



## Sustainable Travel Transition Year Revenue Competition 16/17 - Application Form

Guidance on the Application Process is available <https://www.gov.uk/government/publications/sustainable-travel-transition-year-revenue-competition-2016-to-2017>

Bids should be no more than 20 pages long (excluding any supporting documents listed as exempt in the Guidance document).

### **Applicant Information**

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

Lancashire County Council (lead authority), 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:**

*Dianne Gardner, Health Equity, Welfare and Partnerships Manager*

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

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**Website address for published bid: [www.lancashire.gov.uk](http://www.lancashire.gov.uk) & [www.bwdconnect.org.uk](http://www.bwdconnect.org.uk)**

*When authorities submit a bid for funding to the Department, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within two working days of submitting the final bid to the Department. The Department reserves the right to deem the business case as non-compliant if this is not adhered to.*

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

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

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

Through a targeted package of smarter transport measures, promotions and incentives *Connecting Lancashire* will build upon the experiences and strengths of previous LSTF funding (*BwD Connect & Connecting East Lancashire*) to support committed transport infrastructure projects across Lancashire. Working with key partners these measures will range from breaking down barriers through bike redistribution and cycle training, targeting settings such as workplaces, hospitals and schools as well as wider reach campaigns and challenges.

*Connecting Lancashire* will facilitate more active and sustainable travel choices to employment, education and training helping to stimulate local economic growth, reducing carbon emissions and improving the physical and mental wellbeing of our residents and visitors.

### **A3. Total funding cost (£m): £750,000**

### **A7. 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 Access funded programme of activity.

#### **Local Authorities:**

All twelve Lancashire Councils and the two unitary authorities of Blackpool and Blackburn with Darwen are engaged in promoting cycling and walking, either through promoting physical activity, planning or via tourism. For example Pendle and Ribble Valley supported the Tour of Britain in 2015, Chorley are delivering a Cycling Grand Prix in 2016 and each LTA supports the delivery of new cycling and walking infrastructure through Local Transport Plan investment. Support for this programme has been guaranteed by the three LTAs.

#### **Town and Parish Councils**

A number of town and parish councils have developed proposals to increase cycling and walking in the area. For example Longridge Town Council has proposals for a circular walking and cycling route round the town. Colne Town Council now organises and delivers the annual Colne Town Centre cycle race.

#### **Business Community**

The East Lancashire Chamber of Commerce for example wants its members to benefit from the sustainable travel initiatives provided through the Access fund, with particular interest in the business engagement element. The Chamber will be instrumental at distributing Access funded related information to a wide business audience.

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 Access Fund will help deliver more good work.

#### **Community Rail Lancashire**

The local community rail development officers who support the work of the Clitheroe line, East Lancashire Line, South Fylde Line and West of Lancs line Community Rail Partnerships will help facilitate and participate in events designed to encourage greater use of local rail lines. CRL as part of the development of its education programme in primary schools will also encourage sustainable and active travel to and from stations through community based projects. As part of the next Northern franchise, CRL is tasked with developing a schools programme to be rolled out across Lancashire to which the inclusion of safe and sustainable travel will be a key theme as will the encouragement of further volunteer hours from the community to assist the development of local rail stations.

#### **Arriva Rail North**

As part of the new franchise commitment to developing community rail activity we will work in partnership to help provide information and advice vital to developing the communication with the public over local and regional rail service issues.

#### **Other Rail interest:**

- Virgin West Coast are due to open a new cycle hub at Preston station which will benefit from promotional and advertising opportunities afforded through a successful Access fund bid.
- Merseyrail has also recognised Ormskirk as a key station for cycle promotion with Edgehill University located nearby.
- Bike and Go cycles and cycle storage units at Blackburn and Blackpool stations will benefit from further publicity and promotion to maximise the investment made by the DfT and Northern Rail franchise.

#### **Bus operators**

The Councils work closely with bus companies to promote bus services for example providing timetable information. Links with local bus companies operating across Lancashire will be maintained using the Access fund with particular focus on the integration of cycling and bus usage at two new bus stations that will be opened in East Lancashire in 2016 (Blackburn and Accrington).

#### **Public Health**

In April 2013 responsibility for public health transferred to the upper tier authorities. Public Health provides the leadership to tackle some of the key issues that affect people's health and wellbeing, working with the Health and Wellbeing Boards, to help people to stay healthy and prevent illness. Using Access funding will further address the factors affecting poor health across Lancashire including physical inactivity, obesity and mental health and wellbeing.

#### **Healthy Lifestyle Providers**

Re:refresh is a partnership between PrimaryCare Trust Plus and the Council in Blackburn aiming to increase levels of physical activity and health. A number of other lifestyle providers are commissioned across the county to address long term health conditions and develop healthy behaviours, increasing walking and cycling levels, including walking for health schemes. The intention will be to integrate delivery and encourage independent activity as well as broaden the access to these walks / deliver a complementary series of community led walking activities.

#### **NHS Trusts and Primary Care**

Hospitals are major generators of trips adding to congestion. Royal Blackburn 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 of the Connecting East Lancashire and BwD Connect project, funded by LSTF, 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 sites. Hospitals throughout Lancashire have engaged in travel planning initiatives and road safety based promotions. This will be developed and extended via modeshift. Frontline health professionals play a vital role in encouraging positive behaviour change, providing information and signposting patients through to walking and cycling activities supported by programmes such as GP Referral Schemes, NHS Health Checks and Making Every Contact Count.

#### **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 initially with the eventual aim to create a pan Lancashire network.

#### **Connexions**

Connexions are involved in the CONNECT Mentoring programme (a pre- arranged half day course) aimed at all young people and those on their NEET (not in education, employment or training) cohort. These groups in particular 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. 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.

#### **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 and Connecting East Lancashire project the joint working arrangements will be extended throughout Lancashire offering more people the opportunity to benefit from the services Connect has to offer.

### **Universities**

Lancaster University has a high level of sustainable transport usage partly as a result of a direct cycle path being built into the University in the 1990s proactively promoting sustainable travel across campus. The University of Cumbria in Lancaster has very high walking levels amongst staff and students. UCLAN in Preston have major public realm improvements planned in their campus including converting a double roundabout into a square to act as a focal point for the campus. They are keen to promote cycling, including the link between the campus to their sports centre at Cottam. Edgehill in Ormskirk have a high car use. However they have recently closed some roads in the campus to through traffic except cyclists and installed new cycle parking facilities. Access funding will further assist in promoting active and sustainable travel amongst staff, students and visitors and to promote planned infrastructure and public realm projects.

### **Colleges**

Lancashire's 11 colleges are active in promoting cycling and walking. Nelson and Colne College will benefit from crossing improvements being funded as part of signalisation of the M65 junction located outside college. The proposed Tawd Valley Cycleway in Skelmersdale links to the College. National cycleway network 6 runs through the heart of the new Blackburn College campus and Lancaster and Morecambe College were active partners in the cycling demonstration project with a cycling rate of 8%. Preston College are interested in running a cycle recycling project. Access Funding will help Colleges promote cycling and walking and increase physical activity by staff and students, helping them to deliver projects ranging from volunteer experience in community based projects to marketing and design.

