

## Local Sustainable Transport Fund - Application Form

Guidance on the Application Process is available at:

[www.dft.gov.uk/pgr/regional/](http://www.dft.gov.uk/pgr/regional/)

Bids for both small projects and initial proposals for large projects should be no more than 20 pages long.

### **Applicant Information**

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

Leicestershire County Council

**Senior Responsible Owner name and position:**

*Mark Stevens – Assistant Director, Environment and Transport Department, Leicestershire County Council*

**Bid Manager name and position:**

*Ian Vears – Team Manager, Travel Choice and Access Team, Leicestershire County Council*

**Contact telephone number:** 0116 305 7215

**Email address:** [ian.vears@leics.gov.uk](mailto:ian.vears@leics.gov.uk)

**Postal address:** Travel Choice and Access Team  
Environment and Transport Department  
Leicestershire County Council  
County Hall  
Glenfield  
Leicestershire LE3 8RJ

**Website address for published bid:** NA

## SECTION A – Project description and funding profile

### A1. Project name: Smarter Travel for Business

### A2. Headline description:

Loughborough and Coalville, two of Leicestershire's major county towns have significant peak period congestion, poor journey time reliability and over-reliance on the car. Developed in partnership with local stakeholders, **Smarter Travel for Business** builds on recent smarter travel successes, and will favour low carbon economic growth by targeting these locations.

**Smarter Travel for Business** will be delivered within three complementary themes:

- **Getting to Work and Training**
- **Information and Behaviour Change**
- **Smarter Travel Infrastructure**

By easing congestion and changing the way people travel, **Smarter Travel for Business** will improve the local environment, reducing carbon emissions and bringing quantitative and qualitative benefits to businesses and individuals.

### A3. Geographical area:

Situated at the heart of the East Midlands, between the three cities of Leicester, Nottingham and Derby, Loughborough and Coalville are strategically important sub-regional centres for business, housing, shopping, education and leisure.

The two urban settlements together comprise a geographical area equating to approximately 40 square kilometres. However, their joint economic and social area of influence extends far wider into the surrounding rural hinterland and important employment areas (Figure 1).

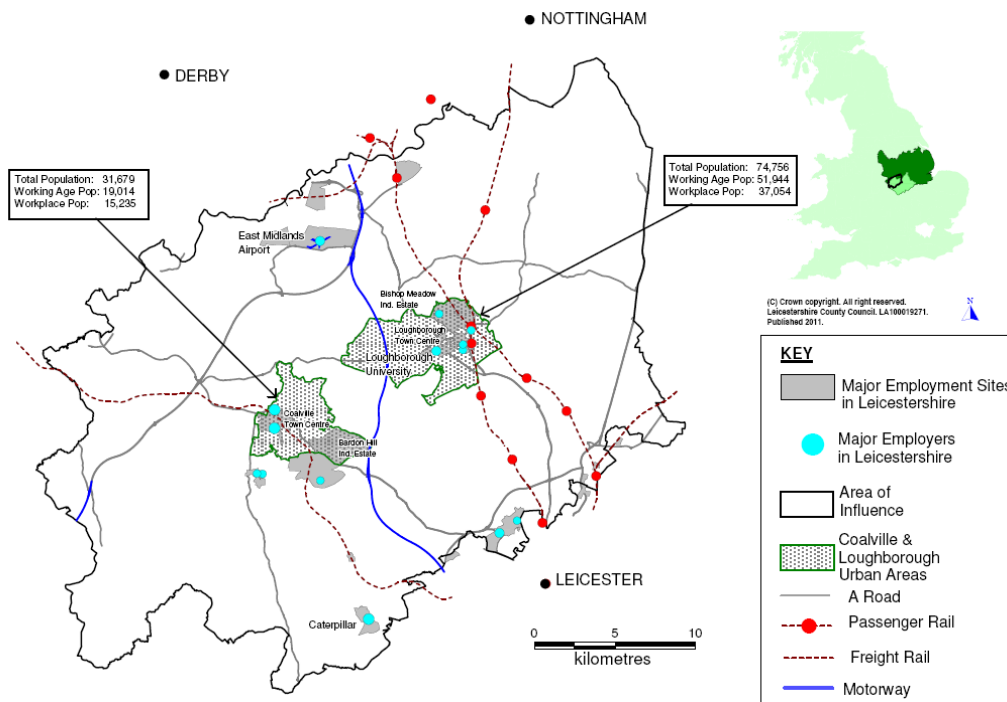


Figure 1 - Loughborough and Coalville.

#### A4. Type of bid (please tick relevant box):

##### Small project bids

Tranche 1 bid   
Tranche 2 bid

##### Large project bids

Key component bid   
Large project initial proposals

**A5. Total package cost (£m):** £13.517m

**A6. Total DfT funding contribution sought (£m):** £4.5 million

The DfT contribution sought has increased from our expression of interest, as we are no longer partnering other bids, except with Leicester City's **Fit for Business**.

#### A7. Spend profile:

£K	2011-12	2012-13	2013-14	2014-15	Total
<b>Revenue funding sought</b>	not applicable	779	1179	1031	2989
<b>Capital funding sought</b>	not applicable	1118	355	38	1511
<b>Local contribution</b>	not applicable	3214	3335	2468	9,017
<b>Total</b>		5111	4869	3537	<b>13517</b>

**Table 1 – Smarter Travel for Business spending profile**

#### A8. Local contribution

The following organisations are contributing toward the delivery of **Smarter Travel for Business**.

##### Private:

- Arriva Midlands and Kinchbus Ltd: £840,000 towards the promotion of bus services in the target areas.
- Developers: £647,000 secured S106 contributions for small-scale cycle and public transport infrastructure.
- Environment Waste Control plc: £2,000 from recycling bikes, supporting *Commuter Cycle Courses*.
- Go Travel Solutions Ltd: £42,500 contribution to facilitate *Business Travel Networks*.
- Caterpillar (UK) Ltd: up to £40,000 contribution to *Caterpillar Job Connector Bus*

##### Public:

- Leicestershire County Council: £6.065 million towards elements of **Smarter Travel for Business**.
- Leicestershire and Rutland Sport: £996,000 to deliver *Fit for Business Challenge*.
- Melton Borough Council: £297,000 to deliver *Wheels to Work*.
- We have also received smaller commitments from Leicestershire Rural Partnership and the Community Transport Federation to deliver *People to Places*.

Appendix A contains organisations' financial contribution commitments.

### **Complementary Spend:**

In addition, £1.94 million funding will be spent by the following organisations to deliver complementary smarter travel choices which will enhance, accelerate and support **Smarter Travel for Business**:

- Loughborough University: £935,000 to promote sustainable travel through various methods including subsidising local bus services and providing secure cycle facilities.
- East Midlands Airport: £387,000 towards promotion of sustainable travel in Loughborough and Coalville including subsidising public transport services.
- Stephenson FE College: £568,000 to promote sustainable travel through various methods including providing mini buses for apprentices to attend training courses and providing secure cycle facilities.
- Loughborough FE College: £84,000 to promote quality sustainable travel information and infrastructure for students.

### **A9. Partnership bodies**

We have engaged with a number of private, public and voluntary sector bodies (**Table 2**) in the preparation of **Smarter Travel for Business** and have secured commitment to partnership working. **Table 9** provides details of the **Smarter Travel for Business** elements that appear in italics below.

