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Better Transport







Improving local transport helps the economy – experience from the Local Sustainable Transport Fund

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Reducing unemployment, widening labour markets and supporting local businesses are priorities for Local Enterprise Partnerships and local authorities, as well as for the Government. Poor local transport can get in the way of meeting these priorities, while improvements in transport can help achieve them. Traffic congestion and poor or unreliable public transport can impose costs and inhibit economic development. Transport difficulties are increasingly recognised as major barriers to employment.

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The good news is that these problems can be addressed: local authorities and LEPs, with partners such as Chambers of Commerce and transport operators, can use a range of measures to tackle local transport problems and improve access to jobs. This briefing outlines examples of successful measures implemented during the 2011-15 phase of the Local Sustainable Transport Fund. These are largely drawn from the 12 larger LSTF projects that were awarded funding in excess of £5 million.



Introduction: Transport problems and the economy

Transport problems can harm local economies and businesses in a number of ways. Congestion and local traffic problems can add to business costs, impede or even block new developments and put off customers and clients. Local economies are unable to expand without spare capacity in local transport networks. More widely, congestion and traffic problems can create a poor environment with pollution and low quality public space, where people don't want to live or work and firms to locate or invest. Local firms may experience a shortage of labour because of poor transport access. For unemployed people, transport issues may be a key barrier to getting into the labour market. In a West Midlands survey of unemployed people, 46% said that transport was the main barrier to getting employment and 32% cited it as a barrier to getting to an interview.[1]

Many local authorities have been using the Government's **Local Sustainable Transport Fund** (LSTF) to tackle these issues, to unjam communities and remove barriers to employment. The fund was launched in 2011 and provided £600 million in funding over a four-year period to allow local authorities to implement packages of transport measures that help the economy while cutting carbon emissions. This has supported 96 programmes across England, and has been boosted by local contributions bringing the total to over £1 billion for the period 2011-2015. Local Enterprise Partnerships have been encouraged to include proposals for further such programmes in their Strategic Economic Plans and bids for the Local Growth Fund, while local authorities have also been able to bid for further LSTF funding. This briefing is designed to help LEPs and councils learn from experience so far in developing the detail of their programmes for the future.

LSTF projects are typically packages of small measures applied in an area or to a transport corridor in order to:

- Improve the choices available for people in getting around, and inform them about those choices
- Cut transport costs
- Make cycling and walking easier and safer
- Remove barriers to reaching employment
- Work with businesses, schools and leisure providers to help them tackle traffic and transport problems and give people better alternatives for commuting and school travel

In practice, this involves combinations of measures: **capital spending** on infrastructure projects such as improving public spaces, new rail stations, park and ride, bus priority or cycle lanes and **revenue spending** such as marketing or start-up subsidies for bus and rail services, bus service improvements, car clubs, bike hire schemes. There have also been targeted fares reductions, cycle training, travel planning at schools, workplaces and stations, and personal travel advice.

Such smaller transport projects tend to be overlooked by policy-makers and the wider public. The focus in transport tends to be on big infrastructure projects, but while these are attractive, and often important, there is good evidence that smaller projects or packages of measures can be very good value for money. Some LSTF projects have helped to make better use of larger projects and allowed bigger projects, such as public transport or development schemes, to work more efficiently.

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The Eddington Report in 2006 found that small scale schemes including investment in buses, walking and cycling could have very high returns. Other research – in the UK and in other countries – has found that investment in travel planning and other such measures can help to tackle traffic problems and give people alternatives to car use.[2]

Smaller, sustainable transport projects can be very good value for money. These are examples of benefit-cost ratios of some major LSTF projects.

LSTF project	BCR
South Yorkshire	7.0
Hertfordshire	5.3
Nottingham	4.5
Bristol	6.1
Surrey	3.9
South Hampshire	8.5

Transport measures tend to be overlooked as ways of tackling unemployment, but the LSTF has enabled the development of targeted measures designed to help specific communities or groups access jobs and training. The emerging evidence is that these projects are effective at addressing various problems:

- A lack of awareness among unemployed people (and employers) of transport options
- Poor access to travel information
- Limited travel horizons and a reluctance to travel longer distances
- The cost of transport to an interview or employment particularly before payment is received
- The absence of public transport services to an area or at the times required for some employment, particularly shift work
- Poor conditions for walking and cycling

Behind these lie wider issues – there is sometimes a mismatch between unemployment, often concentrated in urban areas or isolated communities, and current job opportunities often located in business parks and out-of-town locations poorly served by public transport. LSTF projects have been able to address these issues and problems.

The rest of this briefing sets out the kinds of measures introduced, with case studies drawn mainly from the 12 major LSTF programmes which have budgets of more than £5 million.[3]

> ***"Evidence from the TravelWise programme of workplace travel plans showed how encouraging sustainable travel also helped to increase the pool of labour for companies by increasing access to non-car users."***
> *LSTF Initial Proposal for Merseyside*



1 Helping employers

Employers and businesses often face transport problems including congestion and parking issues and a lack of choices for staff travel. Some employment sites are poorly served by public transport. Some shift times are badly matched by public transport services. These problems can restrict jobs to those with cars thus reducing the size of the labour pool and creating labour shortages while potentially adding to congestion and other costs.