### **Visit Lancashire**

The promotion of cycling and walking is an integral part of the Lancashire tourism offer. Visit Lancashire has developed a bespoke section on their website providing information on cycling activity across Lancashire [www.visitlancashire.com/cycling-lancashire](http://www.visitlancashire.com/cycling-lancashire). In partnership with Visit Lancashire the LTAs intend to further develop and refine this online resource to promote leisure and commuter cycling options attractive to residents and visitors and will be invaluable when delivering the Cycling and Walking Investment Strategy.

### **Lancashire Sports Partnership**

The Partnership leads and facilitates joint work across the County to enable an effective 'delivery system' for Sport and physical activity. Cycling is a key activity to the Sports Partnership and is considered an activity for anyone at any age. Lancashire Sport are a key partner in the development of the Lancashire Cycling and Walking Investment Strategy.

### **Canals and River Trust**

Canal towpaths are an important part of cycling and walking network in Lancashire. Past schemes include the Heritage Lottery scheme on Lune Aqueduct in Lancaster which included a £200,000 cycle ramp from the Lune Aqueduct to the riverside cycle ramp. Current schemes include improvements to the canal towpath from Preston to Cottam, an area which will witness significant housing development.

### **Sustrans**

Sustrans are a key partner in Lancashire enabling people to choose healthier, cleaner and cheaper journeys and enjoy better, safer spaces where they live. Sustrans own the Padiham Greenway in Burnley and are involved in the development of the East Lancashire Cycle Network especially in Rossendale, where their sister company Railpaths owns sections of the proposed route.

### **British Cycling**

Through an already agreed partnership with British Cycling which runs until 2019, we will explore a number of opportunities to develop and encourage more cycling activity across Lancashire. By utilising a range of web tools, social media, led rides and expertise, a comprehensive high profile marketing campaign for cycling across Lancashire will be delivered.

### **CTC**

Working with the CTC, Lancashire has secured successful community engagement in some of our most deprived wards. Groups such as recovering substance misuse support agencies have helped reduce dependency through cycling with this programme. The 'Big Bike Revival' would develop this work further.

### **Living Streets**

Working in partnership with Living Streets we deliver a number of pilot neighbourhood agreements to encourage a more active and engaged community. Utilising the skills of the community street audit we would work closely with local councillors, businesses and residents to establish a work plan to encourage cleaner, safer and tidier streets.

### **Community Groups and Cycle Clubs**

Community Groups such as the Bus Stop Cyclists in Blackburn are engaged in the promotion of cycling. Go Ride Clubs are important in promoting cycling to youths and children. Working with community groups and clubs is a proactive way of promoting cycling and walking and has encouraged their friends to get involved too.

### **Cycle User Groups**

We have regular liaison meetings with cycle users both at a county and district level. Many schemes such as the Blackburn Weavers Wheel resulted from a suggestion/idea made by a member of a local cycling user group.

### **Cycling Project's Wheels for All**

Cycling Projects run cycling schemes for disabled groups. Many disabled people struggle to engage in physical activity, however with the continuation of such schemes and the further investment in adapted bikes, further opportunity will be available for people across Lancashire with a disability to be involved.

### **Cycling Businesses**

A number of businesses many of which are small but growing are engaged in the promotion of cycling, such as cycling training providers. In Clitheroe a local cycle business has presented exciting plans to deliver an annual cycling festival that will be initiated in 2016. Access funding will ensure that initiatives are supported with effective marketing and promotion.

## **SECTION B – The Business Case**

### **B1. The Strategic Case**

**Introduction:** The Connecting Lancashire approach acknowledges that there is no single solution to ensure the desired outcome of an increase in the shift to more sustainable and active travel amongst residents and visitors to Lancashire. Instead, packages of measures (nudges) are needed to tackle the different barriers, both actual and perceived, which currently inhibit behavioral change particularly the switch to greater levels of cycling and walking.

Walking, cycling and travel by bus and rail will play a full and appropriate part in Lancashire's future transport system. In urban areas congestion has reached a point where it is reducing the reliability and therefore attractiveness of sustainable and active travel options. High levels of traffic have road safety, environmental and social impacts that extend beyond those that vehicle occupants may experience. People are less likely to want to walk or cycle any distance if they have concerns about safety and pollution therefore ensuring attractive, smart and affordable local travel options are promoted and encouraged so that residents and visitors have real mode choice to access employment, training and educational opportunities is vital and can only be achieved through a sustained package of targeted revenue investment and capital investment.

Aligning with the Door-to-Door Strategy (DfT 2013) and supported by complementary major investment in the public transport and cycling / walking network (*a full list of proposed Cycling and Walking schemes being delivered across Lancashire is included on p.11*) people will be encouraged and empowered to make more sustainable and active journeys.

*Connecting Lancashire* is intrinsically linked with the Lancashire Strategic Transport Prospectus, Lancashire's Strategic Economic Plan and the emerging Lancashire Cycling and Walking Investment Strategy which are all underpinned by a series of Highways and Transport Masterplans covering all 12 districts and the two unitary authorities of Blackburn with Darwen and Blackpool.

**Lancashire Context:** Lancashire is a dynamic economic region within the North West of England and its economic strengths, and more importantly its economic potential over the next two decades, are arguably one of the least understood dimensions of the emerging Northern Powerhouse vision.

Having spent many years dealing with the after effects of major industrial decline and dramatic employment losses, Lancashire has set ambitious plans to move to a modern, competitive economy, based on new products and services, trends in living and leisure, innovation and creativity. With a leading international and national position in relation to aerospace, advanced engineering and manufacturing, energy, higher education institution excellence and visitor economy, Lancashire will play a pivotal part of the long term economic growth aspiration for the North.

Connectivity is fundamental to maximising our growth potential and whilst Lancashire's connection with the rest of the North, the rest of the United Kingdom and the rest of the world will largely determine the pace and level of our success going forward, ensuring our local transport networks offer safe and attractive sustainable and active travel

opportunities is also fundamental to our growth agenda. Lancashire's main centres for employment, education and training need to be served by reliable, accessible and profitable bus and rail services and supported by safe, convenient and attractive walking and cycling networks to encourage residents and visitors to participate in more sustainable, active and healthier lifestyle choices.

Despite higher than average levels of deprivation with low car ownership, Lancashire has a high rate of car use. In the 2011 Census 68% of people in employment traveled to work by car compared to 59% for England and Wales. However it has proved possible through targeted investment to reverse this trend. Lancaster which has in recent years benefitted from Cycling Demonstration Towns funding, has the lowest car commuting rates with 61% travelling by car, 4% cycling and 13% walking.

Whilst Lancashire as a whole has a similar physical activity rate to the rest of the country, in 7 districts more than 50% of the population are classified as physically inactive (see poor health section B1). Given the success of previous LSTF funded initiatives across East Lancashire there is clearly an opportunity to promote more walking trips for journeys up to 1½ miles and cycling trips for journeys between 1 and 5 miles and to encourage greater bus and rail patronage and car sharing.