<b>Sector</b>	<b>Partner</b>	<b>Role / Responsibility</b>
Private	Caterpillar (UK) Ltd	Co-ordinate and manage the <i>Job Connector Bus</i>
	Loughborough University	Lead partner in the delivery of the monitoring and evaluation programme.
	Arriva Midlands Kinch Bus Ltd (Trent Barton)	Key partners in the delivery of the <i>Public Transport Information Strategy, Loughborough Station Travel Plan and Targeted Personal Travel Planning.</i>
	Environmental Waste Control Plc	Supporting partner in the delivery of <i>Commuter Cycle Courses.</i>
	Go Travel Solutions Ltd	Lead partner in the delivery of the <i>Business Travel Networks.</i>
	East Midlands Trains	Key partner in the delivery of the <i>Loughborough Station Travel Plan</i>
Public	Leicestershire County Council	Strategic lead and commissioner of <b>Smarter Travel for Business</b>
	Charnwood Borough Council	Joint partner in the delivery of the travel measures within Loughborough.
	North West Leicestershire District Council	Joint partner in the delivery of the travel measures within Coalville.
	Melton Borough Council	Lead partner on delivery of <i>Wheels to Work.</i>
	Leicester City Council	Assist in the development of the <i>Travel Portal, Car Sharing Scheme, Star Travel Scheme and Public Transport Information Strategy.</i>
	Job Centre Plus Loughborough FE College Stephenson FE College, Coalville	Providing support and information to develop the <i>Access to Work, People to Places and Travel Portal.</i>
	Leicester-Shire and Rutland Sport	Lead partner in the delivery of the <i>Fit for Business Challenge.</i>

Voluntary	Community Transport Federation and Voluntary Action Leicestershire	Lead partner on the delivery of <i>People to Places</i> .
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**Table 2 – Roles and responsibilities in delivering Smarter Travel for Business**

We have long standing partnership arrangements with the following organisations who have expressed their commitment to supporting **Smarter Travel for Business** by being involved in the delivery of the elements.

Participants	Role / Responsibility
Leicester Business Voice Leicestershire Enterprise Partnership East Midlands Airport NHS Leicestershire County and Rutland Sustrans British Cycling Cycle Touring Club The Ramblers Association Future Cycles Ltd (social enterprise) 50Cycles Ltd Schools and colleges in target areas Midlands Highway Alliance URS	Representatives from some of these bodies will be invited onto the <b>Smarter Travel for Business</b> project board to ensure value for money by putting business at the core of the package.  Representatives of stakeholders will be invited to contribute via our established user groups.

**Table 3 – Organisations supporting Smarter Travel for Business**

Leicestershire County Council and its service delivery partners are adopting an area-based approach to both budgeting and service delivery. Following the successful delivery of the 'Total Place' pilot project, work is now underway to introduce community-based budgeting.

This approach encourages people to work together in their communities to help solve the problems that they face. One of the first such projects is tackling worklessness in Coalville. This and other area based initiatives will support the delivery and enhance the outcomes of **Smarter Travel for Business**.

## **SECTION B – The local challenge**

### **B1. The local context**

The university town of Loughborough is the second-largest settlement in Leicestershire. The population of around 57,000 is boosted for a large part of the year by 18,000 students bringing an additional 4,000 cars. Other key economic sectors include professional, scientific and technical services, manufacturing, health and public administration. The services sector now accounts for 75% of jobs.

Coalville, with a population of around 31,500, suffered severe decline with the end of the Leicestershire coal mining industry. The economy is now strongly oriented towards manufacturing, distribution and logistics, the latter influenced strongly by East Midlands Airport and the proximity of key strategic road links. The public sector remains an important local employer.

Jobs in both towns are concentrated at a few key employment sites while the labour pool is more evenly dispersed across the urban area (**Figure 1**). This leads to complex commuting patterns which have an impact on peak period congestion (**Section B2**). The labour pool also supports key large employers located in the rural hinterland, such as Caterpillar and East

Midlands Airport. Significant traffic flows are generated by this sphere of influence, and **Smarter Travel for Business** takes this into account.

Summarised below are the key economic, social and environmental issues in Loughborough and Coalville. These have been drawn from local consultation, the development of our Local Transport Plan, Charnwood and North West Leicestershire Sustainable Community Strategies and emerging Local Development frameworks.

### Economic issues:

- Poor access to employment sites.
- Vulnerable to loss of major employers, such as the closure of Astra Zeneca in 2009/10 with the loss of 1100 jobs.
- 40% of businesses reporting turnover decrease, with 36% predicting further downturn in the coming year.
- Rising unemployment, with hot spot wards having 36% of population on benefits in Loughborough, 31% in Coalville.
- Unreliable journey times reported by business and bus operators.
- Lower than national and regional average business creation rates, due in part to proximity to other 'more attractive' places such as Leicester, Nottingham and Derby.
- Lack of suitably skilled labour for newer business sectors.
- 15% of units in Coalville town centre currently vacant.
- Significant levels of housing growth to 2026 are forecast; Charnwood 15,800 and North West Leicestershire 10,200.

### Social issues:

- Loughborough and Coalville combined have 13 wards in the top 10% most deprived in the Country.
- Nearly 70% of local households have an income lower than the Leicestershire average.
- Concentration of benefit claimants in both towns (**Figure 2**)
- Number of unqualified people is higher than the county average.
- Poor access to training opportunities at Loughborough College and Stephenson College in Coalville, is a barrier to effectively preparing local people for work.
- High obesity rates (**Figure 3**)

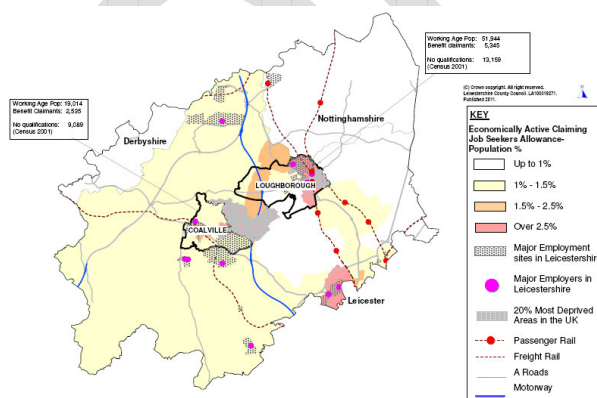


Figure 2 – Employment Sites and unemployment “hot spots”

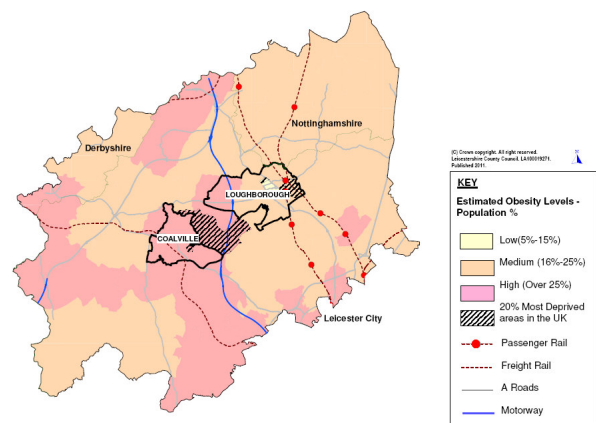


Figure 3 – Obesity Levels

### Environmental issues:

- Air Quality Management Areas in both town centres.
- CO<sub>2</sub> emissions per capita generated by transport in Coalville and its area of influence (Figure 1) are over 50% higher than the England average.
- Safety (actual and perceived) relating to poor quality environment

- Under-use of Loughborough’s sustainable transport infrastructure, particularly walking and cycling.
- Under-use of local bus services in both areas.

Despite the recession, the forecast to 2026 for both towns is one of growth in population, housing and jobs. Unless we can effectively change travel behaviour, the increasing reliance on the private car and the resulting upward pressure on demand for travel will have a negative impact on the local transport system. This will result in:

- Increasing vehicle kilometres.
- Worsening delays.
- Increasing emissions.
- Worsening accessibility.

