

Transforming Cities Fund Call for Proposals



Department
for Transport

Application Form

Applicant Information

Bidding City Region: **Preston City-Region**

Bid Manager Name and position: **Martin Kelly, Director of Economic Development and Planning**

Name and position of officer with day to day responsibility for delivering the proposed interventions.

Contact telephone number: **01772 536197**

Email address: **martin.kelly@lancashire.gov.uk**

Postal address: **Lancashire County Council, County Hall, Fishergate,
Preston, Lancashire, PR1 8XJ**

Additional evidence, such as letters of support, maps or plans should be included in an annex.

The use of statistics, from both government bodies and well-respected independent sources, is encouraged. The suitability and validity of these will be scrutinised as part of the bid.

SECTION A – Definition and challenges

This section will seek a definition of the bidding city. City Regions should:

- Explain the city geography, with a clear City Region identified
- Indicate workday population (the Fund seeks to target the larger City Regions in England)
- Describe the key transport challenges across the City Region at a high level. This could include a discussion of productivity, or how transport connectivity is affecting this.
- Further evidence to support this argument – such as congestion, air quality or journey time impacts.

A1. Constituent Local Authorities: Preston City Council, South Ribble Borough Council, Fylde Borough Council with Blackpool Council as a supporting partner.

A2. Geographical area:

Please provide a short description of area covered by the bid (in no more than 100 words)

Please append a map(s) showing the location of the City Region and its boundaries.

Preston City-Region is the key driver of Lancashire's economy. Home to the 4th largest aerospace cluster in the world with a globally-competitive (£9.4bn) economy covering three functionally-interdependent districts (Preston, South Ribble and Fylde). Only Manchester and Leeds regional centres out-perform Preston with the area key to the transformational ambitions of the Northern Powerhouse.

Collaboration is delivering national initiatives such as our City Deal and success in securing the largest national cluster of Enterprise Zones focused on advanced manufacturing and clean-energy.

Forward plans include realising the city-centre's potential around Preston's HS2 station and interchange with improved North-South and East-West connectivity.

Table 1 - Preston City Region - A Thriving Region

	GVA Per Head	Jobs Density	GVA per Job
Preston City Region	£28,600	0.99	£51,500
Lancashire, Blackpool and Blackburn with Darwen	£20,800	0.79	£47,800
North West	£23,100	0.79	£49,900
Great Britain	£26,500	0.84	£55,900

Jobs density = the total number of filled jobs in an area divided by the resident population of working age in that area (ONS)

A3. Population

Please include the **workday** population of the City-Region and relevant references.

The 2011 Census records the workday population of the City-Region as follows:

City of Preston	163,161	
South Ribble	102,302	
Fylde	84,165	
Total	349,628	(Excess over resident population of 24,612 – 8%)

A4. Discussion of key transport challenges:

Preston City-Region is Lancashire's powerhouse and generates more high-value jobs than local residents are able to take-up. 800,000 working-age people live within a 30km radius and 25% of the UK's total workforce within one hour's drive-time. The City-Region has become a net attractor of workers, 35,000 each day. This adds demand to Preston's transport network, which manages 400,000 daily work journeys.

Commuting is dominated by car travel - 75% of journeys to work, compared to just 9% for public transport. The City-Region is an integrated economic geography with high-value employment clusters and residential districts around its city core, but its economic corridors are poorly served by public transport. The adjacency of the city-centre and River Ribble funnels road journeys onto limited north-south radial crossing points and a single east-west spine through the city-centre (A6/A59 Ringway). This and high car-usage leads to serious congestion and air pollution.

Ringway congestion severely impacts bus journey times and reliability and constrains bus operator access to the £25m refurbished Preston bus station to the extent that bottlenecks have been responsible for withdrawn bus services.

Preston's rail network is limited by station access and service frequency. Preston Station's strengths are as a national and regional rail hub, a role recognised by the Great North Rail initiative and HS2. Local rail access, especially on eastern and western routes into the city-centre are constrained by hourly services which prevent rail from becoming a realistic alternative for many car-borne commuters travelling within the City-Region or to Preston Station for onward journeys.

Sustaining the City-Region's economic success calls for more accessible and convenient travel options connecting workers to the City-Region's employment centres and beyond. This cannot be achieved through private transport alone. With predicted growth of 31,700 jobs and 18,700 homes over 15-years we must achieve a new balance between car, public and active transport.

TCF investment, alongside new models of partnership-working with bus operators, presents an opportunity to deliver tangible advantages – time, reliability, safety, comfort and convenience – to a wider bus patronage and active travellers. Investment targeted at the South-Fylde and East-Lancashire rail lines would transform their attractiveness to commuters, linking the city-centre with substantial growth opportunities such as the North-West Preston 6,600 home urban extension; 65ha commercial development at Lancashire Central; and 140ha development at Blackpool Airport EZ.

Preston's long-standing north-south transport focus is changing. East-West relationships are strengthening with an employment offer of 22,900 new jobs connected by this corridor. Key initiatives include a new AMRC facility at Samlesbury Aerospace EZ linked to UCLAN's EIC in the city-centre to drive innovation in our globally successful advanced manufacturing sector; proposals for a major public-sector service hub in the vicinity of HS2-ready Preston Station; major investment in the Blackpool Airport

and Warton Aviation EZs; along with new Small Modular Reactor opportunities at Springfields; and new residential development expanding Preston westwards towards the Fylde coast. Our transport offer must keep pace with these opportunities, overcoming existing congestion and offering real travel choices linking the widest working population with jobs.

Please limit responses in section A4 to 500 words.

SECTION B: Who & Where

This section will seek detail on the city's key priority areas to invest in, and motivations. City Regions should:

- Identify and prioritise **the main corridors or places for investment**, and why. This could include highlighting where opportunities for growth, productivity or business are within these areas of the City Region.
- Identify **who would be affected** by this investment and how user needs are recognised.

Maps identifying the priority areas can be appended as an annex to this section.

Please limit responses to 500 words.

This bid builds upon our agreed City Deal with Government, which is currently directing public and private investment to drive the City-Region's position as one of the fastest growing locations in the UK. TCF investment will help lift this performance and drive inclusive growth by improving bus, rail and active travel connectivity to make it quicker and easier to reach new employment opportunities within established and expanding growth corridors.

Three priority transport corridors are proposed – 1) Enhanced North-South bus corridor; 2) Enhanced East-West Rail corridor; 3) New East-West bus corridor.

