

**Local Sustainable Transport Fund 15/16 Revenue  
Application Form**



**Department  
for Transport**

Guidance on the Application Process is available [here](#).

Bids should be no more than 20 pages long (excluding supporting letters).

**Applicant Information**

**Local transport authority name(s):**

Lancashire County Council and Blackburn with Darwen Borough Council

*If the bid is a joint proposal, please enter the names of all participating local transport authorities and specify the lead authority*

**Bid Manager Name and position:**

Christopher Hadfield, Sustainable Travel Manager, LCC

*Name and position of the official with day to day responsibility for delivering the proposed package of measures*

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## **SECTION A - Project description and funding profile**

### **A1. Project name:** Connecting East Lancashire

#### **A2. Headline description:**

Connecting East Lancashire will build on the experiences and strengths of previous LSTF investment in Blackburn with Darwen and Lancashire. A package of sustainable travel measures will support the development of the strategic cycle network and its interaction with other forms of sustainable transport contributing to economic growth, reduced carbon emissions, health improvements and other wider social and environmental benefits.

Connecting East Lancashire is intrinsically linked with Lancashire's Strategic Economic Plan to maximise benefits through the Local Growth Fund. The SEP is underpinned by Highways and Transport Masterplans covering all 12 districts of Lancashire and the two unitary authorities of Blackburn with Darwen and Blackpool. Masterplan implementation will unlock housing developments, create jobs and provide the network required to ensure that more journeys don't mean more congestion.

The development of a package of sustainable transport measures, complementing the East Lancashire Strategic Cycle Network, identified in the jointly adopted East Lancashire H&T Masterplan, is the focal point for Connecting East Lancashire. This network will provide links between employment, housing, towns, and public transport along with the potential for recreation and tourism.

#### **A3. Geographical area:**

Lancashire is located in the North West of England with a total population of 1.5 million (Census 2011) including two neighbouring Unitary Authorities. See Appendix A3.1 for location of East Lancashire.

Lancashire's economy is diverse and varied in size and scale, with a number of key sectors that are important for the future development of the County such as advanced manufacturing, engineering and environmental technologies.

Although there are aspirations for economic growth county-wide, there is particular focus on certain areas where further development and investment will be targeted, such as East Lancashire.

East Lancashire itself has a population of 530,500 (2012), covering six borough councils: Ribble Valley, Pendle, Burnley, Rossendale, Hyndburn and the Unitary Authority of Blackburn with Darwen.

It is an area of dramatic contrasts, with spectacular moors and farmland surrounding historic towns that were once at the forefront of the Industrial Revolution. However, since its industrial successes of the 19th and 20th centuries, the area has seen significant economic decline which has left a legacy of social and economic challenges, including deprivation, poor health, unemployment and a relatively poor skills base in some urban parts of the area.

However, manufacturing still remains a key driver for the economy, with employment in this sector more than double the national average. East Lancashire has a growing portfolio of higher value industries with aerospace, advanced manufacturing, advanced flexible materials, digital and creative industries all featuring strongly in the area's economy. These high value industries mean that East Lancashire will play a key role in the success of the Lancashire Advanced Engineering and Manufacturing Enterprise Zone, launched in April 2012, and in the Arc of Prosperity established by the Lancashire Enterprise Partnership, which will link world class clusters of industry, technology development and research excellence.

The M65 and M66 are the Gateway routes of East Lancashire. The M65 provides the principle east-west connection. It is along this spine that most of the current and future development lies. However, the M66 providing equally important links to Manchester- the A56 runs from the M65 to connect to the M66 at Edenfield.

Whilst some districts have adequate road, rail and bus access, this cannot be said for all, leaving many deprived and isolated. The East Lancashire Strategic Cycle Network is one of the infrastructure improvements which will provide links between employment, housing, towns, and public transport as well as offering the potential for recreation and tourism. It is this cycle network and its interaction that will be the focal point for the LSTF Connecting East Lancashire revenue bid.

The construction of East Lancashire Strategic Cycle Network will take place in phases. Some works are taking place in 14/15 with further works designed for delivery up to 17/18. In 15/16 the focus of the LSTF revenue will correspond with Zones 1 and 2 of delivery- strategic links in Rossendale, Hyndburn and Blackburn with Darwen. See Appendix A3.2 for map of study area.

A package of measures to promote the cycle network will be concentrated around Zones 1 and 2, where they will make the greatest impact. However, upon completion of the entire Strategic Cycle Network, all of East Lancashire will benefit. Therefore we feel it would be prudent to acknowledge investment in areas beyond the immediate vicinity of the 15/16 construction. The revenue package of measures will be spread throughout East Lancashire but will be more diluted with distance from the network. Previous experience has taught us that being too restrictive with buffer areas can often mean that opportunities are missed that could have been of great benefit and contribute to LSTF objectives.

The Connecting East Lancashire revenue package will also complement the major transport scheme projects of Pennine Reach and Blackburn-Bolton Rail Improvement. In addition to this it will also support both the Burnley/Pendle Growth Corridor Study and the Ribble Valley Growth Corridor Study, as well as the revised Blackburn Town Centre Movement Strategy which are being progressed to see how these vital routes can operate more efficiently so that they do not hinder economic growth. The studies will



issues need to be dealt with. Cycling and modal shift will be a key consideration here; therefore these areas are also recognised as focal areas to apply the revenue package.

Other activities include the expansion of the CONNECT website across East Lancashire. As a result of LSTF funding, travel information for the Blackburn with Darwen area has been successfully consolidated into a single site- the intention is to further develop this website to encompass the five district areas which make up the rest of East Lancashire. Once piloted across East Lancashire, if successful, the Connect web presence could be extended in the future to cover all of Lancashire, complementing existing local authority websites and the proposed cycling website for Lancashire being developed between Lancashire LTAs and Marketing Lancashire.

**A4. Total package cost (£m):** £5.685m in 15/16

**A5. Total DfT revenue funding contribution sought (£m):** £1.829m

**A6. Local contribution (£m):** Sustainable growth is the first priority in our spend, and we seek to fund it from as many sources as possible. This includes;

Source	Cash	Time	Value of Contribution in 15/16
LGF	✓		£2,565,000
LTP3 budget from both local authorities	✓		£587,000
Revenue contributions from both LCC and BwD (inc Re:fresh)	✓	✓	£42,000
Revenue contributions from five district authorities		✓	£16,000
Public Health contributions from both local authorities		✓	£64,000
Northern Rail		✓	£8,000
Local businesses inc local colleges - 250 <sup>1</sup>	✓	✓	£185,000
Local schools (primary and secondary) - 100 <sup>2</sup>		✓	£64,000
Shout Network		✓	£3,200
Job centres and training orgs (Job C Plus, Bootstraps, Connexions, Training 2000)		✓	£144,000
Community Rail Partnership	✓	✓	£42,000
British Cycling	✓	✓	£45,000
Chamber of Commerce		✓	£3,200
Highways Agency		✓	£3,200
East Lancashire NHS (inc Barbara Castle Way Health Centre)		✓	£32,000
S106 contribution to residential travel planning (No letter at this stage)	✓		£20,000 (Estimate)
Bus Operators	✓	✓	£32,000
		<b>Total</b>	<b>£3,855,600</b>

One full time member of staff is counted as a contribution in kind the equivalent of £32,000 p.a

According to Volunteering England, the gross average hourly wage for full-time employees in England in 2011 was £14.80 (ASHE, ONS)

Other capital schemes which will provide sustainable transport improvements in East Lancashire in 15/16 are:

- Burnley-Pendle Growth Corridor Study - £4,750,000
- Ribble Valley Growth Corridor Study - £1,500,000
- Pennine Reach (major scheme) - £8,350,000
- Blackburn-Bolton Rail Improvement - £13,800,000
- Blackburn Town Centre Improvements- £200,000

*Please refer to Appendix A6.1 for letters confirming commitments to contribute to the cost of the LSTF package*

#### A7. Equality Analysis

Has any Equality Analysis been undertaken in line with the Equality Duty?

☒ Yes ☐ No

#### A8. Partnership bodies:

##### Lancashire Enterprise Partnership

Established in April 2011, the Lancashire Enterprise Partnership covers 12 districts as well as the two unitary authorities of Blackburn with Darwen and Blackpool. The primary purpose of the LEP is to provide leadership for the county's economy and be a catalyst for job creation and economic growth. With its pro-growth, commercial and forward-looking approach, the LEP focuses on supporting those parts of the economy where the GVA/jobs growth has potential and can improve Lancashire's attractiveness as a place to invest, work, study and live. With this in mind, the LEP will continue to be engaged in the LSTF delivery.

<sup>1</sup> Businesses to be engaged with: Based on current lsf experience 250 businesses across East Lancashire

<sup>2</sup> Schools to be engaged with: Rossendale, Hyndburn and BwD= (3x36= 108) + (3x7= 21)= 129 schools. Based on current lsf experience, not all schools have the capacity to engage. Engagement with 100 at varying levels.

### **Borough Councils**

East Lancashire comprises of six authorities- Burnley BC, Pendle BC, Hyndburn BC, Rossendale BC, Ribble Valley BC and the unitary authority of Blackburn with Darwen BC. All six authorities have been involved in the development of the East Lancashire Highways and Transport Masterplan- one of the five Masterplans that underpins the Strategic Economic Plan (SEP). Working in partnership with these authorities is essential for the prosperity of East Lancashire and we will continue to work closely during LSTF delivery and development.

### **East Lancashire Chamber of Commerce**

East Lancashire Chamber of Commerce is a business membership organisation with over 1000 members across East Lancashire. The Chamber's principle aim is to make businesses with the area more profitable and through partnership working create an environment where they can grow and prosper. The Chamber wants members to benefit from the sustainable travel initiatives provided through the LSTF, with particular interest in the business engagement element. The Chamber will be instrumental at distributing LSTF related information to a wide business audience.

### **Shout Network**

SHOUT Network is a business networking organisation based in Preston, Lancashire. SHOUT operate 15 regular networking meetings at various venues across Lancashire. Groups currently take place in Preston, Blackpool, Lytham, Leyland, Chorley, Lancaster, Southport, Wigan, Burnley and Blackburn. SHOUT Network is all about encouraging prosperity and boosting the economy in a sustainable way. SHOUT already works with the Lancashire Enterprise Partnership to do this and further funding from the Local Sustainable Transport Fund will help deliver more good work.

### **Clitheroe and East Lancashire Community Rail Partnership**

The local community rail development officers who support the work of the Clitheroe line & East Lancashire Line Community Rail Partnerships will help facilitate and participate in events that are taking place in the borough to promote rail usage and encourage volunteer contributions to assisting the development of local rail stations.

### **Northern Rail**

As the only train operating company providing regular passenger services into and out of the borough a strong working relationship has been developed with the local Client & Stakeholder Manager, Area Station Managers and local guards. Northern will continue to help provide information and advice vital to developing the communication with the public over local and regional rail service issues.

### **Lancashire United**

As a subsidiary of Transdev Blazefield, Lancashire United are the largest bus operator in the borough running local services in and around Blackburn, Darwen and Hyndburn as well as further afield across Lancashire. With an Operating Centre in Intack, Blackburn and a temporary customer service office on the temporary town centre bus facility, they remain firmly committed and well positioned to continue their support for local projects in Blackburn and across East Lancashire.

### **Public Health**

In April 2013, LCC and BwD took responsibility of Public Health. This was previously the responsibility of the NHS. The two authorities now work closely with Public Health to tackle some of the key issues that affect people's health and wellbeing, helping people to stay healthy and prevent illness.

### **East Lancashire NHS Trust**

Royal Blackburn Hospital is located on the Haslingden Road corridor just off M65 junction 5 and provides the main A&E facility for East Lancashire. The hospital is a major trip generator adding to pressure on the local and strategic road network in the morning and evening peak. As an existing partner, the local NHS Trust are keen to continue their engagement to develop and deliver further initiatives and incentives to help improve accessibility, remove car trips and develop more sustainable travel patterns across other East Lancashire sites (Burnley, Accrington, Rossendale). Barbara Castle Way is a good example of a Health Centre within the East Lancashire NHS that has been engaged using LSTF funding. Staff have been made aware of their sustainable travel options and are fully supportive of the proposed bid for 15/16.

### **Re Fresh**

Re:refresh is a unique partnership between Blackburn with Darwen Care Trust Plus and the Borough Council who have invested money into helping to increase levels of physical activity to improve health and wellbeing. Targeted at everyone over the age of 16 who either lives, works, studies full time or is registered with a GP in the Borough the re:refresh model has four core components that mirror those of the CONNECT programme: marketing & promotion, community engagement, enabling resources and free leisure. Prior to the introduction of re:refresh in 2008, Blackburn with Darwen had some of the worst health statistics in the country, many of which were linked to physical inactivity. The initial phase of re:refresh concentrated on raising awareness of this poor health. The next step was to explore what needed to be done to improve health and wellbeing and how agencies and communities could work together to make a difference. It was as a result of these discussions, and in response to the fact that Blackburn with Darwen had the third worst level of physical activity among adults that the re:refresh project was introduced. Having pioneered a successful local behavioural change campaign which has started to have a positive impact on increasing physical activity across the borough the BwD CONNECT project will continue to benefit from this knowledge and expertise to deliver its sustainable travel message across East Lancashire.

### **Further Education**

Across East Lancashire there are five colleges (Blackburn College, Accrington and Rossendale, Burnley College, Nelson and Colne College, UCLan Burnley Campus) with over 25,000 students and 1500 employees giving further education in east Lancashire a prominent role in making the area a vibrant and successful economy, whilst enhancing the skills, aspirations and potential of the local community. As major trip generators, the colleges endeavour to reduce congestion, carbon emissions and pollution associated with car travel through encouraging the use of sustainable travel whenever possible. Through the LSTF, they also want to encourage students and staff to increase their physical activity and build cycling and walking into their daily routines.

### **British Cycling**

Through a partnership agreement with British Cycling, allowing access to a range of web tools, social media, led rides and expertise, a comprehensive high profile marketing campaign for cycling across East Lancashire will be delivered.

### **Bootstrap Enterprises**

As a third sector organisation and a registered charity Bootstrap work in partnership with organisations including national providers, local authorities and local third sector community to offer an extensive range of work experience opportunities across the region with public, private and third sector organisations.

As a key partner with the BwD Connect project the joint working arrangements will be extended throughout East Lancashire offering more people the opportunity to benefit from the Connect experience.

### **Job Centre Plus**

Following the success of working with local job centre plus offices in Blackburn with Darwen the job seeker travel advice surgeries will be rolled out across East Lancashire.

### **Connexions**

Connexions are involved in the CONNECT Mentoring programme (a pre- arranged half day course) aimed at all young people but those on their NEET (not in education, employment or training) cohort are the ones which have been identified to benefit most from this training. Furthermore, a travel plan and potential travel expenses will be provided to all learners when they are job ready. Connexions provide the accommodation for all the training sessions and do all the admin to arrange who attends.

### **Training 2000**

Training 2000 is a charitable trust set up by a consortium of Lancashire businesses which is now one of the largest Group Training Associations in England, with over 40 years' experience of delivering high quality work-based learning and training programmes to industry and individuals. With more than 250 staff and 11 centres across the North West and other areas of the UK, they work with national employers across a wide range of sectors, whilst maintaining local support.

CONNECT works with Training 2000 to offer all work placement learners the CONNECT Mentoring programme, to benefit from a personalised travel plan and also qualify for travel assistance when on work placements.

### **Capita**

Since July 2001, Capita and Blackburn with Darwen Borough Council began a 15-year partnership intended to modernise council services. Capita's ongoing goal is to support the Council's '2020 vision' to transform Blackburn with Darwen into the kind of place that local people and businesses want it to be. All schemes in Blackburn with Darwen will be designed and delivered in Partnership with Capita highways colleagues.

Please refer to Appendix A6.1 for confirmatory evidence of willingness to participate in the delivery of the bid proposal.

## **A9. Local Enterprise Partnership:**

Emphasis in the Strategic Economic Plan in on unlocking economic growth, largely through providing infrastructure which is fit for purpose including road, rail and sustainable transport which will unlock opportunities and local potential. Section 6 in the SEP details the six priorities of the LEP, the fifth focusing on critical infrastructure and sustainable travel need.

See Appendix A9.1 for letter from LEP

## **SECTION B – The Business Case**

### **B1. The Scheme - Summary**

Connecting East Lancashire will build on the strengths of previous LSTF investment in both local authority areas, to;

- Contribute to economic growth – by promoting viable attractive alternatives to the car, improving accessibility, connectivity and interchange and cutting congestion, we can help to link our businesses and markets. Fast, convenient and reliable journeys will support business and reduce economic drag;
- Support society – by providing a well-connected and accessible transport system that is safe and secure, we will increase opportunities, broaden travel horizons, improve public health and quality of life as well as improving the door to door experience and making travel more reliable and affordable ;
- Enhance the environment – by increasing use of sustainable transport, we can help cut carbon emissions and improve air quality, making East Lancashire a better place to live, work and enjoy.

We will achieve this by applying a tried and tested package of sustainable travel initiatives.

The initiatives can be divided into two elements (*Connecting Communities* and *Connecting Businesses and Education*).

#### **(A) Connecting Communities**

- **Improving access to online travel information** across East Lancashire. Currently there are a large and growing number of sources of travel information, but the information they provide is often incomplete and inconsistent. Due to the nature of Lancashire's wider administrative arrangements there is no one place for all travel information i.e. information about local rail and bus stations, bus stops, access for all info, timetables, safe walking and cycling routes, journey planners etc. This is normally accommodated/replicated on individual authority websites. The BwD CONNECT website will be expanded to include

a consolidation of travel information for East Lancashire. LCC and BwD will build on the successes of this website, previously funded by BwD LSTF, to expand accurate, accessible and reliable information so that people across East Lancashire will be able to make informed travel choices. The website will enable people to feel confident and comfortable at every stage of their journey, making interchange between modes (i.e cycle-rail-foot) a more attractive, convenient and straightforward experience that they will enjoy repeating. The website will cover East Lancashire in its entirety- providing a one stop shop for residents, visitors and commuters who are encouraged to find out more about their real travel options. It is anticipated that in the future this website will be expanded to cover the entire county and adapt to more innovative applications. A specific example consolidated multi modal travel information would be the Transport Direct Olympics Spectator Journey Planner. During the Olympics, this site attracted almost 4 million user sessions with almost 2.75 million unique users and enabled record numbers of people to travel on London's public transport but with less crowding and delay than in normal operation. This case study demonstrates how providing more detailed and integrated travel information can encourage and enable people to make smooth, convenient and hassle-free journeys using public transport, cycling and walking (Door to Door Strategy 2013). At a local level, the existing BwD CONNECT website, which was only launched in 2013, currently has over 3000 pages viewed per month with the majority seeking information for the commute to work, over 1500 subscribers to the e-newsletter and over 200 Twitter followers. There are economic, carbon and health benefits that are easily reaped from this initiative. Assuming only 10% of the East Lancashire population used the website and their travel behaviour influenced, 53,550 people could travel more sustainably on a regular basis- removing a large number of unnecessary car journeys, reducing carbon emissions, making people more active and subsequently healthier and happier, improving accessibility, contributing to economic growth and saving time and money for businesses and individuals.

- **Joint working with Public Health** in priority neighbourhoods where health issues are prevalent to encourage cycling and walking as a natural choice in daily routines. In April 2013, LCC and BwD took responsibility of Public Health. This was previously the responsibility of the NHS. The two authorities now work closely with Public Health to tackle some of the key issues that affect people's health and wellbeing, helping people to stay healthy and prevent illness. Public Health Profiles for 2013, produced by Public Health England, show that there is significant work to do in some areas of East Lancashire. Low life expectancy is closely related to deprivation; addressing deprivation requires addressing the social determinants of deprivation and that includes access to employment and to education among other factors. The relatively low life expectancy in East Lancashire in some areas is due to cardio-vascular, cancer and respiratory diseases and also by accidents, chronic liver disease, suicides and infant deaths. Mental health issues are also more common in some areas. The Marmot Review (2010) recognises that the annual cost of health inequalities is between £36 billion to £40 billion through lost taxes, welfare payments and costs to the NHS and that by 'improving active travel and the quality and access to cycling and pedestrian routes, better public transport has been shown to result in significant changes in travel patterns and improving health'. An improved environment in which people are able to safely cycle or walk improves air quality and respiratory problems, increases physical activity and can reduce obesity and other diseases. Exercise and access to green space is proven to improve mental well-being. There is also the benefit of casualty reductions as the environment is made safer for active travel. The Active Communities initiative will involve targeting areas where health inequalities could be reduced by active travel, making cycling and walking a natural choice in daily routines.

*'To increase the levels of cycling to the regional average would make a significant contribution to improving the health of the local population, as well as having wider social, environmental and economic benefits, which are also key local public health goals'.*  
**Dominic Harrison – Blackburn with Darwen Director of Public Health**

- **Developing the Local Cycling Offer** by carrying out a systematic facility audit in identified key areas (i.e town centres, areas of employment, community areas). Lack of or inappropriate cycle facilities can be a barrier to cycling. An LSTF case study from Portsmouth suggests that by improving cycle facilities in these key areas, they could improve the image and quality of place for shopping/working/leisure activities therefore contributing to economic growth, reduce carbon emissions, improve access to employment, increase levels of physical activity and provide health benefits particularly in areas of deprivation. Moreover in partnership with British Cycling and local cycling clubs we will continue to develop opportunities for people to access cycle training, led rides and bike maintenance courses. Evidence collated by British Cycling (British cycling participant survey 2012) suggests that as recreational cycling frequency increases so does propensity to ride a bike to work or college.

*'British Cycling will continue to work alongside the Local Authorities and their partners on strategic planning of cycling in the area and as such we support the development of the East Lancashire Strategic Cycle Network. Therefore, a sustained partnership during 2015/2016 will capitalise on the momentum and inspiration we have already and will continue to create'* **Caroline Gilbert – Recreation Manager (North West), British Cycling**

- **Station travel plans** at specific rail stations (including Blackburn, Rosegrove, Burnley Manchester Road, Nelson and Colne). These plans involve engaging with station users, the Community Rail Partnership, train operating company (currently Northern Rail), Network Rail and community organisations to facilitate improvements that will encourage people to change the way they travel to and from the station. We want to make it easier for people to travel to and from railway stations by sustainable means. Lack of awareness or indeed lack of cycling and walking facilities at a station is often cited as a barrier to using active travel and integrated rail journeys. Often people travel by car to rail stations but demand for car park spaces often exceeds capacity by the end of the morning peak. This makes it difficult to access the rail network. The lack of available parking spaces can therefore suppress demand for rail travel, or at the very least increase the portion of the journey being undertaken by car. By increasing the awareness of other options and enabling people to use those options we can increase the number of sustainably made integrated journeys. These plans also involve wayfinding and sign rationalisation improvements, particularly at interchange points to make navigation by sustainable travel modes easier- similar to station travel plans in Shotton (Door to door Strategy, 2013). Having cycle and pedestrian directional signage removes uncertainty from a journey and can promote interchange by sustainable means. With people feeling confident that they can make the transition from private car in a non complex way, it is more likely that repeat journeys will be made in a sustainable manner. Accrington Station, which lies between Blackburn and Burnley, has recently benefited from a STP of ATOC (Association of Train Operating Companies) standard. It is the intention to replicate this process at other stations to improve the stations in the study area.