### The role of transport

An efficient and effective multi-modal transport network meets the needs of key economic sectors and local people. It enables business to create wealth, and people to create business. The accessibility and connectivity provided by transport infrastructure is an important factor to businesses when considering where to locate, invest and grow. For local people, it enables a healthy and balanced lifestyle in a pleasant environment. We have used the economic, social and environmental issues affecting both areas to identify key aims for **Smarter Travel for Business (Table 4)**. We have also outlined the role of transport in meeting these aims. **Section C** describes how **Smarter Travel for Business** will support this role.

Key Aims		Role of transport	
		Improving the coverage of the transport network	Improving the efficiency of the transport network
Economy and Housing	Protect existing economic sectors (including the public sector and the manufacturing, distribution and logistics sectors), whilst encouraging and enabling diversification and growth into more high tech and professional sectors	1. Increase business and residential connectivity and provide access to new locations for development	2. Provide quicker and more reliable journeys to increase the time available to produce goods and services and reduce variable costs.
		3. Provide access to relevant, expanding and skilled labour pools	
Social	Tackle existing problems associated with the high levels of employment, social and health deprivation in and around both urban areas	4. Increase access to employment, education and training opportunities, and a wider range of products and services	5. Improve health through the provision of affordable and accessible sustainable transport alternatives to the private car
		6. Reduce congestion, CO <sub>2</sub> emissions and improve air quality and the public realm	
Environment	Improve the performance and environmental attractiveness of both town centres, in particular Coalville  Enable the successful delivery of growth and regeneration in such a way as to minimise the impact on the environment	7. Reduce road casualties	8. Provide affordable and accessible sustainable transport alternatives that will encourage people to change their travel behaviour away from the use of the private car

**Table 4 – The role of transport in achieving our key aims in Loughborough and Coalville**

## B2. Evidence

### Network coverage and efficiency

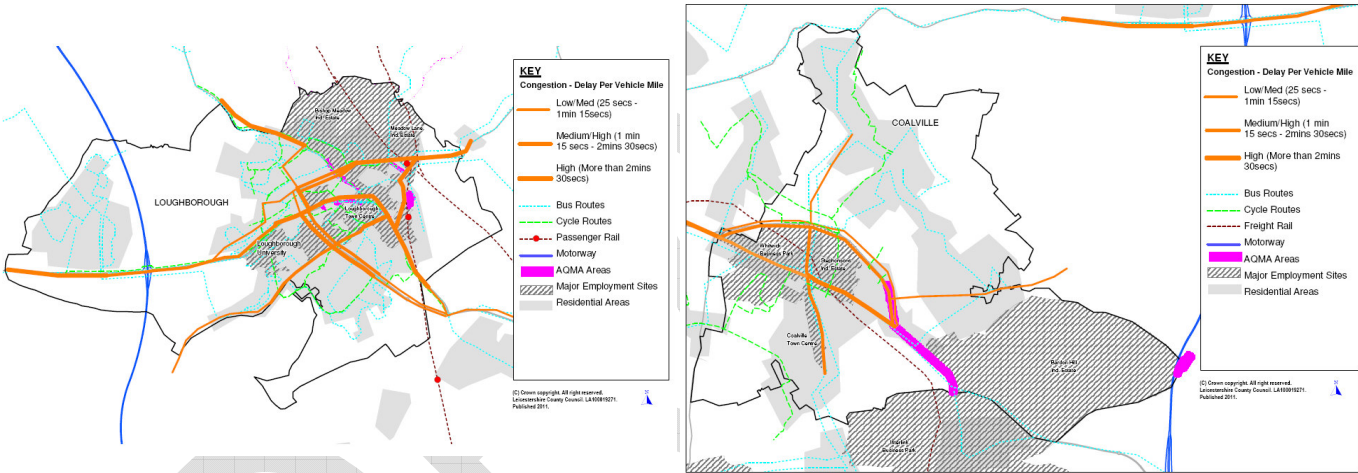
The extent of the transport networks and congestion in both towns are shown in **Figures 4 and 5**.

#### Road

Good access to the strategic road network meets the wider needs of the manufacturing, distribution and logistics sectors. However, on the local road network, delays per mile during the morning peak in Loughborough are high and comparable with those in Leicester City. In Coalville, journeys on key routes during the morning peak, take longer due to congestion hotspots at key junctions (**Figures 4 and 5**). Local consultation confirmed that congestion presents major problems for businesses in both areas. It limits access to town centres and employment areas, reduces business efficiency and discourages inward investment.

'The major transport problem in the town is peak period congestion.' *A M Norris Ltd, Coalville.*  
'Congestion on the local road network causes traffic, environmental and safety problems.' *Businesses in Loughborough*

The impact of heavy traffic does little to encourage footfall and access by other, more sustainable, modes of transport in both areas.



**Figures 4 and 5 – Congestion levels in Loughborough and Coalville**

Road transport in Loughborough is responsible for 13,500 tonnes of carbon emissions per year incurring an estimated social cost of nearly £2.1m per annum. In Coalville, annual carbon emissions from road transport are 7,000 tonnes, estimated to cost in the region of £1.1m per annum. By 2026, emissions are forecast to increase by 7% in Loughborough and 25% in Coalville. There is an Air Quality Management Area (AQMA) running through both towns as shown in **Figures 4 and 5**. It is estimated that the annual cost of road accidents in Coalville is £6.4m, and £10.9m in Loughborough. These accidents predominately occur on the congested routes.

#### Bus

The bus network links both towns, and provides access to Leicester, Nottingham, Derby and East Midlands Airport. In Loughborough, public satisfaction with local bus services is relatively high (63%) and over 80% of residents describe themselves as having 'good access' to public transport. However, less than 50% report that they use a local bus service once a month or more. Poor bus interchange, infrastructure and facilities and peak period congestion, discourage public transport use.

In Coalville, public satisfaction with local bus services and local transport information is low (46% and 35% respectively). Low frequencies, extended journey times, poorer accessibility to public transport and poor bus interchange facilities make travelling by bus less attractive than the private car. Only 33% of residents use a local bus service once a month or more.

'There is a need to improve the information and marketing around walking, cycling and using public transport in both areas.' *Job Centre Plus, Loughborough / Coalville*  
 'We have difficulty retaining staff due to a lack of public transport. There is a need to completely improve the bus offering – routes, waiting facilities, reliability and punctuality.' *Intraining, Coalville*

For businesses and residents located in more rural areas, and away from the urban bus network, high cost and low frequency make access to work, education and other services by public transport too difficult. There is a rural reliance on the car which exacerbates the high levels of car-based trips into and out of both urban areas.

### Walking and Cycling

Significant investment has been since 2000 in the walking and cycling network in Loughborough. This has led to a sustained level of walking and cycling. However, the relatively short journey to work for a number of residents, and the flat topography, provide opportunities to increase the number of walking and cycling trips being made. With vehicle access dominating Coalville, the narrow pavements and limited cycle routes offer very little encouragement to access the town on foot or by bike.

'Improvements to the walking and cycling network in Coalville are required to encourage modal shift away from the private car.' *DHL, Coalville.*

### Rail and air

Situated on the Midland Main Line, Loughborough has good local and national rail connections, and the station is currently undergoing extensive improvements, including a new bus interchange with associated bus priority improvements. Current modes of access are bus, cycle and walking. The extended car parking area is expected to encourage more car use. The improvements form part of a multi-million pound Loughborough Eastern Gateway enhancement scheme, to encourage more regional and local trips by rail. The station travel plan group has identified the opportunity to provide better travel information and improved cycle facilities to increase sustainable travel to the station. There are also good rail freight links in Loughborough and Coalville, helping to meet the needs of the area's quarrying and logistics industries. There is no railway station in Coalville.