Our analysis has mapped high-value economic activity and high-densities of working-age residents (Appendix 2 and below). Strengthening the public/active transport offer within and between these corridors and the city-centre will improve the links between workers and jobs, and those in more deprived communities within and on the City-region's periphery, ensuring that local businesses have access to the skills they need and that the benefits of economic success are spread widely. Mapping major development/growth locations indicates the City-Region's future pattern of residents and jobs. New employment growth concentrations suggest potential for further agglomeration within the City-Region, underpinned by three high performing public transport corridors.

Figure B1: Preston City-Region - mapping of economic activity and concentrations of working-age residents (see also Appendix 2)

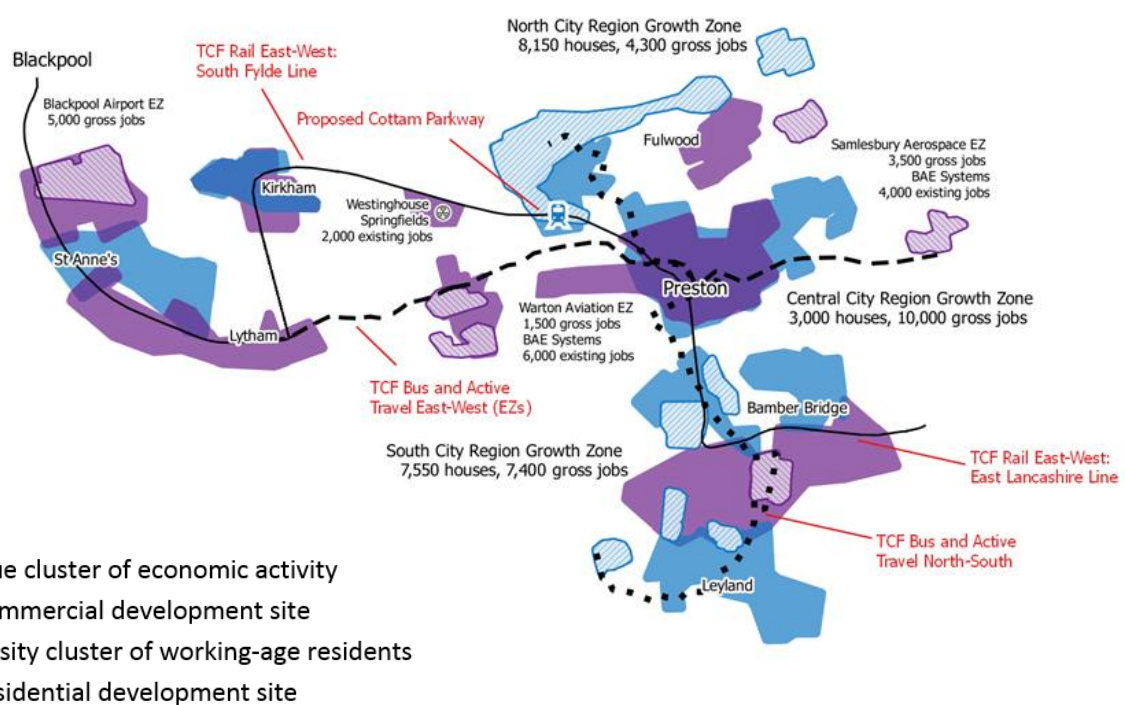


Figure B2: Mapping of Priority Transport Corridors highlighting linkages with major development sites / growth areas

Key Development Site	Growth Zone	Jobs	Houses	TCF Bus & AT North-South	TCF Bus & AT East-West (EZs)	TCF Rail East-West
North West Preston/ Cottam	North		6,700	✓		✓
Preston East	North	3,400				
Other North Sites	North	900	1,450			
Preston City Centre	Central	10,000	800	✓	✓	✓
Cuerden	South	4,500	200	✓		✓
Pickering's Farm/ Lostock Hall	South		1,950	✓		✓
Moss Side Test Track	South		750	✓		
Grasmere Avenue/ Wheelton Lane	South		600	✓		
Other South Sites	South	2,900	4,050			✓
Samlesbury EZ	EZ	3,500			✓	
Warton EZ	EZ	1,500			✓	
Blackpool EZ	EZ	5,000				✓

Growth Zones	Jobs	Houses
North City Region Growth Zone	4,300	8,150
Central City Region Growth Zone	10,000	3,000
South City Region Growth Zone	7,400	7,550
Enterprise Zones	10,000	
Total	31,700	18,700

Corridor Connection	✓
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TCF Bus and Active Travel Corridors: North-South, East-West

Improvements to routes and interchanges for intra-urban bus, cycling and walking, will focus on an existing North-South corridor within the Preston-South Ribble built-up area and a new East-West EZ corridor from Samlesbury Aerospace EZ to Lytham via the city-centre and Warton Aviation EZ. These priority corridors offer the greatest opportunity for linking population to employment and were originally highlighted in the 2013 Highways and Transport Masterplan. The Council has taken these forward in Corridor Designs (2017) and has schemes ready for early implementation.

The North-South corridor achieves the greatest number of links between population and employment, but the East-West link will open new access to the Enterprise Zones as they develop out. Works to reduce congestion along Ringway will be critical to both routes, alongside improvements in the reliability of the City-Region's bus and active travel networks as a whole.

TCF Rail Corridor: East-West

Upgrades to the South Fylde and East Lancashire rail lines will unlock their potential as City-Region commuter lines with the added benefit of better linking with Blackpool and Blackburn. Currently operating infrequent hourly services, they are not a realistic alternative, while new infrastructure investment in the South Fylde Line (prioritised in the LEP's Strategic Transport Prospectus) could double service frequency, better connecting many of the City-Region's existing economic and residential clusters with major development sites such as Blackpool Airport EZ, Preston North West, Pickering's Farm and Lancashire Central. A new parkway station on the line at Cottam would also provide the population of North West Preston with a direct rail option to access high-value jobs in Fylde, city-centre or beyond, remove traffic from the congested road network, and present the opportunity to rebalance modal share towards these sustainable alternatives.

SECTION C: Ambition for change

This section will seek evidence of how investment will tackle these challenges, and wider fit with existing plans. City Regions should:

- **Articulate their vision for improved connectivity** from the Fund and how this links to the assessment of need outlined in the previous sections.
- **Demonstrate support from stakeholders** for investment in the identified areas, such as from the relevant Local Enterprise Partnership(s), employers and transport providers. This could also include **commitments of further local and private funding**.
- Highlight ambition to align with existing funding streams and to **utilise new approaches and powers available** to improve public transport.
- Demonstrate how the Fund would link to **wider long term plans** and spatial strategies around housing, local growth, productivity and air quality.