- **Residential travel plans.** Large housing sites are areas are major trip generators. Similar to the business engagement element raising awareness of alternatives is key to success. Designed to reduce car use from/to new residential developments, RTPs promote alternative and sustainable forms of transport alongside reducing the need to travel in the first place. This is done through partnership working with the developer and/or local community group. The plan may include; information on the cycle network and walking links, promotion of local share database ([www.sharedwheels.co.uk](http://www.sharedwheels.co.uk)), new car clubs, information about public transport links or other tailor made sustainable travel initiatives. Emerging Local Plans and housing site allocations suggest that there will be over 22,000 new homes built with the highest proportions in Blackburn with Darwen, Pendle, Rossendale and Hyndburn. Residential Travel Plans will help to reduce congestion in area, improve health benefits for residents, increase access to key services, broaden travel choices, contribute to cost savings for residents and generally improve the public realm.
- **Working with Job and Training Providers.** Unemployment is an issue in many areas, particularly parts of Blackburn with Darwen, Burnley and Pendle. Lack of access to job opportunities is often cited as a barrier to employment. Through working with Job Centre Plus and other employment and training providers we can increase awareness of the low cost, healthy connections that can be made and contribute to a reduction in unemployment and deprivation. The successful Connect for Communities in Blackburn with Darwen will be expanded across East Lancashire. Weekly travel surgeries will be held to assist those who are unemployed with journey planning, promotion of all sustainable modes of transport and the continuation of the successful mentoring programme. Links have already been forged with training providers and businesses operating across East Lancashire. Currently in Blackburn with Darwen travel advice and assistance is available to approximately 5,000 job seekers attending local job centre plus offices, 3,500 attending Bootstrap Enterprises and a further 2,000 attending local work clubs. As a result of our work 109 people have been able to access training opportunities which they may not have been able to without travel assistance and 108 people have gained full time or part time employment partly due to enabling the client travel assistance to the interview or training which they may not have otherwise attended. Connecting East Lancashire will further develop partnerships with organisations and agencies that assist job seekers or facilitate community work clubs.

*'We are keen to work with both Blackburn with Darwen Borough Council and Lancashire County Council as a partner to identify and address transport barriers for jobseekers. We welcome the intention to provide training and support to residents to increase awareness and enable take up of sustainable travel options' – Mr Steve Johnson – Cumbria and Lancashire District Manager Job Centre Plus*

## **(B) Connecting Businesses and Education**

- **Engagement with business and organisations.** Employment areas and service providers are major trip generators at peak times. Information will be provided to help improve end to end journey experiences, increase awareness of sustainable travel infrastructure such as the cycle network and public transport services and nudge people towards making more trips by sustainable modes. If we want to increase levels of sustainable travel it is imperative that people are made aware of the options available to them. Engagement will involve analysis of current commuter patterns and business travel followed by the introduction of the sustainable travel plan toolkit. This toolkit contains potential interventions which can be tailored to a specific public/private business/org needs. Interventions include further roll out of successful initiatives i.e. batch journey planning to make employees aware of more sustainable options available to them, support for and marketing of local public transport options, car sharing initiatives for employment areas, provision of cycle training to those who wish to consider cycling to work but are uncomfortable with the cycle journey, eco-driving training to reduce the environmental impact of journeys that are made by car and reduce costs. These tools will be provided with the help of grants to businesses to help them increase the use of sustainable modes. The grant funding can also contribute towards the installation of cycle facilities (storage, showers etc) at employment sites (maintained by employment sites). The grant element will act as a catalyst for change. An annual workplace cycling challenge will be organised across East Lancashire to help motivate businesses and staff, which will provide a legacy of behavioural change. As part of the current Lancashire LSTF bid, Lancashire offers Business Engagement and Business Grant packages. From 12/13 to date, over 200 businesses have been engaged- their employee and business travel needs have been assessed and encouraged to travel by a more sustainable means. Those businesses employ 93,166 people- the travel habits of which have been analysed, recorded and monitored where possible. To support this engagement, from 12/13 to date over 100 grants have been awarded to businesses amounting to £269,500 worth of investment into cycle parking, shower/changing facilities, pool bikes, car share licenses, electrical vehicle charging points, lockers, pumps, fluorescent vests, helmets, publicity and promotion. Through this investment barriers to travelling sustainably have been overcome resulting in modal shift. For example, R Slinger and Son Ltd is an architectural ironmongers in Preston who applied for a grant for cycle parking facilities. Monitoring has shown an 8% in modal shift to cycling from the car since the facilities have been installed. At White Cross Business Park there are 57 businesses that decided to apply for a grant and pool resources to create a large facility for all employees on the site to use. Shower and changing facilities, improved and increased cycle storage and associated promotion will all be in place for end of 13/14. In Blackburn with Darwen as the result of the success of working with targeted public and private sector businesses along key corridors, the CONNECT project has been overwhelmed with requests for support from both SMEs and large organisations to provide advice and guidance on implementing sustainable travel measures. This response covers a workforce of approximately 40,000 employees. Connecting East Lancashire will build on these successful LSTF experiences.

*'I would very much like this partnership working to continue and therefore fully endorse the joint bid with Blackburn with Darwen Council and Lancashire County Council for further LSTF funding for 2015/2016 and beyond' – Martin Morgan Director of Estates and Facilities, Royal Blackburn Hospital.*

- **Engagement with Education.** A significant proportion of journeys to educational establishments in East Lancashire are made by car and are of a distance which could be replaced by more sustainable modes thereby removing unnecessary local car journeys from congested routes. Identified establishments whose travel patterns affect identifiably congested key corridors will be engaged to increase their active travel. The engagement will make teachers, governors, students and parents aware of practical ways to reduce the amount of car trips made to a school or college, to encourage more walking, cycling, public transport and car share, and to improve safety on the journey. The engagement process also aims to raise awareness of the harmful effects of increasing car use on children and young adults' health, safety and independence. It raises awareness of the

implications of travel choice and the benefits of encouraging more sustainable travel. According to the Health and Social Care Information Centre (2013), year 6 pupils in Pendle, Burnley, Hyndburn and Blackburn with Darwen have obesity levels between 19.3-19.6%. The national average is 18.9%. Active travel can contribute to a reduction in childhood obesity and can introduce healthier lifestyles that can be continued into adulthood.

All individual initiatives hold merit but it is as a package that they will make the biggest difference in meeting desired outcomes.

## B2. The Strategic Case

The *Connecting East Lancashire* approach acknowledges that there is no single solution to ensure the desired outcome and a package of measures is needed to tackle the different barriers, both actual and perceived, which currently inhibit behavioural change. The package is intrinsically linked with **Lancashire's Strategic Economic Plan** to maximise the benefits of the **Local Growth Fund** investment.

Both Lancashire County Council and Blackburn with Darwen Council, as highways and transport authorities, have a **Local Transport Plan** (LTP3) that sets out transport priorities until 2021. Both strategies establish a commitment to support Lancashire's economy and to tackle deep-seated inequalities in its people's life chances, revitalising our communities and providing safe, high quality neighbourhoods. Under the plans, both authorities will; Improve access into areas of economic growth and regeneration; Provide better access to education and employment; Improve people's quality of life and wellbeing; Improve the safety of our streets; Provide safe, reliable, convenient and affordable transport alternatives to the car; Maintain our assets and; Reduce carbon emissions and their effects.

However, future funding allocations from central government are being devolved to the Lancashire Enterprise Partnership (LEP), which covers the local authority areas of Lancashire, Blackburn with Darwen and Blackpool. It is therefore vital that there is a coherent highways and transport strategy for the whole county, rooted in approved and adopted strategies and plans.

The County Council is preparing five **Highways and Transport Masterplans** covering all 12 districts of Lancashire, the two unitary authorities of Blackburn with Darwen and Blackpool and, where appropriate, neighbouring areas. The five H&T Masterplans reflect the travel areas identified in the County Council's Local Transport Plan. The plans set out major changes to the highways, public transport, walking and cycling facilities which will bring economic benefits across the county. These changes will unlock planned housing developments, create new jobs and provide the network needed to make sure the predicted increases in traffic don't cause gridlock on our roads. The completed and approved **East Lancashire H&T Masterplan**, produced in partnership with Blackburn with Darwen Council, covers Blackburn with Darwen, Burnley, Hyndburn, Pendle, Rossendale and Ribble Valley. The H&T Masterplans underpin the Strategic Economic Plan and basis for the Local Growth Fund.

### Recognised issues within East Lancashire

As the East Lancashire H&T Masterplans highlights, particular areas in East Lancashire suffer from:

**Congestion on key corridors.** Congestion is a significant factor in constraining the delivery of important developments that are intended to create new jobs. Traffic congestion and delay are characterised by slower speeds, longer trip times, and increased queuing. They are the indicators of traffic demand that is greater than the available capacity of the road network. In urban areas, congestion costs the economy around £11 billion a year (DfT 2011). Strat-e-gis<sup>3</sup> shows that key corridors within East Lancashire suffer from delays with speeds reducing down to 0-5mph during peak hours (using Trafficmaster plc data). See Appendix B2.2 for map showing congestion. Looking at East Lancashire as a whole, car ownership is low by national standards. However, the car is still the dominant mode of transport with a high proportion of people doing short journeys that could easily be made by cycling on the Strategic Cycle Network, walking and/or using public transport. The development of the East Lancashire Strategic Cycle Network and promotion through the Connecting East Lancashire sustainable travel package will allow traffic to keep moving and the economy to grow. The Smarter Choices- changing the way we travel (DfT 2005) report suggested that 'softer measures' including business engagement can produce extremely good results in terms of modal shift with vehicle trip reduction rates around 18% and 'nearly doubl[ing] the proportion of staff commuting by bus, train, cycling and walking. Car sharing had also been successful'.

**Poor connectivity and feelings of isolation.** The quality of our lives is intimately bound up with our ability to take part in, and derive some benefit from, a wide sweep of activities available in society such as health and educational facilities, job opportunities and retail outlets. By reducing barriers to travel which are limiting peoples opportunities to access these activities the Connecting East Lancashire project dovetails neatly with planned regeneration and transport investment to help lay the foundations for more sustainable communities. It is often those in deprived or rural areas which suffer more from poor connectivity or feelings of isolation. The implementation of the East Lancashire Strategic Cycle Network along with the development of the public transport network, promoted through *Connecting East Lancashire* will enable people to 'connect' thereby increasing opportunities, broadening travel horizons, improving public health and quality of life as well as improving the door to door experience and making travel more reliable and affordable. The development of the Connect Website as well as other measures within the package will increase the awareness of more sustainable options available.

**Areas of deprivation,** unemployment and low skills are prevalent within East Lancashire. IMD<sup>4</sup> data (2010) for East Lancashire shows where the most deprived areas are that are priorities for the authorities. Appendix B2.1 includes IMD data highlighting employment and health deprivation as well as geographical barriers to local services in East Lancashire. The most deprived districts in East Lancashire include Burnley, Hyndburn and Blackburn. Connecting East Lancashire will enable people to access

<sup>3</sup> Strat-e-gis allows users to interactively map and analyse journey time data from third party data suppliers appointed by the Department for Transport(DfT)

<sup>4</sup> Indices of Multiple Deprivation (IMD) takes into consideration unemployment, income, health and disability, education, skills and training, barriers to housing and services, crime and the living environment.



employment and training opportunities- connecting them to more suitable jobs for them. Some employment sites aren't currently served by bus as it is not viable, but could be accessed by cycle or cycle/rail, for example National Travel Survey results (2012) indicate that on average across East Lancashire 61% of the economically active local population and local population in receipt of job seekers allowance can access employment centres by bicycle.

**Narrow travel horizons.** Lack of awareness of travel options by sustainable means is often cited as a barrier to access to employment, education and services. Through the *Connecting East Lancashire* package, particularly working with employment and training providers, we can enable people to maximise the opportunities made available to them.

**Poor health.** Over the last 50 years, physical activity levels have declined by 20% in the UK, with projections indicating a further 15% drop by 2030. Experts predict that if trends continue, by 2030 the average British person will use only 25% more energy than they would have done had they just spent the day in bed. Physical and mental health across much of East Lancashire is poor and there are a number of causes for this, but many are linked to deprivation isolation and sedentary lifestyles. The relatively low life expectancy in East Lancashire in some areas is due to cardio-vascular, cancer and respiratory diseases and also by accidents, chronic liver disease, suicides and infant deaths. Nationally, the average life expectancy for a male (at age 65) is 18.6 but for east Lancashire is only 17.6. Similarly, at a national level the average life expectancy for a woman (at age 65) is 21.1 but in east Lancashire is only 20 (ONS 2010-2012).

*"Supporting inactive groups to become more active is where the biggest public health gains can be made and where local authorities should be looking to obtain the maximum financial returns on their investment" (Turning the Tide of Inactivity, UK Active, Jan 2014).*

This report found that reducing physical inactivity by just 1% a year over a five year period would save the UK economy just under £1.2bn. Moreover the report notes that if every local authority was able to reduce inactivity levels by 1% year on year over this period they would not only save local taxpayers £44 per household but would improve the health and wellbeing of their local communities. The UK Active report 2014 was able to rank 150 local authorities in order of inactivity of its resident population (number 1 being the least inactive and 150 the most inactive) and this identified Blackburn with Darwen as being ranked 143 with approximately 37% of the population physically inactive a cost to the area of approximately £22m per annum. Even though half of the borough is made up of green open space the report notes that there is no relationship between volume of green space in an area and its level of physical inactivity. However by maximising access to open space with safe and convenient pedestrian and cycling routes from local communities will no doubt encourage a step change in active travel and healthier lifestyles. The Lancashire County Council area is ranked 103 with 30% of population inactive at a cost of approximately £20m.

The Marmot Review (2010) recognises that the annual cost of health inequalities is between £36 billion to £40 billion through lost taxes, welfare payments and costs to the NHS and that by *'improving active travel and the quality and access to cycling and pedestrian routes, better public transport has been shown to result in significant changes in travel patterns and improving health'*.

Sustainable travel in an improved public realm will not only reduce casualty levels, but will improve the health of the those who choose to cycle and walk, thereby reducing levels of ill health and the costs, both human and financial, associated with such diseases as coronary heart disease and type 2 diabetes. The estimated cost of obesity to the NHS in Lancashire in 2015 is over £350 million. Reducing congestion will also improve air quality and therefore the health of a significant proportion of people in the county who suffer from both chronic and acute lung diseases. Exercise and access to green space is also proven to improve mental well-being. There is also the benefit of casualty reductions as the environment is made safer for active travel. These health issues are most prevalent in our more deprived communities. *Connecting East Lancashire*, including the Active Communities initiative, will involve targeting areas where health inequalities could be reduced by active travel, making cycling and walking a natural choice in daily routines. Where childhood obesity is a significant issue, engagement with education initiatives will aim to tackle childhood obesity where levels are particularly high i.e in Pendle, Burnley, Hyndburn and Blackburn with Darwen. Active travel can contribute to a reduction in childhood obesity and can introduce healthier lifestyles that can be continued into adulthood.

An improved environment in which people are able to safely cycle or walk improves air quality and respiratory problems. Total CO<sub>2</sub> emissions in Lancashire in 2008 were estimated at 9.75 million tonnes. This represented 17% of the North West total of 57.4 million tonnes and almost 2% of the UK total. Overall, 39.7% of Lancashire emissions were attributable to industry and commerce sector sources and 29.6% to the domestic sector and 28.3% to road transport (Defra). Our urban areas and motorways generate the bulk of the transport emissions. Sustainable modes are therefore critical both to reducing the carbon emissions of current travel and to mitigate the increasing demand for travel.

Historically, the main air pollution problem in both developed and rapidly industrialising countries has typically been high levels of smoke and sulphur dioxide emitted following the combustion of sulphur-containing fossil fuels such as coal, used for domestic and industrial purposes. These days, the major threat to clean air is now posed by traffic emissions. Petrol and diesel engine motor vehicles emit a wide variety of pollutants including Nitrogen Dioxide (NO<sub>2</sub>). All of the boroughs with East Lancashire have 1 or more declared AQMAs for NO<sub>2</sub> on key corridors. See map in Appendix B2.2. Photochemical reactions resulting from the action of sunlight on NO<sub>2</sub> lead to the formation of ozone. Aside from effects on the natural environment there are also potential impacts on human health - NO<sub>2</sub> acts as an irritant affecting the mucosa of the eyes, nose, throat, and respiratory tract. The implementation of a sustainable travel package will contribute to the achievement of the Air Quality Action Plans within these areas. The car can have a negative impact on health. Lancashire has some of the highest child accidents rates (a priority for LTP3) in the country due in part to the volume of traffic negotiating densely populated deprived urban areas.

*Connecting East Lancashire* involves applying sustainable transport measures in East Lancashire which will complement/enhance the capital funding from the LGF. The development of a package of sustainable transport measures, complementing the **East Lancashire Strategic Cycle Network**, identified in the jointly adopted East Lancashire H&T Masterplan, is the focal point for Connecting East Lancashire.

The cycle network will provide links between employment, housing, towns, and public transport (detailed in this section) as well as offering the potential for recreation and tourism, further supporting healthy lifestyles. The development of 'Off Road/ Traffic Free' cycle/walking routes as well as 'Strategic Routes' means that it will enable anyone and everyone to naturally jump on a bike to get from A-B.

Through the LSTF package of measures, residents, commuters and visitors will be encouraged to travel by more sustainable means; they will be made aware of the Strategic Cycle Network as an alternative to the car and the opportunities that can be accessed via the means of cycling and walking and connecting with public transport.

Adding to this, the Connecting East Lancashire revenue package will also compliment the major transport scheme projects of **Pennine Reach** and **Blackburn-Bolton Rail Improvement**. In addition, the **Burnley/Pendle Growth Corridor Study**, the **Ribble Valley Growth Corridor Study** and the **Blackburn Town Centre Movement Strategy** will also add benefit (see Appendix A3.2). These are being progressed to see how these vital routes can operate more efficiently so that they do not hinder economic growth. The studies will identify where junctions may need to be improved or where highway works may be needed to ensure capacity, reliability and safety issues need to be dealt with. Cycling and modal shift will be a key consideration here; therefore these areas are also recognised as focal areas to apply the revenue package.

#### Investment in East Lancashire- Current and Future Challenges

There is significant investment going into East Lancashire as well as plans for future years. In addition to this, there are identifiable employment and housing sites that have been developed, are currently being developed or are future aspirations for the area. This means that there will be an increasing demand on an already tired transport network.

A key driver of East Lancashire's economic development is the Lancashire Enterprise Partnership (LEP), of which both Lancashire and Blackburn with Darwen councils are members. Other East Lancashire representation is given by the Chairman of Regenerate Pennine Lancashire and the Leader of Burnley Borough Council.

The Partnership has an approved **Lancashire Growth Plan for 13/14** which sets out how strong and sustainable economic growth can be achieved in the county.

Appendix B2.1 includes a collection of maps which illustrate where housing and development sites are/will be located. The maps also illustrate domain information for employment<sup>5</sup>, health<sup>6</sup> and geographic barrier<sup>7</sup> deprivation.

The partnership is the driving force behind the newly created **Lancashire Advanced Engineering and Manufacturing Enterprise Zone** that covers the two BAE Systems sites at Samlesbury and Warton. The Zone has the potential to create between 4,000 and 6,000 high value jobs in the long term. This will have a significant impact on East Lancashire because of the already strong links to the large aerospace industry supply chain in the area.

The strategic significance of the EZ is pivotal to generating sustainable economic growth and benefits which can be accessed by all across Lancashire. Improving sustainable transport connectivity to the EZ will therefore also help strengthen the links between the Central Lancashire and East Lancashire areas. The East Lancashire Strategic Cycle Network will link to the Preston Guild Wheel to improve east-west connections. The very popular Preston Guild Wheel is a 21 mile route around Preston City Centre which can be walked or cycled. The route is mainly off-road and traffic free, providing a scenic and safe cycling and walking route for everyone to use. We will build on this best practise.

We will also be maximising the major transport scheme investment on East Lancashire's bus network provided through the Pennine Reach project. Pennine Reach is a £40m joint scheme between Lancashire County Council and Blackburn with Darwen Council which highlights our commitment to delivering transformational change in partnership. The scheme focuses on the main bus routes between Accrington and Blackburn, via Clayton-le-Moors, Great Harwood, Rishton and Oswaldtwistle and linking in with the strategic East – West/North South rail lines which have also been prioritised for investment within the Local Strategic Economic Plan. Pennine Reach is designed to improve connectivity within the Hyndburn and Blackburn with Darwen areas assisting with both regeneration and economic growth and is due for completion in 2016, complementing the timescales for this funding application.

Aside from the EZ, the Lancashire Growth Plan also sets out other **key strategic development sites**. The delivery of the Connecting East Lancashire programme will also assist the development of other key strategic sites set out in the Lancashire growth Plan by improving sustainable transport access, creating opportunities for all:

- The **Michelin Site** in Burnley, is next to the Heasandford Industrial Estate, 2 miles from the town centre. The entrance to the site and its northern boundary have already benefited from new developments by Aircelle (part of the French Safran group and Burnley's largest employer) and the Lancashire Digital Technology Centre (LDTc). The remainder of the site is now

<sup>5</sup> **Employment Deprivation Domain:** This domain measures employment deprivation in an area conceptualised as involuntary exclusion of the working age population from the labour market.

<sup>6</sup> **Health Deprivation and Disability Domain:** This domain measures premature death and the impairment of quality of life by poor health.

<sup>7</sup> **Geographical Barriers** relate to the physical proximity of local services such as; Road distance to a GP surgery ; Road distance to a supermarket or convenience store; Road distance to a primary school; Road distance to a Post Office.

undergoing transformation as '**Innovation Drive**', an advanced manufacturing and aerospace supplier park. Development is well underway and a number of companies have already signed up to be tenants of the site.