Recent significant growth in passengers and cargo at East Midlands Airport has increased employment opportunities. However, the impact of the recession has led to a more seasonal demand on the local labour pool. Although road access to the airport is good, the nature of shift patterns for the 7,500 employees cannot be met by the commercial bus network.

### **Use of the network**

#### Journey to work

Since 2001, car ownership by household in Loughborough and Coalville has increased by 10% (**Table 5**); over 80% of commuting trips in both areas are made by car.

Mode	Highway (i.e. car / van / taxi)	Public transport	Active (i.e. walk / cycle)
Loughborough	81%	6%	13%
Coalville	85%	3%	12%

**Table 5 - mode share on the journey to work (excluding freight)**

The spatial concentration of key employment sites in each area, and the dispersed location of residential areas (**Figures 1 and 2**) create complex travel patterns. A number of wards in each area have high levels of in-and-out commuting. Employers are unable to easily find suitable workers locally and workers are unable to easily find relevant local employment. Other wards have few employment opportunities available and because of high competition for the jobs that do exist, local workers must commute out of their wards for work. This issue has been one of the main problems raised by businesses and is seen as an obstacle to growth. However, as 50% of journeys to work in Loughborough and 42% in Coalville are less than 5 kilometres there is considerable scope to encourage and sustain modal shift based on evidence from the Sustainable Travel and Cycle Demonstrations Towns. Also, improved access to training will help resolve this mismatch, removing car trips from the network and enabling companies to grow.

'We have failed to recruit an apprentice because we have not found a suitable candidate from Loughborough. Someone was suitable but current transport issues from Coalville made this unsustainable.' *M. Wright & Sons Ltd*

### School run and shopping trips

Loughborough has a high number of education trips, largely due to the presence of the University and other large education establishments, including Loughborough College and the Loughborough Endowed Schools. Nearly 50% of these trips are made by car; car-based travel to and from these educational sites is a major contributor to peak period congestion problems. Stephenson College, Coalville has a wide range of vocational and apprenticeship courses on offer, training 1000 apprentices annually. Its location on the edge of Coalville causes high levels of demand to access the site by car, especially at peak times.

In both areas, approximately 30% of primary school pupils, and 15% of secondary school pupils, travel to school by car. Of these, 93% have an active travel plan, through which infrastructure and information improvements have been identified and include in **Smarter Travel for Business**.

Both areas also attract a high number of shopping trips. In Loughborough 75% of these trips are made by car and in Coalville 60%. 51% of shoppers in Loughborough, and 25% of shoppers in Coalville are drawn in from the surrounding areas. Both towns provide the key services for the surrounding rural settlements, but have a limited bus service. Demand responsive and community transport are best placed to meet this need and reduce the reliance on the car.

### **Changing travel behaviour**

By 2026 it is forecast that:

- Carbon emissions will increase by 7% in Loughborough and 25% in Coalville.
- Peak period vehicle kilometres are expected to increase by over 20% in Loughborough and over 30% in Coalville.
- Delays per vehicle kilometre will increase by 15% in Loughborough and almost 50% in Coalville.

This forecast shows that levels of future employment, population and housing growth will exacerbate existing congestion problems. This will hinder low carbon economic growth and have a significant impact on Loughborough and Coalville.

Crucially, there are opportunities to change travel behaviour. **Smarter Travel for Business** will target shorter journeys in particular those to work. This will have the most impact on peak

period congestion. Improving sustainable transport provision to low-skilled employment and training can improve access to jobs and have a positive impact on worklessness.

In 2010 Steer Davies Gleave carried out an independent study to identify the underlying potential for cycling in specific locations throughout the United Kingdom. The study took into account three of the most important influences for cycling, hilliness, social demographics and trip length. Loughborough ranked 18<sup>th</sup> out of 221 towns in the UK surveyed, putting it in the top 10% in the country. This demonstrates that there is significant potential to increase the levels of cycling within the town by investing in measures to encourage more cycling.

'There is a need to improve sustainable transport access to Industrial Estates to enable staff to use these modes of transport.' *Businesses on Stephenson Industrial Estate, Coalville.*

'The bus network needs to provide better access to jobs, particularly for those working shifts, and needs to cater for the higher / further educational and training needs of local residents.' *Job Centre Plus, Loughborough / Coalville.*

With improvements to, and promotion of, the sustainable transport infrastructure in both areas, travel behaviour will migrate from the private car to more sustainable modes. We will need to overcome existing barriers to the use of more sustainable modes of travel. These are congested roads, poor travel information, poor infrastructure, safety, security and comfort. **Smarter Travel for Business** will address all of these issues, transforming the Loughborough and Coalville transport networks.

### B3. LTP3 objectives and approach

Our approach to the provision of transport solutions in LTP3 sees us increasingly evolve from a capital-based, capacity-increasing approach to one where the key aim is to make the best use of the transport system that we have. To achieve this we have developed our sustainable travel campaign "Choose how you move". This helps people to get fit, save money, have fun and help the environment by leaving their cars at home. Building on "Choose how you move" **Table 6** shows how **Smarter Travel for Business** will contribute to the LTP3 goals.

Smarter Travel for Business Package Themes	LTP3 goals: A transport system that:					
	Supports a prosperous economy and provides successfully for population growth	Is well managed and maintained, thus improving its efficiency and resilience	Helps to reduce the carbon footprint of Leicestershire	Is accessible and integrated, helping to promote quality of opportunity for all our residents	Improves the safety, health and security of our residents	Helps improve quality of life for our residents and makes Leicestershire a more attractive place to live, work & visit
<b>Getting to work and training</b> Provide sustainable travel options and solutions to those accessing work, training and education	√		√	√	√	√
<b>Information and behaviour change</b> Deliver an improved and co-ordinated approach to providing sustainable travel information and tools for behaviour change	√		√	√	√	√
<b>Smarter travel infrastructure</b> The provision of sustainable travel infrastructure to enable people to choose sustainable modes of travel with confidence	√	√	√	√	√	√

**Table 6 – How Smarter Travel for Business will help deliver LTP3 goals**

**Smarter Travel for Business** will also fundamentally shape how our LTP3 is delivered in the future. Taking an area-based approach, and working with partners from the private, public and voluntary sectors, it combines revenue-based education, training and marketing techniques with small-scale, community-focused capital projects to:

- Encourage economic activity.
- Improve social wellbeing.
- Facilitate changes in travel behaviour.

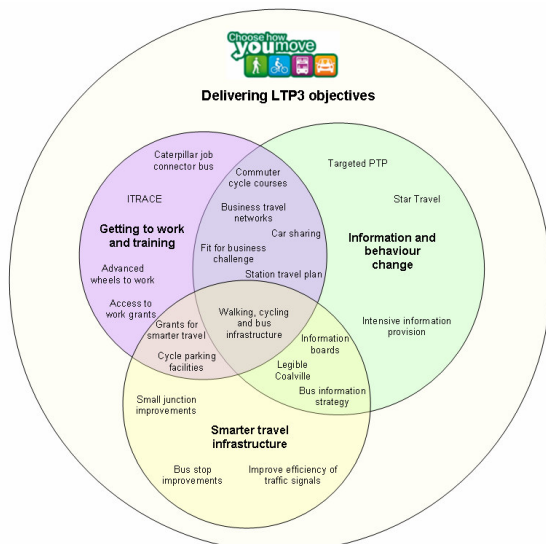
In this way, it will determine how our “Choose how you move” sustainable travel campaign is delivered for the rest of LTP3.

## **SECTION C – The package bid**

### **C1. Package description**

**Smarter Travel for Business** is designed to provide a broad range of travel choice options for people who work, live, train or access services in Loughborough and Coalville.