Supporting letters may be attached as an annex.

Please limit responses to 500 words.

Preston punches above its weight. Home to the 4th largest global aerospace cluster with our contribution to the F35 programme with the USA representing the UK's largest trade deal. Westinghouse's Springfields facility is a national nuclear asset, and one of the world's leading fuel reprocessing centres, and is capable of playing a key role in developing a new national Small Modular Reactor programme. Regulatory processes and exploratory activities are still underway, but the area potentially has shale gas reserves of national significance.

We have established the country's largest cluster of EZs focused on our strengths in advanced manufacturing and clean-energy with three Zones integrated within the City-Region. We are working with private investors to develop the UK's first electric HGVs. We are also investing in new innovation facilities to strengthen our key sectors and SME supply chain with the opening of UCLAN's Engineering Innovation Centre in the city-centre in 2019 and Sheffield University's Advanced Manufacturing Research Centre, the UK's leading Catapult Centre, opening at Samlesbury Aerospace EZ in 2020. A £28M investment programme is also in development at Blackpool Airport EZ.

Our City Deal is performing against agreed targets and on-track to accelerate delivery of 17,000 new homes and 20,000 new jobs. In the North of England, our regional centre is only out-performed by Manchester and Leeds, in terms of GVA per head. The city-centre offers strong rail and road connectivity to other major economic centres and is anchored by the growth of UCLAN (with a 38,000 undergraduate population, one of the UK's largest), and Government Departments forming a hub that employs 4,000 people. By realising the economic value of HS2, we will accelerate future prospects and lift the wider performance of Lancashire which has 5 of the 30 most deprived local authority districts in the country.

Our approach is captured by Lancashire's Strategic Economic Plan, which is being refreshed as part of Local Industrial Strategy preparations. There is no lack of local ambition with the aim of re-establishing the City-Region and Lancashire as national economic centres, thereby, playing a full part in closing the North's performance gaps. Independent Northern Powerhouse Partnership and Transport for the North analyses recognise the area as critical to delivering the North's transformational growth ambitions.

We now need to scale-up performance and deliver good and inclusive growth for our most deprived communities. Our TCF submission focuses on enhancing productivity and improving access to high-quality jobs, connecting concentrations of working-age residents and high-value clusters. Our ambitions will only be met by moving beyond car-dependent growth.

A major tool to advance our ambition is the Bus Services Act. Lancashire County Council and local bus operators aim to use its provisions to improve service co-ordination between Stagecoach, Preston Bus and Transdev; utilising technology to provide public and active transport choices to challenge the

dominance of the car across an inclusive, cleaner, high-performing network connecting users to employment and service centres; with TCF co-delivering the physical and digital infrastructure to address acute bus/rail operator/passenger issues and achieve modal shift.

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.

Please specify the weblink where this bid will be published:

<http://www.lancashire.gov.uk/council/transparency/funding-applications/transforming-cities>

Submission of proposals:

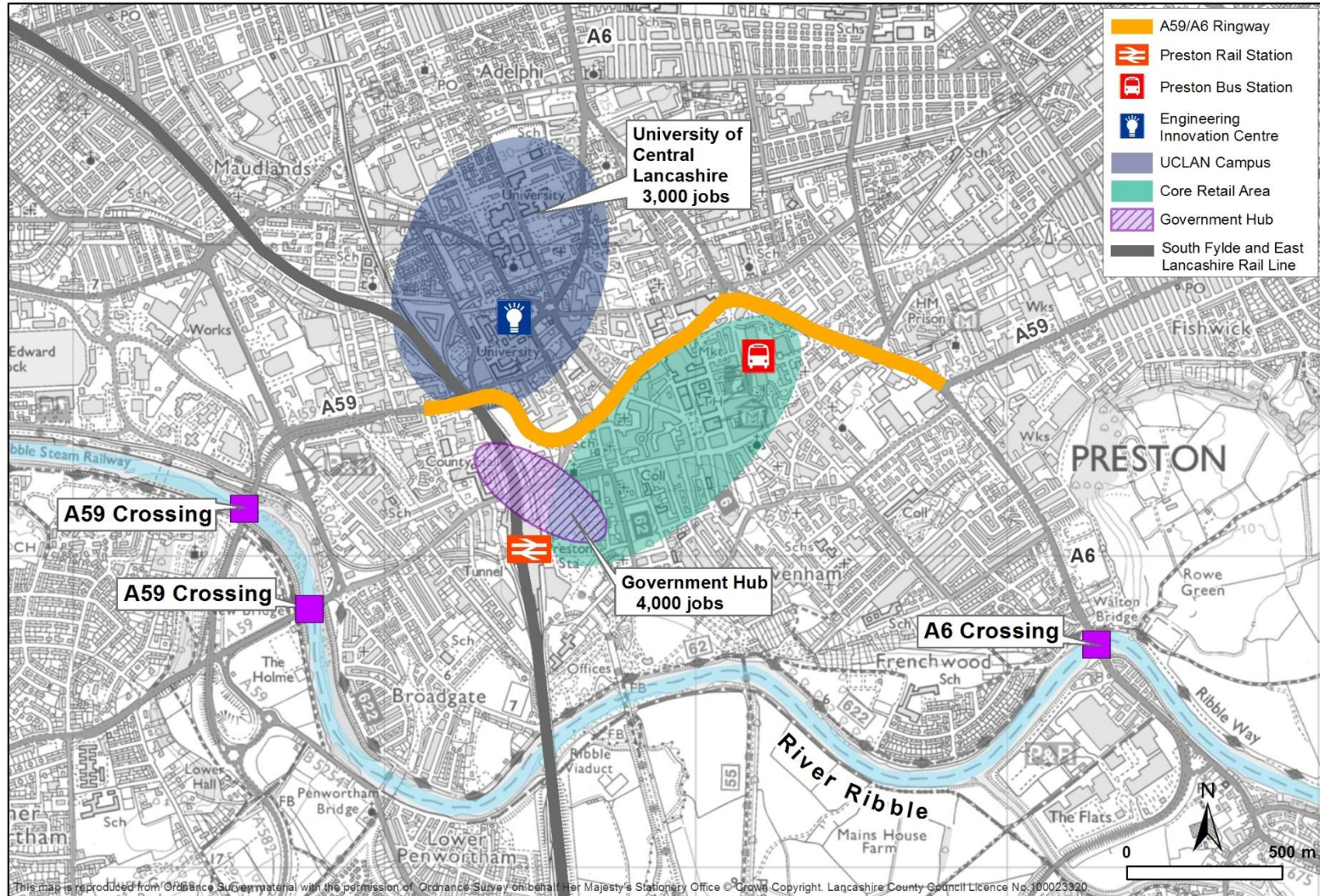
Proposals must be received no later than 2359 on **Friday, 8 June 2018**.