- **Burnley Bridge Business Park**, next to junction 9 of the M65, is a 70 acre development that is expected to provide 1,400 new and sustainable jobs for the region once full. As well as £3.8 million from the North West European Regional Development Fund (ERDF), the site has also received £2 million of funding from Lancashire's allocation from the Growing Places Fund to help tackle infrastructure and site constraints, including building a new bridge and access road across the Leeds-Liverpool canal to link the business park to the motorway.
- **The Weavers' Triangle**, which straddles the Leeds-Liverpool canal, has the potential to transform Burnley town centre. Offices, leisure activities and education use could create approximately 1,000 private sector jobs. This will be the site of the new University Technical College (UTC) which opened in August 2013. Burnley, Visions Learning Trust UTC specialises in engineering and construction, supporting advanced manufacturing employers within the aerospace supply chain, the nuclear industry and green utilities and technologies.
- The development of **Burnley Knowledge Quarter** will support Burnley's vision to become a centre for advanced manufacturing, digital and creative industries and of educational excellence. The Knowledge Quarter includes Burnley Education Campus – home to the University of Central Lancashire (UCLan) and Burnley College - and will contain the neighbouring Knowledge Park, a prestige business park with direct links to the Education Campus.
- This development is part of the **Arc of Prosperity** which will support the growth plans of Lancaster University, UCLan and Edge Hill University, especially their innovation-focused and industry spin-out/spin-in developments. The initial focus will be on maximising synergies between centres of excellence, linking world class clusters of industry, technology development and research excellence in particular within East Lancashire at Salmsbury, Darwen, Burnley and Barnoldswick as well as the wider county area.
- The **Freckleton Street Employment Area** focuses on a new commercial sector adjoining the remodelled Blackburn College Campus with its new University Centre. Located on the western and south western sides of the town centre, the site is linked to the delivery of the Freckleton St link road and could create upwards of 675 jobs. Allied to the development of the College it introduces high value, knowledge based industries into a town centre that is at the heart of East Lancashire's public transport networks.
- **Whitebirk Sixty Five** in Hyndburn, a strategic employment site next to junction 6 of the M65, is a 36 hectare development capable of significant job creation.

Other priorities for the LEP include the **Local Growth Accelerator Strategy** for East Lancashire. This will be focused on delivering economic change but will also support the delivery of innovative ways of tackling deprivation and economic inactivity, in particular enabling residents from deprived communities to access new jobs or enterprise opportunities, which *Connecting East Lancashire* is aligned to.

Whilst the LEP provides the strategic vision for Lancashire's growth, how land is used is a vital factor in how an area's economy and people develop. Housing and development must support economic growth but must also ensure that public health considerations are taken into account and that future plans are sustainable.

The key document that sets out how land use and development will be managed by a planning authority is the Core Strategy. This is the main component of a **Local Plan** and provides the spatial background to the development of our highways and public transport networks.

- Blackburn with Darwen has a Core Strategy, published detailed site allocations and, as a highways authority, have identified infrastructure required to deliver the planned economic growth. Hyndburn and Rossendale have recently adopted Core Strategies. Burnley and Pendle adopted their Local Plans in 2006 but are now replacing them and have new emerging Local Plans, whilst Ribble Valley has publicised its Core Strategy.
- Blackburn with Darwen Council expects a net increase of over 9,300 homes. The preferred location of these developments will be in the inner urban areas of Blackburn and Darwen, or accessible locations elsewhere within the urban area.
- Pendle's population is increasing, with a need for around 4,500 new homes over the next 15 years which will significantly alter the housing offer in the borough.
- Elsewhere, the growth is forecast to be on a smaller scale with between 3000 to 3700 new homes built in Rossendale and Hyndburn. In Hyndburn 75% of these will be delivered in Accrington and surrounding townships; in Rossendale 50% will be delivered in Bacup or Haslingden and the remainder in Rawtenstall and the smaller settlements.
- Ribble Valley expect to see the development of around 1,900 new homes, with over 1,000 of these on the **Standen** site at Clitheroe.

As well as the *strategic sites* identified by the LEP, there are a number of **other sites** that have been identified by the planning authorities for future local development:

- Work has already started on Blackburn's **Cathedral Quarter** development. The area will become an important gateway and meeting point in the town centre, providing a hotel, offices, Clergy Court, mini bus interchange, restaurants, shops and a new public square.
- Also in Blackburn, work is underway to transform **Freckleton Street** delivering a major new mixed use quarter. The **Furthergate** and **Pennine Gateway** area, which forms a gateway into the town, is also expected to see redevelopment.
- The M65 corridor is the home to a concentration of developments. The LEP has identified sites at junctions 6 and 9, but there are also local plans for a large mixed development at **Clayton** which could offer significant local employment as well as housing.
- At **Huncoat**, the former power station and colliery also lie in the M65 corridor. This site again has the potential for a large mixed development, with up to 96 hectares of employment land and a further 35 acres given over to housing.
- The **Pendle Gateway** consists of a series of employment opportunities along the M65 corridor concentrated round Junctions 12 and 13. At Junction 12, Brierfield Mill is proposed for a mixture of employment, leisure and residential uses. The 7 hectare site has over 35,000sq m of existing accommodation and the potential to create 1000 jobs. There are also proposals to

expand the existing Lomeshaye Industrial Estate which adjoins J12 to provide 85,000sq m of new floorspace with over 2,100 jobs and there is a further 30,000 sq m of new mixed residential/employment space at the Riverside Business Park off Junction 13. This will be complemented by mixed developments at Reedyford Mill and Riverside Mill in Nelson.

- At the end of the M65 in **Colne**, there are plans for a significant employment development which will be complementary to the Boundary Mill store.
- West Craven, centred in Barnoldswick, is also a key location with Rolls Royce, a key global manufacturer in the aerospace industry, at its heart. An extension to **West Craven Employment Zone** in Earby will help to support the LEP's focus on maximising the economic value and benefits of the emerging Arc of Prosperity.
- To the south of the area, the **Rawtenstall Development Zone**, situated in the town centre, includes both the New Hey Business Park and the Valley Centre, the latter being intended for retail and office use.

Given the enormity of planned and existing development it is essential that sustainable travel is encouraged to reduce the negative externalities of private car travel and deliver a truly connected community.

*Connecting East Lancashire* will give added benefit to the capital investment into the East Lancashire Cycle Network from the LGF and help to alleviate many of these identified issues thereby contributing to economic growth, reducing carbon emissions and improving health and providing other wider social and environmental benefits. Aligning with the **Door-to-Door Strategy (2013)**, people will be encouraged and enabled to make more of their door-to-door journeys by sustainable means- the cycle network will enable them to access employment, education and services in a greener, healthier, more attractive, convenient and more affordable way.

It is therefore essential that we encourage travel by more sustainable means and build on the Growth Deal investment. *Connecting East Lancashire* approach acknowledges that there is no single solution to ensure the desired outcome and a package of measures is needed to make real change.

### **B3. The Economic Case – Value for Money Economic Impacts**

The economic impacts of the East Lancashire Cycle Network will be wide-ranging and will vary across the area. At the most strategic level, the cycle network will establish East Lancashire as an area that values cycling and is committed to providing both its residents and workers with an environment that allows them to live life as they choose. The experience from other parts of the world and from other areas of the UK show that where provision for healthy, active lifestyles is made, high GVA jobs follow, as those jobs tend to be with companies that have a proactive approach to environmental issues, as does the demographic supported by such jobs. This goes beyond simply making the area more attractive, but requires a strategic approach to sustainability and a commitment to sustainable travel already evident in the area. A strategic cycle network will therefore not only demonstrate that the area takes its 'green credentials' seriously, but will assist in the agglomeration of high value GVA jobs in the Arc of Prosperity. Beyond this, companies, once located in the area, will find it easier to recruit to and retain staff who already require high quality sustainable infrastructure to be in place, as well as having a workforce locally that finds it easy to reach employment sites. Sustainable, active travel for commuting has been shown to reduce absenteeism and give a more productive workforce.

However, the Cycle Network will also have significant regeneration benefits. The other type of employee who regular cycles is at the lower end of the economic spectrum and uses the cycle as an affordable and reliable means of transport. Not only does East Lancashire have a high proportion of households with only limited access to a car, it also has a large number of would be employees who currently struggle to reach work on the many peripheral locations as shift patterns limit the usefulness of public transport. There is extensive anecdotal evidence of jobs either not taken or not sustained from those who want to be able to cycle if the correct facilities are made available and this need is the prime driver of the new network, providing extensive opportunity to increase employment in some of the most employment poor areas of East Lancashire. This is the primary reason that the network is not fully designed, as there will be extensive consultation with specific businesses and communities in East Lancashire as the network is taken forward to ensure that the objectives of the network stay focussed on the economy, both in terms of commuting and in terms of visitors in some parts of the network.

Whilst agglomeration and regeneration benefits are key drivers, there is a further benefit in some areas with the expansion of provision for visitors. This is particularly the case for the Weaver's Wheel and for the Valley of Stone, where tourists are acknowledged as potentially significant users of the facility and will provide further impetus to economic growth in the vicinity of the infrastructure.

#### **Environmental Impacts**

The overall environmental impacts of the Cycle Network are positive. However the majority of benefits are difficult to quantify and will not be initially large in 15/16, as the reduction in car use will not be great. The exception to this is in Blackburn, where the Weaver's Wheel and its spokes are expected to provide greater impact on modal shift. The network in Lancashire is primarily aimed at those who either cannot currently reach employment or those for whom more cost effective travel is beneficial. However, as the network develops, so modal shift from the car will be more specifically targeted.

Some modal shift is anticipated (see pro forma- Appendix B3.1) and so there will be reductions in carbon and improvements to air quality. The network will also offer the opportunity to enhance wildlife corridors, potentially improving biodiversity.

#### **Social Impacts**

##### Road Safety

The network as a whole will potentially have significant road safety benefits. In the early years, it will allow cyclists, particularly those who are less confident, to avoid conflict with traffic. However, as cycling becomes a more normal activity across the area, so the increasing number of cyclists will itself make cycling safer on road, as experience from other areas has shown; at a certain point, cycling reaches 'critical mass' and, because the majority cycle, the majority of road users are cyclists, even if, at the time, they are in a car or larger vehicle.

There is evidence collated by British Cycling (**British Cycling Participant Survey 2012**) to suggest that as recreational cycling frequency increases so does propensity to ride a bike to work or college:

24% of people cycling fewer than 12 miles per year have propensity to commute

46% of people cycling 12 times a year have propensity to commute

73% of people who cycle weekly throughout the year have propensity to commute

The Weaver's Wheel offers the first chance for this effect to be seen, as, of all the Cycle Network proposed in the initial years of the project, it has the specific aim of achieving modal shift and assisting regeneration, and will offer the densest network where cycling can be normalised the fastest for many different journey purposes.

Away from Blackburn, the main road through the valleys in Rossendale between Bacup and Haslingden does not have a particularly bad safety record for cyclists and pedestrians. However, this is likely to be related to the perception of the road as inherently dangerous, thereby limiting cycling to the extent that Rossendale has the 7<sup>th</sup> lowest rate for commuting by cycle in England and Wales (Census 2011). There is therefore no quantifiable accident reduction gain from the first phase of the East Lancashire Cycle Network in this area. However, the route will reduce the deterrence effect of road safety.

The route between Haslingden and Accrington does have a poor safety record for all users and again can be assumed to act as a curb to cycling.

### Physical Activity

Health is particularly poor across many parts of East Lancashire, with expectancy lower for both men and women and stark contrasts even within single districts between the health of the least and most deprived.

The provision of high quality cycling provision which is properly marketed will enable a wide range of people to take advantage of the network for active leisure as well as for its primary purpose of access to employment, education and services. This is particularly the case for the first phases of the network.

Calculation of the GVA of the cycle network as a whole indicates that the majority of benefits that can currently be calculated come from health impacts:

- Annual GVA averaged over 60 years (2014 prices): £800,104
- Undiscounted total GVA (60 yrs) (2010): £43,642,045
- Discounted total GVA (60 yrs) (2010): £13,950,851

NB: 99.9% of the GVA benefits quantified above relate to the health benefits associated with the scheme. The remaining 0.1% account for the marginal external costs associated with the scheme (this includes congestion, accident, air pollution, noise, greenhouse gases and indirect taxation savings). This should not be taken to imply that there are no other benefits, simply that, particularly for the Lancashire components of the network, these extra benefits cannot be reliably quantified.

### Security

Aside from road safety impacts, personal security considerations along the routes will be addressed in consultation with user groups and the local community. The Cycle Network is intended to provide a secure user environment for all classes of user. In particular, it is targeted at low income commuters who can be expected to be travelling outside the normal peak hours. Many of these users will be women and personal security, both real and perceived must therefore be addressed.

Actual recorded assaults and reports of anti-social behaviour are in the lowest quantile in Lancashire across the area and so provide a sound basis from which to work

### Severance

The Cycle Network will reduce severance for a number of communities across East Lancashire. In the first phase, there will be a particular impact in Rossendale, especially for lower income users. The main roads are narrow and therefore provide a barrier to lateral travel along the valley and out of it to Accrington. By providing and encouraging the use of a secure, high quality, traffic free route, this lateral travel will be encouraged. Journey time data collected by the County Council shows that whilst a significant number of people only travel up to 15 minutes in order to reach work, many of them would travel further if the options were available to them. Infrastructure in Blackburn will also have a severance impact, as in a similar way to Rossendale, it will allow for far easier lateral movements between communities.

### Journey Quality

Journey quality is an important consideration for both cyclists and walkers. In terms of this quality, off road segregated cycle tracks provide the highest value to cyclists (WebTag Data Book 4.1.6) at over twice that of segregated on road facilities. However, there is evidence nationally that this value is even higher for those who currently don't cycle. Providing such a dramatic enhancement to journey ambience for cyclists will therefore be particularly beneficial to the users that the strategic cycle network is targeted at, e.g. the jobseeker who needs to access employment at unsocial hours and who has no other transport.

Particularly in the case of the Blackburn and Rossendale schemes however, the greatly improved journey ambience will also be critical to the leisure market. In Blackburn, the Wheel will also support the existing tourist offer and will provide a welcome addition to the wheel concept that is proving so attractive to visitors in Preston, radically transforming the perception of the borough. In Rossendale, the Valley of Stone will help to build the leisure market already established around the Adrenaline Gateway- one of the country's premier mountain biking areas on the hills high above Rossendale.

Work to improve travel times along the growth corridors will also have a positive effect on journey quality for public transport users, as journey times should be more reliable, and on cyclists and pedestrians at specific junctions where provision for these modes is enhanced.

#### Option Values and Non-Use Values

N/A

#### Accessibility

Increasing accessibility, particularly to employment and to lifelong learning, is a key priority for the new cycle network. The aim is to ensure that no household is precluded from sharing in East Lancashire's economic renaissance and that everyone can reach a job that is appropriate for them.

Blackburn is home to some of the most deprived communities in East Lancashire and as such, the Weavers Wheel and its spokes will be a key piece of infrastructure to provide cost effective, direct travel from these communities to employment primarily located to the east of the town.

As a result of existing LSTF and LTP3 investment a significant increase in cycling numbers were recorded in the recent Blackburn town centre cordon. During a sample 12 hour day a 55% increase in the number of cyclists entering the town was recorded. Furthermore, in the last 12 months over 425 led cycle ride/ cycle training opportunities were made available to residents and visitors to Blackburn and Darwen thanks to LSTF funding which attracted over 4200 participants. Compared to the previous 12 months, of the rides delivered from Witton Country Park, there was a 72% increase in attendance and a 69% increase in the numbers of people attending from the local BME community. Moreover in partnership with Blackburn College and delivered as part of the student induction programme over 170 new students gained Bikeability level 3 accreditation. Following this success the College has now agreed to establish a college and community cycle club in partnership supported by Blackburn with Darwen and British Cycling which will commence in May 2014.

The importance of a safe, linear, direct link along the bottom of the main valley cannot be overemphasised for Rossendale.

Over 6,200 households in Rossendale (Census 2011) do not own a car. These households are predominantly located in the valley along which the new cycle infrastructure will run. There is therefore a particularly good opportunity to increase the accessibility of all types of services for this population. With a further 15,000+ households in the district owning just one car, the catchment population becomes higher still.

This first phase of the Strategic Cycle Network will provide low cost transport that can be safely used by a wide variety of users and help to mitigate against the current need to pay for public transport to travel along the valley and potentially will reduce the need to own a car at all.

National Travel Survey results (2012) indicate that almost two thirds of people with access to or seeking employment could do so by bicycle:

	% of the local population in receipt of job seekers allowance who could access employment centres by bike	% of the economically active local population who could access employment centres by cycle
Burnley	62.7	61.6
Hyndburn	62.9	62.8
Rossendale	61.1	60.7
Ribble Valley	53.6	59.4
Pendle	62.6	61.4
Blackburn with Darwen	62.5	61

#### Personal Affordability

The infrastructure should also help to widen travel horizons. Work undertaken by LCC Corporate Research and Intelligence has shown that whilst many of those who are in work currently travel for only up to 15 minutes, there is a far greater willingness to travel for up to 30 minutes if the journey is affordable. The cycle network is intended to meet this need.

**Distributional Impact Appraisal Matrix – Qualitative Appraisal**

	Distributional impact of income deprivation					Are the impacts distributed evenly?	Key impacts
	0-20%	20-40%	40-60%	60-80%	80-100%		
<b>User benefits</b>	✓✓	✓✓	✓	✓✓	✓	neutral	The scheme is predominantly aimed at access to employment for low income users. Statistically, these users, together with higher income, non-managerial staff are the most likely to commute by bike. These groups will therefore receive a disproportionate benefit from the network, although all income groups will benefit.
<b>Noise</b>	✓✓	✓	neutral	neutral	neutral	neutral	Both noise and air quality impacts will be felt the most where traffic is removed from the denser urban network where more users live. These areas tend to fall in the lower quintiles for deprivation and there is therefore a disproportionate benefit felt in these areas.
<b>Air quality</b>	✓✓	✓	neutral	neutral	neutral	neutral	
<b>Affordability</b>	✓✓	✓	neutral	neutral	neutral	neutral	The impact on affordability is predominantly felt by the lowest income groups who currently struggle to commute now. Affordability is not an issue in other groups and therefore there are limited benefits.
<b>Accessibility</b>	✓✓	✓✓	✓	✓✓	✓	neutral	The scheme is predominantly aimed at access to employment for low income users. Statistically, these users, together with higher income, non-managerial staff are the most likely to commute by bike. These groups will therefore receive a disproportionate benefit from the network, although all income groups will benefit.

AST entry											
Impact	Social groups						User groups				Qualitative statement (including any impact on residential population AND identified amenities) Children & young people
	Children & young people	Older people	Carers	Women	Disabled	BME	Pedestrians	Cyclists	Motor-cyclists	Young male drivers	
Noise	✓									Noise	✓ ✓
Air Quality	✓									Air Quality	
Accidents	✓	✓					✓	✓	neutral	Accidents	✓
Security	neutral	neutral		neutral						Security	neutral
Severance	✓	✓	neutral		neutral					Severance	✓
Accessibility	✓	✓	neutral	neutral	✓	✓				Accessibili ty	✓



#### B4. The Financial Case – Project Costs

Figures should be entered in £000s (i.e. £10,000 = 10).

**Table A: Funding profile (Nominal terms)**

£000s	2015-16	2016-17	2017-18	2018 - 19	2019 - 20	2020 - 21	Total
DfT funding sought	1,829						1,829
Local Authority contribution	757	1,057	1,057	57	57	57	3,042
Third Party contribution including LGF	3,099						3,099
<b>TOTAL</b>	<b>5,685</b>	<b>1,057</b>	<b>1,057</b>	<b>57</b>	<b>57</b>	<b>57</b>	<b>7,970</b>

**Notes:**

- 1) Department for Transport funding must not go beyond 2015-16 financial year.
- 2) Bids that clearly identify a local contribution (local authority and/or third party) towards the project costs will be favoured. Ideally the local contribution should be at least 10% of the DfT revenue funding sought for revenue projects and 30% for capital and revenue schemes.

#### B5. Management Case - Delivery

*Deliverability is one of the essential criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.*

- a) A detailed project plan (typically in Gantt chart form) with milestones should be included, covering the period from submission of the bid to scheme completion. The definition of the key milestones should be clear and explained. The critical path should be identifiable and any key dependencies (internal or external) should also be explained. Resource requirements, task durations and contingency should be detailed and easily identifiable. Dependencies and interfaces should be clearly outlined and plans for management detailed. Appendix B5.1
- b) **Where relevant**, if delivery of the project is dependent on land acquisition, please include a letter from the respective land owner(s) to demonstrate that arrangements are in place in order to secure the land to enable the authority to meet its construction milestones. **N/A**
- c) **Where relevant**, please provide summary details of your construction milestones (at least one but no more than 5 or 6) between start and completion of works:

**Table C: Construction milestones** Works will continue on these schemes beyond 15/16 (profile in B4)

Scheme Phase	Weaver's Wheel	Rossendale Valley of Stone	Huncoat Greenway	NCR6 (Accrington - Ramsbottom)
WP1 on site	1/4/15	1/4/15	29/6/15	28/10/15
WP2 on site	11/5/15	1/4/15	4/1/16	4/1/16
WP3 on site	8/6/15	29/6/15	-	4/1/16
WP4 on site	17/8/15	29/6/15	-	-
WP5 on site	2/11/15	28/10/15	-	-
WP6 on site	20/7/15	4/1/16	-	-
WP7 on site	19/10/15	-	-	-
<b>Works complete</b>	<b>20/11/15</b>	<b>31/3/16</b>	<b>31/3/16</b>	<b>31/3/16</b>

#### B6. Management Case – Statutory Powers and Consents

- a) Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan. **N/A**
- b) Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them. **N/A**

#### B7. Management Case – Governance

An effective management structure is essential to the overall success of the Connecting East Lancashire project.

Lancashire County Council will be the lead authority for the project. However, both authorities agree that the responsibility for coordinating, delivering, monitoring progress, establishing and mitigating risks, allocating resources and managing all financial aspects of delivery will be a joint responsibility if the project is to be successful.

LCC and BWD have a long history of jointly and successfully managing projects such as the Pennine Reach major transport scheme. Both authorities recognise that there are a number of critical factors for effective and efficient project management including:

- A well defined scope and agreed understanding of intended outcomes;

- Effective and efficient reporting and decision making structures;
- Senior management ownership and commitment;
- Senior individuals with personal accountability and responsibility for the project;
- Appropriately skilled project team;
- Well defined and visibly managed processes appropriate to the scale of the project;
- Proactive management of risks and issues;
- Resource availability to meet needs and demands;
- Effective change control to manage variations in scope or requirements;
- Effective stakeholder engagement;
- Established, resourced and effectively maintained communications.

The Authorities have given detailed consideration to the project structure, management methodologies, skills and capabilities, staffing and resources required to deliver the project effectively and efficiently.

An Executive Board will be established which is responsible to the leadership of both Council's for the ultimate and final successful development and delivery of the Connecting East Lancashire project.