Ambitious but realistic, it seeks to achieve maximum benefit with a targeted approach within 3 key themes. **Figure 6** shows the relationship between the various elements of **Smarter Travel for Business**



**Figure 6 - Smarter Travel for Business package themes**

Information forms the foundation of **Smarter Travel for Business**, with targeted marketing and promotion playing a vital role in its successful distribution. A blend of soft measures, combined with sustainable infrastructure improvements, will enable positive progress to be made towards a sustainable transport network in both areas.

### ***Theme 1 – Getting to Work and Training***

Our extensive discussions with the local business communities, employees, and training providers, confirm significant problems with journey time reliability and accessibility, impacting directly on their efficiency and productivity.

This theme aims to tackle the problem by providing sustainable travel options to those travelling to/from work and training through the package elements of: *Advanced Wheels To Work, Access to Work Grants, People 2 Places, Caterpillar Job Connector Bus, I Trace, Workplace, Grants 4*

Smarter Travel, Commuter Cycle Courses, Business Travel Networks, Fit For Business Challenge.

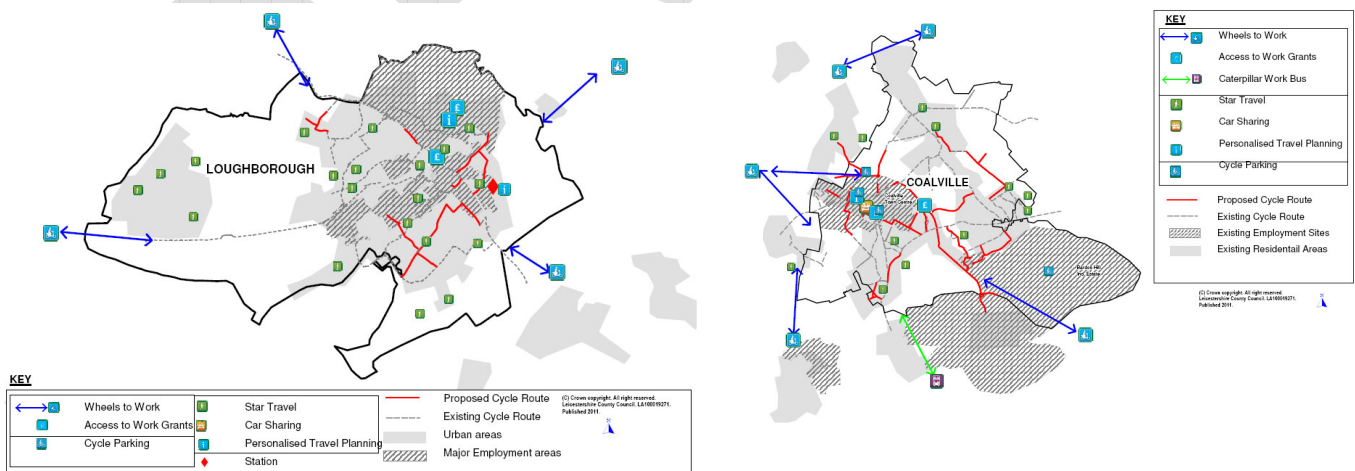
### Theme 2 – Information and Behaviour Change

The success of the Sustainable Travel Demonstration Towns highlighted the importance of providing sustainable travel information to people in a co-ordinated way. When talking to people in Loughborough and Coalville it was evident that they were unaware of the types of travel options available to them. Using our existing *Choose how you move* message, this theme aims to deliver improved information, and the tools for behaviour change, in Loughborough and Coalville through the package elements of: *Public Transport Information Strategy (Smart Ticketing, Bus Stop Specific Information, Travel Portal, Mobile Travel Application, Intensive Information Provision), Targeted Personal Travel Planning, Loughborough Station Travel Plan, Star Travel Scheme, Car Share Expansion.*

### Theme 3 – Smarter Travel Infrastructure

One of the major barriers to sustainable travel is the lack of suitable infrastructure to enable people to choose a travel mode with confidence. This theme aims to provide significant improvements to the walking and cycling network in Coalville and smaller improvements to the Loughborough environment. These have been already been identified (**Figures 7 and 8**) by many of the partners in section A9. It will also address concerns about the efficiency of the current road network. This theme will be delivered through: *enhancing the Coalville walking and cycling network, Legible Coalville, cycle parking facilities, travel information boards, bus stop improvements, more efficient signal times and small junction improvements.*

Over the past 10 years, Loughborough has seen significant investment in the walking and cycling network, but the benefits have not yet been fully realised. A £15 million infrastructure improvement scheme (commencing October 2012) will also see major improvements to bus and pedestrian facilities in the town. The existing network means we will be able to deliver all elements of Theme 1 and Theme 2 immediately in Loughborough, whilst we undertake Theme 3 **Smarter Travel Infrastructure** improvements in Coalville. When these improvements have been completed we will then be able to deliver the Theme 1 and 2 elements in Coalville. **Figures 7 and 8** show where in Loughborough and Coalville these initiatives will be delivered.



**Figures 7 and 8: Coordinated Smarter Travel for Business Delivery.**

It has already been identified that the £15 million infrastructure improvement scheme will not deliver the necessary level of relief to successfully facilitate the level of growth planned for Loughborough on its own. **Smarter Travel for Business** will enable us to get the most out of

this investment by promoting the use of the new public transport and pedestrian facilities in Loughborough.

#### A targeted approach

Our approach will be to target journeys that can be easily substituted by sustainable methods by those people who are able to change. With this in mind, we have used the DfT's climate change and transport choices segmentation model (July 2011) to identify four key 'segments' of the population that we can use to target our **Smarter Travel for Business** interventions in Loughborough and Coalville, as shown in **Tables 7 and 8**.

Segment	Description	% of population (forecast % in 2016/2026):		
		reported by DfT	modelled in Coalville	modelled in Loughborough
<i>Car owners (at least one vehicle in the household)</i>				
2	Less affluent urban young families	21	31	28
5	Educated suburban families	17	21	22
6	Town and heavy rural car use	13	16	15
<i>Non-owners (no vehicle in the household)</i>				
8	Young urbanites without cars	7	9	11

**Table 7 – Segmentation Modelling Results**

Segment & description	Characteristics	Transport behaviours may adopt
2. Less affluent urban young families	Low travel needs; desire to own larger/faster car but constrained by low income; less reliant on car; less well educated; more ambivalent about climate change	Trip avoidance and trip chaining; fuel efficient driving; increased bus use if can improve the experience; cycle to work; mixed mode journeys
5. Educated suburban families	Working age; higher income; well educated; with children; travel and drive a lot; positive about cycling but distance / safety are barriers; concerned about climate change but have high travel needs	More walking and cycling; increased use of public transport; fuel efficient car / driving; trip avoidance / chaining; car club
6. Town and heavy rural car use	Working age; higher income; less well educated; highest level of car ownership and car travel; car as status symbol	Trip avoidance / chaining; smaller & more fuel efficient cars; walking and cycling; mixed mode journeys
8. Young urbanites without cars	Younger; well educated; urban/city dwellers; heavily reliant on walking and public transport; transport behaviour dependent on life stage and location – may change	Car clubs; encourage / embed cycling & walking; trip avoidance;

**Table 8 - Department for Transport Segmentation Characteristics**

A more detailed description of the specific work packages that form **Smarter Travel for Business** are shown in **Table 9**. Also shown is how they achieve the key aims identified in **Table 4** in **Section B1**.