For Lancashire to maximise its economic potential, it needs to fully exploit its key innovation assets, growth sectors, skills, and transport infrastructure. Lancashire is a county of contrasts with a rich quality of life that distinguishes it from neighbouring city regions and makes it an attractive place in which to live, work and invest, with world-class businesses and access to a highly skilled workforce, strongly performing schools, colleges and higher education establishments, strategic transport networks and effective broadband connectivity. Lancashire's economic ambitions are based on more jobs and better jobs and these are reflected in its priorities for transport investment. Capitalising on the strategic location of the county, strengthening links to Greater Manchester and Merseyside, and developing strong local transport connections are central to accelerating productivity and economic growth over the next twenty years.

**Lancashire Strategic Economic Plan and Growth Deal:** The Lancashire SEP and Growth Deal aim to re-establish Lancashire as an economic powerhouse and a national centre of excellence in advanced manufacturing and engineering by maximising its clear competitive strengths and capabilities in the aerospace, automotive, energy and Higher Education research related sectors. This will be achieved by focusing on an 'Arc of Prosperity' that extends across Lancashire and incorporates key sector priorities of national and international significance, strategic sites, clusters of high value activity and internationally recognised centres of excellence in research and innovation. The 'Arc' also incorporates key assets and other sectors including quality of life and housing growth offers, a significant tourism and visitor economy, health, digital services and food manufacturing. If successful this will secure an additional 50,000 jobs over the next ten years (2015 - 2025).

Key sites include:

- Enterprise Zones at Salmesbury and Warton specialising in Aerospace,
- Blackpool Airport Enterprise Zone
- Hillhouse Enterprise Zone specialising in polymers, chemicals and energy.
- Cuerden Strategic Employment Development site south of Preston,
- Whitebirk employment site east of Blackburn,
- Burnley Bridge and the Weavers Triangle based on the canal in Burnley.

The Lancashire Economy needs to attract new skilled labour to support its economic and employment growth plans. New housing will therefore be key to delivering economic growth across the region over the next 20 years. Lancashire will therefore provide more housing in popular neighbourhoods and towns, while at the same time delivering major new housing developments in locations close to the strategic road and rail networks to ensure the scale of new housing needed to support economic growth is delivered. A new prosperous Lancashire will be reflected in the major economic centres including Preston, Blackburn, Blackpool and Lancaster, with improved connectivity within Lancashire and to the other major economic centres of Liverpool, Manchester and Leeds.

**Local Transport Plans:** As Highways and Transport authorities we have a Local Transport Plan (LTP3) setting out transport priorities until 2021. Each of these strategies establishes 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 that support sustainable and active travel. Under the plans, each authority has pledged to; 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.

**Highways and Transport Masterplan:** Furthermore, five Highways and Transport Masterplans covering all 12 districts of Lancashire and the two unitary authorities of Blackburn with Darwen and Blackpool have been developed (and will soon all be adopted) setting out the major changes to the highways, public transport, walking and cycling facilities required to facilitate economic benefits across the county. Along with identified priorities within each Local Transport Plan the schemes identified in the 5 Masterplans will help to unlock planned housing developments, create

new jobs and provide the network and incentives needed to make sure the predicted increases in traffic don't cause gridlock on our road network. The H&T Masterplans underpin the Strategic Economic Plan and basis for the Local Growth Fund and the Lancashire Transport Prospectus and the regions role within a truly connected Northern economy.

Access funding in 2016/17 will support committed Local Growth Funded schemes prioritised by the LEP, Local Transport Plan investment programmes set by each LTA and other significant transport investment programmes affecting Lancashire (new Northern and TPE Franchises, Community Rail activity across Lancashire, Pennine Reach rapid bus transit scheme etc).

If successful in securing Access funding for 2016/17 many of the skills, resources and partnerships developed over the last 4 years in East Lancashire will be sustained and developed across Lancashire. This will ultimately enable us to continue to combat the following issues:

**Congestion on key corridors:** congestion is a significant constraint to 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. Such characteristics indicate that traffic demand is greater than the available capacity of the road network. In urban areas, congestion costs the economy around £11 billion a year (DfT 2011).

The car is the dominant mode of transport with a high proportion of people doing short journeys that could easily be made by cycling, walking and/or using public transport. The development of a strategic cycle and walking network supported through the Connecting 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 double 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 intrinsically linked to our ability to take part in, and derive some benefit from, a wide range of activities available in our society such as health and educational facilities, job opportunities and retail outlets. By reducing barriers to travel which are limiting people's opportunities to access these activities the Connecting 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.

Further development of the Connect Website ([www.bwdconnect.org.uk](http://www.bwdconnect.org.uk)) to create a one stop shop for travel and transport advice for Lancashire, will increase the awareness of the sustainable and active travel options that are available –creating real travel choice for all. Currently this resource is focused on the East of the County having being developed as part of the successful BwD Connect project (LSTF 2012-2015) and Connecting East Lancashire project (LSTF 2015/16).

**Areas of deprivation:** unemployment and low skills are prevalent in areas across Lancashire, particularly in the East of the County. Connecting Lancashire will enable people to access employment and training opportunities through the communities programme which works with training providers and work clubs and job centres to remove travel barriers to accessing employment and training opportunities. Thanks to LSTF funding since 2012 over 800 job seekers across Blackburn with Darwen have accessed employment and training opportunities they would have otherwise been unable to afford or achieve using the existing network of support. Furthermore, the Connect Mentoring programme which we would continue with Access funding has supported the smooth transition into work for over 300 people affecting those either returning to work or entering the workplace for the first time. This scheme has also been able to build very strong partnerships with local businesses and training providers broadening the opportunities for people currently unemployed.

Those fortunate to gain employment may still face many barriers such as affordable and reliable transport. Across Lancashire many employment sites aren't currently served by bus, but could be accessed through car share and taxi share schemes (already piloted in East Lancashire) or even, given the right training and incentives, by cycle or cycle/rail. The 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 – ensuring access to a bike, safe and secure storage and opportunities to change and shower are just some of the ways in which we can assist more active commutes.

The table below demonstrates the access by bike to employment centres in East Lancashire (NTS 2012)



|                       | % 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   |

**Narrow travel horizons:** lack of awareness of travel options by sustainable means is often cited as a barrier to accessing employment, education and services. Through the Connecting Lancashire project we will continue to work with employment and training providers to enable people to maximise the opportunities made available to them. Personalised Travel Planning software will continue to be supported using Access funding and roadshows delivered in business premises and community hubs to raise awareness of travel options.

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 promotion and development of a strategic cycle and walking network is intended to meet this need.

| Previous LSTF success | Access Fund deliverables |
|-----------------------|--------------------------|
|-----------------------|--------------------------|

-Removing transport barriers to access employment and training through the LSTF Connecting Communities project in East Lancashire. Successful partnerships with local training providers and businesses, has assisted approximately 800 people into direct employment or training.