Many authorities have worked with employers in their areas to help them address these problems, through "travel plans", which encompass a range of measures that give employees real choice in their commuting and business travel.[3] There are long standing business engagement programmes and local travel planning networks in many areas, and these have been further developed with the Local Sustainable Transport Fund. Merseytravel, for example, runs "employers networks" with local Chambers of Commerce and so far has engaged 200 businesses with 110,000 employees across the conurbation. http://www.letstravelwise.org/content99_Employers--Network.html

The West of England partnership has a "business engagement" programme with area travel plans bringing together clusters of employers in the strategic employment sites across the city-region for example at the Port, the Airport, along the M4 and in the Local Enterprise Areas http://www.bristol.gov.uk/page/transport-and-streets/travel-plans

South Yorkshire is running the Inmotion! programme which includes "Busboost", "Cycleboost" and "Walkboost" schemes, advice and help for employers, with free travel tickets for employees who agree to switch to public transport for getting to work.

Local employers like Capita have welcomed this scheme and five percent of employees trying alternatives stay with buses afterwards. http://www.inmotion.co.uk/

Case study:
Greater Manchester – unlocking benefits through business engagement

This project works directly with employers and their staff to increase the use of sustainable and active modes for commuting journeys and in the course of work. Businesses are offered advice and practical support from a team of expert business travel advisors as well as access to "sustainable travel grants" of up to £10,000, Personal Travel Planning for employees, a web-based travel survey and travel plan management tool, and a free car share matching tool. For businesses interested in promoting commuter cycling there are free bikes for business, on-site cycle training and maintenance courses and help with setting up Bike User Groups and organising led rides. http://www.tfgm.com/travelchoices/Pages/business-home.html



As well as working with individual businesses, TfGM's Travel Choices team is also delivering area-wide measures suitable for groups of organisations and businesses with shared transport issues. One example is MediaCityUK, the large, mixed use development of creative industries located on the Manchester Ship Canal. By working in partnership with Peel Media (the site owners) and Salford City Council, and organisations such as the BBC, ITV and Salford University, it has been possible to ensure that over 50% of trips being made to the site are by non-car modes.



As of May 2013, over 300 businesses, covering 250,000 employees have signed up to TfGM's Travel Choices business network, with over £100,000 of grants having been awarded. TfGM's business offer has also been endorsed by business intermediaries, including the Chamber of Commerce and MIDAS, as well as business leaders such as the BBC, IKEA and Kelloggs.



Case study:
Maylands Business Park, Hertfordshire

Maylands is a large business park near Hemel Hempstead in Hertfordshire; it is close to the M1 and was originally planned in the 1960s with car access in mind. The area now suffers from road congestion and car dependence. A travel plan has been produced with businesses in the Park. Using the LSTF, a range of travel options are being put into the park in order to give those working there alternatives in how they get to work. A bus and rail interchange enhancement, and pedestrian and cycle improvements are being provided as part of wider "urban realm" improvements; a new bus service has been set up linking the park to Hemel Hempstead town centre and rail station; a car club is being established and charging points for electric vehicles installed.
http://www.maylandsonthemove.co.uk/index.html

All of this is being overseen by a Travel Planner, who is engaging with businesses through networking events and online to provide better travel information and incentives for their staff. As a result of the travel planning and other changes, single occupancy car use has already gone down by 5% while walking has gone up from 1% to 3% and bus use from 2% to 6%. This is all linked to the wider Hertfordshire programme of travel planning, "Big Herts, Big Ideas" which is LSTF funded. http://www.hertsdirect.org/services/transtreets/tranpan/ltp/lstfund2011/bhbibus/

Case study: Bournemouth Cycle Challenge

As part of its LSTF programme Bournemouth Borough Council organised a Momentum Cycle Challenge with local organisations in 2013 to encourage more people to cycle. The event, based on a proven behaviour change programme, took place over a three week period and consisted of a number of different activities including try-a-bike sessions, group rides and a competition between organisations to see which could encourage the highest percentage of employees to take part. A wide range of promotional materials was used.

1,390 people and 98 organisations participated in the Challenge. The total of over 32,000 people employed by those organisations suggests that many more people could be reached in future. Six months after the Challenge, 50% of those considered occasional cyclists at the outset were now cycling regularly and ten percent of those who previously travelled to work by car had switched to cycling as their main means of transport. The Challenge is to be repeated in future years.
http://www.lovetoride.net/momentum



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2 Helping unemployed people into work

Many areas have put together packages of measures to help unemployed people into work. Typically, these include combinations of travel advice and information, journey planning, free or discounted tickets for public transport, subsidised bikes and scooters with training to ensure safety. Authorities have also provided training to help unemployed people get jobs in the transport industry – Greater Manchester has a "train, learn, drive, earn" programme to train people to become drivers for community transport services, while Surrey has funded a motor mechanics course for young unemployed people through its community funding initiative. http://www.tfgm.com/journey_planning/LTP3/Documents/LSTF-TLDE.pdf

Many authorities have developed partnerships with Job Centre Plus to deliver these programmes – in Greater Manchester the transport authority has helped staff at Job Centre Plus and at Work Programme contractors to become "travel champions". Many areas have also introduced "Wheels to Work" projects, which lend scooters to unemployed people getting into work, to overcome the transport costs many face.