<b>Theme 1 – Getting to Work and Training</b>	<b>LSTF Funding (£K)</b>		<b>Role of Transport from section B1</b>		
<b>Element</b>	<b>Cap</b>	<b>Rev</b>	<b>Econ</b>	<b>Social</b>	<b>Env</b>
<u>Advanced Wheels to Work</u> Expand the existing initiative in the bid area, providing an additional 100 vehicles, including petrol scooters, electric bicycles and electric scooters. Helps individuals overcome transport barriers which prevent them from accessing or maintaining employment. It is expected that take-up will be brisk, due to an already established network with partners such as Jobcentre Plus and Connexions.	195	404	2,3	4,	6,8
<u>Access to Work Grants</u> Build on our existing pilot project, providing subsidised bus fares for people attending a job interview, training or in the first few weeks of employment. The scheme will benefit from enhanced promotion by Jobcentre Plus and will be accessed through libraries in Loughborough and Coalville. The package will support 720 people over the lifetime of the fund.		32	3	4, 5	6,8
<u>People 2 Places</u> Enable existing Community Transport providers to tailor their services to provide access to work for local people who need transport (i.e. are not on a bus route or unable to use what is currently available). This will include potential employees referred by Jobcentre Plus and other organisations such as Stephenson College. The funding allows the purchase of 2 extra vehicles.	85	30	1,2,3	4	6,7,8
<u>Caterpillar Job Connector Bus</u> In partnership with Caterpillar Ltd, we will support a “works” bus from the Coalville area to its manufacturing plant in Desford. Caterpillar currently employs 1600 of which 10% live in the Coalville area. The company wishes to expand operations but faces the constraints of poor public transport accessibility and a lack of car parking. The scheme will act as a template in the future for other larger employers to follow should they be experiencing similar issues.		40	1,2,3	4,5	6,8
<u>i Trace</u> An internet-based software suite designed to monitor the performance of sustainable travel and smarter choices initiatives at workplace, schools and residential travel plan sites. The system offers a range of administrative tools to help with management, surveying, reporting, customer relationship management and mapping of travel plan sites.		56	1	4	6,8
<u>Grants 4 Smarter Travel</u> Enhancing our existing sustainable travel business grant schemes in the target areas. This will be in the form of a £5,000 grant for businesses prepared to match fund to provide a particular sustainable travel solution e.g. provision of secure cycle parking. This will support 5 businesses over the fund period.	25		1,2,3	4,5	6,8
<u>Commuter Cycle Courses</u> This package will target businesses and colleges in the vicinity of Smarter Travel Infrastructure improvements and deliver comprehensive cycle courses for employees and students. The courses will also link in with the targeted personal travel planning package, building on the successful delivery of 17 pilot adult cycle courses that were run in 2011 in the County.		10	2,3	4,5	6,7,8
<u>Business Travel Networks</u> We will create two enhanced sustainable travel networks in Loughborough and Coalville. Based on the same template as used for Smarter Travel Leicester, they will benefit from the learning that has taken place with the Leicester programme. This will involve engaging with at least 50 employers representing more than 5,000 staff in both Loughborough and Coalville over the LSTF period.		95	1,3	4	6,7,8
<u>Fit for Business Challenge</u> In partnership with Leicester-Shire & Rutland Sport, we will deliver a range of active travel interventions in the workplace including: workplace challenge to 40 businesses, co-ordinate 6 campaign programmes around active travel, develop 4 walking groups, and develop 20 led cycle rides. The funding will also support 1 physical activity officer to deliver the programme.		130	2,3	4,5	6,7,8

<b>Theme 2 – Information and Behaviour Change</b>	<b>LSTF Funding (£K)</b>		<b>Role of Transport from section B1</b>		
<b>Element</b>	<b>Cap</b>	<b>Rev</b>	<b>Econ</b>	<b>Social</b>	<b>Env</b>
<p><u>Public transport information strategy</u></p> <p>Based on Hertfordshire's successful Interlink model, this will see enhanced partnership working with local public transport operators. This will provide a consistent look and feel across the towns for public transport information and will provide the template for work in other County towns. It will also support the integration of public transport information for Leicester. The strategy will include:</p> <p><i>Bus stop specific information</i> - This scheme will provide bus stop specific and downloadable timetables for all local stops.</p> <p><i>Travel portal</i> - We will develop a high quality travel website for Leicestershire, providing a 'one stop shop' for all transport information and journey planning needs. Pages will include information on public transport routes, timetables and fares, community transport, taxis, cycle maps, cycle courses, car parking, park and ride as well as events and courses. This will be developed in partnership with Leicester City Council, who identified the need for such a website in its successful tranche 1 LSTF bid. We will look to develop a new mobile media application to assist with journey planning for all modes of sustainable travel.</p> <p><i>Intensive information provision</i> - Deliver a targeted programme of marketing campaigns and supportive printed materials (including maps, plans, advice leaflets, timetable cases etc), press releases and targeted merchandise.</p> <p><i>Smart ticketing</i> - The fund will enable us to introduce smart ticketing to Loughborough and Coalville, building on Leicester City Council's newly developed ITSO smart ticketing solution. This will act as a template for rolling the system out to other county towns.</p>	76	933	2,3	4,5	6,8
<p><u>Targeted Personal Travel Planning (PTP)</u></p> <p>Using the DfT's transport choices segmentation model data, we will target areas in Loughborough and Coalville with the right socio-economic characteristics to deliver maximal shift to sustainable modes and associated benefits. The programme will focus on the origin and destination of journeys, with capacity built in to work with employers, job centres, colleges and schools to deliver PTP. Scheme delivery will be based on the DfT Practitioner's Guide (Nov 2008) and our own experience of delivering PTP schemes. In September 2011 we delivered a scheme in Loughborough which saw an overall 6% shift away from car use and a 14% change in travel behaviour as a result of the project</p>		600	1,2,3	4,5	6,7,8
<p><u>Loughborough Station Travel Plan</u></p> <p>Loughborough station is part of the DfT's travel plan pilot project. The experience gained from this, and the major infrastructure improvements currently being delivered in and around the station, provide a platform to upgrade the travel plan. A streamlined management of the plan, through LCC, East Midlands Trains and Kinch Bus will see greater opportunities for promoting sustainable travel in the locality, with the station acting as a hub. This will tie in with the personal travel planning programme and offer personal travel plans to commuters, visitors and students.</p>		30	2,3	4,5	6,8
<p><u>Star Travel Scheme</u></p> <p>Our existing Star Travel scheme has seen an average 20% reduction in car arrivals at the 70 schools where it has been introduced. Of the 36 schools in the target area, 10 schools already participate in the scheme. This funding will provide support to the remaining 26 schools to help them implement the scheme.</p>	30	40	3	4,5	6,7,8
<p><u>Car Share Expansion</u></p> <p>A new cross-boundary, web-based, car share scheme will be procured, which will be supported by a high profile marketing campaign. Support will be provided to businesses to ensure that they get the best value from introducing the system in the workplace. The system will be consistent with Leicester City Council's car share scheme, improving efficiency, reducing costs, and creating a joined-up approach to car sharing within the County.</p>		45	2,3	4	6,8