The Executive Board will:

- Ensure alignment with SEP and other strategic and local objectives;
- Be responsible for risk management of the wider political dimensions of the project at a strategic level;
- Meet Bi-monthly and/or as required. Jointly Chaired by Blackburn with Darwen Borough Council's Director for Regeneration Brian Bailey and Lancashire County Council's Mike Kirby, Director of Transport and Strategic Highways.

The Project Management Board will manage the overall programme elements- Connecting Communities and Connecting Businesses and Educational Establishments. This will include

- Reporting to DfT
- Reporting to the Executive Board
- Ensuring that the Communications Plan and stakeholder engagement is successfully executed.
- Procurement- ensure processes are efficient and subcontractors are effectively engaged given the timescale of the fund.
- Financial monitoring of the overall programme.
- Ensure project milestones, targets and outputs are met/delivered alongside capital investment from the LGF.
- Ensure that the joint monitoring and evaluation framework is carried out effectively.
- Risk management at a delivery level- ensure that the risks identified in the bid are managed and contingency plans in place.
- Meet once a month- Jointly Chaired by Lancashire County Council's Sustainable Travel Manager, Christopher Hadfield and Blackburn with Darwen Borough Council's Transport Strategy Team Leader, James Syson.

Project Teams will be involved in the day-to-day delivery of individual schemes identified in Section B1.

- Within LCC the Sustainable Travel Team will be responsible for the delivery and coordination of these schemes. Chris Smith will be the Key Coordinator for the Project Teams who will then report to the Project Management Board via Christopher Hadfield.
- Within BWD the CONNECT Team will be responsible for the delivery and coordination of these schemes. Melanie Taylor will be the Key Coordinator for the Project Teams who will then report to the Project Management Board via James Syson.
- Communication between teams will be done on a regular/daily basis via email/phone.
- Project teams will be responsible for collecting and collating scheme information for evaluation and monitoring purposes.
- Project teams will be responsible for the procurement and financial monitoring of individual projects.
- Project teams will be responsible for risk management on an individual project basis.
- Project teams will be responsible for the marketing of individual schemes in conjunction with the communications plan for the overall programme.
- Meetings will be held on a monthly basis or more frequently if needed.

The proposed governance arrangements will ensure that there is clarity and certainty to the decision making process during delivery and in the future.

Refer to Appendix B7.1 for Governance Organogram

## B8. Management Case - Risk Management

The early identification of risk to the project can help to improve the effectiveness of the elements and increase the chance of meeting the goals they were designed to meet. The Risk Register has been developed which is proportionate to the nature and complexity of the scheme. This register will help manage any potential threats to delivery. However, it is imperative that contingency plans are developed and a degree of flexibility allowed for.

There are different categories of risk. Actions can be taken to mitigate these risks.

Risk Management will be a standing item on the meeting agendas for the Executive Board, Project Management Board and Project Teams.

Risk Category	Risk Information	Likelihood	Impact	Risk	Mitigation
Political	Changes in political direction. The next Council elections will be held in May 2017.	1	2	2	Involvement of political groups in the LSTF process.

Financial- Capital Revenue	Cost overruns/Some match funding may not be available due to changes LGF negotiations.	3	4	12	Effective project management will aim to minimise any cost overruns. Close working with the LEP and Transport Planners to ensure efficient and effective communication and engagement in capital programme delivery. Cost overruns/ additional funding will be provided through the LTP3 programme as the LSTF projects support the overall aims of this strategy.
Technical	Inability to deliver infrastructure improvements e.g. land purchase, planning permission: The capital infrastructure schemes included in the bid should be fully deliverable, however land ownership issues and appropriate permissions will still be required although these should not present a significant risk given that the majority of the investment will take place on council owned land.	2	2	9	Effective project plans with contingencies for costs and timescale slippage. Early evaluation of consent requirement has been established.
Partner	Inability of partners to maintain scheme commitment.	2	3	6	Development of communications plan. Effective engagement.
Lack of community Support	The development of the bid has involved a number of community groups to check the acceptability and likely success of the various initiatives. However, there is always a risk that people and business may not respond adequately to the promotional activities so that they may fail to achieve their desired outcomes.	3	4	12	Monitoring of the programme will be put in place from the start so that the impact can be seen. The programme will then be adapted as necessary to undertake more work in areas where a more satisfactory response is required and to modify the initiatives being delivered to improve participation and effectiveness.

**Likelihood:** (1) Negligible/Rare (2) Unlikely (3) Possible (4) Likely (5) Almost Certain/Probable **Impact:** (1) Insignificant (2) Minor (3) Moderate (4) Significant/Major (5) Catastrophic

13-25	Unacceptable Risk	7-12	Undesirable Risk	1-6	Acceptable Risk
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## B9. Management Case - Stakeholder Management

- a) Both authorities recognise the importance of stakeholder engagement and management. In order to effectively manage stakeholders, a good Stakeholder Management Strategy is required. The stakeholder management strategy identifies key stakeholders along with the level of interest and level of influence they have on the project. The strategy then documents how these stakeholders will be managed through a Communications Plan.

We have utilised previous LSTF stakeholder management experience from both authorities and built upon existing relationships as well as forging new stakeholder relationships to develop an effective Stakeholder Management Strategy and Communications Plan.

Stakeholder	Level of Interest	Level of Influence	Management and Communications Plan
Lancashire Enterprise Partnership	High	High	The primary purpose of the LEP is to provide leadership for the county's economy and be a catalyst for job creation and economic growth. The LGF and supporting LSTF are very important to the LEP. The LEP will oversee the LSTF process. The LEP meet on a bi-monthly basis as well as as-and-when required. Updates on the LSTF will be submitted to the LEP.
Borough Councils (x5)	High	High	All authorities have been involved in the development of the East Lancashire Highways and Transport Masterplan- one of the five Masterplans that underpins the Strategic Economic Plan. The LSTF will support the East Lancashire H&TM and therefore are very keen to be involved. The BCs will be engaged as and when required with regards to the geographic boundaries. They will also receive updates on the overall programme.
Public Health	High	High	An improvement to health through the LSTF is a top priority. In April 2013, LCC and BwD took responsibility for Public Health. The new internal relationships with PH means that the two authorities now work closely with PH to tackle some of the key issues that affect people's health and wellbeing, helping people to stay healthy and prevent illness. Regular meetings will be held as well as regular phone calls and emails to develop and deliver tailored campaigns.
Northern Rail	High	High	We want to make it easier for people to travel to and from railway stations by sustainable means. Lack of awareness or indeed lack of cycling and walking facilities at a station is often cited as a barrier to using active travel and integrated rail journeys. NRail is also committed to this and wants to see improvements made for current and future customers. NRail has a specific interest in the Station Travel Plan element of the LSTF bid. Regular meetings will be held as well as regular phone calls and emails to develop and deliver tailored campaigns..
Community Rail Partnership	High	High	We want to make it easier for people to travel to and from railway stations by sustainable means. Lack of awareness or indeed lack of cycling and walking facilities at a station is often cited as a barrier to using active travel and integrated rail journeys. The CRP is also committed to this and wants to see improvements made which will promote rail usage. CRP has a specific interest in the Station Travel Plan element of the LSTF bid. Regular meetings will be held as well as regular phone calls and emails to develop and deliver tailored campaigns.
Chambers of Commerce	Medium	Medium	The Chamber's principle aim is to make businesses within the area more profitable and through partnership working create an environment where they can grow and prosper. The Chamber wants members to benefit from the sustainable travel initiatives provided through the LSTF, with particular interest in the business engagement element. The Chamber will be instrumental at distributing LSTF related information to a wide business audience. Engagement with the chamber will mostly be done by phone and email to develop and deliver tailored campaigns.
Job Centre Plus, job clubs et al	High	High	Unemployment is an issue in many areas, particularly parts of Blackburn with Darwen, Burnley and Pendle. Through working with Job Centre Plus et al we can increase awareness of the low cost, healthy connections that can be made and contribute to a reduction in unemployment and deprivation. Regular meetings will be held as well as regular phone calls and emails.
Business Community	High	High	SHOUT Network is a business networking organisation. SN is all about encouraging prosperity

(inc Shout Network)			and boosting the economy in a sustainable way. SN wants members to benefit from the sustainable travel initiatives provided through the LSTF, with particular interest in the business engagement element. SN will be instrumental at distributing LSTF related information to a wide business audience. Engagement with the chamber will mostly be done by phone and email as well as at their network events to develop and deliver tailored campaigns.
Colleges	High	High	As an educational body and a business the colleges are keen to work in partnership on the joint bid with a particular focus on the business and education engagement elements. This funding will encourage modal shift; encouraging students and staff to increase their physical activity by including sustainable travel, cycling and walking, in their daily routines. This in return will make the campuses a more inviting and accessible place to study and work. Regular meetings will be held as well as regular phone calls and emails to develop and deliver tailored campaigns..
Schools	High	High	A significant proportion of journeys to schools in East Lancashire are made by car and are of a distance which could be replaced by more sustainable modes thereby removing unnecessary local car journeys from congested routes. Identified schools whose travel patterns affect identifiably congested key corridors will be engaged to increase their active travel. The engagement will make teachers, governors, students and parents aware of practical ways to reduce the amount of car trips made to a school, to encourage more walking, cycling, public transport and car share, and to improve safety on the school journey. Regular meetings will be held as well as regular phone calls and emails to develop and deliver tailored campaigns.
Housing Developers	High	Medium	Emerging Local Plans and housing site allocations suggest that there will be over 22,000 new homes built in East Lancashire. Large housing sites are major trip generators. Working in partnership with housing developers to deliver Residential Travel Plans means that we can reduce congestion in the area, improve health benefits for residents, increase access to key services, broaden travel choices, contribute to cost savings for residents and generally improve the public realm. Meetings will be held as well as phone calls and emails to develop and deliver tailored campaigns.
British Cycling	High	Medium	British cycling works across all levels of cycling – 'from the playground to the podium'. The organisation is keen to demonstrate to everyone the benefits of cycling. Through a partnership agreement with British Cycling, allowing access to a range of web tools, social media, led rides and expertise, a comprehensive high profile marketing campaign for cycling across East Lancashire will be delivered.
NHS	High	High	An improvement to health through the LSTF is a top priority. The NHS is keen to be involved in the LSTF to contribute to these improvements. The NHS are also mindful that hospitals are large trip generators and therefore within the business engagement element of the bid are also keen to encourage modal shift; encouraging patients (when possible) and staff to increase their physical activity by including sustainable travel, cycling and walking, in their daily routines.
Transdev	High	Medium	As a subsidiary of Transdev Blazefield, Lancashire United are the largest bus operator in the borough running local services in and around Blackburn, Darwen and Hyndburn as well as further afield across Lancashire. They remain firmly committed and well positioned to continue their support for local projects in Blackburn and across East Lancashire. Meetings will be held as well as phone calls and emails to develop and deliver tailored campaigns.

NB: This list is not exhaustive.

As the programme is delivered, new stakeholders are often considered when new partnerships are made.

NB: With regards to the capital schemes within the East Lancashire Highways and Transport Masterplan which the revenue funds will support, a consultation was carried out on the draft East Lancashire H&TM during October and November 2013 and views were sought from District Councils, Members, Stakeholders, District and Parish Councils and members of the public. At the start of the consultation a news release was issued and a series of briefings were held with the media. These included Radio Lancashire, the Lancashire Telegraph, 2BR radio and the Colne Times. A further two news releases were issued, the first to promote the consultation event being held at Colne Library and the second as a consultation deadline reminder. On November 20th between 11am and 7pm, a consultation event was also held at Colne library.

b) Can the scheme be considered as controversial in any way?

☐ Yes ☒ No

If yes, please provide a brief summary (in no more than 100 words)

c) Have there been any external campaigns either supporting or opposing the scheme?

☐ Yes ☒ No

If yes, please provide a brief summary (in no more than 100 words)

#### **B10. The Commercial Case**

- Lancashire County Council and Blackburn with Darwen Borough Council both have procurement strategies in place which are available upon DfTs request.
- The 'Procurement Rules' are in place to protect the councils from unnecessary risk and challenge. All procurement procedures and processes are transparent, accountable and auditable.
- As per procurement rules, all tenders are evaluated on lowest price unless MEAT (Most Economically Advantageous Tenders).
- All the procurement activity is processed electronically.
- Where possible, relationships with subcontractors and delivery partners have been established prior to submitting the bid. Both councils already have framework agreements and approved suppliers.

See Appendix B10.1 for Section 151 letter

## **SECTION C – Monitoring, Evaluation and Benefits Realisation**

### **C1. Monitoring and Evaluation**

Evaluating the outcomes and impacts of individual schemes is important to show if a scheme and overall programme has been successful. Both authorities will build on past experiences of LSTF monitoring and evaluation in line with DfT requirements.

Key indicators of performance will be regularly monitored to provide information for effective management and evidence to support future interventions and manage sustainable growth.

These key indicators include:

- Number of businesses engaged and employees benefitted
- Number of business grants and investment from grant
- Number of schools engaged and students benefitted
- Number of car share members
- Number of employees who have purchased a bike through the Cycle to Work scheme at relevant businesses
- Number of promotional events delivered including roadshows, cycle and walking events
- Number of website page views per month
- Number of station travel plans
- Number of residential travel plans
- Number of new cyclists and walkers encouraged by individual campaigns
- Case studies
- Anecdotal evidence from those who have been engaged in the LSTF works
- Number of My PTP's conducted
- Number of My PTP follow up surveys conducted at 3 and 6 month intervals from receiving a PTP and the outcome results , aids long term behavioural change
- Number of people who have completed the annual travel to work survey and its consequent modal split results
- Cycle cordon count data on investment cycle routes
- Number of adults who have been cycle trained.

This list is not exhaustive.

Both quantitative and qualitative information will be recorded on an ongoing basis with regular analysis and reporting to monitor progress.

## **SECTION D - Declarations**

### **D1. Senior Responsible Owner Declaration**

As Senior Responsible Owner for Connecting East Lancashire I hereby submit this request for approval to DfT on behalf of Lancashire County Council and confirm that I have the necessary authority to do so.

I confirm that Lancashire County Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: Mike Kirby

Signed:

Position: Director of Transport & Environment

### **D2. Section 151 Officer Declaration**

As Section 151 Officer for Lancashire County Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Lancashire County Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2015/16;
- confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name: Gill Kilpatrick

Signed:

# **Connecting East Lancashire**

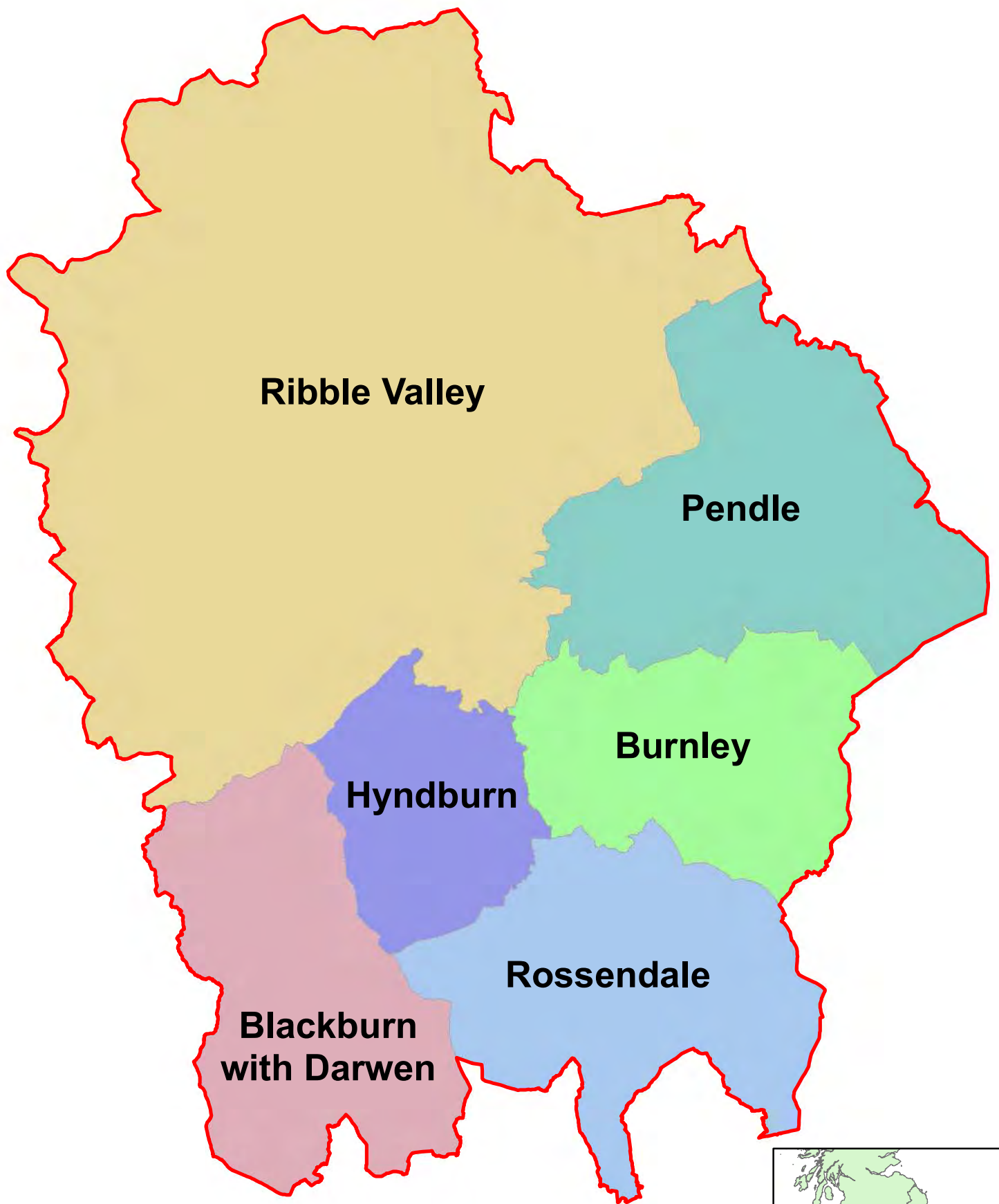
## **Appendices**

# **Appendix**

## **A3.1**

**East Lancashire Location Map**





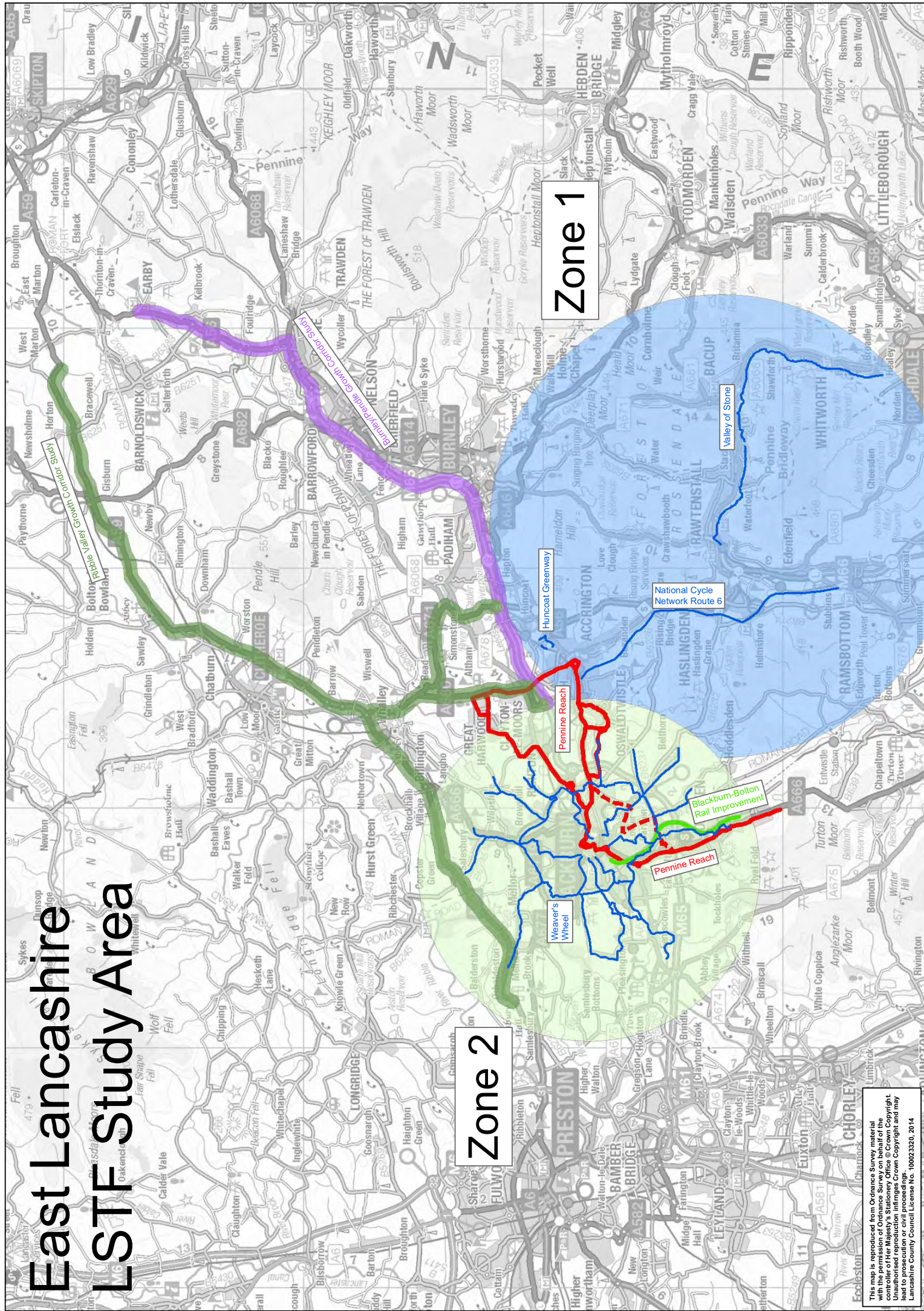
# **Appendix**

## **A3.2**

**East Lancashire Study Area Map**



# East Lancashire LSTF Study Area



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# **Appendix**

## **A6.1**

### **Partnership Bodies**



**Chief Executive and Directors**

Nelson Town Hall  
Market Street

Nelson, Lancashire, BB9 7LG

Telephone: (01282) 661661

Minicom: (01282) 618392

Fax: (01282) 601601

Date: 20<sup>th</sup> March 2014

Our Ref: SB/TT

Your Ref:

Ask for: Stephen Barnes

Direct line: 01282 661602

Mike Kirby  
Director of Transport and Environment  
Lancashire County Council  
PO Box 100  
County Hall  
Preston  
PR1 0LD

Dear Mr Kirkby,

**SUPPORT FOR THE EAST LANCASHIRE LSTF BID 2015/16**

Pendle Borough Council strongly supports the East Lancashire Local Sustainable Transport Fund (LSTF) bid.

