	20%	-11%
Ryhope Rd.	-11%	12%	-21%	13%	-4%	5%
Average Radials	17%	-13%	19%	-10%	16%	-13%
Average All (incl. A19 and A1)	15%	-12%	18%	-9%	14%	-11%

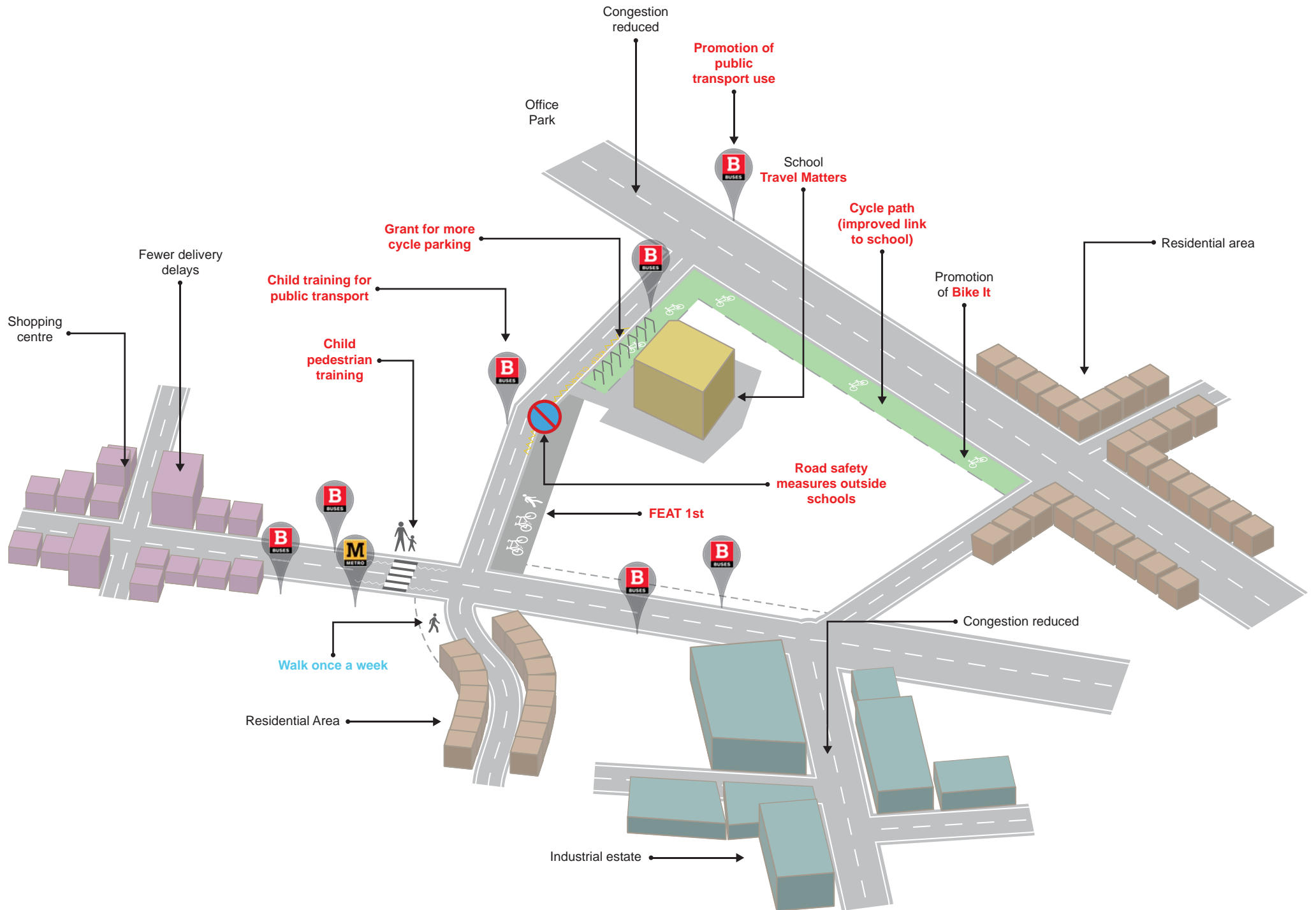
Source: Tyne and Wear Transport Planning Model v3.1