<b>Theme 3 – Smarter Travel Infrastructure</b>	<b>LSTF Funding (£K)</b>		<b>Role of Transport from section B1</b>		
<b>Element</b>	<b>Cap</b>	<b>Rev</b>	<b>Econ</b>	<b>Social</b>	<b>Env</b>
<p>1) Enhanced walking and cycling network for Coalville, has been designed in partnership with Sustrans, CTC and local businesses. – see <b>Figure 7</b>.</p> <p>2) Legible Coalville – already rolled out in Loughborough. The signing not only provides information to cyclists, but also highlights the existence of the network. The scheme will provide a blue-print for the introduction of a colour-coded cycle signing network in other market towns in the County.</p> <p>3) Cycle parking facilities in key locations such as large employers, public transport interchanges and FE colleges</p> <p>4) Information boards located at key points to display sustainable travel information</p> <p>5) Bus stop improvements at key locations</p> <p>More efficient signal times and small junction improvements to manage the network more effectively.</p>	1100		1,2,3	4,5	6,7,8
<b>Smarter Travel for Business - Management</b>	<b>LSTF Funding (£K)</b>				
<b>Element</b>	<b>Cap</b>	<b>Rev</b>			
<p><u>Management co-ordination and marketing</u></p> <p>A project manager will be appointed to co-ordinate and manage <b>Smarter Travel for Business</b>. They will ensure that elements are delivered on time and to cost.</p> <p>A comprehensive marketing strategy for the whole package will be delivered to support all of the elements above.</p>		413			
<p><u>Monitoring and Evaluation</u></p> <p>We will work in partnership with Loughborough University who have a strong record in evaluating smarter travel schemes, to assess the effectiveness of individual elements and the package as a whole. This will include using an existing mobile application to measure travel modes before and after smarter travel interventions.</p> <p>The University have also expressed an interest to work with DfT at the overall impact of the LSTF programme in England.</p>		136			

**Table 9 – Details of Smarter Travel for Business elements**

## C2. Package costs

Theme 1	£K	2012-13	2013-14	2014-15	Total
<b>Getting to Work and Training</b>	Revenue	208	316	273	797
	Capital	168	127	10	305
Theme 2	£K	2012-13	2013-14	2014-15	Total
<b>Information and Behaviour Change</b>	Revenue	450	649	544	1643
	Capital	106			106
Theme 3	£K	2012-13	2013-14	2014-15	Total
<b>Smarter Travel Infrastructure</b>	Revenue				
	Capital	844	228	28	1100
	£K	2012-13	2013-14	2014-15	Total
Project Management, Marketing and Monitoring	Revenue	121	214	214	549
	Capital				0
<b>GRAND TOTAL</b>					<b>4500</b>

**Table 10 - Smarter Travel for Business package costs**

## C3. Rationale and strategic fit

The elements proposed for **Smarter Travel for Business** have been carefully assessed and chosen to form a comprehensive package of complementary measures that will deliver **Smarter Travel for Business (Figure 6)**.

Each element provides a key individual contribution to **Smarter Travel for Business** and tackles the problems identified in **Section B**. The measures outlined contain and expand upon national best practice, as well as initiatives already underway in Leicestershire. They have also been chosen to complement the initiatives being delivered through Leicester City Council's successful LSTF bid to provide a consistent approach to sustainable travel in the County.

We have considered a wide variety of initiatives that would help to alleviate the problems identified. Due to concerns over deliverability and financial legacy, we have not included all of these in **Smarter Travel for Business**. For example new public transport services were considered but at the time were not economically viable in the long term. We also considered a cycle hire scheme for Loughborough, promoted by the University, but there were concerns over the deliverability.

**Section B3** described how **Smarter Travel for Business** will help to accelerate the delivery of a number of LTP3's goals. It will also shape LTP3 delivery by creating a blueprint for an area-based approach. It is anticipated that if the bid is not successful a transformational change will not be achieved in less than 10 years.

The table below identifies the other local strategic documents and policies that **Smarter Travel for Business** supports:

Strategy/Policy	Smarter travel for business - supports
Leicestershire Together's community budgeting strategy and staying healthy strategy 2010 -13	✓✓✓
Leicestershire's Sustainable Community Strategy 2008 -2013	✓✓
Leicester and Leicestershire Enterprise Partnership: Economic	✓✓✓

Development Strategy 2011 -2030 (Draft)	
Charnwood and North West Leicestershire's emerging Local Development Frameworks	✓✓
Charnwood and North West Leicestershire Sustainable Community Strategies 2008-2013	✓✓
North West Leicestershire Cycling Strategy 2011.	✓✓✓
Loughborough Business Improvement District (BID)	✓✓

**Table 11 – Smarter Travel for Business strategic fit**

Local Enterprise Partnerships (LEPs) have emerged as the key policy tool to answer questions about how economic growth will be supported and who will be responsible for making this happen. Leicester and Leicestershire have established a joint LEP. Focusing on efforts to align improvements to the built environment (i.e. housing, the public realm, workspace and transport) with business investment, and in both the city and the county it is increasingly being recognised that the need to improve an areas' infrastructure cannot be assessed without an in-depth understanding of the geography of jobs and where future job creation is likely to come from. The importance of combining physical regeneration with economic interventions to create a viable economic future for areas has been recognised as a key priority in Leicester and Leicestershire, and is something that, by working in conjunction with the LEP, our LSTF programme can help facilitate in Loughborough and Coalville.

We have worked closely with both Charnwood Borough Council and North-West Leicestershire District Council to ensure that **Smarter Travel for Business** will help deliver transport solutions that complement the emerging Core Strategy documents in both areas.

Our LTP3 has been subject to a Strategic Environmental Assessment (SEA) and Equality Impact Assessment (EqIA). We have used these principles to ensure that environmental, health and equality issues are considered in the approach that we take to delivering **Smarter Travel for Business**, and that it does not unintentionally introduce any policies, systems or measures that could have a negative impact on issues in either area associated with equalities, health or the environment.

#### **C4. Community support**

We undertook a comprehensive community engagement programme to develop support for **Smarter Travel for Business**, involving the following measures:

##### Engaging local business networks

We have received over 70 representations of support for the bid from the business community and the following extracts demonstrate the level of support for it:

*“As a significant number of our workforce commute from Coalville we intend to provide a works bus which the LSTF funding will support. The benefits of this would support Caterpillar’s responsibility as an employer to support low carbon economic growth, increase accessibility to a greater potential workforce, reduce the number of vehicles in our car park and the impact this has on the surrounding roads and local community.”*

**Simon Collins HR Manager – Caterpillar (UK) Ltd**

*“...We believe that the funding bid has a strong focus on packages that will support low carbon economic growth and will also reduce the impacts of traffic. We also believe that such measures will also contribute to the economic health of Loughborough town centre as a place to shop and do business.”*

**Jonathan Hale – Manager, Loughborough Business Improvement District**

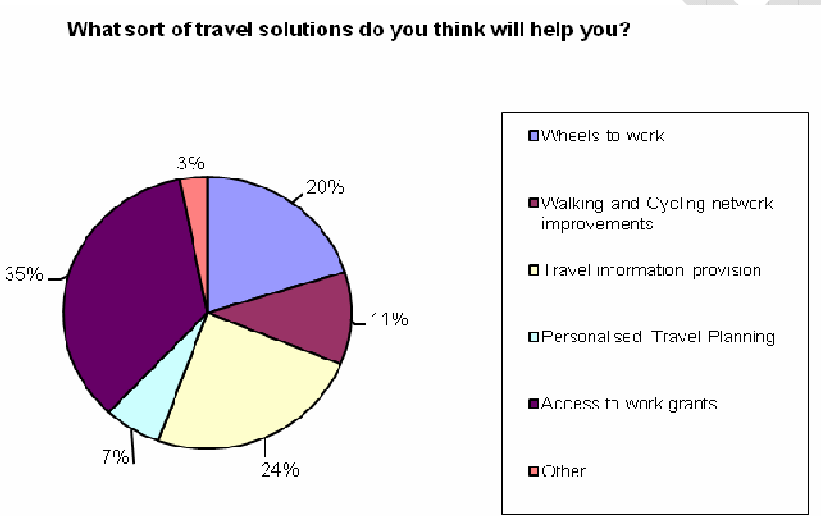
“...the Leicestershire Chamber wholeheartedly supports this bid and the measures proposed. The Chamber would emphasise that the traffic problems in the county are severe, and funding to support the measures outlined in this bid are urgently needed in order to both diversify Leicestershire’s sustainable transport infrastructure and to help reduce commuter reliance on motor vehicles.”