Case study: WorkWise, West Midlands

The West Midlands WorkWise project has been underway for more than ten years. It is now an important component of CENTRO's Smart Network, Smarter Choices LSTF programme in the West Midlands. http://mynetwork.org.uk/MonoX/Pages/NewsDetails.aspx?newsid=3e5f0368-56da-402d-bcec-a1ee01324232

A major element of the WorkWise project is the delivery of tailored travel advice and journey planning to help overcome a lack of awareness of transport options and the limited travel horizons that can prevent people travelling to interviews or jobs outside their immediate area. This advice can be provided to individuals at Job Centre Plus or to employers at specific work sites. WorkWise also provides assistance in meeting the costs of travel to jobs or interviews and support in the shape of training, safety equipment and reconditioned bikes to those who wish to cycle.



Since 2003 WorkWise has helped 12,000 people into work, 1000 in 2012-13. From recent figures, 70% of people supported by WorkWise are still in employment after six months and 90% of those supported continue to use sustainable modes of transport to work after six months. A WorkWise Customer Feedback Survey indicated that 93% of respondents in 2012 had a good opinion of the scheme compared to only 2% who did not. The Centro Transport Planning Team calculated that WorkWise had a benefit-cost ratio of 10.5:1.

Case study:
Merseyside's Travel Solutions programme

Liverpool is a dynamic city with a history of social and economic change. Merseyside has been faced with significant employment/economic changes over the last 25 years, and though much has been done to address these, it is still one of the most disadvantaged areas in England and Wales.

Merseyside's Travel Solutions programme seeks to reduce transport barriers in order to help people access education, training and employment opportunities. It offers:

- *Personal journey planning for all applicants*
- *Free public transport passes for the first month of employment*
- *Bicycles plus cycle training, maintenance instruction and safety equipment when the work place or work times are not served by public transport*
- *Motor scooters for those who meet certain conditions*

http://www.letstravelwise.org/content49_Transport-Solutions.html

The programme has been popular. In 2012-13 Wirral Travel Solutions (one element of the Merseyside Travel Solutions Programme) helped 671 residents to access their new employment or training. Six months later 75% of clients were still in employment, most were still using the recommended travel solution and the overwhelming majority were happy with the service they had received. The programme has also had wider health and congestion benefits and has increased the skill sets, and the confidence, of participants.

An example of the bespoke support that the programme provides was a Job Centre Plus (JCP) Sector Based Work Academy in Autumn 2012. The Academy guaranteed jobseekers interviews for employment in the car manufacturing sector. The Travel Solutions team attended the Academy twice a week for five weeks providing journey plans, travel cards and information from taxi firms, and developed a car sharing scheme. One hundred and ninety individuals were successful and have stayed in employment and carry on using public transport or car sharing. From the first wave of training 48% of individuals supported gained employment within the automotive sector.

The Travel Solutions programme also piloted a free bike scheme to enable 100 NEETs (young people not in education, employment or training) to travel to apprenticeship opportunities. The scheme was developed following feedback from young people and apprenticeship providers identifying the cost of transport as a barrier to accessing employment and training. Bikes and equipment such as high visibility jackets, lights and cycle helmets have been loaned, along with cycle training and maintenance sessions to give apprentices the skills to cycle safely and maintain their bikes to ensure they are roadworthy. One hundred bikes have been given out and some apprenticeship schemes manage the bikes to enable them to be passed from one cohort to another. After 13 weeks of receiving support, 100% of individuals were still in employment or training.

Overall, the solutions programme has worked. 70-80% of those who have received support through the Travel Solutions Package are still in employment or training, while sector-based training with transport operators has enabled over 270 people to gain employment and 400 to gain qualifications in the transport sector.

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Case study:
Nottingham Job Seeker Kangaroo card

Nottingham introduced a Job Seeker Citycard Scheme in April 2013. http://www.citycardnottingham.co.uk/travelproducts/kangaroo.html

People who have been unemployed for more than 13 weeks can apply for a Citycard which entitles them to buy half price 'Kangaroo' multi-operator day tickets, allowing a day's unlimited travel for £2 on all the city's buses, trams and trains. The card remains valid for four weeks after obtaining employment. In addition the card can be used to hire a bicycle for one year for £50 – a discount of £100 on the normal price. The first year of the scheme was funded through Nottingham's City Deal and contributions from local bus operators and is being extended into 2014/15 using LSTF funding. The scheme is promoted through a network of Community Smarter Travel Hubs (see below) which complement the offer with one to one journey planning and travel support for people attending interviews and training and a travel assistance package for new job starters.