An electronic copy only of the bid including any supporting material should be submitted to:
TCFproposals@dft.gsi.gov.uk

Enquiries about the Fund may be directed to TCFenquiries@dft.gsi.gov.uk

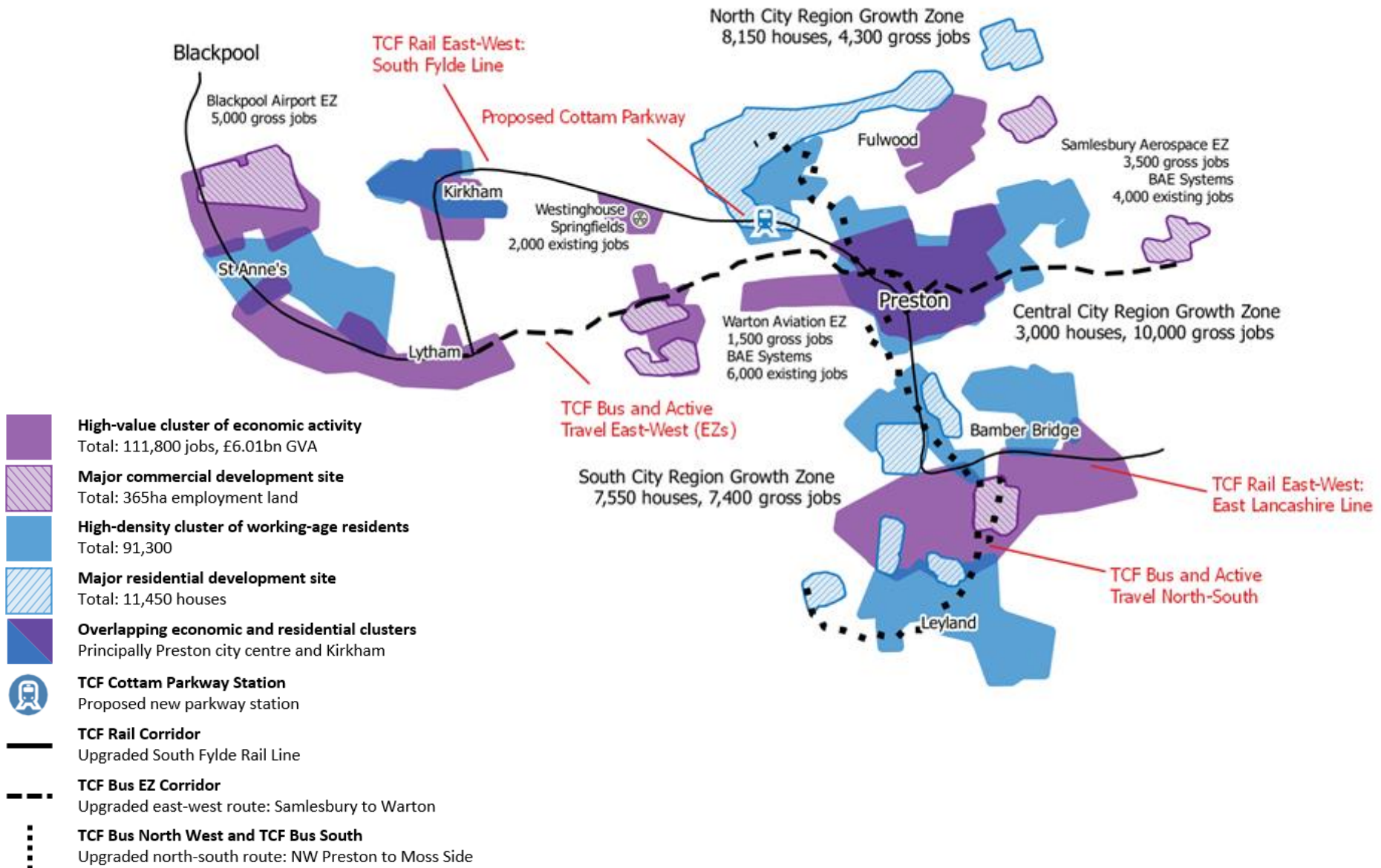
Appendix 1 – Response to Section A4:

ii. Preston City Region – River Ribble impact on City Centre core – limited north-south river crossings funnelling traffic onto the A6 and A59 Ringway for East-West journeys



Appendix 2 – Response to Section B:

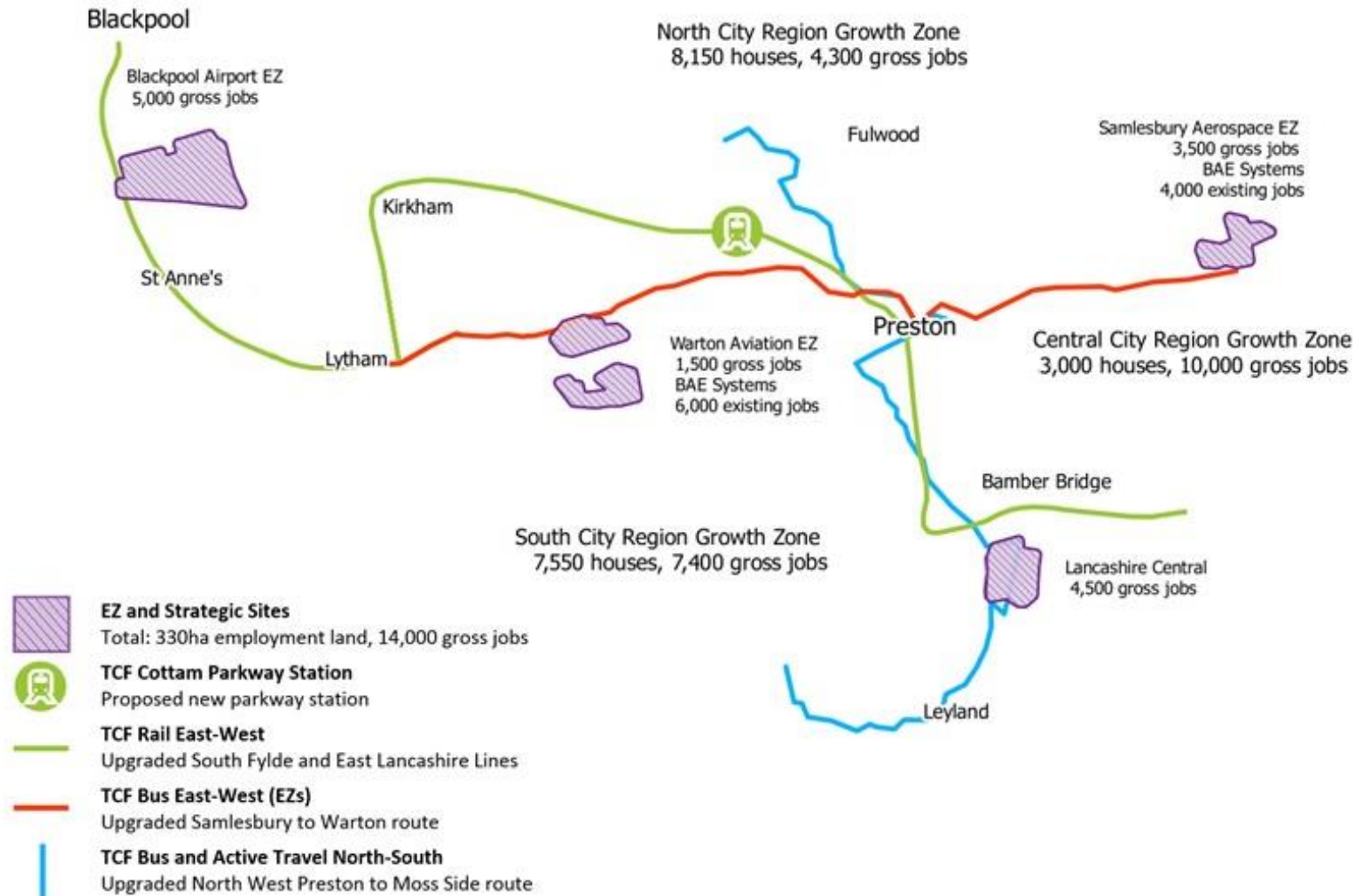
i. Preston City Region – Mapping of Population clusters to High Value economic activity, highlighting priority transport corridors



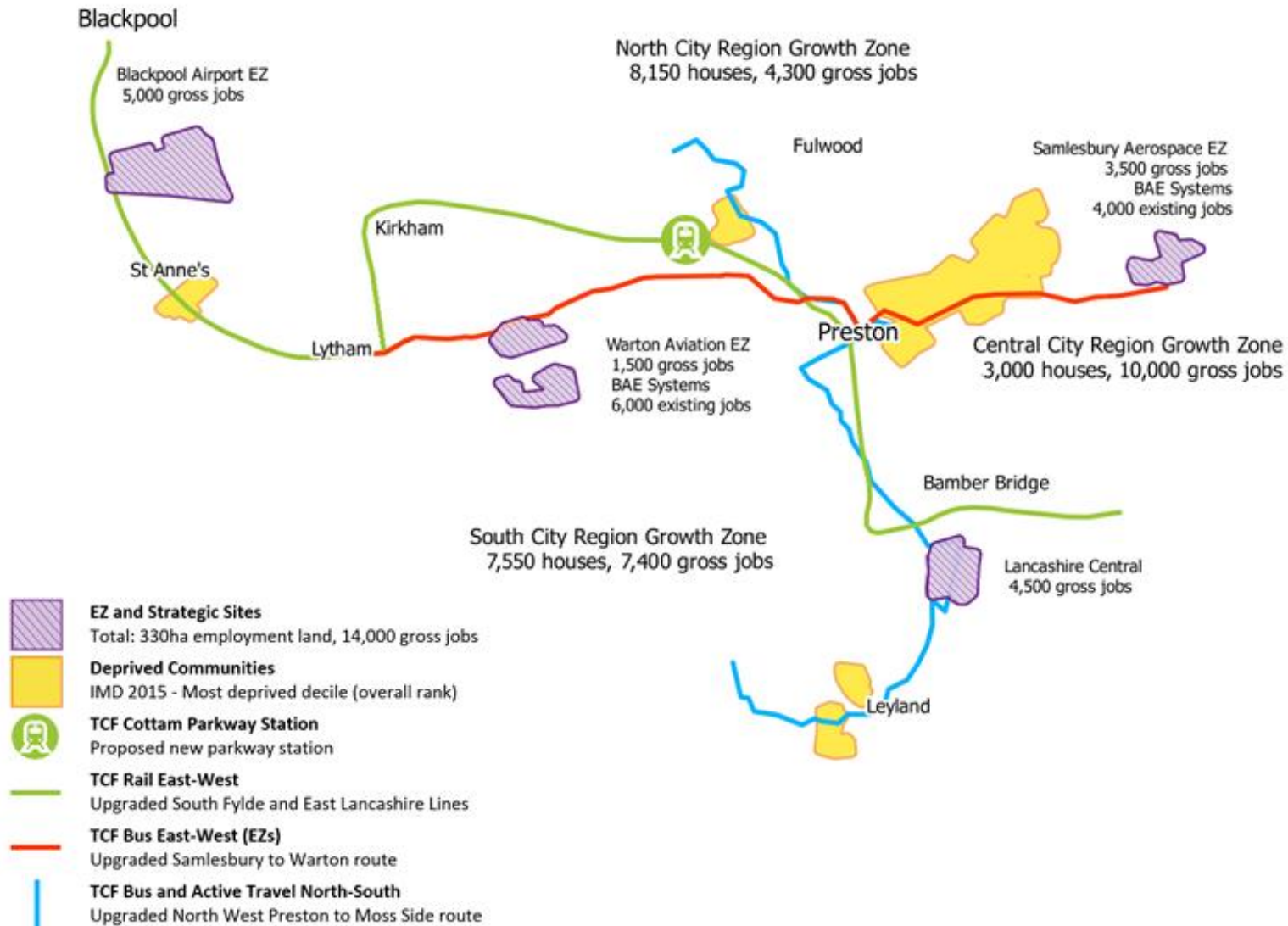
ii. Preston City Region - Priority Transport Corridors

Three priority transport corridors are proposed:

- 1) Enhanced North-South bus corridor —
- 2) Enhanced East-West Rail corridor —
- 3) New East-West bus corridor —