This bid will provide much needed funding which will compliment initiatives laid out in the East Lancashire Highways and Transport Masterplan. The LSTF will enable the borough to flourish economically whilst reducing carbon emissions, easing congestion on our roads, and encouraging healthier lifestyles for our residents.

As a key stakeholder, we are very pleased to be involved in this bid and look forward to working more closely with you in the future. Subject to understanding the commitment required we will, where it is necessary, donate appropriate staff time as required.

Yours sincerely

A handwritten signature in black ink, appearing to read "Joe Cooney".

Cllr Joe Cooney  
**Leader of Pendle Borough Council**

A handwritten signature in black ink, appearing to read "Stephen Barnes".

Stephen Barnes  
**Chief Executive**



**LIBERATA**

Mike Kirby  
Director of Transport and Environment  
Lancashire County Council  
PO Box 100  
County Hall  
Preston  
PR1 0LD

**Business Directorate**  
**Forward Planning**  
**Room 119/120**  
**The Business Centre**  
**Futures Park**  
**Bacup**  
**OL13 0BB**

This matter is being dealt with by: Adrian Smith  
Telephone: 01706 252419  
Email: [@rossendalebc.gov.uk](mailto:@rossendalebc.gov.uk)  
Minicom: 01706 252277

Date: 18/03/2014

Dear Mike

### **Support for the East Lancashire LSTF bid 2015/2016**

As a key stakeholder, Rossendale Borough Council is very pleased to be involved in this bid and we are looking forward to working more closely with you in the future.

Rossendale Borough Council encourages sustainable travel in and around the Borough. We anticipate this bid would enhance the economic performance of the area through increasing access to employment, skills and housing. Lee Quarry is a nationally important mountain biking facility and any improved access to it would enhance tourism within the area. The LSTF bid will also encourage healthy lifestyles and contribute to an improved environment for all. Rossendale Council has already invested in improved facilities for cyclists, such as providing cycle racks at the Valley Centre site in Rawtenstall and supports the use of Travel Plans in new developments.

Rossendale Council has worked closely with the County Council and partners to promote the development of the "Valley of Stone" Greenway which will form a strategic cycling spine linking Rawtenstall with Rochdale. We also support the enhancement of National Cycle Route 6 which passes through Haslingden and the west of the Borough.

The proposed revenue package will add value to initiatives funded through the Local Growth Fund, laid out in the East Lancashire Highways and Transport Masterplan.

We will seek to actively support the implementation of any successful bid within the staffing resources currently available to us.

*"Rossendale will have strong communities with an enhanced environment and heritage.  
It will be an attractive place to live where tourists visit and employers invest."*

Yours sincerely,

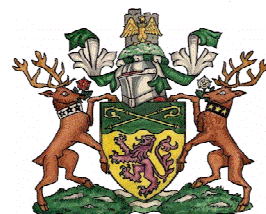
A handwritten signature in black ink, appearing to read 'SSo', followed by a horizontal line.

Stuart Sugarman  
Director of Business

*“Rossendale will have strong communities with an enhanced environment and heritage.  
It will be an attractive place to live where tourists visit and employers invest.”*



# RIBBLE VALLEY BOROUGH COUNCIL



please ask for: COLIN HIRST  
direct line: 01200 414503  
e-mail: [colin.hirst@ribblevalley.gov.uk](mailto:colin.hirst@ribblevalley.gov.uk)  
my ref:  
your ref:  
date: 24 March 2014

Council Offices  
Church Walk  
CLITHEROE  
Lancashire BB7 2RA

Switchboard: 01200 425111  
Fax: 01200 414487  
DX: Clitheroe 15157  
[www.ribblevalley.gov.uk](http://www.ribblevalley.gov.uk)

To whom it may concern,

RE: SUPPORT FOR THE EAST LANCASHIRE LSTF BID 2015/2016

I wish to confirm the support of Ribble Valley Borough Council in relation to the East Lancashire submission within the current bidding round for support through the Local Sustainable Transport Fund (LSTF).

The East Lancashire Strategic Cycle Network proposals within the bid are aligned to the East Lancashire Highways and Transport Masterplan of which the Council have been involved during its development.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Colin Hirst', with a stylized flourish at the end.

Colin Hirst  
Head of Regeneration and Housing

Mike Kirby  
Director of Transport & Environment  
Lancashire County Council  
PO Box 100  
County Hall  
Preston  
PR1 0LD

Our Ref                      BBC/LSTF/SL  
Your Ref  
Date                        19<sup>th</sup> March 2014

Dear Mike,

### Support for the East Lancashire LSTF bid 2015/2016

Burnley Borough Council strongly supports the East Lancashire Local Sustainable Transport Fund bid.

This bid will provide much needed funding which will complement initiatives set out in the East Lancashire Highways and Transport Masterplan. The LSTF will enable the borough to flourish economically whilst reducing carbon emissions, easing congestion on our roads, and encouraging healthier lifestyles for our residents.

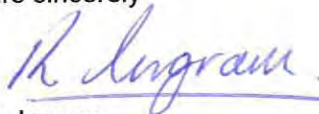
It will help implement policies in Burnley's existing Local Plan which support and encourage walking and cycling within the borough along with improving the environment, including TM2 – Transport Assessments, TM3 – Travel Plans, TM5 – Footpaths and walking within the urban boundary, and will help meet some of the objectives underpinning Burnley's new Local Plan, namely:

- Improving mental and physical health through the development of accessible and varied opportunities for leisure, recreation and sport including improved access to the wider countryside and natural green spaces and the development of green infrastructure;
- Improving connectivity to major city regions, including Manchester and Leeds, and provide infrastructure within the borough that supports sustainable economic growth and travel patterns.

As part of the development of the new Local Plan, evidence base studies have been assembled, including transport studies, an Infrastructure Delivery Plan (IDP), and Green Infrastructure (GI) Strategy which promote and identify further opportunities for walking, cycling, accessibility, the environment and improving health both within the borough and within the wider area.

We are very pleased to be involved in this bid and look forward to working more closely with you in the future.

Yours sincerely



Kate Ingram  
Head of Regeneration & Planning Policy  
Burnley Borough Council



INVESTOR IN PEOPLE







**HYNDBURN**  
The place to be  
an excellent council

**PLANNING AND TRANSPORTATION**  
Scaitcliffe House,  
Ormerod Street,  
Accrington,  
Lancashire.  
BB5 0PF

Mike Kirby  
Director of Transport and Environment  
Lancashire County Council  
PO Box 100  
County Hall  
Preston  
PR1 0LD

Your ref:  
Our ref: AH  
Ask for: Anne Hourican  
Direct Line: 01254 380156  
Date: 25<sup>th</sup> March 2014

Dear Mike

**Support for the East Lancashire LSTF bid 2015/2016**

I would like to confirm the full support of Hyndburn Borough Council for this bid and that we look forward to working closely with you and other local organisations to help its delivery.

We have been very encouraged by the increasing priority being given to improving cycling provisions through completing the East Lancashire Strategic Cycle Network.

Most effective progress comes from a combination of measures to encourage and enable more people to use cycleways in addition to infrastructure improvements to make effective linkages between residential areas, workplaces, schools, natural greenspaces, visitor locations etc. A good track record in the local area demonstrates that significant increases in the numbers and frequency of people cycling can be achieved.

So the bid is very welcome, offering the potential for improved health and wellbeing and improving access to employment, skills and housing, particularly relevant in this disadvantaged area with relatively low levels of car ownership.

I hope that this bid will be successful and look forward to our ongoing involvement.

Yours sincerely,

Anne Hourican  
Senior Environmental Initiatives Officer

Mike Kirby  
Director of Transport and Environment  
LCC Environment Directorate  
PO Box 100  
County Hall  
Preston  
PR1 0LD

Phone: 01772 534390 (Executive Support)  
Fax:  
Email: sakthi.karunanithi@lancashire.gov.uk

Your ref:  
Our ref: SK/nw/MKlet210314  
Date: 21 March 2014

*via email to: mike.kirby@lancashire.gov.uk*

Dear Mike

**Re: Support for the East Lancashire LSTT Bid 2015/16**

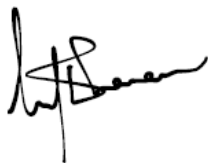
Public Health, as you know, is very supportive of this bid and is looking forward to working together with your team more closely in its delivery.

We are currently working to embed the Marmot recommendations across the organisation. Increasing active travel clearly fits within the objective of developing strong vibrant sustainable communities and will assist us in reducing the inequalities in health of the population of East Lancashire. This initiative, through increasing active travel, will be a key enabler in supporting us to achieve our aims of reducing levels of obesity, increasing mental wellbeing, connecting communities and improving air quality.

I will ensure that half a day of staff time is devoted to supporting this valuable piece of work.

I hope that the bid is successful and look forward to closer working with your team in the future.

Yours sincerely



Dr Sakthi Karunanithi  
Director of Public Health

cc: Liz McClarty, Transportation Officer, Lancashire County Council



To whom it may concern

Date: 18 March 2014  
Ref: DH/ag/Support bid - LSTF  
Please ask for: Dominic Harrison  
Direct Dial: 01254 588920  
Email: dominic.harrison@blackburn.gov.uk

### **LETTER OF SUPPORT**

As Director of Public Health for Blackburn with Darwen I very much support this bid for Local Sustainable Transport Funding to develop an East Lancashire Strategic Cycle Network.

Blackburn with Darwen has amongst the lowest levels of cycling in the country, with only 4% of adults cycling at least once a week, compared with 8% in the North West and 10% nationally.

To increase levels of cycling to the regional average would make a significant contribution to improving the health of the local population, as well as having wider social, environmental and economic benefits, which are also key local public health goals

This proposal will support the aims and ambitions set out in Blackburn with Darwen's Joint Health and Wellbeing Strategy, including to use the environment to improve health, to improve the quality of the physical environment and to increase physical activity.

Yours faithfully

A handwritten signature in black ink that reads 'Dominic P. Harrison'.

Dominic Harrison  
Director of Public Health

Dominic Harrison – Director of Public Health  
Blackburn with Darwen Borough Council  
Duke Street  
BLACKBURN BB2 1DH

***Estates and Facilities***

Martin Morgan  
BSc, C. Eng., MICE  
Director of Estates and Facilities  
Tel: 01254 733012  
Fax: 01254 732546  
Ext: 83012  
E-Mail [martin.morgan@elht.nhs.uk](mailto:martin.morgan@elht.nhs.uk)

Royal Blackburn Hospital  
Haslingden Road  
Blackburn  
Lancs  
BB2 3HH

Ref: MJM/JB

19 March 2014

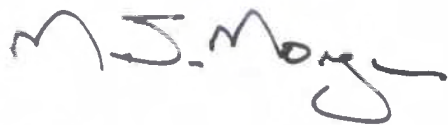
To whom it may concern

East Lancashire Hospitals NHS Trust have been working closely with the Blackburn with Darwen Council CONNECT Project on sustainable transport issues for patients, visitors and members of staff at the Royal Blackburn Hospital.

Some of the initiatives that Royal Blackburn Hospital has benefitted from include the dedicated Car Sharing Website, the CONNECT Roadshows and a journey planner unit in the Main Reception.

I would very much like this partnership working to continue and therefore fully endorse the joint bid with Blackburn with Darwen Borough Council and Lancashire County Council for further LSTF funding for 2015/16 and beyond.

Yours faithfully



Martin Morgan  
Director of Estates and Facilities



**NHS**  
**Property Services**

Barbara Castle Way Health Centre  
Simmons Street  
Blackburn  
BB2 1AX  
Tel: 01254 617100  
Fax: 01254 617132

20 March 2014

To whom it may concern,

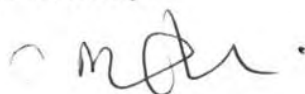
Barbara Castle Way Health Centre is committed to the continuous development and implementation of smarter transport choices in order to make a meaningful contribution to the reduction of environmental pollution and traffic congestion across East Lancashire and enable our staff, patients and visitors to access our site, by more sustainable and active travel modes.

Thanks to the existing LSTF funding invested within Blackburn with Darwen we have already developed a strong partnership with the local authority and we are therefore fully supportive of plans to strengthen this working arrangement and expand the services offered to other sites in East Lancashire.

As a relatively new building within the Town Centre of Blackburn, we have been grateful to receive dedicated support and management of our workplace travel plan through the CONNECT project. It has helped us as an organisation to engage with our staff, patients and visitors to promote sustainable travel alternatives and to understand the mechanisms of doing this. We have seen great value in the quarterly sustainable travel roadshows; engaging both staff and patients providing them with the opportunity to partake in and understand their sustainable travel options. We have been encouraged with the number of employees who have taken the opportunity to partake in Bikeability courses, Lunchtime Walks and Walk to Work initiatives. We would be delighted moving forward to have the opportunity to continue working in close partnership ensuring we can continue to develop sustainable travel and transport opportunities and offers.

Barbara Castle Way Health Centre therefore fully endorses the joint bid for future LSTF funding being developed by Blackburn with Darwen Borough Council and Lancashire County Council.

Yours faithfully



Christine Martin  
Buildings Manager



Our ref:  
Your ref:

Lancashire County Council  
PO Box 100  
County Hall  
Preston  
PR1 0LD

David Wild  
Asset Manager (Lancashire)  
8th Floor  
Piccadilly Gate  
Store Street  
Manchester M1 2WD

Direct Line: 0161 930 5768  
Fax: 0161 930 5670

18 March 2014

**For the attention of:**  
**M. Kirby - Director of Transport and Environment**

Dear Mike,

**East Lancashire LSTF bid 2015 / 2016**

The Highways Agency is pleased to see the importance placed on sustainable travel modes by Lancashire County Council and Blackburn with Darwen Council, through your joint Local Sustainable Transport Fund bid.

The most significant contribution the Highways Agency makes is facilitating economic growth through effective operation of England's motorways and all-purpose trunk roads. Government recognises that insufficient capacity, connectivity issues, recurrent congestion caused by pinch points, and unreliable journey times can all act to constrain economic growth. Transport is seen as critical to the Government's plans to boost growth and drive the UK's economic recovery.

In East Lancashire we are aware of a number of constraints on the Strategic Road Network, which we are seeking to address through our Pinch Point programme and Route Based Strategies. The LSTF bid is seen as complementary to this work and the proposed sustainable travel measures will help to achieve modal shift, which, in turn and in line with the Government's aims as described above, will help to reduce congestion on both the local road and strategic road networks, particularly during the critical peak periods.

As a key stakeholder, we would be pleased to offer any assistance we can in the delivery of the bid and look forward to hearing from you in due course.

Yours sincerely



David Wild  
Network Delivery & Development - Asset Development Team  
Email: david.wild@highways.gsi.gov.uk



British Cycling  
Stuart Street  
Manchester M11 4DQ

T: +44 (0) 161 274 2000  
F: +44 (0) 161 274 2001  
E: [info@britishcycling.org.uk](mailto:info@britishcycling.org.uk)  
[britishcycling.org.uk](http://britishcycling.org.uk)

18<sup>th</sup> March 2014

James Syson  
Transport Strategy Team Leader  
Regeneration Department  
Blackburn Town Hall  
Blackburn  
BB1 7DY

Dear James

#### **Support of the Lancashire County Council and Blackburn with Darwen LSTF bid 2015/16**

This letter is to express our support of the Lancashire County Council and Blackburn with Darwen "Connecting East Lancashire" bid for funding through the Local Sustainable Transport Fund (LSTF).

British Cycling has been formally working in partnership with Blackburn with Darwen Council since 2011 to increase recreational cycling participation in the area. We have been working closely with the BwD CONNECT team and its key partners, the Council Sports Development team, Transport Planning, Public Health Authorities, Blackburn College, Lancashire County Council and the County Sports Partnership to ensure a solid foundation and a joined up approach to cycling promotion in the area. We would like to continue with this successful partnership in future years as part of this bid.

With the Olympic & Paralympic success of 2012 and Tour de France successes of 2012 & 2013, we continue to successfully inspire further participation at grass-roots level. British Cycling will continue to work alongside the Local Authorities and their partners on strategic planning for cycling in the area and as such we support the development of the East Lancashire Strategic Cycle Network. Therefore, a sustained partnership during 2015/16 will capitalise on the momentum and inspiration we have already and will continue to create.

Through our own research and insight from the DFT we know that over 70% of commuters were already recreational cyclists before they started to cycle to work, over 80% cycle to work to keep fit and that regular commuting sustains a regular cycling habit in general.

Therefore our approach of mobilising a range of recreational cycling initiatives such as Guided Rides, Social Cycling Groups and Mass Participation Events is uniquely placed to increase and sustain cycling participation, commuting and a healthy local cycling economy.



As such I can confirm, on behalf of British Cycling, our support to you in your application to the next phase of LSTF. This would enable more infrastructure development to provide even more opportunities and places for people to cycle and subsequently with our partnership work increase and inspire sustained cycling participation in the area.

Yours sincerely,

Caroline Gilbert  
Recreation Manager (North West)  
British Cycling





To whom it may concern

**Community Rail Support for Blackburn with Darwen and  
Lancashire County Council's LSTF bid 2015/16**

The East Lancashire and Clitheroe Line Community Rail Partnerships (CRPs) affect stations and services operating in East Lancashire and represent two of the five CRPs managed by Community Rail Lancashire.

Developed as a result of the Government's Community Rail Development Strategy which provided the framework for partnerships to improve the effectiveness of local railways in meeting social, environmental and economic objectives CRPs in Lancashire have been instrumental in helping to support local investment in the railways and campaigning for changes to service patterns, frequencies and infrastructure.

Having already successfully helped Blackburn with Darwen manage existing LSTF funds to transform the waiting environments at Mill Hill and Cherry Tree stations in partnership with a variety of community groups, schools and local businesses we are very supportive of the plans to continue this partnership beyond 2015 and roll out the benefits across East Lancashire.

Community Rail Lancashire is willing to provide additional resources and match funding to help coordinate future enhancements at selected stations on the Clitheroe and East Lancashire lines. We are keen to ensure that major transport scheme funding already allocated to the East Lancashire bus and rail network will be complimented by investment in the local strategic cycle network with opportunities created for rail passengers looking to travel to and from local stations by more sustainable modes of transport.

Yours Faithfully,



Richard Watts  
East Lancashire and Clitheroe Line CRPs  
Partnership Secretary



Craig Harrop  
Client & Stakeholder Manager  
Northern Rail Ltd  
4 Travis Street, Ground Floor  
Manchester  
M1 2NF

Mike Kirby  
Director of Transport and Environment  
Lancashire County Council  
PO Box 100  
County Hall  
Preston  
PR1 0LD

13 March 2014

Dear Mike,

**Local Sustainable Transport Fund – Support for the East Lancashire LSTF bid 2015/2016**

I am writing on behalf of Northern Rail in support of East Lancashire's Sustainable Transport Fund bid to implement travel initiatives across the region.

We share the authority's vision for an even more efficient and more responsive railway that provides a better experience for our customers. Sustainable travel and interchange with rail can play a major part in this. We want to enable our customers to easily access jobs, education and services and by working in partnership we can make this happen. Using more sustainable travel and transport such as walking, cycling and rail will reduce congestion on the road network, contribute to improved economic performance, encourage healthier lifestyles and improve the environment.

As a key stakeholder, we are happy to assist in any way we can in the bid delivery and we look forward to being kept informed on its progress.

Yours sincerely

**Craig Harrop**  
Client & Stakeholder Manager  
Northern Rail

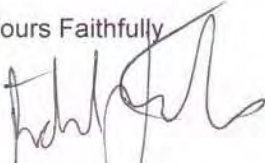
**Subject: Blackburn Connect project**

To whom it may concern,

Given the success of the Blackburn with Darwen CONNECT project; Lancashire United Limited, which as part of the Veolia Transdev Group are fully committed to the continuous development and implementation of smarter transport choices. Thanks to the existing LSTF funding invested within Blackburn with Darwen, we have already developed a strong partnership and would certainly like to continue our relationship to help compliment the major transport scheme funding already allocated to improve local bus networks but to also continue to help local people access employment, training and educational opportunities and courses. We would also be very keen to ensure that we play a pivotal role in engaging with local employers and would continue to work on new products, initiatives and marketing campaigns designed to make it easier for people to consider and undertake travel by bus.

The work we have undertaken in partnership with the BwD CONNECT project could be replicated in neighbouring Borough Councils and our involvement can hopefully bring the benefits that accrue from our positioning as a world class transport provider and innovator. To this end, Transdev fully endorses the joint bid for future LSTF funding being developed by Blackburn with Darwen Borough Council and Lancashire County Council.

Yours Faithfully



Richard Jackson  
Development Director

Mike Kirby

Director of Transport and Environment  
Lancashire County Council  
PO Box 100  
County Hall  
Preston  
PR1 0LD  
Dear Mr Kirby

21.3.2014

**Support for the East Lancashire LSTF bid 2015/2016**

I am writing to confirm support for your joint application to the Local Sustainable Transport Fund. We are delighted to be engaged in the bid and look forward to working with you in the future. We support the bid in its entirety and particularly want to endorse the business engagement element.

East Lancashire Chamber of Commerce is a business membership organisation with 1000 members across East Lancashire. The Chamber's principle aim is to make businesses within the area more profitable and through partnership-working to create an environment where they can grow and prosper. We would like our members to benefit from the sustainable travel initiatives provided through the LSTF.

With signs of economic recovery and manufacturing, which is our employment bedrock, being re-established as an essential element of a modern economy, now is an excellent time to look to the future. Sustainable transport plans are all the more essential as we expect to see mobility in East Lancashire increase, from a relatively low starting point, as education & skills levels rise and the industrial developments which are now in the pipeline come on stream.

While increased mobility is a positive sign economically, a classical consequence can be increased congestion, so we see this LSTF proposal as an important potential asset to our businesses and their employees and the general well-being of our area.

We will endeavour to disseminate the appropriate related information regarding the bid to East Lancashire's business community and donate staff time as required.

Please keep us updated with the progress of the bid.

Kind regards



CEO





Mike Kirby  
Director of Transport and Environment  
Lancashire County Council  
PO Box 100  
County Hall  
Preston  
PR1 0LD

17th of March 2014

Dear Mr Kirby

**Support for the East Lancashire LSTF bid 2015/2016**

SHOUT Network is more than happy to support the joint application to the Local Sustainable Transport Fund.

SHOUT Network is a business networking organisation based in Preston, Lancashire. SHOUT operate 15 regular networking meetings taking place at various venues across Lancashire. Groups currently take place in Preston, Blackpool, Lytham, Leyland, Chorley, Lancaster, Southport, Wigan, Burnley and Blackburn. Business networking offers businesses of all sizes and types the opportunity to interact with members of their local business community. SHOUT Network offers relaxed informal networking in which local businesses are encouraged to share knowledge, contacts and referrals for a low annual membership fee.