By September 2013 sales of the jobseekers' Kangaroo ticket averaged 32,000 per month. Five city wards, including the four most deprived, have the highest number of Job Seekers Citycard holders and it is estimated that 1.134 million public transport trips were made by jobseekers over the year to March 2014.

A review of the scheme shows that 17% of Job Seeker Citycard holders had found employment and that the offer broadened travel horizons and enlarged the areas where people were looking for work.

Quotes from recipients:

"Having the [Jobseekers City] card has allowed me to get a part-time job when travel costs don't take up all my wages."

"It's widened my [job] search area so I have more opportunities… I was looking in 1 or 2 areas but now I'm looking in 3 or 4 areas because it's easier to."

As noted in these case studies, these packages of measures, often very personalised, have a high success rate in getting people into work or training and keeping them there – in another example the West of England team surveyed those given subsidised bus tickets and found that 54% said they would not have been able to make the journey without this support. As a result, where assessed, such projects have high benefit-cost ratios. However, such targeted support can fall between two stools – it doesn't easily fit with traditional transport evaluation methods, while as noted above, transport measures are often overlooked by those involved in tackling unemployment.



3 Improving public transport

Many areas are seeing investment in public transport, but the LSTF is funding a number of specific improvements that are targeted at helping local economies and businesses. We've divided these into links to employment, cheaper fares and service improvements.

Links to employment

Many employment sites don't have good public transport links, and a number of authorities have worked with transport operators to fill these gaps. These new transport services help widen labour markets for employers and also give unemployed people and areas with high unemployment access to jobs.

Case study:
Greater Manchester Local Links – demand responsive transport for shift workers

Public transport options are not always available for those on shift work. To overcome this barrier and provide better access to hard to reach employment opportunities TfGM has used LSTF funding to improve Local Link demand responsive transport services to areas such as Manchester Airport and Kingsway Business Park. Journeys can now be booked through the call centre or the Internet with a variety of concessionary and other fares being available. New early morning and late night services have also been introduced to suit shift work patterns. As a result of these improvements all four of the LSTF-funded Local Link services have seen significant increases in patronage. http://www.tfgm.com/buses/local_link/Pages/default.aspx

Local Link Service	Change 2013 to 2014
Hattersley	65% increase
Kingsway	382% increase
Partington	19% increase
Wythenshawe	23% increase

Case study:
S Yorkshire Job Connector buses, X19 and ASOS bus

Job Centre Plus identified transport as a key barrier to local jobseekers being able to accept employment at the ASOS distribution centre in the Dearne Valley area of South Yorkshire. The Job Connector Bus Service - ASOS, provided LSTF funded enhancements to existing bus routes, developed in partnership with operators and local businesses. The enhancements to these services were launched in late July 2011, and by the end of 2012 a total of over 72,000 passenger journeys had been made on the enhanced services. Passenger numbers suggest that the continuation of the services will remain viable after LSTF funding has ended showing that a small amount of pump-priming can lead to lasting benefits.
http://www.inmotion.co.uk/schemes/busboost/

Another strand of LSTF funding allowed the frequency of the X19 bus service, also in the Dearne Valley, to be doubled creating an attractive commuting option along the Barnsley to Doncaster growth axis. The service now runs half-hourly Monday to Saturday, instead of once an hour as before, and its timetable has been tailored to the needs of commuters and shift workers along the corridor. Since the improvements total patronage has grown by 30%, representing an average of 1,766 additional passenger journeys per week.

Follow up studies of both job connector services will establish how many of the additional passengers are using the buses for work or training purposes.

Case study:
Bristol - new coach services to employment sites in North Bristol

Direct public transport services were available to Bristol City Centre but large employment sites in North Bristol were difficult to reach to without a car. Over 3,500 residents were commuting by car every day from North Somerset to North Bristol creating congestion on the M5 and A38 and adding to parking pressures in North Bristol.

Following a tendering process, a new coach service was established in 2013 to remove transport barriers and improve access to employment. Between the launch of the service at the beginning of November 2013 and the end of January 2014 a total of nearly 6,500 passenger journeys were made. 83% of those using the service had previously travelled by car. Job centres report that the new service reduces transport barriers to employment in North Bristol.
http://www.thekingsferry.co.uk/north-bristol/home



Cheaper fares and smarter ticketing

As we've seen, the cost of public transport can be a barrier for people getting to work, but can also put public transport out of reach of poorer communities. This has been addressed through targeted fares cuts which are becoming increasingly straightforward to implement as a result of the wider move towards smart cards and smart ticketing, in some cases partly funded through the LSTF.

Case study:
Fare reductions in Reading

Between September 2012 and October 2013 Reading Borough Council used part of its LSTF grant to support a reduction of bus fares on several routes in a key bus corridor. Both bus operators on the routes reduced the main fare from £1.80 to £1.40 while maintaining the short hop fare at £1 which elsewhere was being increased to £1.20.