-Engagement with hard to reach communities who struggle interacting with local services and activities has led to the creation of bespoke service plans based on need such as personalised travel planning, health walks, led cycle rides and training, roadshows, group sessions and mentoring.

-Further refinement of the Connecting Communities project and it's delivery across Lancashire will provide even more people with the opportunity to access a greater choice of work and training opportunities.

-Development of the existing CONNECT website to encompass travel and transport advice across Lancashire, creating a one stop shop for transport information.

-To work directly with planned regeneration and transport investment schemes across Lancashire to promote more sustainable communities by improving peoples opportunities and awareness of transport alternatives to access services and facilities.

**Poor health:** Connecting Lancashire will play a very important role in improving people's health. Development of the pan Lancashire Cycling and Walking Investment Strategy will enable residents to access jobs, education, shops, recreation, health and social services, as well as seeing friends and family for a healthy fulfilling life.

Physical activity is vital to prevent and manage over 20 common illnesses including heart disease, stroke, depression, type 2 diabetes and some cancers. Disease and disability create costs, not just for the NHS but greater dependency on home, residential and ultimately nursing care, yet this drain on resources is avoidable.

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.

**“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.

In the North West 47% of adults (16+) are not active enough to benefit their own health compared to 43% in England and there is huge inequity across Lancashire, with many areas significantly worse than the England average including Hyndburn, Burnley and Pendle.

In terms of the number of residents classed as inactive, many of our Districts are significantly worse than the England average of 28%; including Blackpool 38% Pendle, Hyndburn 37%, Burnley 35%, Rossendale 34%, Blackburn with Darwen 33%, and West Lancs 32%. These inequalities widen when we break these figures down to age, gender, disability and social deprivation.

Being inactive is an issue at every age, and generally the more we do, the greater the benefit but even small increases make a difference. The estimated cost of inactivity in Lancashire is £22.6 million and Blackburn with Darwen £3.2m [www.ukactive.com/policy-insight/steps-to-solving-inactivity-report](http://www.ukactive.com/policy-insight/steps-to-solving-inactivity-report) (2014).

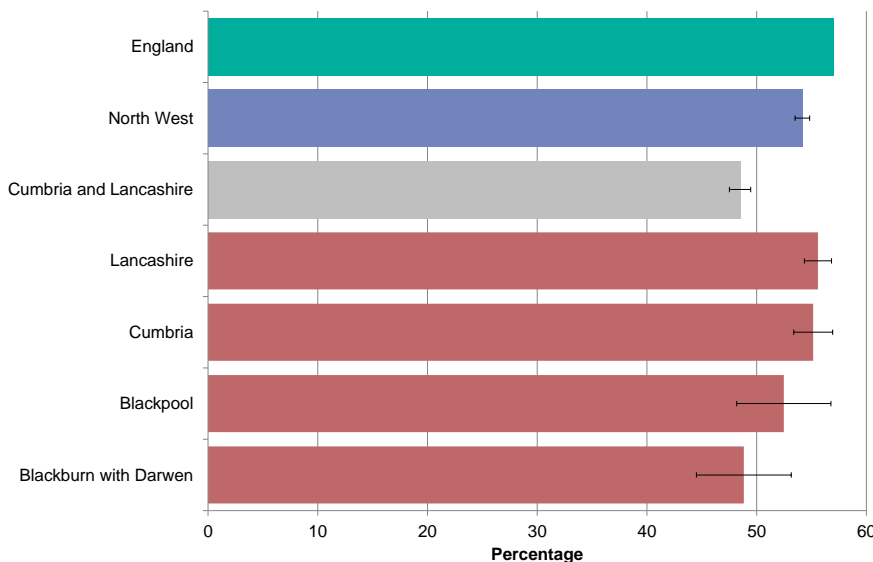


The Marmot Review (2010) recognises that the annual cost of health inequalities is between £36 billion to £40 billion through lost taxes, welfare payments and costs to the NHS and that by 'improving active travel and the quality and access to cycling and pedestrian routes, better public transport has 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. The health benefits of walking and cycling on both physical and mental health are clearly laid out in the Chief Medical Officers physical activity guidance *Start Active, Stay Active* and the NHS Five Year Forward View.

Exercise and access to green space is also proven to improve mental well-being. There is also the benefit of causality reductions as the environment is made safer for active travel. These health issues are most prevalent in our more deprived communities. Connecting Lancashire 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. Access funding will therefore help promote more active and healthier lifestyles within local schools and communities contributing to a reduction in childhood and adult obesity.

Being active every day is about weaving incidental activity into our daily lives by taking the opportunity for short trips on foot, by bicycle or on public transport, yet many features of cities, towns and villages work against physical activity, often with spaces prioritising speed ahead of walking and cycling. <https://www.gov.uk/.../everybody-active-every-day-a-framework-to-emb>

Percentage of adults who are physically active,\* by local authority, 2014.



\*adults achieving at least 150 minutes of physical activity per week in accordance with UK Chief Medical Officer (CMO) recommended guidelines on physical activity. Source: Public Health Outcomes Framework; data from Active People Survey

| Previous LSTF success   | Access Fund deliverables   |
|---|--|
| -Successfully delivered a comprehensive led ride and walks programme for varying levels of ability, improving people's confidence and mobility.               | -Continuation of successful led ride and walks programme in partnership with local cycling clubs, walking groups and agencies providing opportunities across Lancashire. |
| -Delivered adult Bikeability sessions and bike maintenance courses through local colleges and businesses in East Lancashire.                                  | -Continuation and expansion of adult cycle training and bike maintenance courses linked to the best practice at Witton Country Park.                                     |
| -In partnership with British Cycling we have encouraged new cycling clubs and groups to emerge across East Lancashire through the Ride Social marketing tool. | -Continue successful partnership approach to delivery with British Cycling, CTC, and local cycle groups  |
|   | -Development of pilot neighbourhood deals using the community street audit approach of Living Streets  |

**Poor air quality:** an improved environment in which people are able to safely cycle or walk improves air quality and reduces respiratory problems. Total CO2 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. The major threat to clean air is posed by traffic emissions. Petrol and diesel engine motor vehicles emit a wide variety of pollutants including Nitrogen Dioxide (NO<sub>2</sub>). 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 package of smarter transport measures will also contribute to the achievement of Air Quality Action Plans across Lancashire.

**Road Safety:** 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 Lancashire will seek to work in partnership to improve safety for vulnerable road users and apply a number of successful sustainable transport measures already delivered in the East of the County across the rest of Lancashire in a phased and targeted approach to compliment/enhance the capital funding from LGF and LTP3.