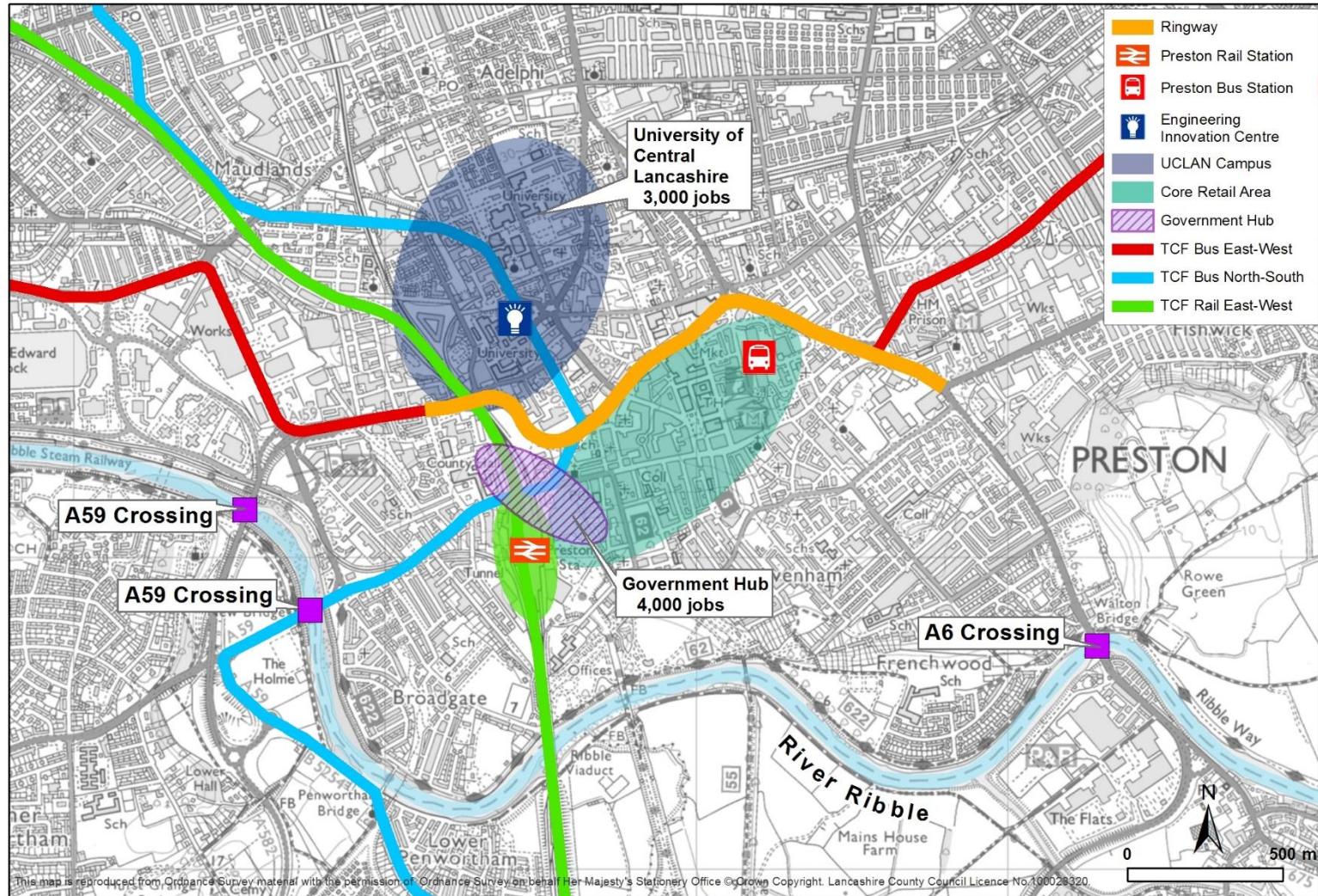


iii. Preston City Region – Inclusive Growth – linkages with the City Region’s most deprived communities



Appendix 3 – Response to Section C:

i. Preston City Centre – key Growth opportunities and importance of Ringway (A59) Proposed TCF Priority Corridors overlaid



Appendix 4 – Response to Section C: Letters of Support

Letters as attached list:

1. County Councillor Geoff Driver CBE, Leader of Lancashire County Council and Chair of Transport for Lancashire
2. Edwin Booth DL, Chairman of the Lancashire Local Enterprise Partnership
3. Alan Cavill, Director of Communications and Regeneration, Blackpool Council
4. Harry Catherall, Chief Executive, Blackburn with Darwen Council
5. David Golding, Business Development Direct, LNW Network Rail
6. Craig Harrop, Community & Sustainability Director, Arriva Rail North
7. John Asquith, Commercial Manager, Preston Bus Limited
8. Rob Jones, Managing Director, Stagecoach in Merseyside & South Lancashire
9. Shaun Walmsley, General Manager, The Blackburn Bus Co. (Transdev)



Rt Hon Chris Grayling MP
Secretary of State for Transport
Department for Transport
Great Minster House
33 Horseferry Road
London, SW1P 4DR

Phone: (01772) 536338
Email: geoff.driver@lancashire.gov.uk
Your ref:
Our ref: GD/JA
Date: 08 June 2018

Dear Secretary of State

Transforming Cities Fund: Preston City-Region Bid

As the Chair of Transport for Lancashire, I wish to commend to you Lancashire County Council's bid to the Government's Transforming Cities Fund. The bid is endorsed by my colleagues from Blackpool and Blackburn with Darwen Councils, who are core members of Transport for Lancashire along with Lancashire County Council.

The submission has a clear focus on strategic transport corridors that better link and integrate our key economic opportunities, including our city-centre and cluster of high-value Enterprise Zones, within our strongly performing regional centre.

By addressing acute congestion issues and providing public transport alternatives, we will look to reduce the level of the car dependency which is limiting the sustainable growth potential of the area. The proposal also looks to leverage economic opportunities from Preston rail station becoming Lancashire's gateway to High Speed 2 services from 2026. The submission is also supported by local bus, rail and train operators, including Stagecoach, Network Rail and Northern Trains, who are committed to working with the local transport authority to better co-ordinate services and improve service quality to customers.

Local partners can also quickly progress to co-developing scheme proposals with Government and we look forward to doing so.

In our view, the proposals outlined in this submission will deliver major benefits for Preston, Lancashire and the wider Northern Powerhouse.

I hope you and colleagues will give this submission your serious consideration.