The number of passengers increased during the trial. For one operator, Reading Buses, the increase was 13.2% (while passengers on other routes where the fares had not been reduced increased by only 3.5%) and passengers on Fleetbuzz increased by 6.9%.

After the trial, the operators raised the fares but the main fare level remains 21% lower than elsewhere. The conclusion is that the trial added enough additional passengers to justify a long term reduction in fares and further investment in vehicles to increase service frequencies.

Improving services

General improvements to public transport have been introduced by several local authorities as part of their strategies to tackle congestion and give people alternatives to the car, especially for commuting. Increasingly, authorities are working with transport operators to improve whole corridors or networks rather than just individual routes. There have also been local investments in upgrading existing rail lines, adding new stations to serve new developments and increasing services. For example, Wiltshire Council has through LSTF upgraded a local rail service from two trains a day to eight, providing a north-south link across the county from Swindon to Westbury.

Case study:
North Somerset 'Kickstart' project

In addition to those people travelling to North Bristol, mentioned above, many commute by car from North Somerset to central Bristol adding to congestion on key routes including the M5. Congestion at Junction 21 of the M5 has been identified as a deterrent to businesses considering location in Weston Super Mare. Both Weston Super Mare and Portishead are designated growth areas, and transport improvements are required to support new development.

Two 'kickstart' bus improvement projects were undertaken with LSTF support. "Kickstart" projects use public funding to upgrade services and increase use to the point where the upgraded routes are commercial and need no further support. In this case, following a tender process, the operator FirstGroup introduced an upgraded X1 service between Weston and Bristol City Centre which included new livery and interiors with Wi-Fi and leather seats. The service, with frequencies increased to every 20 minutes, was introduced in April 2012. Following this success, similar kickstart improvements were introduced in March 2013 on X2/X3 services on the A369 corridor between Portishead and central Bristol. http://www.travelwest.info/x1 http://www.firstgroup.com/ukbus/bristol_bath/travel_news/news_initiatives/?item=13711

The improved bus services have seen an increase in patronage of 21-24% and passenger surveys have shown a significant increase in satisfaction. Although LSTF support for the X1 service has ceased, FirstGroup has committed to continuing to operate it and indeed has allocated brand new buses to the route. The signs are that the X2/X3 service will be commercially viable in the longer term – evening and weekend services on the route have been enhanced. Having seen the success of these upgrades, FirstGroup is now rebranding and upgrading other bus services in North Somerset.

Case study:
Hertfordshire's Quality Network Partnerships

The urban cluster of Watford, Hemel Hempstead and St Albans is critical to Hertfordshire's economy, containing 40% of Hertfordshire's businesses and employing 200,000 people, with a forecast potential for another 30,000 jobs by 2031. Yet the area, situated around the M25/M1 junction, is the most congested in Hertfordshire and congestion costs businesses and residents over £80m a year which is set to increase to £170m a year by 2021. 72% of journeys are made by car, and only 7.6%, 11.8% and 2%, respectively, are made by public transport, walking and cycling.



To tackle this, Hertfordshire County Council is promoting area-wide transport partnerships in St Albans, Watford and Hemel Hempstead. These bring together local bus and train operators, the City Council and residents and passenger groups. Secretarial support is provided by the University of Hertfordshire's Centre for Sustainable Communities. The partnerships have been instrumental in improving services, getting investment in new buses, tackling some causes of bus delays and promoting better bus and cycle access at stations. Real time bus information and stop-specific timetables at bus stops are being rolled out across the county, and multi-operator "BusNET" tickets are being introduced. Marketing campaigns have promoted bus use and diagrammatic maps of local bus networks have been developed. http://www.networkstalbans.co.uk/ http://www.networkhemelhempstead.co.uk/ http://www.networkwatford.co.uk/

All this has had the effect of growing bus use and making buses easier to use. Bus operators have seen revenue rise by between 3% and 20% in St Albans since the partnership measures were implemented, and further measures to help buses and tackle air quality problems are under discussion there using the partnership as a framework.

Case study:
Surrey park and ride

Guildford town centre suffers from congestion which has been identified as a barrier to growth. Surrey County Council and Guildford Borough Council have been working on a strategy of surrounding the town centre with a network of park and ride sites. Three are already in place and a fourth was included in the LSTF-funded Travel SMART programme.



The fourth park and ride site at Onslow, just off the A3 west of Guildford and ten minutes from the town centre, was constructed in eight months, delivered on time and to budget and opened in November 2013 with an extensive promotional campaign. It includes 550 parking spaces. Buses from the site stop at the railway station as well as the town centre to reduce traffic to the station. At peak times the four park and ride sites remove up to 2,000 vehicles from the town and boost the economy by making it easier for commuters and shoppers from other towns and villages to reach the town centre. http://new.surreycc.gov.uk/roads-and-transport/buses-and-trains/guildford-park-and-ride

Case study:
New station for the James Cook Hospital in Teesside

Access by public transport to the hospital, one of the largest employment sites in Teesside, had previously been difficult. However, the Middlesbrough-Whitby railway line passes close by and, with LSTF funding, a new station has been built on the line to serve the hospital. This will particularly help staff, patients and visitors at the hospital and make travel easier for those without cars but will also help the community generally. http://southtees.nhs.uk/hospitals/james-cook/directions/new-rail-halt/

It is now expected that over 800 people a day will use the station to access the hospital which will also serve the surrounding areas of Park End, Berwick Hills and the new Prissick sports village. The new station has a fully-lit waiting shelter and seating, full CCTV coverage and passenger information including an electronic screen and public address announcements. Train services on the line have increased from the previous 11 or 12 a day to 16 or 17.