**Lack of coordination and branding:** Marketing and branding of Lancashire's cycle and public rights of way network will reinforce the active travel links between employment, housing, towns, and public transport as well as offering the potential for recreation and tourism, further supporting healthy lifestyles. The development of well signed and marketed cycle and walking routes across East Lancashire and the rest of the County working in partnership with Visit Lancashire will complement existing and future infrastructure across Lancashire that is accessible for all. Through the Access 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 through a variety of media from websites to mobile phone apps, leaflets and publications. The creation of centres of excellence across Lancashire for walking and cycling activity will also boost the tourist economy and further promote more active lifestyles. There are a number of excellent walking and cycling facilities across Lancashire from networks of quiet roads and trails to state of the art indoor and outdoor facilities (Lee quarry, Gisburn Forest, Witton Country Park etc). Maximising their potential through coordinated marketing and promotion is vital to ensure the local population is aware of the offer and visitors are able to plan their trips and activities.

| Previous LSTF success  | Access Fund deliverables   |
|--|--|
| <ul style="list-style-type: none"> <li>-Development of BwD Connect website <a href="http://www.bwdconnect.org.uk">www.bwdconnect.org.uk</a> offering a one stop shop for transport information and advice.</li> <li>-Development of BwD branded marketing materials and products.</li> <li>-Development of targeted workplace travel plans along strategic employment corridors has yielded positive results in terms of mode shift.</li> <li>-School travel plans have been delivered to encourage safer access to school with successful delivery of walking bus campaigns, competitions and incentives.</li> <li>-Promotion of workplace grants to encourage more active travel has levered in additional match funding from the business community.</li> <li>-Delivery of rail station improvements in partnership with Community Rail Lancashire, local schools, youth groups and businesses</li> </ul> | <ul style="list-style-type: none"> <li>-Pan Lancashire online resource based on existing website for Blackburn with Darwen and East Lancashire.</li> <li>-In partnership with Visit Lancashire an agreed marketing strategy will be rolled out across the county to encourage greater levels of walking and cycling for commuting, leisure and tourism.</li> <li>-Continuation of successful workplace travel planning programme targeting major employers and employment sites across Lancashire.</li> <li>-Coordination of school travel plan activity across Lancashire to target areas of high deprivation and improve safety for vulnerable road users.</li> <li>-Coordination of grants to Lancashire businesses to support walking and cycling commutes.</li> <li>-Coordination of further Community rail activity across Lancashire including the development of a pan Lancashire schools project to encourage more rail journeys and sustainable access to rail stations</li> </ul> |

**The targeted interventions to be delivered across Lancashire and the key aims of the funding that they address:**

| Access Funded Activity  | Location   | Supporting economic development | Reducing carbon emissions | Social and economic benefits (including access to employment and training) | Promoting increased levels of physical activity through walking and cycling | Road casualty reduction |
|---|--|---------------------------------|---------------------------|--|---|-------------------------|
| Connect Mentoring programme –working with local businesses and job seekers  | Lancashire   | ✓                               |                           | ✓  |   |                         |
| Connecting Communities – removing barriers to accessing employment and training   | East Lancashire but expanded out to targeted locations in Lancashire                             | ✓                               | ✓                         | ✓  | ✓   |                         |
| Workplace and school travel planning via Modeshift  | Lancashire   | ✓                               | ✓                         | ✓  | ✓   | ✓                       |
| Personalised travel planning –delivery of MyPtP product   | Lancashire   | ✓                               | ✓                         | ✓  | ✓   |                         |
| Development of cycling App for the Weavers Wheel network  | East Lancashire  | ✓                               | ✓                         | ✓  | ✓   | ✓                       |
| Community Rail development  | Lancashire – working with East Lancs CRP, Clitheroe line CRP, West Lancs CRP and South Fylde CRP | ✓                               | ✓                         | ✓  |   |                         |
| Communications PR and Marketing   | Lancashire   | ✓                               | ✓                         | ✓  | ✓   | ✓                       |
| Development of Witton Park Cycle Centre – continuation of support for led ride and led walk programme targeting hard to reach communities | East Lancashire  | ✓                               | ✓                         | ✓  | ✓   | ✓                       |
| CTC Big Bike Revival / Bike Recycling / redistribution schemes  | Lancashire   | ✓                               | ✓                         | ✓  | ✓   | ✓                       |
| Grants for cycle shelters, showers etc.   | Lancashire   | ✓                               | ✓                         | ✓  | ✓   |                         |
| Adult cycle training and bike hire  | Lancashire   | ✓                               | ✓                         | ✓  | ✓   | ✓                       |
| Bike hire contract  | Lancashire   | ✓                               | ✓                         | ✓  | ✓   |                         |
| CTC ride leader training for targeted groups  | Lancashire   | ✓                               | ✓                         | ✓  | ✓   | ✓                       |
| Workplace cycle challenge   | Lancashire   | ✓                               | ✓                         | ✓  | ✓   | ✓                       |
| <b>Total</b>  | <b>£750,000</b>  |                                 |                           |  |   |                         |

## **B2. The Economic Case – Value for Money**

(see Appendix 2-6)

The indirect economic benefits of cycling and walking investments in regards to physical activity and health, reduced congestion, improved safety, reduced absenteeism, improved journey quality and the environment is well evidenced highlighting an extremely strong case for future cycling and walking investment. The Connecting Lancashire programme will therefore support the multi million pound investment in cycling and walking infrastructure across the region (a full list is included in the Appendices) whilst establishing further support for event more investment through the emerging Cycling and Walking Investment Strategy for the region.

In March 2015 the DfT highlighted the economic case for delivering sustainable transport schemes by demonstrating that benefit cost ratios (BCRs) for investment since 2004 in national sustainable transport programmes which have included walking and cycling initiatives ranged between 2.59 and 10.

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/416826/cycling-and-walking-business-case-summary.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/416826/cycling-and-walking-business-case-summary.pdf)

The direct economic impact is also now well established thanks to the first-ever attempt to chart the full extent of cycling's contribution to the British economy. Previous studies had focused on particular sectors such as the bicycle retail trade, but never before had a study been conducted into the true 'Gross Cycling Product' (GCP) of UK plc – from bike sales to improved health. The GCP report was conceived by Sky and British Cycling and has been made a reality through the London School of Economics. The gross cycling contribution to the UK economy in 2010 was calculated at £2.9bn –equating to £230 per cyclist per year. <http://eprints.lse.ac.uk/38063/>

The value to the tourist economy of cycling and walking activity has also been identified. The Valuing Activities (VA) report issued in October 2015 and commissioned by Visit England, Visit Scotland and Visit Wales, highlights the importance of walking and cycling to the British economy. The report demonstrates that walking and hiking are the activities that contribute the biggest spend among international and domestic day and overnight tourists in Britain. It is estimated that long walks and hikes bring in £1.8bn and road / mountain biking generate £520 million in spend.

Estimates for the North West suggest £178m pa from walking and hiking activities and £46m pa from cycling and mountain biking. This is larger than the regions of Yorkshire and the North East combined, larger than Scotland and comparable to Wales. In fact the only regions that exceed the North West in terms of spend on hiking and cycling are London and the South West.

It is estimated that Lancashire receives approximately 22% of the regions day visits, so extrapolating the attributed expenditure in the VA report suggests that the estimated value of walking is £39m and the value of cycling is £10m. It could also be argued that Lancashire may attract a higher proportion of such visits because of it's more rural nature. Ultimately if we were to look at the £3.68bn value of the visitor economy figure on the Visit Lancashire website and multiplied this by 2% (number who cycle whilst on day visits) this would give a much higher figure of almost £74m.