SHOUT Network is all about encouraging prosperity and boosting the economy in a sustainable way. We already work with the Lancashire Enterprise Partnership to do this and further funding from the Local Sustainable Transport Fund will help deliver more good work.

We are delighted to be engaged in the bid and look forward to working with you in the future. We support the bid in its entirety and particularly want to endorse the business engagement element. We will disseminate the appropriate related information regarding the bid to East Lancashire's business community and donate staff time as appropriate.

We look forward to hearing about the progress of the bid.

Kind regards

A handwritten signature in blue ink, which appears to read "Ian Coupe", is positioned above the printed name and title.

Ian Coupe  
Director

**Shout Network Limited,**

Ribbleton Lane, Preston, PR1 5EZ

Tel - 01772 642829 Web - [www.shoutnetwork.co.uk](http://www.shoutnetwork.co.uk) E-Mail - [info@shoutnetwork.co.uk](mailto:info@shoutnetwork.co.uk)

Company Reg. No 08024112 VAT No. GB152118443





## Department for Work & Pensions

**Mr S C Johnson**  
District Manager

**Email**  
steve.johnson4@dwp.gsi.gov.uk

**Jobcentre Plus**  
Orchard House, Penny Street, Blackburn BB1 6HA

**Correspondence address:**  
Blackburn Jobcentre  
Post Handling Site B  
Wolverhampton  
WV99 1RT

[www.gov.uk](http://www.gov.uk)

27 March 2014

### **Re Blackburn with Darwen Borough Council's LTSF bid**

Cumbria and Lancashire Jobcentre Plus is delighted to endorse the Blackburn with Darwen Borough Council and Lancashire County Council joint Local Transport Fund Bid to the Department for Transport.

We are keen to work with both Blackburn with Darwen Borough Council and Lancashire County Council as a partner to identify and address transport barriers for jobseekers. We welcome the intention to provide training and support to residents to increase awareness and enable take up of sustainable travel options.

Kind regards,

Mr S. C. Johnson  
Cumbria & Lancs District Manager



## **bootstrap enterprises**

35 Railway Road Blackburn, Lancashire BB1 1EZ

T: 01254 680367 [info@bootstrap.org.uk](mailto:info@bootstrap.org.uk)

F: 01254 680672 [www.bootstrap.org.uk](http://www.bootstrap.org.uk)

To whom it may concern

Bootstrap Enterprises is committed to the continuous development and implementation of smarter transport choices in order to make a meaningful contribution to the reduction of environmental pollution and traffic congestion across East Lancashire and directly assist our clients in their pursuit of employment.

Thanks to the existing LSTF funding invested within Blackburn with Darwen we have already developed a strong partnership with the local authority and we are therefore fully supportive of plans to strengthen this working arrangement and expand the services offered to other sites in East Lancashire.

Blackburn with Darwen's Connect project has enabled our clients to attend our centres, attend training across East Lancashire, attend Job Interviews and subsequently afford to travel to work economically if and when they are successful in obtaining work, both through assistance to public transport and access to bicycles.

Bootstrap Enterprises therefore fully endorses the joint bid for future LSTF funding being developed by Blackburn with Darwen Borough Council and Lancashire County Council.

Yours faithfully

Graham Jones  
Business Manager



To whom it may concern

Training 2000 is committed to the continuous development and implementation of smarter transport choices in order to make a meaningful contribution to the reduction of environmental pollution and traffic congestion across East Lancashire and enables our students to easily access our site, employment/training opportunities by more sustainable and active travel modes.

Thanks to the existing LSTF funding invested within Blackburn with Darwen we have already developed a strong partnership with the local authority and we are therefore fully supportive of plans to strengthen this working arrangement and expand the services offered to other sites in East Lancashire.

In particular, I have found the CONNECT mentoring training day that is delivered to the students to be relevant to the Study Programme I deliver. Students have been well prepared for work placements and have been able to explore transport options to save money, improve fitness and ultimately their well-being. This fits in perfectly to the Core Values of the company.

We have also supported the service with all new Apprentices and signposted all successful candidates to Cheryl at CONNECT for help, advice and assistance in the first month of their Apprenticeships. The success of this programme, should the funding continue will enable us to explore other avenues throughout the company of how the initiative can support Training 2000 throughout the business.

Therefore, Training 2000 fully endorses the joint bid for future LSTF funding being developed by Blackburn with Darwen Borough Council and Lancashire County Council.

Yours faithfully

Sarah Lang

Career Development Advisor



27<sup>th</sup> March 2014

To whom it may concern

The Via Partnership Limited is committed to the continuous development and implementation of smarter transport choices in order to make a meaningful contribution to the reduction of environmental pollution and traffic congestion across East Lancashire and enable our staff, but particularly our customers (young people aged 13-19 and up to 25 with learning difficulties and/or disabilities) to access our site, employment and training opportunities by more sustainable and active travel modes.

Thanks to the existing LSTF funding invested within Blackburn with Darwen we have already developed a strong partnership with the local authority and we are therefore fully supportive of plans to strengthen this working arrangement and expand the services offered to other sites in East Lancashire.

In Blackburn with Darwen Via deliver the Connexions targeted youth support service and Youth Contract (mentoring support for the most vulnerable and those Not in Education, Employment and Training – NEET). Via Training deliver apprenticeships and have apprenticeship opportunities across East Lancashire and our employability team are actively engaged in arranging work related learning for young people across Pan Lancashire. Therefore, further funding could complement our services to these young people and increase their mobility and possibly their travel to work and training area.

Via therefore fully endorses the joint bid for future LSTF funding being developed by Blackburn with Darwen Borough Council and Lancashire County Council.

Yours faithfully

Glynn Lowndes  
Operations Manager – Careers Youth  
The Via Partnership Limited



Our Ref: DH/CC

Date: March 2014

Feilden Street, Blackburn, Lancashire BB2 1LH  
Tel: 01254 292929 Web: [www.blackburn.ac.uk](http://www.blackburn.ac.uk)  
Text phone for the hearing impaired: 07890 453187

To whom it may concern,

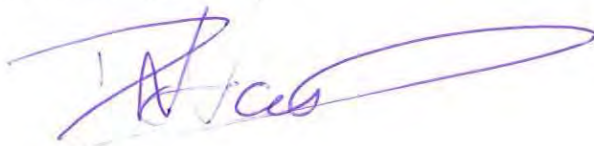
Having been involved in the CONNECT project for almost two year now for the College I would like to add our full endorsement to the joint bid by Blackburn with Darwen Borough Council and Lancashire County Council.

The project has been locally focused in promoting and improving alternative forms of transport other than cars. The initiatives we have seen have included:

- Bike ability courses for staff and students.
- Workshops with students looking at the most popular walking routes.
- Improvements to these routes as a direct result of the feedback, footpath widening and sensible positioning of street furniture.
- Walk to work initiatives across the borough.
- Improvements to cycle storage facilities not just for the college but the town centre.
- Green travel plans produced for local businesses.
- The College has by direct result released vidoes detailing the major walking route to and from College through the town centre.

I look forward to working with the CONNECT team as quite simply they make a difference.

Yours faithfully,



Derek Heap  
Deputy Director, Masterplan

Mike Kirby  
Director of Transport and Environment  
Lancashire County Council  
PO Box 100  
County Hall  
Preston  
PR1 0LD

Tuesday 25<sup>th</sup> March 2014

Dear Mr Kirby

**Support for the East Lancashire LSTF bid 2015/2016**

Nelson and Colne College strongly supports the East Lancashire Local Sustainable Transport Fund bid.

The bid will aid the college in its endeavours to reduce congestion, carbon emissions and pollution associated with car travel through encouraging the use of sustainable travel whenever possible. It will also encourage our students and staff to increase their physical activity and build cycling and walking into their daily routines.

Nelson and Colne College supports the joint bid. We are very pleased to be involved and look forward to working more closely with you in the future. We will donate appropriate staff time as required.

Yours sincerely



Rachel Cox  
Student Services Manager  
01282 440279  
r.cox@nelson.ac.uk

A LONG-STANDING TRADITION OF EXCELLENCE

Principal: Sue Taylor

Broad Oak Campus  
Broad Oak Road  
Accrington  
Lancashire  
BB5 2AW

T: 01254 389933

F: 01254 354001

W: [www.accross.ac.uk](http://www.accross.ac.uk)

Mike Kirby  
Director of Transport and Environment  
Lancashire County Council  
PO Box 100  
County Hall  
Preston  
PR1 0LD

Friday 21<sup>st</sup> March 2014

Dear Mr Kirby

### Support for the East Lancashire LSTF bid 2015/2016


I am very pleased to offer Accrington and Rossendale College's wholehearted support for the joint Lancashire County Council and Blackburn with Darwen joint LSTF bid.

The bid will contribute to economic growth, a reduction in carbon emissions, health benefits, and wider social, and environmental benefits.

The College is committed to increasing the number of staff and students who travel sustainably to and from the campus whilst also hoping to encourage sustainable travel as a part of lifestyles away from work and learning. The package of measures which the LSTF will fund will reduce congestion, carbon emissions and pollution associated with car travel. It will also encourage physical activity which will lead to a healthier happier campus.

We are very pleased to be involved and look forward to working more closely with you in the future. We will donate appropriate staff time as required.

Yours sincerely



**Sylvester During**  
Director of IT & Facilities

## PRIVATE & CONFIDENTIAL

26<sup>th</sup> March 2014

To whom it may concern,

Capita is committed to the continuous development and implementation of smarter transport choices in order to make a meaningful contribution to the reduction of environmental pollution and traffic congestion across East Lancashire and enable our staff and visitors to access our site, by more sustainable and active travel modes.

Thanks to the existing LSTF funding invested within Blackburn with Darwen we have already developed a strong partnership with the local authority and we are therefore fully supportive of plans to strengthen this working arrangement and expand the services offered to other sites in East Lancashire.

We have been grateful to receive dedicated support and management of our workplace travel plan through the CONNECT project. It has helped us as an organisation to engage with our staff and visitors to promote sustainable travel alternatives and to understand the mechanisms of doing this. We have seen great value in the quarterly sustainable travel roadshows; engaging staff and providing them with the opportunity to partake in and understand their sustainable travel options. We have been encouraged with the number of employees who have taken the opportunity to engage with the BwD CONNECT team and as a result enabled us to make improvements to our on-site shower and locker facilities therefore helping us to encourage more employees to cycle into work. We have been delighted to recently work with the CONNECT project to promote the lunchtime walks on Tuesdays and Thursdays to which we encourage our staff to partake in. We would be delighted moving forward to have the opportunity to continue this working partnership ensuring we can continue to develop our sustainable travel and transport opportunities and offers.

Capita therefore fully endorses the joint bid for future LSTF funding being developed by Blackburn with Darwen Borough Council and Lancashire County Council.

Yours faithfully



Ian Richardson  
Regional Director  
Capita – Property and Infrastructure

### Property and infrastructure

CastleWay House, 17 Preston New Road, Blackburn BB2 1AU

Tel 01254 273000 Fax 01254 273559 [www.capita.co.uk/property](http://www.capita.co.uk/property)



# **Appendix**

## **A9.1**

**Letter from LEP**



## Lancashire Enterprise Partnership

Christopher Hadfield  
Sustainable Travel Manager  
Lancashire County Council  
PO BOX 100  
County Hall  
Preston  
PR1 0LD

Phone: 01772 535655

Email: [enquiries@lancashirelep.co.uk](mailto:enquiries@lancashirelep.co.uk)

31<sup>st</sup> March 2014

**Subject: Local Sustainable Transport Fund 2015-16 (Revenue Funding) -  
Lancashire Enterprise Partnership Endorsement**

Dear Chris,

I am writing to confirm that the Lancashire Enterprise Partnership is pleased to endorse Blackburn with Darwen Borough Council and Lancashire County Council's '*Connecting East Lancashire*' Local Sustainable Transport Funding revenue application.

We look forward to a successful outcome.

Yours sincerely

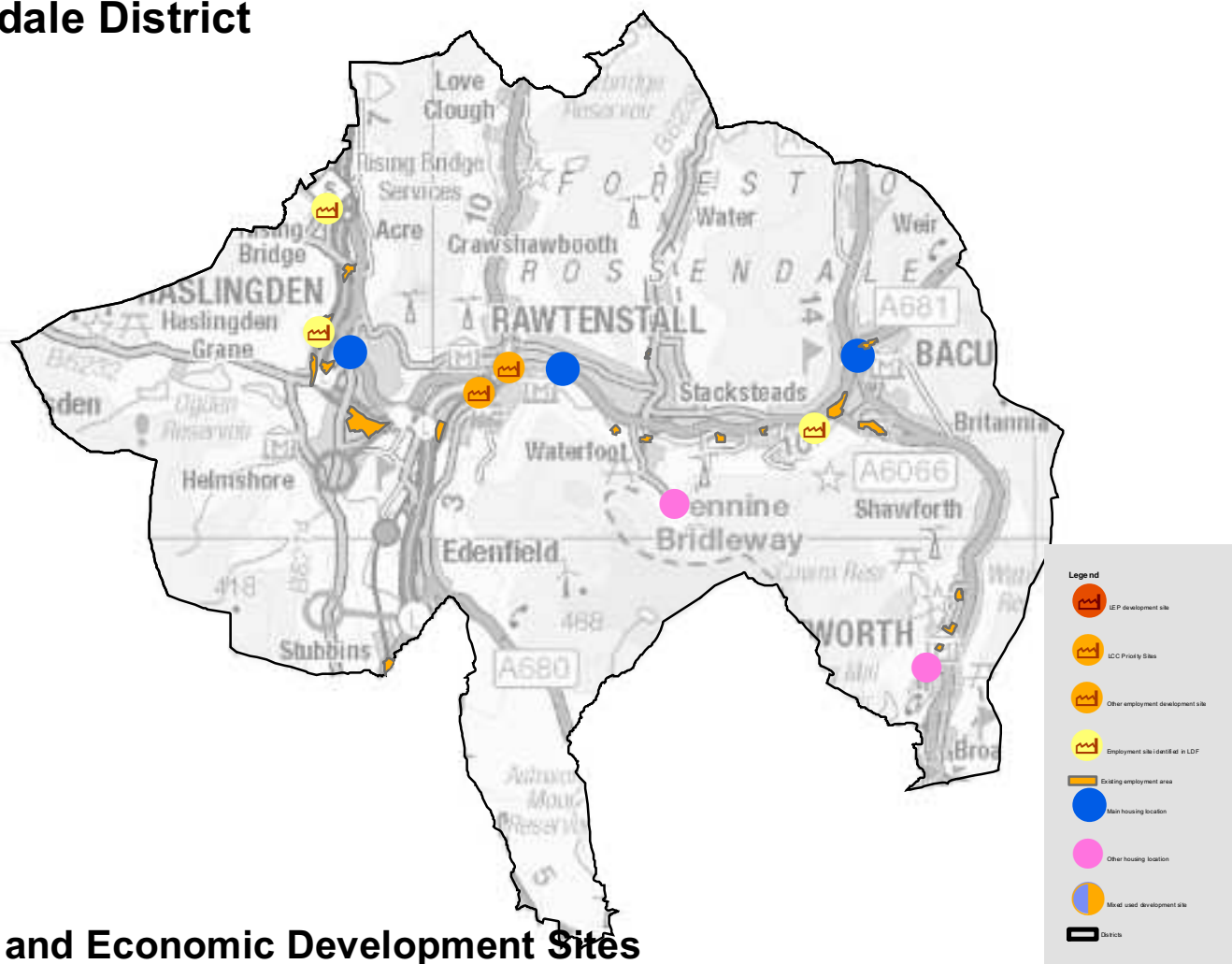
Edwin Booth  
Chairman, Lancashire Enterprise Partnership

# **Appendix**

## **B2.1**

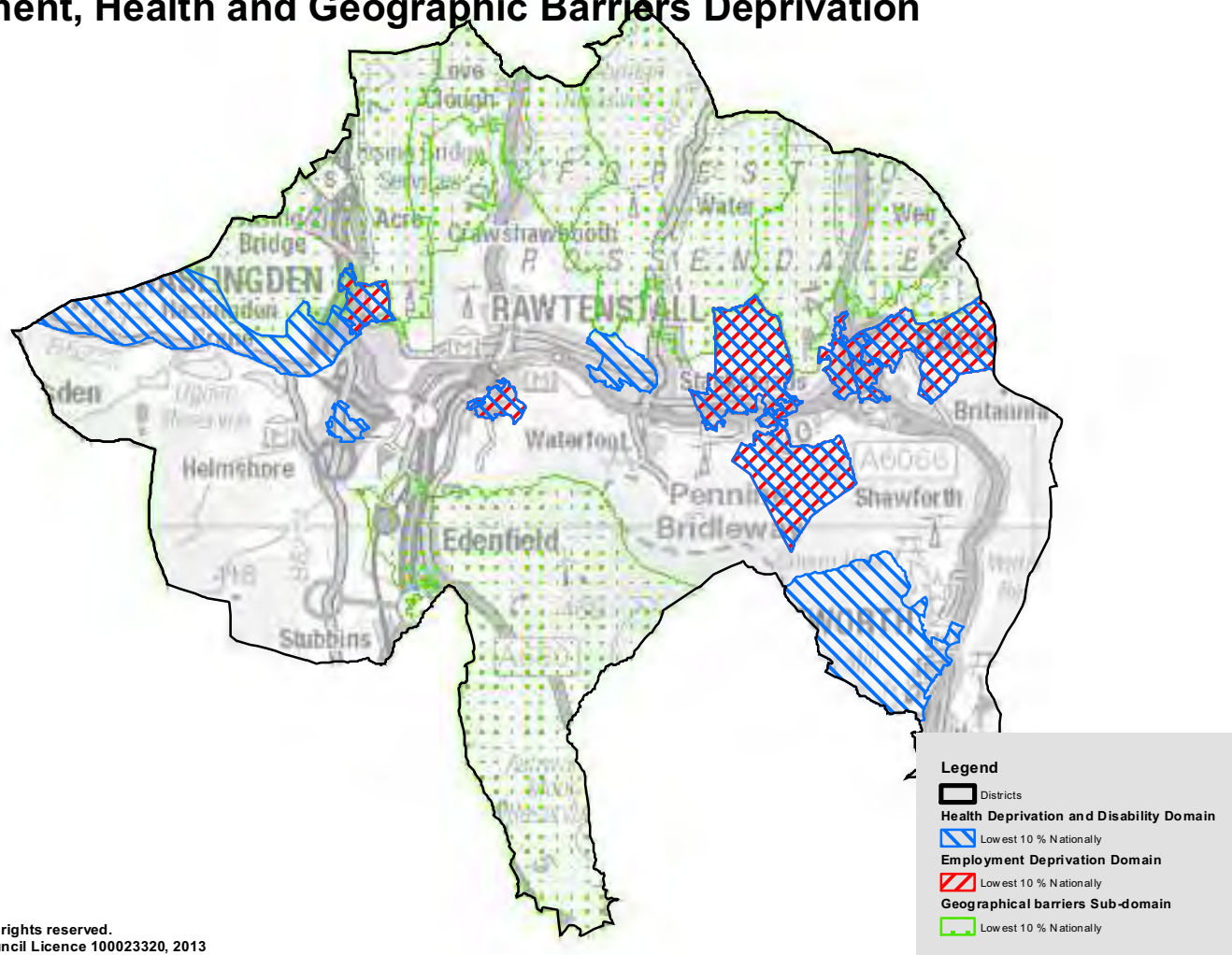
**Maps: Deprivation, Housing and  
Economic Development**