4 Promoting Active Travel

Two out of three of all journeys – and 14% of car journeys - are less than five miles, so promoting walking and cycling helps to reduce congestion, improve people's health and can be very cost-effective. Measures to promote walking and cycling are being widely implemented in LSTF projects, but also through separate "cycling city ambition grants", and in other Government programmes, for example via the Highways Agency. There are also tax breaks for cycle commuting http://www.cycletoworkguarantee.org.uk/[5]. As a result of all this many employers are now encouraging cycling to work, and local authorities are helping them. Community-based initiatives such as "cycle challenges" can also engage people who currently don't cycle. The Bournemouth cycle challenge attracted nearly 600 non-cyclists, and others who rarely use bikes; as a result of the challenge a majority became regular cyclists. All of this has produced results, especially in cities which have invested heavily in cycling.

Case study:
Greater Manchester's Commuter Cycle Project

Greater Manchester's LSTF funded cycle project, an important component of Manchester's LSTF programme, aims to encourage cycling to work by overcoming three key barriers including: a shortage of secure cycle parking; the absence of traffic free routes and a lack of confidence when cycling.
http://cycling.tfgm.com/Pages/default.aspx

TfGM has developed a toolkit of measures to overcome these barriers which include

- *cycle hubs providing secure cycle parking at key destinations such as town centres, railway stations and tram stops*
- *cycle training, including learn to ride and on the road sessions, to address the confidence barrier*
- *practical support for businesses wishing to encourage commuter cycling*



The cycle hubs are already proving to be a real success with over 300 members having joined, as of May 2013; 60% of those have cycled more since joining a hub and 33% have made the switch from travelling by car.

TfGM's training programme has also been very successful, with over 3,000 people having attended a session. Of those that have attended, 93% say that they are now confident when cycling on roads and 41% saying they are cycling more than they did in the previous six months. Maintenance courses are also removing barriers to commuter cycling with 56% of people who attended a course saying they would now be more likely to cycle to work.

Greater Manchester's Cycle City Ambition Grant and LSTF programme is also delivering over 100km of high-quality, newly-built or enhanced cycling routes that will be largely segregated from other traffic.

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Case study:
Nottingham's Ucycle

Nottingham's Ucycle project aims to promote the benefits of cycling and increase levels of cycling amongst students, staff and visitors at the city's universities, hospitals trust and three participating FE colleges sites and campuses . The project promotes active travel to young adults at a time when many of them are away from home and become responsible for their own travel behaviour for the first time. Measures include infrastructure improvements, a cycle hire scheme, social media and marketing activities and direct engagement activities such as cycle training and maintenance. These were accompanied in some institutions by efforts to reduce reliance on the car, for instance by limiting parking, increasing parking charges and providing incentives to cycle or walk.
http://www.nottingham.ac.uk/sustainability/transport/cyclingandwalking/ucycle.aspx

The Ucycle results have been impressive: University of Nottingham's 2013 travel survey showed that overall 44% of staff and students now travel by non-motorised transport, 14% of staff and students cycle and travel by car to and from the campus has fallen by 10%. More widely, Ucycle and other interventions aimed at promoting cycling have contributed to a 15% increase in cycling across Nottingham in 2012/13 from 2010 base level data, while congestion has been contained at 2010 levels for journey times per mile.



"Thanks to the Sustrans Ucycle project I've been inspired to cycle to work at the University every day. I've found a great off road route from the free map they gave me which beats being stuck in traffic in my car. I'm saving about £100 a month in petrol and even getting my bike serviced for free by Dr Bike. Thank you Sustrans – keep up the great work!"
University of Nottingham employee

"I am very happy about the services and freebies which I have received and thoroughly believe that you are promoting cycling successfully as many other students in the college consider cycling more than they did in the beginning of the year."
Student at Bilborough College

5 Promoting community involvement

Many authorities have involved local communities in changing local transport. There is good evidence that household-based marketing can reduce car use and get more people cycling, car sharing and using public transport. This "personalised travel planning" works by giving people information about local transport options and thereby encouraging more efficient behaviour. The charity Sustrans has engaged 280,000 households in this, and reports reductions in car use of around 11% and increases in walking, cycling and public transport use of 15 to 33%.

Some local authorities have developed this further through community hubs (see box) and through other community involvement initiatives. Surrey has for example set up a "community travel fund" under which local charities and community groups can access up to £15,000 of funding to fund projects that promote sustainable travel and/or improve access to jobs and skills. Over 60 different groups have received funding so far.