Lancashire has achieved and delivered successful projects to encourage mode shift over several years thanks to a mix of central government and local grant funding. Recent LSTF investment has transformed the perceptions and choice of sustainable transport options in the East of the County and Cycle Demonstration Towns funding in Lancaster (2005) and Cycle Towns funding in Blackpool (2009) demonstrates our commitment to supporting and encouraging more people to make more active smarter journeys.

One of the most successful sustainable transport projects is the Millennium Bridge in Lancaster. A count in June 2015 recorded 5233 people using the bridge in 12 hours made up of 1628 cyclists and 3605 pedestrians. Traffic levels on the parallel road crossings fell between 2000 and 2014 by 8%, with car numbers declining by 13%. Cycle flows in the City were 29% higher in 2014 than 2010. Between the 2001 and 2011 censuses the number of people in employment in Lancaster grew by 11%. This suggests that the investment in sustainable transport in Lancaster helped the city's economy to grow without causing increased congestion.

Furthermore, in Preston, usage of the Guild Wheel (a circular route round the city opened in 2012) has grown at an impressive rate with over 100,000 using the Wheel each year and this has assisted the business case for a similar scheme to be delivered in Blackburn with Darwen (Weavers Wheel awarded LGF funding in 2015).

Based on current levels of investment in cycling in the County and with support from the Access Fund, it should be possible to increase cycle flows by around 5% per annum. Nationally cycling on road grew by 3.8% in 2014, whilst the National Travel Survey estimates that distance travel by bicycle per person a year increased by an average of 4.6% a year for the years 2009 to 2014. The increase in cycling has been uneven with cycling flows increasing where there has been investment in cycling but declining elsewhere.

It is difficult to separate the effect on promotion from the effect of new cycle facilities, and the sum of the two combined is greater than the effect of the two singly. However for the purpose of this analysis it is assumed that a 5% increase is a result of new investment 3.5%, increased interest in cycling generally 1% and promotion 0.5%.

Based on an assessment of Cycle City Ambition Schemes and Grants to the National Parks, the benefits of cycling schemes are as below:

|                   |     |
|-------------------|-----|
| Health            | 61% |
| Accidents         | 2%  |
| Greenhouse gases  | 1%  |
| Journey Ambience  | 17% |
| Congestion relief | 18% |
| Absenteeism       | 1%  |

(Source: DfT Value for Money Assessment for Cycling Grants 2014)

Using World Health Organisation's HEAT tool for estimating the health benefits of cycling and walking, the below health benefits have been calculated for the project.

| Health Benefits Cycling | Health Benefits Walking | Total Health Benefits |
|-------------------------|-------------------------|-----------------------|
| 1:1.79                  | 1:2.85                  | <b>1:4.64</b>         |

The health benefit for cycling is based on increasing the number of people recorded in the Active People survey as cycling in Lancashire at least once a week by 0.5% from 118,400 to 118,992 on the assumption that cycling rate was once a month beforehand and 1.5 times a week afterwards.

The health benefit for walking is based on increasing the number of people walking in Lancashire at least three times a week by 0.1% or 765 people. It was assumed that the 765 people walked 1.5 times a week beforehand.

#### Support for complementary capital investment:

As part of the assessment for this project we have been able to demonstrate using the WHO Heat tool the health impact on a cycling project connecting Ormskirk to Edgehill University (see appendix of cycling and walking schemes in West Lancashire). The Heat tool is able to suggest that this scheme would generate costs to health benefits of 1 to 1.3 on the assumption that cycling levels at the University are increased as a result of the scheme. Based on data from Cycling Ambition and National Park schemes this would give overall benefits of 1:2.14. Traffic going to the University is one of the main contributors to congestion in the centre of Ormskirk. In practise overall benefits would be higher as the route also serves the hospital and a noticeable increase in cycling to the University would encourage other people in the town to cycle if supported through targeted promotion and marketing delivered by the Connecting Lancashire programme. A pro-forma has been completed for the Edgehill scheme to demonstrate the likely impact (see appendices).

Access funding will also be essential in the promotion of the Strategic Cycle Network being developed in East Lancashire. In June 2015 £2.6M of funding towards the creation of an East Lancashire cycle network was secured from the Lancashire Local Growth Deal through the Lancashire Economic Partnership. With local contributions from both Lancashire County Council and Blackburn with Darwen Borough Council a total budget of £5.85m will be allocated to the delivery of 4 schemes over the next 4 years.

Once completed 23km of new and 95km of improved routes will be have been delivered providing enhanced links to the Enterprise Zone at Samlesbury and other key employment sites at Huncoat, Whitebirk, Blackburn Town Centre Rising Bridge, Haslingden and along the Rossendale Valley.

As well as being used for commuting these new cycleways will also provide great benefits for leisure, health and tourism users. The investment will focus on plugging gaps in the existing networks, to maximise connectivity and deliver high quality, end to end cycle networks.

The four proposed routes identified within the first phase of the East Lancashire Strategic Cycle network development are:

#### A. Huncoat Greenway

The Huncoat Greenway scheme will provide an off road cycle route between Huncoat Village and Accrington. Three sections of the Greenway are already in place but the central part of the route is currently missing which affects how useful it is as a route and limits the number of potential users. Completion of the Greenway will provide cyclists and pedestrians a continuous, safe, off road route just under 2km in length avoiding the busy A679 Burnley Road. The Greenway will connect housing areas to Huncoat Industrial Estate, other employment sites and nearby schools.

View a plan at: <http://www.lancashire.gov.uk/media/806074/Huncoat-Greenway-.pdf>

#### B. National Cycle Route 6 (Hyndburn & Rossendale)

This route is mostly off road and runs in a roughly north-south direction from Accrington in the north to the Lancashire border at Stubbins near Ramsbottom in the south. It is 12km in length and also follows the line of a former railway, although large sections no longer exist such as around Haslingden. It has great potential for commuter use, especially to the employment areas on the west side of Haslingden close to the A56 and it will contribute towards the tourist economy by linking to the East Lancashire Railway and Irwell Sculpture Trail to the south. The route is also part of the wider National Cycle Network Route 6 that connects Watford to Keswick via Manchester & Preston.

View a plan at: <http://www.lancashire.gov.uk/media/806071/NCN6-.pdf>

#### C. Valley of Stone (Rossendale)

The Valley of Stone is 16.5km long and connects Rawtenstall in the west to Waterfoot, Bacup and Whitworth to the Lancashire border with Rochdale at Healey Dell, as well as providing access to many employment sites along the Rossendale Valley. It is a largely off road route following a former railway line and when completed will provide a real



sustainable travel alternative to using the busy roads which run along the main valley floor. The idea for the Valley of Stone has been put forward by the local community and although some sections are already open, the full potential of the route will only be realised once it is fully completed.