# Rossendale District

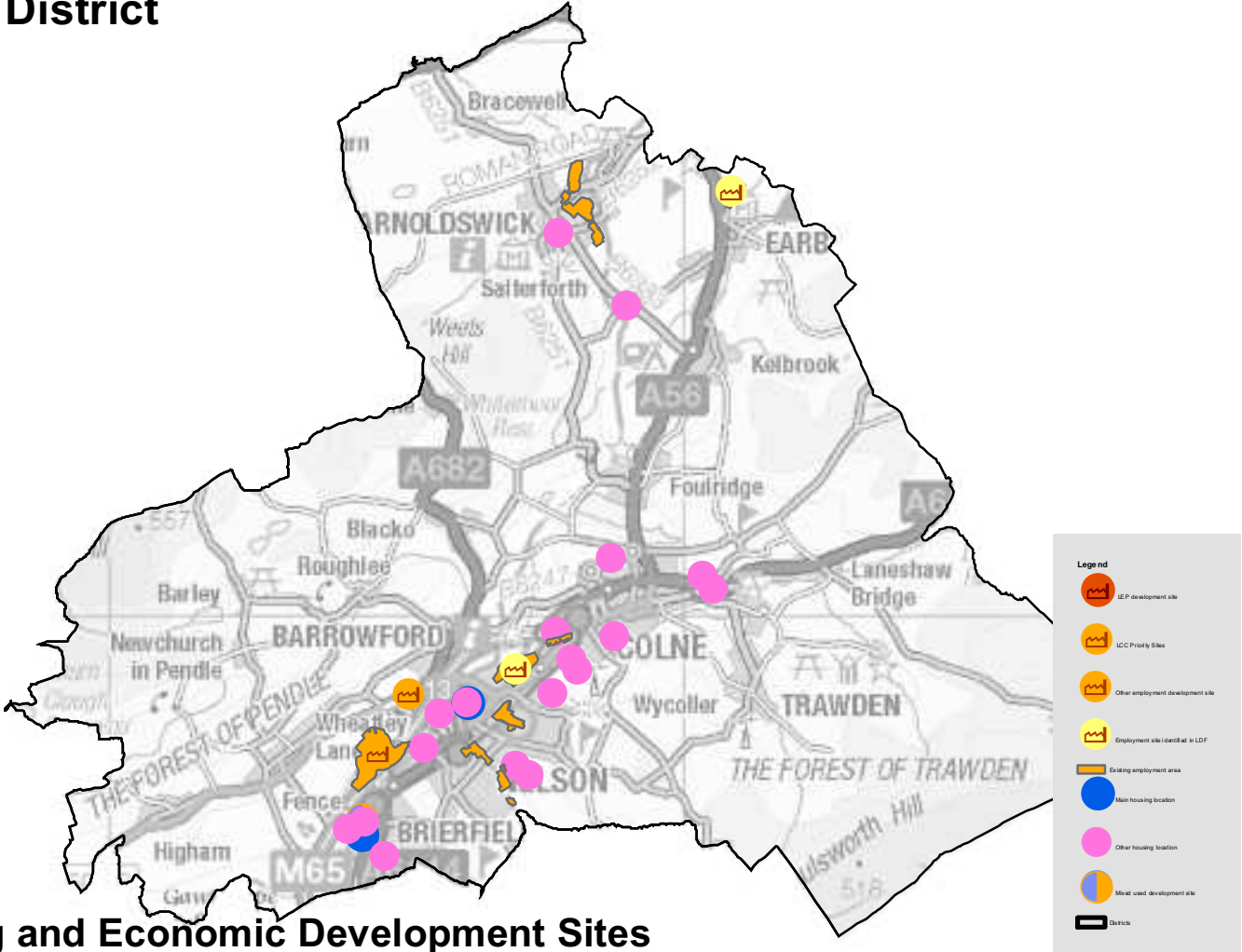


## Housing and Economic Development Sites

# Employment, Health and Geographic Barriers Deprivation

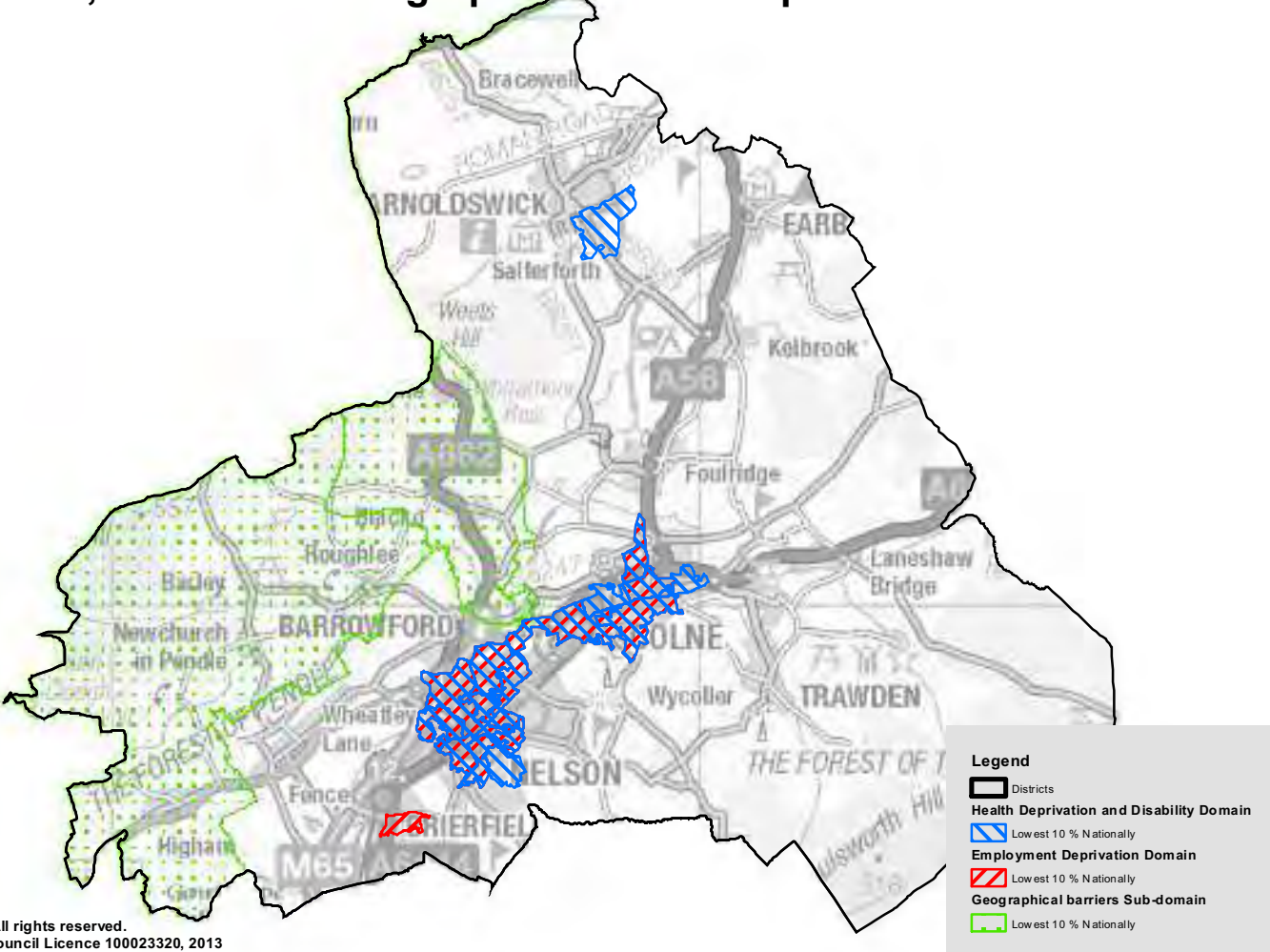


# Pendle District



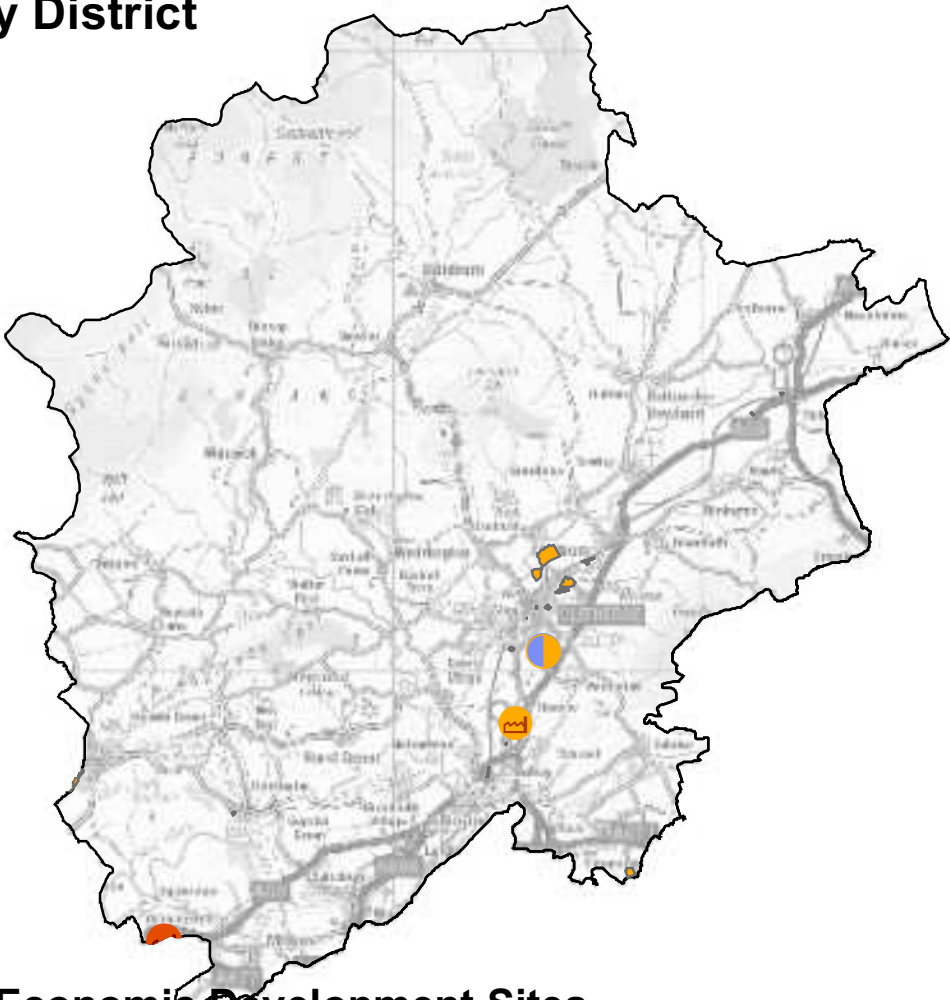
Housing and Economic Development Sites

# Employment, Health and Geographic Barriers Deprivation



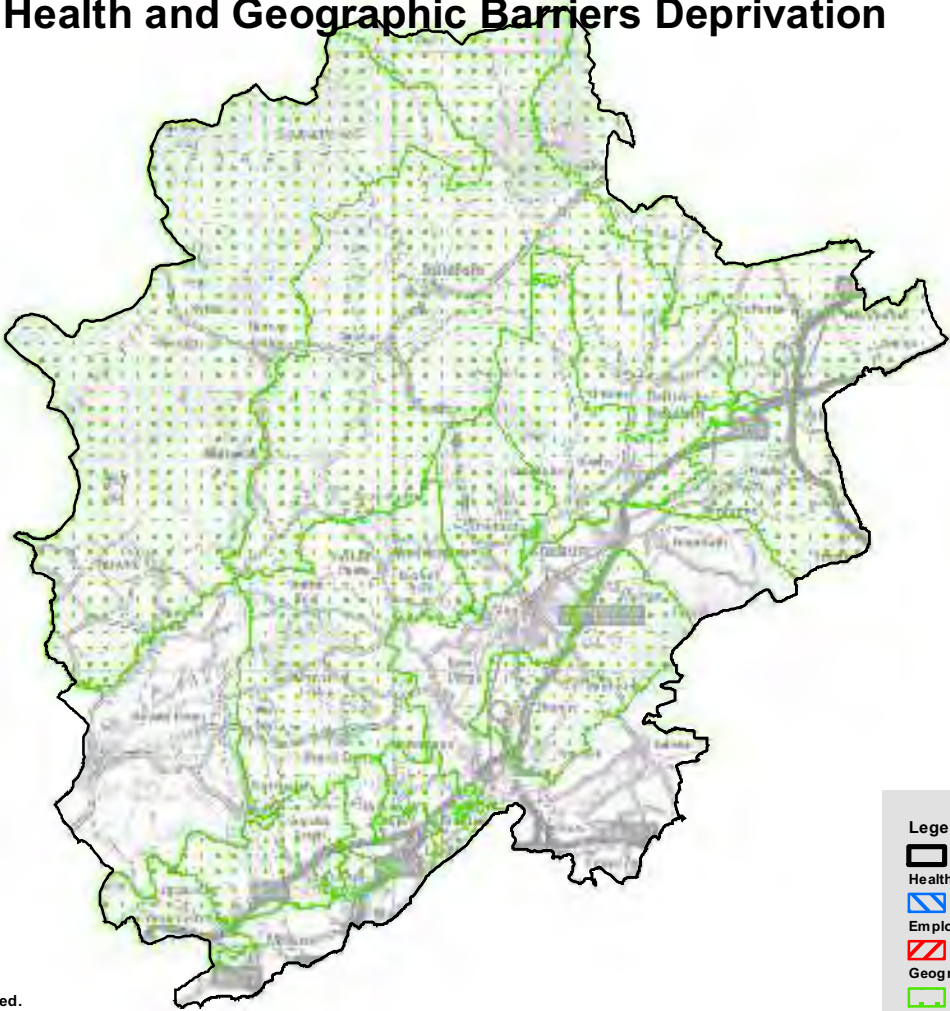


# Ribble Valley District

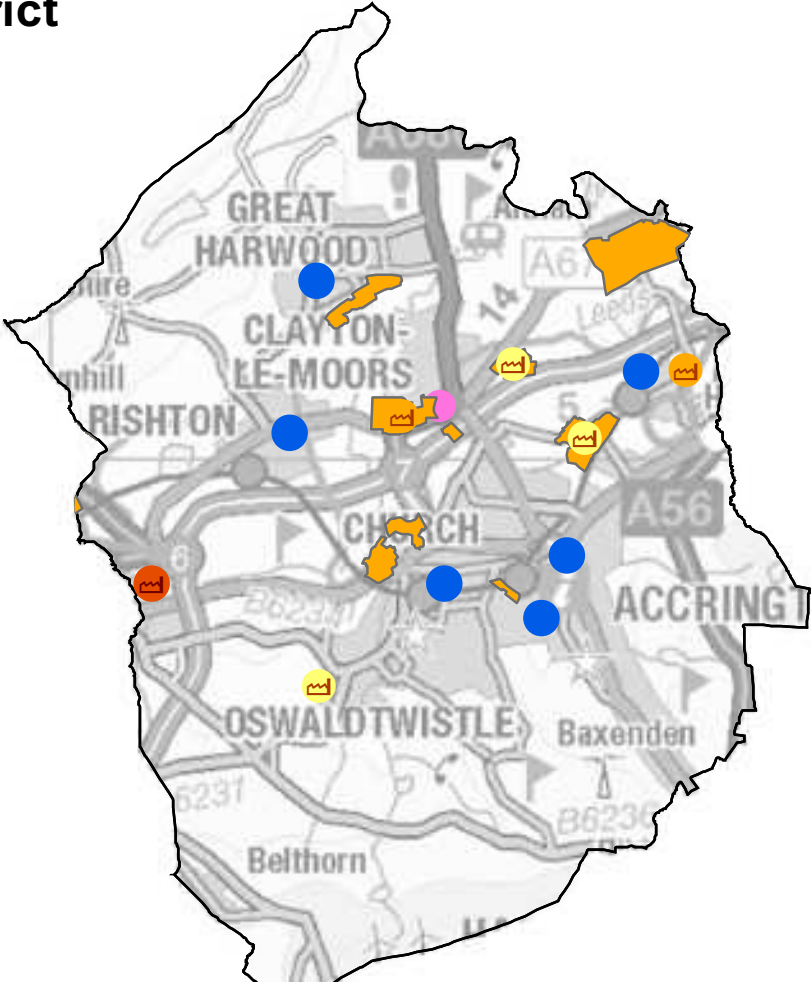


## Housing and Economic Development Sites

# Employment, Health and Geographic Barriers Deprivation

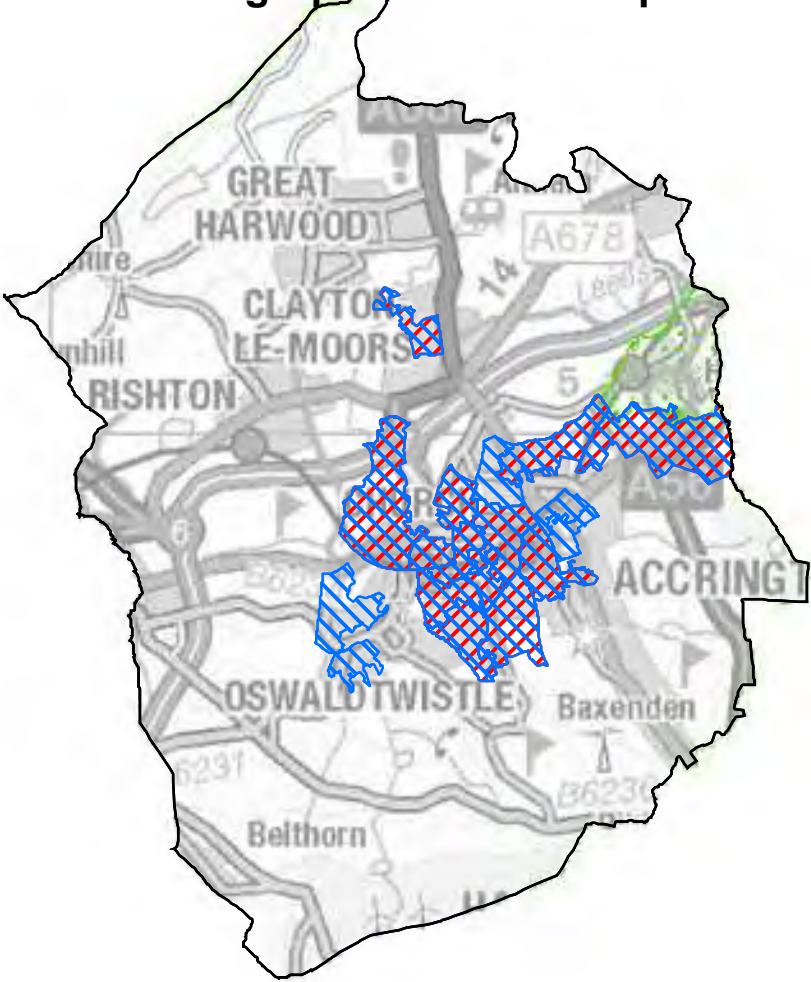


# Hyndburn District



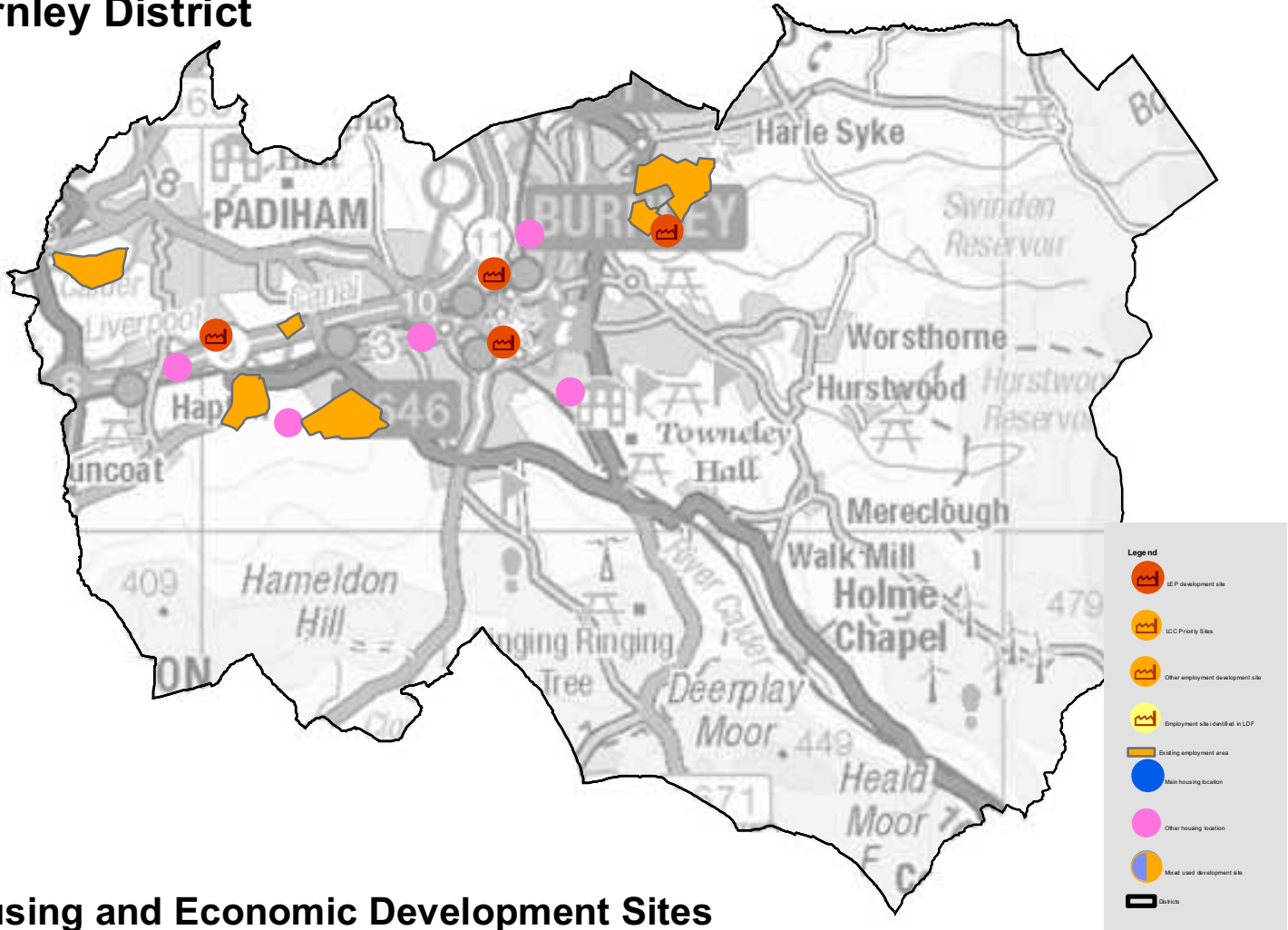
## Housing and Economic Development Sites