Yours sincerely

County Councillor Geoff Driver CBE
Leader of Lancashire County Council and
Chair of Transport for Lancashire



Lancashire Enterprise Partnership

Rt Hon Chris Grayling MP
Secretary of State for Transport
Department for Transport
Great Minster House
33 Horseferry Road
London, SW1 4DR
7 June 2018

Dear Secretary of State

Transforming Cities: Preston City-Region Submission

I wish to express the full support of the Lancashire Enterprise Partnership for Preston City-Region's Transforming Cities submission by Lancashire County Council.

The submission is focused on lifting the productivity of Preston City-Region by improving key transport corridors that link high concentrations of population with high-value employment opportunities.

As you may know, Preston City-Region is one of the strongest performing centres in the North of England, and is only out-performed by Manchester and Leeds in terms of GVA per head. Clearly, an economically strong Preston City-Region is not only critical for Lancashire, which has five of the country's 30 most deprived local authority districts, but also to delivering our shared ambitions for the Northern Powerhouse.

However, by addressing the City-Region's acute congestion challenges with deliverable public transport interventions, we will make higher value employment opportunities more accessible to all by ensuring public transport services follow established and growing economic corridors which are overly dominated by commuters travelling by car.

The Lancashire Enterprise Partnership has worked hard with public and private sector partners in recent years to establish the area's largest ever growth programme. In my view, Transforming Cities provides a major enabling opportunity for local partners to translate strong growth into inclusive growth outcomes for residents and businesses alike with the proposals we aim to co-develop with Government.



Lancashire Enterprise Partnership

Finally, I hope our strong delivery track record will also be taken into consideration when selecting the 10 candidate cities to co-produce a Transforming Cities programme with Government.

In the meantime, I look forward to hearing positive news on Lancashire's Transforming Cities submission.

Yours sincerely,

Edwin Booth DL
Chairman of the Lancashire Enterprise Partnership

6th June 2018

By Email

Martin Kelly
Director of Economic Development and Planning
Lancashire County Council

Our Ref: AC/AP

Direct Line: 01253 477006

Email: alan.cavill@blackpool.gov.uk

Dear Martin

Lancashire County Council - Transforming Cities Fund bid

I write in support of the submission from Lancashire County Council. The vision to improve intra-region connectivity with a focus on employment centres and corridors is exactly the approach needed to support regeneration across Lancashire and Blackpool in particular.

Blackpool is the most deprived town in England and Wales and other Fylde Coast areas also suffer poverty and disadvantage. Part of the solution for Blackpool is improved connectivity to remove peripherality and increase market access, particularly for Fylde residents seeking jobs in the wider economy. Blackpool Council has a particular interest in improving the South Fylde Line rail corridor from the Blackpool Airport Enterprise Zone to Preston, including achieving the proposed new station at Cottam.

The Blackpool Airport Enterprise Zone is a key opportunity for Blackpool, Fylde Coast and Lancashire as a whole, with its potential to create 5,000 jobs and needs to be fully integrated into the wider regional and national economy. Indeed, Blackpool Council is about to consider a major investment of £28.8m to boost early progress later this month as a demonstration of our commitment to deliver this scheme.

Transforming Cities Fund resources can make an important contribution to the continued growth and regeneration of the Preston City Region, Blackpool and the Fylde Coast's economy. Blackpool Council stands ready to work in partnership to deliver the transport package that is needed for this and the entire city region area.

Yours sincerely



Alan Cavill
Director of Communications and Regeneration



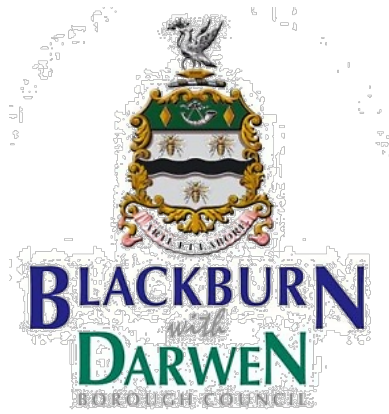
PLACES

Blackpool Council,
PO Box 4
Blackpool
FY1 1NA

Contact

T: (01253) 477 006

www.blackpool.gov.uk



Martin Kelly
Director of Economic Development and
Planning
Office of the Chief Executive
Lancashire County Council
County Hall
Preston
PR1 8XJ

Date: 7 June 2018
Our Ref:
Contact Name: Mike Cliffe
Telephone: 01254 585310
Email: Mike.Cliffe@blackburn.gov.uk

Dear Martin

Re: Transforming Cities Fund – Lancashire Bid

I am writing to confirm Blackburn with Darwen Borough Council's support for the 2018 Lancashire Transforming Cities Fund bid, and the proposed investment to significantly uplift connectivity to the area's Enterprise Zones and associated public transport corridors.

The Council is fully supportive of the benefits of developing the Samlesbury Aerospace Enterprise Zone at BAE Systems' sites at Samlesbury and Warton, Hillhouse International and Blackpool Airport in order to improve future productivity and prosperity. From an East Lancashire perspective it is essential that the Zone becomes more sustainable and accessible to a wider Lancashire population, and hence the need for significant corridor improvements focusing on bus and rail.

The Council is supportive of the proposed corridor improvements and feels that the bid is particularly strong in relation to public transport and smart technology solutions, and also fulfils key guidance objectives of improving Intra-City connectivity between a number of Lancashire's polycentric urban centres. By improving the Blackpool South – Preston – Blackburn rail corridor, a significantly wider catchment area and skilled population will benefit from improved access to future growth areas.

We understand the need for this particular bid to focus on Preston as the "hub" to achieve the multi-modal improvements, and are supportive of the role in which Preston Railway station would play in this regard, as a major multi modal transport hub and piece of national transport infrastructure.

Harry Catherall – Chief Executive's Department
Town Hall, Blackburn, Lancashire, BB1 7DY

Please do not hesitate to contact me if you require any further information.

Yours sincerely,

A handwritten signature in black ink that reads "Harry Catherall". The signature is written in a cursive style with a large, prominent 'H' and 'C'.

Harry Catherall
Chief Executive
Blackburn with Darwen Borough Council



Martin Kelly
Director of Economic Development and Planning
Lancashire County Council
PO Box 78
Preston
PR1 0LD

Baskerville House
Broad Street
Birmingham
B1 2ND

8th June 2018

Dear Martin

Transforming Cities Fund

The Preston City Region TFC bid includes the East - West rail corridor, a proposal for improvements to the South Fylde and East Lancashire lines. Network Rail would welcome investment in these lines. Investment priorities would include interventions to increase the frequency of services to enable the potential of the lines to better serve the needs of the Preston City Region, which could be realised if a more frequent service were to be provided.