View a plan at: <http://www.lancashire.gov.uk/media/806068/Valley-of-Stone-.pdf>

#### D. **Weavers Wheel** (Blackburn with Darwen)

The Weavers Wheel is a 26km route encircling Blackburn town centre based on the Preston Guild Wheel, which attracts nearly 100,000 cyclists a year. As well as the main wheel there will be spurs radiating out to key employment locations such as Sablesbury Enterprise Zone and Whitebirk as well as spokes into Blackburn Town Centre providing direct access to local employment, education, retail and leisure opportunities for pedestrians and cyclists.

[www.bwdconnect.org.uk](http://www.bwdconnect.org.uk)

In order to secure the LEP support and LGF funding an economic appraisal was undertaken in accordance with the WebTAG Unit A5-1 'Active Mode Appraisal' and the standard approach as outlined in WebTAG Unit A1-1 'Cost Benefit Analysis'.

The results of the assessment indicated that the overall package of schemes produces a high value for money, based on a traditional transport benefit cost appraisal and DfT VfM categories. This is based on usage of the lowest level of demand uplift observed from three case studies used; a 15% increase in cycling demand.

However should higher estimates of demand increase be realised (30%\* or 60%\*) through the wider marketing and promotion of the capital investment via the Connecting Lancashire project a BCR of 2.6 and 3.3 is forecast respectively. Ultimately this would potentially generate an additional £10m in Net Present Value.

*Experience from the delivery of high profile cycle schemes in Lancashire (Preston Guild Wheel) suggests that it is actually possible to get a 65% increase in cycle flows in year one if support is provided for revenue based activities such as promotion, encouragement and incentives.*

*The table below highlights the potential Benefit Cost ratio analysis for various growth sensitivities. Though the support of the Connecting Lancashire project it is anticipated that growth of between 30% and 60% can be achieved.*

| Combined                                  | Growth Sensitivity |                    |                    |
|---|--------------------|--------------------|--------------------|
|   | 15%                | 30% <sup>a</sup>   | 60% <sup>f</sup>   |
| Noise                                     | £128               | £155               | £199               |
| Local Air Quality                         | £4                 | £4                 | £6                 |
| Greenhouse Gases                          | £667               | £808               | £1,035             |
| Journey Quality (Congestion)              | £19,894            | £24,067            | £30,834            |
| Physical Activity - Mortality             | £17,444,070        | £20,472,046        | £25,775,336        |
| Physical Activity - Absenteeism           | £219,293           | £265,264           | £339,839           |
| Infrastructure Maintenance                | £121               | £147               | £188               |
| Accidents                                 | £1,723             | £2,085             | £2,672             |
| Economic Efficiency                       | £3,374,819         | £4,026,322         | £5,118,018         |
| Wider Public Finances (Indirect Taxation) | -£2,810            | -£3,402            | -£4,360            |
| <b>Present Value of Benefits (PVB)</b>    | <b>£21,057,910</b> | <b>£24,787,497</b> | <b>£31,263,768</b> |
| Broad Transport Budget                    | £9,525,857         | £9,525,857         | £9,525,857         |
| <b>Present Value of Costs (PVC)</b>       | <b>£9,525,857</b>  | <b>£9,525,857</b>  | <b>£9,525,857</b>  |
| <b>Net Present Value (NPV)</b>            | <b>£11,532,053</b> | <b>£15,261,640</b> | <b>£21,737,910</b> |
| <b>Benefit to Cost Ratio (BCR)</b>        | <b>2.21</b>        | <b>2.60</b>        | <b>3.28</b>        |

Due to the direct connectivity provided to over 200 development locations the East Lancashire Strategic Cycle Network also provides enhancement to the local economy which can be further supported through Connecting Lancashire intervention and support.

A net GVA benefit over the appraisal period of approximately £130,000 per annum for the low growth scenario has been calculated based on locally adjusted GVA values (in 2010 prices, adjusted for additionality). For the high growth sensitivity assessment, which would be assisted by the Connecting Lancashire project this increases to £219,000 per annum, and is primarily driven by the potential growth benefits of encouraging mode share away from car; thereby freeing up road space for other future development to be accommodated on the networks.

The GVA analysis undertaken (see table below) has shown that the East Lancashire Strategic Cycle Network scheme could generate an average annual return of £130,773 in GVA uplift per annum in 2010 discounted prices. This represents a total of £7.9 million of GVA uplift over a standard 60-year appraisal period for the most conservative

demand growth scenario and £13.2 million GVA uplift for the highest growth scenario made possible through a range of complimentary revenue based interventions delivered through the Connecting Lancashire project.

| Scheme        | Sensitivity | Undiscounted total GVA (60 yrs, 2010 prices) | Annual GVA (2010 prices undiscounted) | Discounted total GVA (60 yrs, 2010 prices) | Annual GVA (2010 prices discounted) |
|---------------|-------------|--|---------------------------------------|--|-------------------------------------|
| A             | 15%         | £1,639,544                                   | £27,326                               | £527,659                                   | £8,794                              |
|               | 30%         | £1,853,397                                   | £30,890                               | £596,484                                   | £9,941                              |
|               | 60%         | £2,281,104                                   | £38,018                               | £734,134                                   | £12,236                             |
| B             | 15%         | £2,365,632                                   | £39,427                               | £740,599                                   | £12,343                             |
|               | 30%         | £3,023,001                                   | £50,383                               | £946,399                                   | £15,773                             |
|               | 60%         | £4,579,220                                   | £76,320                               | £1,433,598                                 | £23,893                             |
| C             | 15%         | £651,879                                     | £10,865                               | £228,406                                   | £3,807                              |
|               | 30%         | £817,792                                     | £13,630                               | £282,317                                   | £4,705                              |
|               | 60%         | £1,205,617                                   | £20,094                               | £408,835                                   | £6,781                              |
| D             | 15%         | £6,058,865                                   | £100,981                              | £1,949,942                                 | £32,499                             |
|               | 60%         | £8,429,725                                   | £140,495                              | £2,712,963                                 | £45,216                             |
|               | 120%        | £11,590,872                                  | £193,181                              | £3,730,324                                 | £62,172                             |
| Total Package | 15%         | £24,476,052                                  | £407,934                              | £7,846,374                                 | £130,773                            |
|               | 30/60%      | £31,266,233                                  | £521,104                              | £10,031,678                                | £167,195                            |
|               | 60/120%     | £41,003,708                                  | £683,395                              | £13,165,517                                | £219,425                            |

#### B4. Management Case - Delivery

**Table C: Construction milestones** See Gantt chart in Appendix (1) which relates to the programme plan highlighted in Section B1.

**As the funding bid is for revenue based activity a construction milestone is not applicable.**

|                                    | Estimated Date |
|------------------------------------|----------------|
| Start of works                     |                |
|                                    |                |
|                                    |                |
|                                    |                |
| Opening date                       |                |
| Completion of works (if different) |                |

#### B5. 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. None
- b) Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them.