2J: Map showing congestion corridors and schools



APPENDIX 3– ILLUSTRATION OF PACKAGE OF MEASURES

Package of measures to encourage sustainable travel to school



APPENDIX 4– ORGANSATIONS WHO ATTENDED LSTF WORKSHOP

- Clothier Lacey & Co (a public relations firm based in the North East of England)
- Community Transport Association
- Confederation of Passenger Transport UK
- Cycle Centre UK
- Cyclists Touring Club
- Department for Transport
- Friends of the Earth
- Gateshead Council
- Gateshead Access Panel
- Hopkirk Cycles
- ITA Policy Team
- Living Streets
- Eldon Square / MetroCentre Shopping Centres
- NECTAR (North East Combined Activists Roundtable)
- Newcastle City Council
- Newcastle Cycle Campaign
- Newcastle University
- Nexus
- North Tyneside Council
- Northumbria University
- NPower
- Older People's Forum (North Tyneside)
- Quorum Business Park
- Ramblers Association
- Saddle Skedaddle
- Stagecoach
- Sunderland City Council
- Sustrans
- Team Valley Travel Co-ordinator
- Tyne and Wear Local Access Forum
- Tyne and Wear LTP Team
- Tyne and Wear UTMC

APPENDIX 5 – ASSESSMENT OF OUTCOMES



Newcastle City Council

April 2011

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Quality Management

Job No		Doc No.	
Project	Sustainable Transport Bid		
Location			
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Date	April 2011		
Prepared by	Nicholas Bryan	Signature (for file)	NJB
Checked by	Stuart Clarke	Signature (for file)	SPC
Authorised by	Stuart Clarke	Signature (for file)	SPC

1. Methodology

1.1.1 The proposed measures for which funding is sought comprise a variety of interventions designed to encourage modal switch, and reduce accidents amongst school children. Clearly it is not feasible to model all of these measures in detail for each individual school where interventions will be carried out. A method has therefore been adopted that considers the measures as a whole and their impacts across the Tyne and Wear region.

1.2 MODE SWITCH

1.2.1 Although a wide range of measures are proposed, it is likely that the most effective in terms of encouraging modal switch will be “Bike It” and “Walk once a Week”. Experience of introducing these measures in a number of schools in the region suggests that “Bike It” could result in an increase in the proportion of pupils travelling by bicycle to greater than 10%. Similarly, “Walk once a Week” could increase the proportion of pupils walking to school to 59%. This data has been used to estimate the total reduction in car trips during the morning peak hour period, and the reduction in the proportion of trips to school made by car.

1.2.2 The impact of this reduction in the AM peak hour has been estimated by determining the proportion of AM peak hour trips that are made up of school trips. As this data is not available for Tyne & Wear, it has been estimated using national data taken from the National Travel Survey statistics available on the NTS website. The forecast reduction in the percentage reduction in school car trips was then combined with the NTS data to determine the percentage reduction in car trips during the AM peak (2.4%).

1.3 JOURNEY TIME REDUCTIONS

1.3.1 The forecast reduction in overall AM peak period traffic will result in reduced journey times and therefore economic benefits. For the purposes of this exercise it has been assumed that all the benefits will accrue to the main radial routes into urban areas that are currently congested. Clearly this is a simplistic assumption and is likely to underestimate the total benefits, as there will be journey time savings on other routes.

1.3.2 For all of the identified radial routes, traffic flow and journey time data is available. For each route (split into a number of links with different flow and geometric characteristics) an appropriate speed-flow curve (based on those in COBA) was developed. These were then calibrated by adjusting variables so as to reproduce the observed journey times with the observed flows. The flows on each route were then reduced by the percentage determined above and the speed-flow curves used to estimate revised speeds and journey times with the reduced flows. This allowed the reduction in journey time for each vehicle still on the network after introduction of the proposed measures to be determined.

1.4 ECONOMIC APPRAISAL

1.4.1 The economic benefits of the reduced journey times have been determined using a spreadsheet model. This is consistent with the WebTAG approach, and values of time, journey purposes, growth in VOT etc, have all been taken from WebTAG. Appropriate factors have been determined to convert the peak hour flow/time data into appropriate annualised figures. For the purposes of this assessment, no traffic growth has been assumed.

1.4.2 The scheme costs have been used, following conversion to 2002 prices, discounted to 2002 to determine the Present Value of Costs. The economic appraisal has been carried out for a 60 year evaluation period, consistent with current guidance. Sensitivity tests have been carried out assuming both a 10% increase and decrease in the number of trips switching from car travel due to the proposals.

1.5 CARBON REDUCTION

1.5.1 The amount of CO₂ produced by different modes of transport is dependent on three important factors:

- Speed
- Distance
- Engine type / efficiency

1.5.2 The carbon reduction generated by 3 of the 12 interventions proposed has been tested using the DfT Basic Local Authority Carbon Tool. The tool uses the speed and vehicle type to calculate the CO₂ emitted per km, and multiplies this by the total distance travelled and number of vehicles of each type. The relationship between speed and CO₂ emissions is different for each mode, i.e. buses are different from cars. For each type of vehicle, more CO₂ is emitted per km at low speed and high speed than at a moderate speed.