Case study:
Nottingham Community Smarter Travel Hubs

Nottingham has established a network of five Community Smarter Travel Hubs, across the urban area. Each Hub has a dedicated Neighbourhood Smarter Travel Co-ordinator who works with local employment agencies and job clubs to extend travel horizons by providing travel information, personalised journey planning for job seekers, access to cycle training and hire and other services.
http://www.nottinghamcity.gov.uk/26210/

Since July 2012 the longest established Hub, TravelRight North, has directly engaged with over 7,700 residents, providing 768 jobseekers with travel advice and active travel services and assisting 94 new job starters with a month's free travel or a free bike and accessories.

One of the job starters, Rebecca Hart from Leen Valley in Nottingham, said that: "Getting a month of free travel to my new job really helped me out whilst I was waiting for my first pay cheque. I'd definitely recommend it to other new starters."

The Smarter Travel Hubs have generated over 30 local jobs and provide opportunities for local people to enhance their employment skills with 110 residents gaining skills linked to cycling (such as cycle instructors, ride leaders and bike maintenance), and 18 volunteers supporting a range of active travel initiatives, events and marketing, three of whom have gone on to gain full time employment.

Emma Harness from Snapewood told us "I'd really recommend volunteering with TravelRight! You feel good about helping people, offering your time up and just getting involved. Plus it gives you something to add to your CV."

Case study:
Nottingham's Mobile Travel Centre

The Mobile Travel Centre, another Nottingham LSTF project, uses a refurbished local bus to travel to the outer estates of Nottingham's most deprived areas providing travel information, travel advice and a range of services including concessionary travel passes and discounts on cycle hire and shopmobility.
http://www.citycardnottingham.co.uk/broadmarshtravelcentre.html

From the launch date of the project in July 2013 to March 2014, the MTC has supported over 4,400 enquiries from the public:
- *1,035 people received journey planning advice*
- *1,711 people received general travel advice*
- *464 Concessionary Citycards were issued/renewed*
- *944 Kangaroo Citycards were issued/topped up*



6 Improving the public realm

Town centres with a poor environment for pedestrians and dominated by traffic tend to put off retailers, investors and the public. A number of places have addressed this by redeveloping town centres so as to make them much more attractive. An example is Boscombe in Bournemouth, part of SE Dorset's "Three Towns Travel" LSTF project and an area with multiple social needs (see S E Dorset case study). At its heart is the pedestrian precinct, but a "tired" public realm and access problems detract from the area. The Three Towns Travel project is addressing this through a combination of measures which together will make Boscombe a more attractive place to live and do business. As Telford has shown, in some cases such public realm improvements are essential in attracting major private investment.





Case study: Improving the public realm in Telford Town Centre

Despite its importance to the whole local economy, Telford town centre has been stagnating since the 1990s. At present a one-way box road varying from 2 to 3 traffic lanes surrounds the Shopping Centre and acts as a barrier to the expansion of key economic hubs in the town. Congestion is at significant levels in and around the box and pedestrian and cycling access around the Town Centre is poor.

Major redevelopment plans are now being delivered in Telford Town Centre. To allow these to proceed without severe congestion impacts, the box road is to be changed to two-way and one side is to be made an 'urban street' with traffic control measures, a 20mph speed limit and design based on shared space principles to provide better conditions for pedestrians and cyclists. All of this is about creating a sense of place with high quality design and much improved public realm.
http://www.telfordshopping.co.uk/future/green-light-200m-telford-town-centre-masterplan

These changes will improve movement across the Town Centre by pedestrians and cyclists and enhance non-car access while also reducing journey times for businesses in Telford. But one of the key aims of the project is to support the regeneration of the Town Centre and the £250m Southwater scheme which will include a new IMAX cinema, restaurants, hotels, office space, a new public library, energy centre, multi storey car park and an extension to the Telford International Conference Centre. On top of this, the owners of Telford's shopping centre have a master plan for the Centre which will support and link in with the Telford Town Centre Transport Improvements to facilitate an additional £200m of development by 2019. Without the Box Road scheme it is unlikely that this master plan would have come forward.

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Bringing it all together

As already noted, a number of authorities have brought together these measures into packages that will together improve transport and the environment across a whole area or along a corridor linking key places. The South Hampshire programme involves measures on 9 corridors in Southampton and Portsmouth, while the West Midlands "Smart Network, Smarter Choices" programme is focused on relieving congestion in ten transport corridors across the conurbations, through a wide range of measures.

Case study: A package of measures for a critical transport corridor in S E Dorset

The South East Dorset Transport Study concluded that, if nothing were done, traffic in the key 'three towns corridor' connecting Poole, Bournemouth and Christchurch would grow nearly 25% by 2026 resulting in an 80% increase in delays on an already congested route. Interventions to support planned growth in the area of more than 33,000 homes and 30,000 jobs were essential for the economy.