**N/A – No statutory powers or consents are required as part of this project**

#### B6. Management Case – Governance



Lancashire County Council (LCC) will be the lead authority for the project. However, both authorities (LCC and BwD) 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 and the recent LSTF Connecting East Lancashire project. Each authority recognises 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. It has therefore been agreed that the **Lancashire Cycling and Walking Investment Strategy Management Board** will be best placed to ensure:

- Alignment with CWIS and other strategic and local objectives (SEP, LTP etc);
- Responsibility for risk management of the wider political dimensions of the project at a strategic level;
- Bi-monthly meetings and/or as required.

The CWIS Management Board will be co-chaired by Public Health England (Cumbria and Lancashire) Caroline Holtom (Public Health Manager) and Lancashire County Council, Clare Platt (Head of Service Health Equity, Welfare and Partnerships).

A **Connecting Lancashire Project Team** will manage the overall programme elements. This will include

- Reporting to DfT
- Reporting to the CWIS Management 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.
- Communication between transport and public health teams involved in the delivery of various aspects of this work will be done on a regular/daily basis via email/phone.

The Connecting Lancashire Project Team will also be responsible for:

- Collecting and collating scheme information for evaluation and monitoring purposes.
- Procurement and financial monitoring of individual projects.
- Risk management on an individual project basis.
- Marketing of individual schemes in conjunction with the communications plan for the overall programme.

The Project Team will meet every fortnight at the beginning of the project and the group which will consist of staff and partners engaged in delivery will be jointly Chaired by Lancashire County Council (Dianne Gardner: Health Equity, Welfare and Partnerships Manager) and Blackburn with Darwen Borough Council (James Syson: Transport Strategy Team Leader).

This Project Team will also be supported by Blackpool Council (Jeremy Walker: Transport Manager) who are also represented on the Lancashire CWIS Management Board.

## B7. Management Case - Risk Management

*Risk management will be a standing item on the meeting agendas for the CWIS Management Board, and Connecting Lancashire Project Team:*

| Risk | Risk Information | Likelihood | Impact | Risk | Mitigation |
|------|------------------|------------|--------|------|------------|
|------|------------------|------------|--------|------|------------|

| Category   |  |   |   |          |   |
|--|--|---|---|----------|---|
| Political  | Changes in political direction. The next Council elections will be held in May 2017                                  | 1 | 2 | 2 (£20k) | Involvement of political groups in the Access programme   |
| Public Opinion   | Public opinion questioning whether money should be spent promoting cycling and walking at a time of council cutbacks | 2 | 2 | 4 (£40k) | Message needs to say why sustainable transport is being promoted  |
| Financial  | Quotes for different parts of scheme being higher than anticipated   | 1 | 2 | 2 (£20k) | a) Reduce amount of activity being offered.<br>b) Switch funding to other areas that may offer higher cost benefits   |
| Delivery of Related Infrastructure                         | Delays in opening related capital schemes lessening impact of promotional spend                                      | 2 | 2 | 4 (£40k) | a) Effective project plans for delivery of new infrastructure to reduce delays.<br>b) Relocated promotion spending to areas where infrastructure is likely to be delivered on time.<br>c) Past experience with schemes such as the Preston Guild Wheel suggests there is benefit of promotion in advance of opening |
| Partner  | Cutbacks in Council staffing reducing ability of councils to deliver promotional spend                               | 2 | 3 | 6 (£50k) | Use outside companies to deliver areas such as cycling training and cycle parking   |
| Lack of interest from businesses                           | Businesses may not respond to initiatives such as cycling parking grants and inter-company cycle challenge           | 1 | 2 | 2 (£20k) | a) Put in more resources into area if take up is low<br>b) Past experience suggests that businesses are responsive to measures to promote sustainable transport.  |
| Failure of measures to increase cycling and walking levels | Measures producing lower impact than expected  | 1 | 3 | 3 (£30k) | a) Monitor results<br>b) Adjust scheme in future years  |

**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 (£100k +) | Unacceptable Risk | 7-12 (£50 -£100k) | Undesirable Risk | 1-6 (£0 -£50k) | Acceptable Risk |
|-----------------|-------------------|-------------------|------------------|----------------|-----------------|

## B8. Management Case - Stakeholder Management

- a) 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)

- b) 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)

The development of a strategic cycle network across East Lancashire has been fully supported by local businesses and the local community. The development of the Weavers Wheel cycle network in Blackburn actually stems from local community inspiration. The Connect project work initially piloted in Blackburn with Darwen and expanded across East Lancashire in 2015/16 has proved very popular with local communities and businesses with a range of case studies now available at [www.bwdconnect.org.uk](http://www.bwdconnect.org.uk)

### **B9. The Commercial Case**

Please provide evidence that you are able to mobilise and begin to deliver at the start of the funding period if successful.

- By securing Access funding for 2016/17 the team responsible for delivering the Connect project in East Lancashire will be secured for a further 12 months to continue local community and business engagement which compliments capital investment from the Local Growth Funding and Local Transport Plan(s).
- Given that the scheme is a continuation and expansion of an existing programme delivery can start as soon as funding is offered. We recognise the importance of doing as much of the promotion over the summer as possible.
- Where possible, relationships with subcontractors and delivery partners have been established prior to submitting the bid as a legacy of the LSTF funded work. Each authority has framework agreements and approved suppliers.

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

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

Evaluation is an essential part of scheme development and should be considered and built into the planning of a scheme from the earliest stages. Evaluating the outcomes and impacts of schemes is important to show if a scheme has been successful. See page 11 of the Guidance document for more information.

By submitting this bid, I agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and evaluation of impacts.

Yes       No

Monitoring will include:

#### **Inputs**

Number of business engaged  
Number of grants issued e.g. for cycle parking and matching funding from businesses  
Number of schools engaged  
Number of promotional events  
Promotional material issued

#### **Outputs**

Number of cycle parking stands installed  
Number of cycles loaned  
Number of people receiving cycling training  
Number of people attending promotional events  
Number of jobseekers offered travel advice  
Website hits

**Outcomes**

Number of people cycling or walking as result of promotional events  
Cycling and walking flows via counters and Active People Survey  
Cycle parking levels at businesses receiving grants  
Number of jobseekers securing jobs and training following travel advice

**Impacts**

Traffic flows  
Congestion levels.  
Number of empty shops where public realm has been improved  
Physical activity levels

## **SECTION D - Declarations**

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

As Senior Responsible Owner for Lancashire County Council 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: Dr. Sakthi Karunanithi MBBS MD MPH FFPH

Signed:

Position: Director of Public Health and Wellbeing



### **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 2016/17;
- 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: Neil Kissock

Signed:

Position: Director of Financial Services

*\*This is only required from the lead authority in joint bids*

### **Submission of Bids**

The deadline for bids is:

**29<sup>th</sup> March 6pm 2016**

An electronic copy should be submitted to [sat.programmes@dft.gsi.gov.uk](mailto:sat.programmes@dft.gsi.gov.uk)

We prefer electronic copies. However, if you must send hard copies of papers, please provide 3 copies to:

Sustainable Travel Transition Year 16/17 Bids  
Rabina Nawaz  
Zone 2/14  
Department for Transport  
Great Minster House  
33 Horseferry Road, London SW1P 4DR