Investment in these lines would also complement the improvements being made by a number of train operators and new franchises, including provision of new rolling on Northern and Trans Pennine franchises, as well as contributing to the ease of access to HS2 services at Preston from South Fylde and East Lancashire as the West Coast Partnership franchise moves from concept to implementation.

Network Rail looks forward to the potential opportunity to work together with Preston City Region to deliver benefits to rail passengers and the community.

Yours sincerely

David Golding

Business Development Director, LNW Network Rail

For and on behalf of Network Rail Infrastructure Limited

Craig Harrop
Community & Sustainability Director
Northern
Floor C, County Hall, Pitt Street
Preston
PR1 8XB

7 June 2018

To whom it may concern,

Transforming Cities Fund Bid

I am writing on behalf of Arriva Rail North in support of Lancashire County Councils submission to the Government's Transforming Cities Fund.

It was pleasing to note that the bid references the South Fylde Railway Line from Blackpool South to Preston as a prioritised corridor and that this bid could potentially support the much-needed improvements required on the route. The potential to enhance the routes capacity and allow two trains per hour to operate is something we have been exploring for some time and would certainly address the suppressed commuter demand on the route.

In addition, the potential delivery of a new a new station at Cottam Parkway would also be welcomed. Lancashire County Council have a proven record in delivering new rail stations with Buckshaw Parkway and Burnley Manchester Road already making a huge difference in the communities they serve.

Through these potential investments Lancashire will again be able to make a significant contribution to the local, regional and national economy and I fully support this submission.

Yours Sincerely



Craig Harrop
Community & Sustainability Director
Arriva Rail North

6th June 2018

To whom it may concern,

Letter of support – Lancashire County Council’s – Transforming Cities Fund

This letter supports Lancashire County Council’s bid for monies to Transform Cities, namely Preston, Lancashire

Preston City Centre was, like many urban centres, in decline and losing its identity for a variety of reasons. However, work commenced to transform the position through a series of initiatives, one been the development of ‘shared space’ removing cars from the main pedestrian area along with unsightly signage to reinvigorate the shopping environment. This is now progressing towards the modernised / refurbished Bus Station and The Guild entertainment centre. The general environment for pedestrians has significantly improved.

A **major** house building programme is ongoing, which is supported by surrounding local authorities through the City Deal. It is important residents (existing and new) are given a vibrant city centre attraction. There is a number of key corridors around the city, which suffer from serious congestion which adversely affect the attraction to public transport and equally, adversely affects the cost structure of commercial bus companies by requiring greater numbers of buses and drivers to just maintain current service levels. This is not sustainable in the long term.

Experience elsewhere in the UK shows time and time again that a Partnership arrangement between the local authorities and bus companies is the best way to tackle the many difficulties currently faced. With the growth in technology, there are various ways bus users can be provided with an improved travel experience. ‘Shared space’, reducing the previously unchecked dependence on the car is one. Others include moving towards cashless payments, providing ‘real time’ bus journey phone applications and promote Park & Ride etc. If bus travel is not commercially sustainable, the public purse will face greater pressure and possibly leave communities, mobility impaired and the disadvantaged isolated.

Preston Bus supports the councils bid and would work to develop any proposals further.

Yours sincerely

John Asquith
Commercial Manager

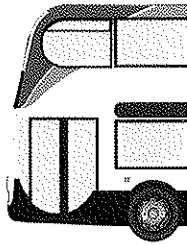
7 June 2018

Mr Martin Kelly
Director of Economic Development
Lancashire County Council
County Hall
Fishergate
Preston
Lancashire
PR1 8XJ

Gillmoss Depot
East Lancashire Road
Liverpool
L11 0BB

T 0151 330 6200
F 0151 330 6210

stagecoachbus.com



Dear Mr Kelly

Letter of Support regarding Lancashire County Councils Transforming Cities Fund

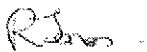
The Preston City Region has seen economic and housing growth over recent years and the prospects for sustained growth into the future remain strong.

Car-dominated congestion is focused on main radial routes into the city centre which come to coverage and intensify on A59 Ringway, which deters modal shift from private vehicles to public transport and active travel, and impedes the effectiveness of Preston Bus Station and the operational of a successful bus network, much of which operates on a commercial basis.

The proposals being considered as part of the bid, tackle many of the difficulties we currently face as a bus operator. Working closely with the county council, and taking full advantage of the opportunity to work in partnership, we hope to be able to provide a more reliable, seamless, network and use technologies to encourage sustainable bus transport growth.

For these reasons Stagecoach supports the regions bid to the governments Transforming Cities Fund and looks forward to working with the local transport authority and local partners to develop further proposals and policies should the initial submission be successful.

Yours sincerely



Rob Jones
Managing Director

Martin Kelly
Director of Economic Development
Lancashire County Council
County Hall
Preston
Lancashire
PR1 8XJ



Date: 05th June 2018

Re: Letter of support – Lancashire County Council Transforming Cities Bid

Dear Mr Kelly,

As a local bus operator that provides a link between Blackburn and Preston we are extremely keen to develop and increase our service in to the city. Significant economic and housing growth in recent times gives us good reason to believe that the prospects for sustained growth in the future remain strong.

As in many cities we frequently encounter car dominated congestion, particularly on the main radial routes to/from the city centre, which come to converge and intensify on the A59 Ringway. This clearly deters potential passengers from switching to public transport from their private vehicles. This without doubt has a significant impact on our ability to operate a reliable bus network and impedes on the effectiveness of Preston Bus Station, which has recently seen significant investment.

The proposals being considered as part of the bid aim to tackle many of the difficulties we face on a daily basis as bus operators. We will continue to work closely with the county council, with who we have a very good working relationship, in order to take full advantage of the opportunities presented in the Bus Services Act 2017. Along with other operators we hope to be able to offer a more reliable, seamless network and with good use of technologies and multi modal ticketing, encourage sustainable bus transport growth in the region.

The Blackburn Bus Company (Transdev) would therefore like to support to the city region's bid to the government's Transforming Cities Fund by working closely with the local transport authority team and local stakeholders, to develop further proposals and policies, should the initial bid be successful.

If I can offer any further input, be it written or verbal to support this bid please do not hesitate to contact me by telephone or e-mail and I will be only too willing to assist.

Yours sincerely

A handwritten signature in black ink that reads 'S. Walmsley'.

Shaun Walmsley
General Manager
The Blackburn Bus Co.