> ***"Reducing the severe congestion that occurs on key corridors and improving wider connectivity are vital to retaining and attracting higher value, higher wage business to improve productivity and create new jobs..."***
> ***S E Dorset Sustainable Travel Package, LSTF application***

South East Dorset's "Three Towns Travel" project includes a broad range of relatively inexpensive measures aimed at achieving a long lasting shift to low carbon alternatives to car use and at tackling congestion on the Three Towns corridor.
http://www.bournemouth.gov.uk/Microsites/ThreeTownsTravel/Three-Towns-Travel.aspx

A very wide range of measures are being implemented, including improvements to buses, better access to railway stations, better facilities for walking and cycling, cycle hire and parking, public realm improvements, improved traffic management, a review of waiting and parking regulations, real time information on bus services and traffic, better bus shelters and stops and travel planning in schools, communities and businesses.



Case study:
South Hampshire's My Journey programme

South Hampshire was awarded £17.3m by the DfT in June 2012 for an LSTF programme covering Portsmouth, Southampton and south Hampshire. A further £13m is being contributed locally. South Hampshire's is a good example of a comprehensive LSTF programme pursuing transport objectives in order to address economic aims, such as boosting growth, helping business performance, improving access to work, school, shops and amenities and reducing unemployment.
http://www.myjourneyhampshire.com/

The programme has three main elements:
- *The introduction of a new public transport smart card valid on all bus and ferry services*
- *Physical improvements including: enhanced public transport interchanges and bus priority to increase journey time reliability and help traffic flow, new and improved cycle routes and parking, and the provision of real time information on public transport services*
- *Changing transport behaviour through such means as: business, school and station travel planning, personal travel advice, cycle training and loans, freight efficiency and consolidation measures, and promotional activities and events to encourage travel by sustainable modes*

The positive promotion of transport change has involved the use of a strong, colourful 'My Journey' logo for the programme, used across the whole south Hampshire area and on the My Journey website which provides a one-stop destination for all travel information. My Journey marketing is designed to raise awareness and to target those most likely to change their travel behaviour.

Only incomplete figures are available from 2012/13, the first year of the South Hampshire programme. Over 16,000 personalised travel plans were delivered. During a three month pilot scheme over 700 travel cards were given to more than 500 young people to help them access work and services. 43% of participants found work (compared with only 5% of non-participants). Over 85 businesses took part in a month long My Journey commuter challenge. A total of 1,629 commuters were challenged to leave the car at home and more than 8,150 car journeys were replaced.

Targets to be achieved by the end of the three year programme in 2015 include:
- *A 12% shift away from car use*
- *A cut in carbon emissions of between 10% and 20%*
- *Facilitating development that will create 30,000 jobs by 2026*



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Conclusion

In seeking to help the economy, big transport projects are the focus of attention from the public, media and decision-makers. However, these can be expensive and take a long time to deliver – they can also be controversial. This briefing, drawing on projects already happening, has shown that packages of small and relatively cheap measures, which can be implemented reasonably quickly, can help local economies. They can help tackle traffic congestion and improve choices for transport users, but they have wider economic benefits too, notably in helping people into work and in contributing to regeneration and local economic development.

These projects have other benefits. They can attract funding from other sources, including the private sector. For example, the Hertfordshire Quality Network Partnerships have seen significant extra investment by local bus operators (Arriva invested £1m in Watford's "route 10" alone) while the Ucycle project in Nottingham has attracted funding from partners of £350,000. The investments made can lead to self-sustaining commercial projects, as with bus services in the Bristol area. South Hampshire reckons that 10 of its 19 projects will be viable beyond 2016, even with no further LSTF funding.

These wider benefits are not always considered or recognised by decision-makers. It is hoped that this briefing has shown that in local economic and transport strategies, small can be beautiful, good value and effective.



References

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   Smarter Choices – Changing the way we travel, S.Cairns et al for the Department of Transport, 2004
   Buses and Economic Growth, University of Leeds, 2012, highlights the importance of public transport for those in deprived areas and at the edge of the labour market
3. The twelve major LSTF programmes are Centro (W Midlands), Hertfordshire, Manchester, Merseyside, Nottingham, Reading, S E Dorset, S Hampshire, S Yorkshire, Surrey, Telford and Wrekin, West of England (Bristol and N Somerset)
4. Both http://ways2work.net/ and www.acttravelwise.org assist organisations with travel plans and making sustainable transport choices
5. A recent appraisal of the cycle to work scheme concludes that it has a benefit-cost ratio of 3.5:1 and represents 'high value for money for government'
   Cycle to work scheme – weekend warriors or daily commuters?, Institute for Transport, 2014 http://www.slideshare.net/ITSLeeds/cycle-to-work-scheme-weekend-warriors-or-daily-commuters

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Campaign for Better Transport's vision is a country where communities have affordable transport that improves quality of life and protects the environment. Achieving our vision requires substantial changes to UK transport policy which we aim to achieve by providing well-researched, practical solutions that gain support from both decision-makers and the public.

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