# Employment, Health and Geographic Barriers Deprivation



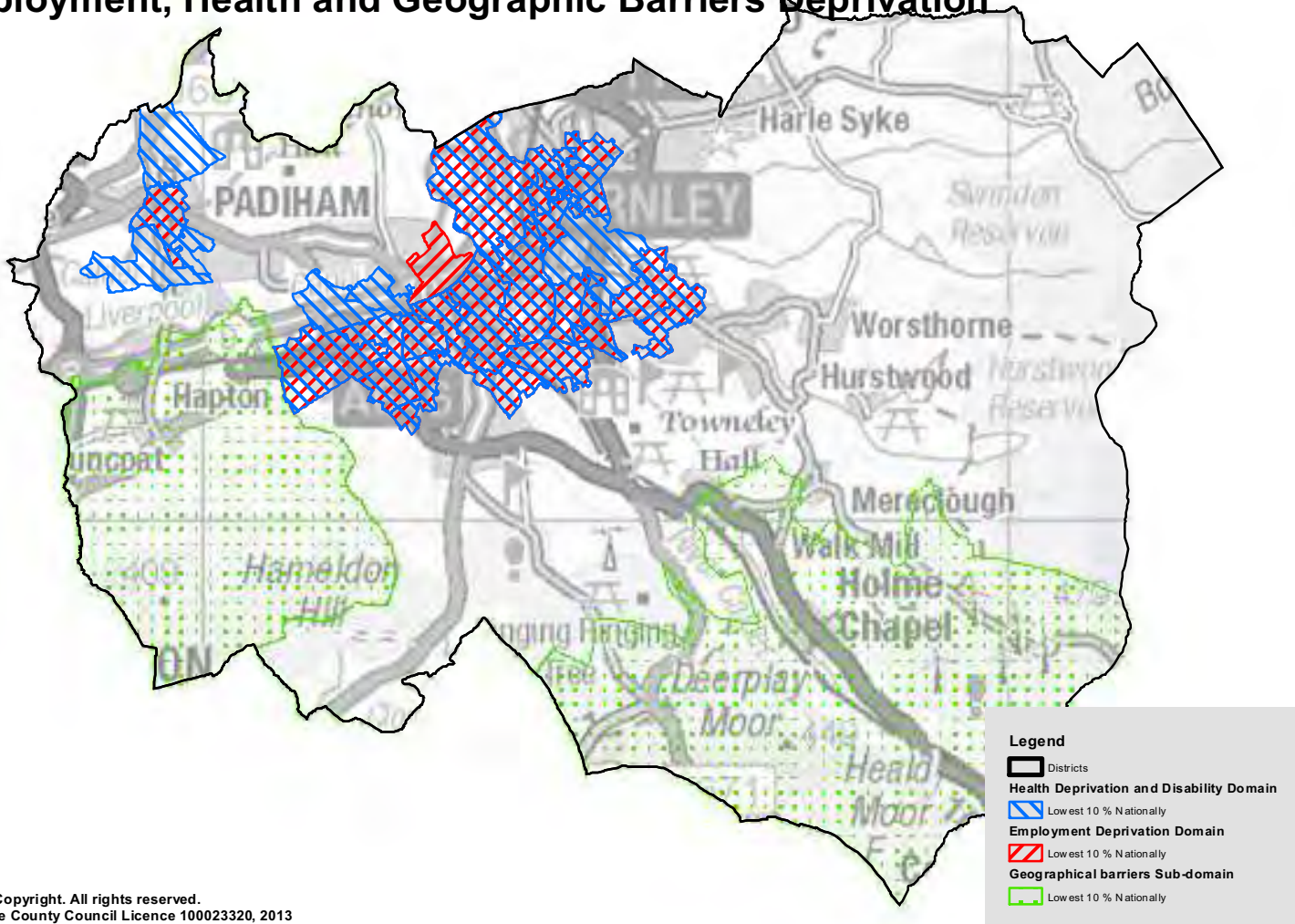


# Burnley District

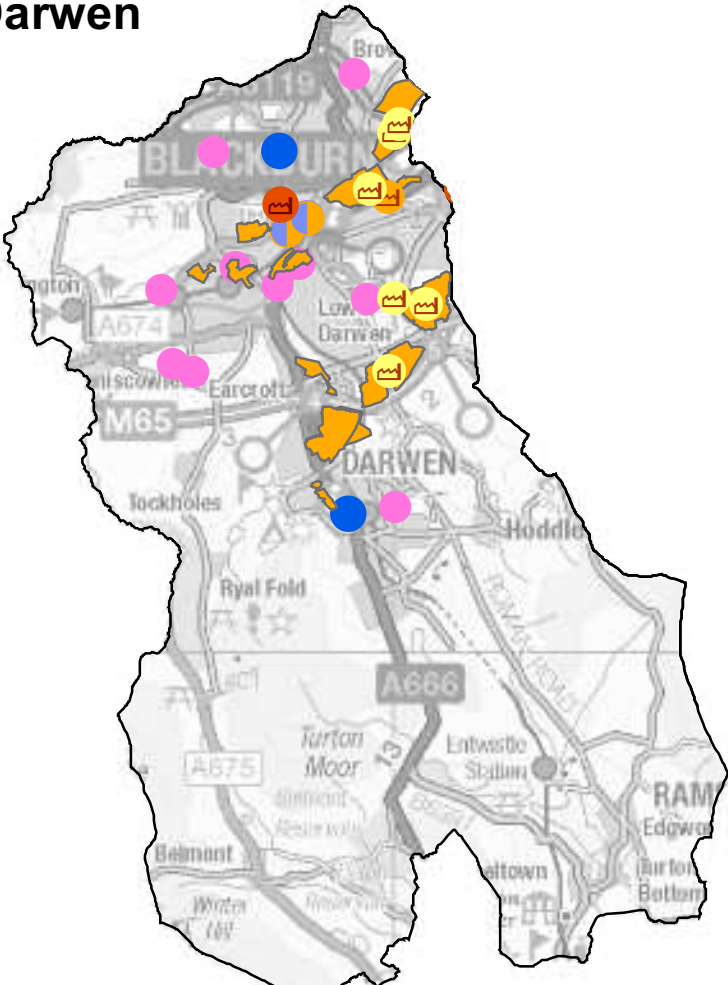


## Housing and Economic Development Sites

# Employment, Health and Geographic Barriers Deprivation

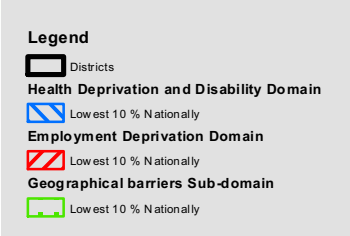
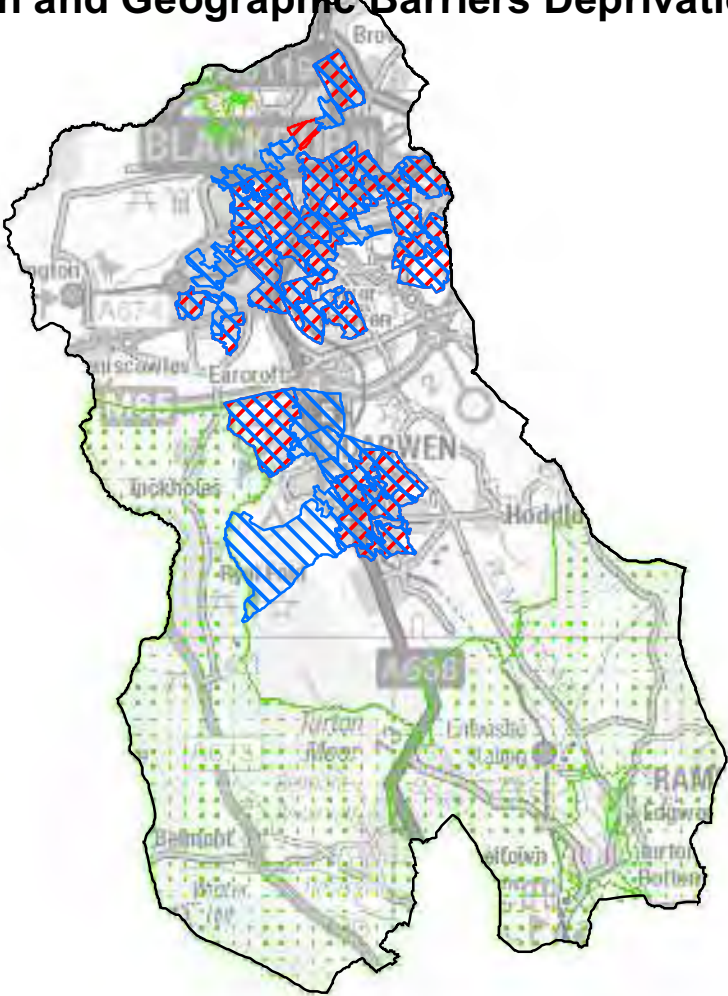


# Blackburn with Darwen



## Housing and Economic Development Sites

# Employment, Health and Geographic Barriers Deprivation

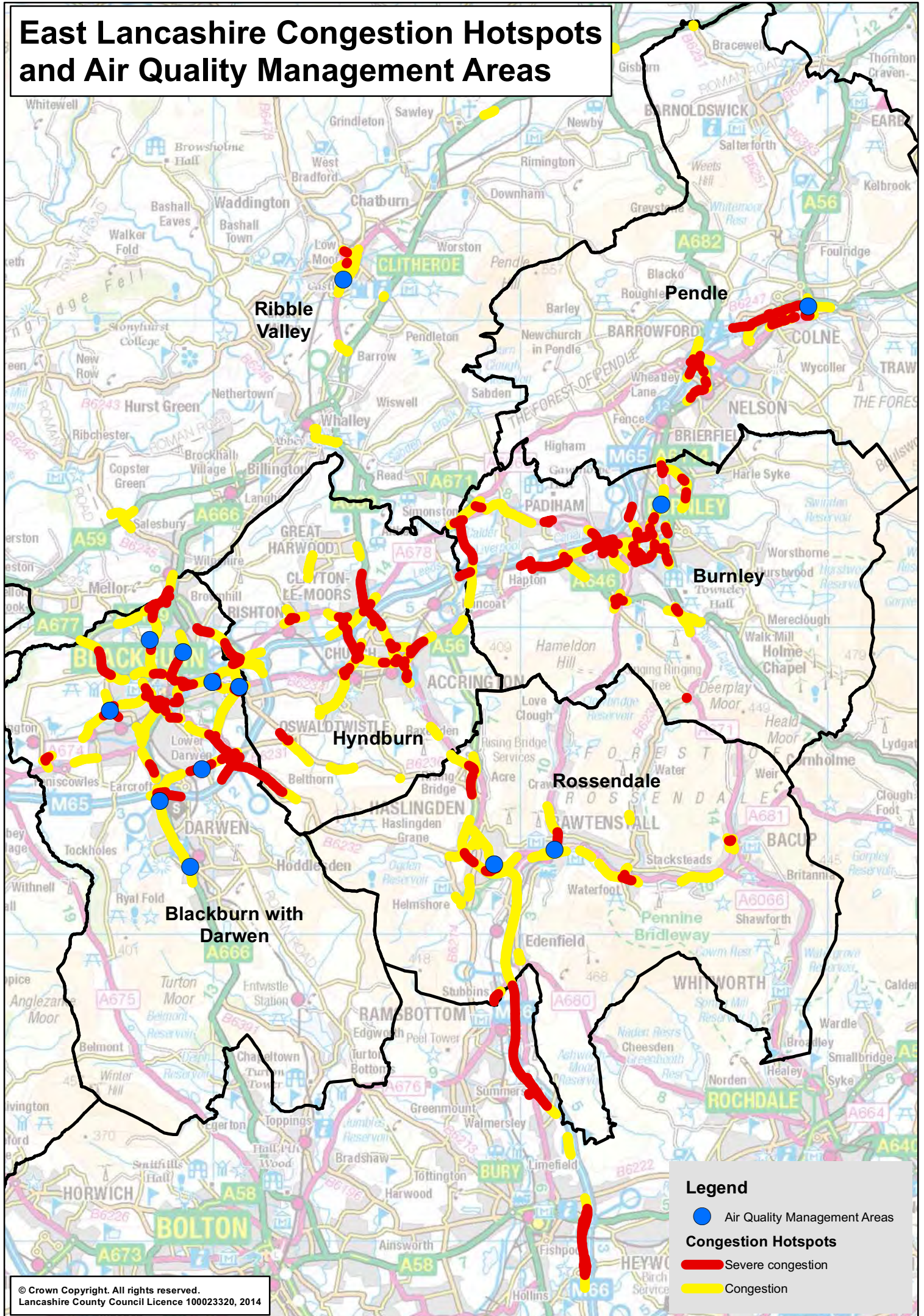


# **Appendix B2.2**

**Congestion and AQMAs**



# East Lancashire Congestion Hotspots and Air Quality Management Areas





# **Appendix**

## **B3.1**

**Scheme Impact Proforma**



LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	The development of the area's cycle facilities has been disjointed, since it has only been developed through opportunities presented through highway improvements, road safety schemes and development control decisions. Without a well signed strategic cycle network linking residential communities to the town centres and employment opportunities, cycling in the area is seen as unsafe, confusing and difficult by all but the most dedicated enthusiasts. With some of the earliest schemes introduced now in danger of becoming low quality, unsafe and challenging to navigate, usage is likely to fall still further. The area's cycle network can be split into four main types - Off Road/Street, On Road/Street, On road/Quiet road (unmarked) and Public Bridleways - however it can be argued that the actual strategic cycle network is much more limited, with rates of cycling low across East Lancashire. In Rossendale, the lack of any alternative to the main road along the valley means that cycling rates are the 7th lowest in the country. This situation will worsen unless a coherent, high quality network is developed across the area and that network is marketed to ensure that all users and potential users understand that the strategic cycle network can off a low cost, green, healthy and time efficient travel option.	<p>The East Lancashire Strategic Cycle Network and supporting revenue package will transform the perception of cycling and inspire local people young and old to undertake more trips by bike whether they are accessing employment, training or education or simply cycling as a leisure activity.</p> <p>The Weavers Wheel section of the East Lancashire Strategic Cycle Network will create an outer wheel around Blackburn that mirrors the successful Guild wheel in Preston. A series of spokes into the town centre will be created along with a number of spurs out to neighbouring towns, employment sites and residential areas. With clear signage and regeneration of existing sections of the cycle network, local people and visitors will be able to safely and conveniently navigate into and around the borough. The route will link the town centres of Blackburn and Darwen to the surrounding residential communities (existing and proposed) and to jobs and training opportunities at local employment sites - notably those on the eastern edge of Blackburn. The route will offer a rich, varied and safe ride/walk for everyone.</p> <p>The East Lancashire Cycle Network in its entirety will provide high quality, secure, direct access to employment, particularly from the most deprived areas and also provides the backbone of a true door to door network that embraces both rail and bus for longer distance journeys. The network will provide a consistent standard that is widely understood and allows commuting by all classes of user, not just dedicated cyclists. The network will also facilitate leisure journeys and use for active health. By providing the network, access to employment, education and other services will be enhanced, the visitor economy will benefit and the health of the area's residents will improve.</p>	<i>East Lancashire Highways and Transport Masterplan, Blackburn with Darwen Cycling Strategy 2007, Draft Lancashire Cycling Strategy 2014</i>
Route length (km)	Existing stratigic cycle network is less than 10kms in length and forms part of the NCN Route 6 running East West across Blackburn.	<p>The length of cycling network developed as part of the investment in Blackburn with Darwen will be 77.4km. The outer wheel will be 30km in length, the spokes into the town centre will be 17.4km and the spurs out to neighbouring towns and employment sites will be approx 30km in length.</p> <p>Initially a further 30km of cycle network will be provided in Rossendale/Hyndburn. Further scheme design will refine the length of interventions in other districts, but it is estimated that a further 125km will provided by the end of the project. This will give a total of over 202kms.</p>	<i>East Lancashire Highways and Transport Masterplan</i>
Average trip length (km)	The national average trip length for cycling is 3.2mils (5.12km). This is currently likely to be slightly longer in East Lancashire due to the fact that current cyclists are generally more confident enthusiasts, who will travel longer distances. A reasonable estimate would be an average trip length of 5.5km.	Average trip lengths will potentially reduce as the number of people making short cycle journeys increases and the type of cycling will change to a more utilitarian pattern. Longer trips will remain, but shorter trips to employment, education, training and access to services will increase. This will bring the average trip length back in line with the national average of 5.12km.	<i>Census 2011, National Travel Survey - 2012</i>
Average cycling speed (kph)	Average cycling speed in East Lancashire is between 8 -10mph (13-16km/h). Depending upon journeys undertaken the average speed will vary greatly given the extremely hilly nature of the area.	Average cycling speed is not expected to change greatly, although it is expected that journey times will be reduced for many cyclists who will have more direct, dedicated routes to use, particularly in Blackburn and Rossendale. The aim of the strategic cycle network is to provide direct, functional routes for all types of cyclist with shorter and more reliable journey times, so higher speeds are not a direct objective. Average cycling speed will remain at 13-16km/h.	<i>Local surveys have indicated an average speed of 8-10mph (13 –16km/h). Local cycle signage which provides time and distance information is based on an average speed of 10mph.</i>
Number of users (per day)	Despite the lack of a strategic cycle network the number of cyclists recorded in Blackburn (the only area of East Lancashire that has seen direct LSTF funding) has grown over the last decade thanks to LTP3 and LSTF investment, development of a led ride programme, bikeability training and better marketing and promotion thanks to partnership with British Cycling. Using cordon count data for Blackburn town centre a line of best fit for cycling data since 2001 would suggest a 180% increase in the numbers of cyclists (a 14% increase year on year). Whilst this is impressive, as a percentage of all traffic entering the town centre the numbers remain extremely low at just 0.72% of all trips into the town. Without further investment above and beyond the limited spend allocated through LTP3 the numbers of cyclists in the borough will remain relatively low. Evidence from the 2011 Census reveals that since 2001 the numbers of cyclists commuting to work remains extremely low at 1% yet those commuting on foot remains extremely high a sign of the compact nature of the two town centres and also possibly a reflection of the limited travel horizons and low rates of car ownership linked to the high levels of deprivation locally. Census data for 2011 indicates that just 600 people currently commute to work by cycle in the borough. This picture is better than much of the wider East Lancashire area, where cycling in many areas is far lower (Rossendale has the 7th worst rate of cycle commuting in the country). Without substantial investment in cycling, numbers will not increase and, with the rising cost of other modes, access to employment and lifelong learning will be further compromised for the most disadvantaged areas. Public health is a serious issue across East Lancashire and active travel, whether specifically for health or built into other regular journeys, has the potential to make a significant difference to many of the most vulnerable members of society. Of the proposed routes for 15/16, some do not yet exist at all, so usage is nil, but there are 832 cyclists daily coming into Blackburn town centre, who would use the proposed Weaver's Wheel.	<p>The East Lancashire Strategic Cycle network builds on work done elsewhere in the county, including the very successful Guild Wheel that loops around Preston and now attracts over 93,000 cyclists per year as well as many thousand walkers. Thanks to existing LSTF funding, we have been able to increase the amount of spend locally on the cycling network and increase the marketing and promotion and improve cycle storage in the town centres and at employment sites, an increase of 54% was recorded for the number of cyclists recorded entering Blackburn town centre as part of the 2013 cordon. Although the cordon count results have identified a sustained increase in the number of cyclists year on year there have been noticeable peaks and troughs and a correlation can be seen between the investment locally and the sharp peaks that are recorded.</p> <p>National travel survey results for 2012 indicate that 61% of the economically active local population has access to employment centres by cycle and 62.5% of the local population in receipt of job seekers allowance can also access employment centres by bike. In total the number of people of economical active age either in employment or seeking employment in the project area is 166,350 of which 101,640 have access to employment centres within a reasonable time by cycle (61.1%). Influencing 9% of these individuals (based on factored level from Sustainable Travel Towns results) would mean we have an opportunity to encourage 9,150 people to regularly cycle to employment in the project area - currently the figure stands at just 832. Across the project area, there are significant numbers who are seeking employment or who work in locations that will have dedicated cycle provision as the new network develops. Average earnings of those working within much of East Lancashire are well below national and county average, particularly in Rossendale where it is just 73% of national average. This leads to a high demand for cost effective travel. The number of daily users would increase to 9,150.</p>	<i>Blackburn Town Centre Cordon Count data 2001 -2013, Sustainable Travel Towns Initiative Results.</i>
Percentage of additional users that would have driven a car otherwise.	N.A.	62%	<i>Love to Ride, Lancashire Cycle Challenge 2013 (Section 6.3 - Modal Shift)</i>

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area	Not Available	The East Lancashire Cycle network as a whole will reduce car traffic over time, but a cycling culture will take time to develop. In Rossendale, the main road along the valley floor, the A681, carries almost 12,500 vehicles per day (2012), of which just under 50 are cycles. However, 13,000 commuters travel less than 10km, so even a 3% decrease in car use as experienced in BwD would reduce car trips by perhaps 400 vehicles along the length of the route.	<i>Blackburn Town Centre Cordon Count data 2001 -2013</i>  <i>Without scheme data is based on Cordon count data for people arriving into Blackburn Town Centre over a 12 hour period in 2013 and Census Data 2011. With scheme data is based on results achieved from the Sustinable Travel Towns initiative. Based on a change in absolute numbers of trips per 100 people per day the towns in the Sustainable Transport Towns initiative achieved the following outcomes based on a spend of £10 per per person per year:</i> > Decrease in car use by 9% > Increase in bus use between 10% - 22% > Increase in cycling between 26% and 30% > Increases in walking between 10% and 13% Given the bulk of investment is to be contained within the period 2015/16 a stretching target of achieving changes of one third of the average of these levels is being set which will anticipate the following outcomes to be achieved:
Traffic levels (Vehicle hours) in the affected area	Not Available		> Decrease in car use by 3% (based on town centre cordon count data a reduction of 3776 car trips) > Increase in public transport by 5% > Increase in cycling by 9% > Increase in walking by 4%
Average Speed in the Morning Peak	Not Available		
Mode share (in person trips)			
Car Driver	2013 Blackburn Cordon Count <b>61,400</b> Census data 2011 <b>38,582</b>	Cordon Count <b>59,558</b> Census data <b>37,425</b>	
Car Passenger	2013 Blackburn Cordon Count <b>27,700</b> Census data 2011 <b>5,034</b>	Cordon Count <b>26,869</b> Census data <b>4,883</b>	
Bus passenger	2013 Blackburn Cordon Count <b>6,990</b> Census data 2011 <b>3,297</b>	Cordon Count <b>7,339</b> Census data <b>3,462</b>	
Rail Passenger	2013 Blackburn Cordon Count <b>1,678</b> Census data 2011 <b>1,003</b>	Cordon Count <b>1,762</b> Census data <b>1,053</b>	
Cyclist	2013 Blackburn Cordon Count <b>832</b> Census data 2011 <b>600</b>	Cordon Count <b>907</b> Census data <b>654</b>	
Walking	2013 Blackburn cordon Count <b>14,770</b> Census data 2011 <b>7,874</b>	Cordon Count <b>15,360</b> Census data <b>8,189</b>	

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips			Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions
Average trip distance (km)			
Average wait time (mins)			
Average fare per trip (£)			
Average in-vehicle time (mins)			
Description of your intervention	E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boars, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time		

Average in-vehicle time (mins)		
	<i>E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boars, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time</i>	
Description of your intervention		

# **Appendix**

## **B5.1**

### **Gantt Chart**

[illegible]

# **Appendix**

## **B7.1**

### **Governance Organogram**



# Governance Organogram

## Lancashire Enterprise Partnership

Includes Lancashire County Council and the unitary local authorities for Blackburn with Darwen and Blackpool

Chaired By Edwin Booth



## Executive Board

Jointly Chaired by Blackburn with Darwen Borough Council's Director for Regeneration Brian Bailey and Lancashire County Council's Mike Kirby, Director of Transport and Strategic Highways



## Project Management Board

Jointly Chaired by Lancashire County Council's Sustainable Travel Manager, Christopher Hadfield and Blackburn with Darwen Borough Council's Transport Strategy Team Leader, James Syson.



Stakeholder Engagement



## Project Teams

Within LCC the Sustainable Travel Team will be responsible for the delivery and coordination of these schemes. Chris Smith will be the Key Coordinator for the Project Teams who will then report to the Project Management Board via Christopher Hadfield.

Within BWD the CONNECT Team will be responsible for the delivery and coordination of these schemes. Melanie Taylor will be the Key Coordinator for the Project Teams who will then report to the Project Management Board via James Syson.

Communication between teams will be done on a regular/daily basis via email/phone.



Stakeholder Engagement

# **Appendix**

## **B10.1**

**Section 151 Letter**

Tel (01772) 530485

Email [christopher.hadfield@lancashire.gov.uk](mailto:christopher.hadfield@lancashire.gov.uk)

Date 31<sup>st</sup> March 2014

Department for Transport  
Great Minster House  
33 Horseferry Road  
London  
SW1P 4DR

**LSTF Procurement Strategy**

To whom it may concern,

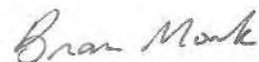
We can confirm that Lancashire County Council has a well established procurement strategy, which will be applied to the Connecting East Lancashire Project. Our procurement strategy aims to protect the Authority from unnecessary risk and challenge, while looking to secure the best possible value for money for the Council using MEAT (most economically advantageous tender) evaluation criteria.

Our procurement procedures are transparent, accountable and auditable. To help improve efficiency, we also have framework agreements in key areas, a database of contracted suppliers in the form of a contracts register and a fully electronic procurement system.

Yours sincerely,



**Gill Kilpatrick**  
Section 151 Officer  
Lancashire County Council



**pp Lisa Kitto**  
Head of Procurement  
Lancashire County Council