1.5.3 Several assumptions have been made when using the DfT Carbon Tool which include;

Intervention: Walk Once a Week

- Assume Mode Choice is consistent throughout the year.
- Assume a 8% mode shift from car to walking
- Bus has a zero impact as school travel is on existing PSV's.

Intervention: Bike It

- Assume Mode Choice is consistent throughout the year.
- Assume a 8% mode shift from car to cycling
- Bus has a zero impact as school travel is on existing PSV's.

Intervention: Free Your Feet

- Assume Mode Choice is consistent throughout the year.
- Assume a 15% mode shift from car (9%) / public transport (6%) to walking
- Bus has a zero impact as school travel is on existing PSV's.

1.6 RESULTS

Carbon Reduction Summary Table (by Intervention)

Intervention	Year	Low Prediction			Optimistic Prediction		
		Pre-Intervention *	Post-Intervention *	Change *	Pre-Intervention *	Post-Intervention *	Change *
Bike It	2012	0.06	0.05	-0.01	0.05	0.03	-0.02
Bike It	2013	0.21	0.18	-0.03	0.21	0.13	-0.08
Bike It	2014	0.28	0.24	-0.05	0.28	0.18	-0.11
Bike It	2015	0.35	0.30	-0.06	0.35	0.22	-0.13
Walk Once a Week	2012	0.02	0.02	0.00	0.04	0.03	-0.01
Walk Once a Week	2013	0.04	0.03	-0.01	0.07	0.05	-0.02
Walk Once a Week	2014	0.06	0.05	-0.01	0.10	0.08	-0.03
Walk Once a Week	2015	0.08	0.07	-0.01	0.13	0.10	-0.03
Free Your Feet	2012	0.04	0.03	-0.01	0.04	0.02	-0.02
Free Your Feet	2013	0.12	0.08	-0.03	0.12	0.05	-0.06
Free Your Feet	2014	0.13	0.10	-0.04	0.13	0.06	-0.07
Free Your Feet	2015	0.15	0.11	-0.04	0.15	0.07	-0.08

*all units are in kilo tonnes of CO₂ (Kt CO₂)

Economic Appraisal Summary Table

	PVC	PVB	NPV	BCR
Central estimate	£4.1M	£4.9M	£0.78M	1.19
High mode switch	£4.1M	£5.37M	£1.24M	1.30
Low mode switch	£4.1M	£4.43M	£0.3M	1.07

1.6.1 It should be noted that the above figures will underestimate the economic benefits for the following reasons:

- They only include impacts on the main radial routes into urban areas
- They only include benefits in the AM peak – there will be (lower) benefits in the PM peak also
- No traffic growth has been included – additional traffic would result in greater journey time savings and benefits
- The impacts of only two of the proposed interventions has been included – in reality it is likely that greater mode switch will be achieved

1.6.2 The above figures have included all scheme costs in the calculations. If the costs to central government are used (i.e. those being bid for) then the central estimate BCR increases to 1.79.

Number of trips reduced per annum = 1.72M

Reduction in vehicle mileage per annum = 464538 veh-m

APPENDIX 6 – KEY RISKS

Risk	Comment	Measures for managing risk
Failure to deliver planned outputs	Use of established programmes and delivery agencies will minimise risk	<p>Active monitoring of delivery through regular reporting as part of project management structure. Where significant risk to overall delivery is identified a two stage process will be employed to manage this:</p> <ul style="list-style-type: none"> • A requirement on the delivery partner to develop proposals for mitigating risk to Project Board; • Review of project to determine potential alternative delivery models for achieving desired outcome.
Lack of interest from schools in projects	Experience from existing programmes suggests this is unlikely to be the case.	<p>A two stage process is proposed:</p> <ul style="list-style-type: none"> • Reconsider promotional activity to ensure potential of measures is being effectively conveyed to schools • Review balance of proposed spend between projects to determine potential for attaining improved outcomes from more popular projects.
Change in local transport priorities	Considered unlikely – LSTF bid is consistent with recently approved 10 year strategy for LTP.	Overall management of project lies with integrated Transport Authority, which is also the policy making body. Effective marketing/ promotion will ensure benefits of activities are well publicised.
Change in agreed LSTF priorities	Pressures may arise for review if main bid rejected or not fully funded.	Project governance arrangements will ensure that any changes reflect wider LSTF aims
Diversion of funding away from transport	Highly unlikely – lead authority is ITA, which has specific transport responsibility rather than local authority. Also no evidence of this being the case in respect of LTP funding.	Not appropriate – risk considered to be minimal.