**Martin Traynor – Group Chief Executive, Leicestershire Chamber of Commerce**

The full list of local community groups and local businesses that have provided written support for **Smarter Travel for Business** can be viewed on the cover. The strength of community support is also reflected in the levels of local contribution levered in from partnership bodies amounting to £2.95 million.

Engaging Jobcentre Plus and training providers

We have worked extensively with Jobcentre Plus and training providers to test the **Smarter Travel for Business** elements. This has involved running workshops with employment advisors and job seekers, to gain an understanding of the barriers that unemployed people face. From this we can ensure that the **Smarter Travel for Business** elements meet the needs of the unemployed. The results from our survey with job seekers in Loughborough and Coalville are identified in **Figure 9**.



**Figure 9 - Consultation results from jobseekers in Loughborough and Coalville**

Media awareness

The local newspapers and radio stations were briefed at an early stage about the bid proposal and the potential benefits it would bring to local communities. This led to the following headlines in the Leicester Mercury and the Loughborough Echo.

**“£5m bid to cut town congestion including scooters for the young.” (Loughborough Echo 7 July 2011)**

**“5m bid to cut congestion” (Leicester Mercury 3 October 2011)**

Political support

We have received unequivocal support from North West Leicestershire District Council, Charnwood Borough Council and Leicester City Council in the development of this bid. They will continue to play a major role in the delivery of the programme.

*“We are delighted to endorse this bid for funding to support the development of transport schemes in Coalville, which would help stimulate economic growth in the town as well as encouraging local people to choose greener travel options.”*

**Councillor Trevor Pendleton, North West Leicestershire District Council’s Portfolio Holder for Planning and Engagement**

## **SECTION D – Value for money**

### **D1. Outcomes and value for money**

***The LSTF package has a BCR of 7.9 and is forecast to deliver in 2016;***

- ***3.5% modal shift to Public Transport***
- ***7.6% modal shift to Active Travel***
- ***2.5% reduction in vehicle km***
- ***reductions in carbon emissions, accidents and congestion***

**Section C** shows **Smarter Travel for Business** split into three complementary themes. **Smarter Travel Infrastructure** will provide a comprehensive walking and cycling network in Coalville that will remove the physical barriers to sustainable travel. The economic benefits of investing in cycling infrastructure have been identified as highly significant. Evidence from the Sustainable Travel Demonstration Towns (STDTs) shows that linking infrastructure improvements with the provision of training and travel advice increases the benefits achieved.

**Getting to Work and Training** has elements that directly improve people’s accessibility to jobs and training; such as *Advanced Wheels to Work* and *Access to Work Grants*, and elements that, along with **Information and Behaviour Change** aim to change peoples’ travel choices.

**Smarter Travel for Business** has been independently modelled by AECOM using the Leicester and Leicestershire Integrated Transport Model (LLITM) to give an assessment of the outcomes and value for money. **Smarter Travel for Business** was investigated using the principles set out in WebTAG 3.10.6c and the evidence from the three STDTs to show impacts of investments in **Getting to Work and Training** and **Information and Behaviour Change** as they closely correlate with the measures implemented in the STDTs. Initial analysis of the transport impacts was used to develop a funding allocation; seeking to maximise the return on investment, in terms of key indicators (congestion, mode shift etc.); note that funding for **Smarter Travel Infrastructure** is not included.

### **Forecast Demand Impacts**

The headline forecast demand impacts of **Smarter Travel for Business** are a reduction in highway trips and an increase in public transport and active mode trips. Highway traffic volume and delays should therefore fall and thus average vehicle speeds increase.

Furthermore, this means that highway trips lengthen overall, reflecting that the package focuses more on the short urban trips; longer trips are less affected. The average trip length for public transport trips shortens, reflecting the modal shift of shorter trips. Active mode trip lengths increase, reflecting the mode shift from longer motorised trips. Key demand statistics are shown in **Table 12**.

Performance Indicator: Changes in...	Coalville						Loughborough					
	PT		Active		Car		PT		Active		Car	
	2016	2026	2016	2026	2016	2026	2016	2026	2016	2026	2016	2026
<b>...Trip Patterns</b>												
All Purposes	3.5%	2.8%	7.6%	6.5%	-3.1%	-3.4%	3.4%	3.2%	6.7%	6.2%	-3.0%	-3.2%
Low Income (non work)	1.1%	0.9%	4.0%	3.2%	-2.3%	-2.6%	1.0%	1.0%	3.3%	2.8%	-1.8%	-2.2%
Medium Income (non work)	4.2%	3.4%	7.4%	6.3%	-3.3%	-3.6%	5.0%	4.8%	6.3%	5.8%	-3.1%	-3.2%
High Income (non-work)	5.2%	4.2%	10.5%	9.3%	-3.8%	-4.1%	3.8%	3.7%	9.4%	8.8%	-3.8%	-3.9%
Trip Length	-2.6%	-2.2%	2.2%	1.7%	2.3%	1.6%	-4.7%	-4.6%	0.2%	0.5%	2.6%	3.0%
<b>...Peak Hour Highway Network</b>												
Traffic (vkm)	-	-	-	-	-2.5%	-2.5%	-	-	-	-	-3.4%	-3.1%
Vehicle delay	-	-	-	-	-8.9%	-9.6%	-	-	-	-	-10.4%	-11.7%
Vehicle speed	-	-	-	-	2.1%	2.9%	-	-	-	-	3.2%	4.1%
Vehicle hours	-	-	-	-	-4.5%	-5.3%	-	-	-	-	-6.3%	-6.9%

Notes:

1. Trip data represent the percentage change in trips produced in Coalville and Loughborough
2. Peak hour highway network statistics are an average of the AM and PM peak hours

## Table 12 – changes in highway statistics as a result of Smarter Travel for Business

### Key Assumptions

**Smarter Travel for Business** is assumed to be phased over 3 years. Following this initial investment, there will be ongoing benefits resulting from **Smarter Travel for Business**. Without further investment, it can be expected that there will be a gradual decline in the effectiveness of the initial investment due to, for example, the relocation of households and employees out of Loughborough/Coalville, or due to individuals changing their travel behaviour over time.

A *longevity assumption* (Table 15) has been made, assuming that the typical residential and employment tenure in Loughborough/Coalville is 12.5 years. This figure reflects those moving their residence or employment out of these towns; movement within the towns is assumed to still retain the benefits of the initial package investment.

The LLITM forecasts are based on assumptions reflecting economic, transport and land use development over time. We have reviewed these in accordance with WebTAG 3.15 to develop core forecasting assumptions that are incorporated in the LLITM forecasts.

### Appraisal of Impacts

In compliance with WebTAG, monetised costs and benefits are discounted to and expressed in 2002 prices. The standard DfT appraisal summary table (AST) has been adopted for this assessment to provide a familiar appraisal framework showing the AST impact area, the assessment methodology adopted and the outcome of this assessment. Note that financial outcomes are discussed in the next section, and that the non-quantifiable benefits are indicated in the table, along with a quantitative impact judgement.

Impacts	Method	Outcome	
Economy	Business Users & Transport Providers <sup>1</sup>	WebTAG 3.9.5 using LLITM data	PVB of £15.2m
	Reliability Impact on Business Users	WebTAG 3.5.7 using LLITM data	PVB of £0.8m
	Regeneration	Qualitative	Neutral - The proportion of working age residents in employment in Leicester Partnerships priority lower super output areas is the same with and without smarter choices.
	Wider Impacts	WebTAG 3.5.14c using LLITM data	PVB of £29.2m
Environment	Noise	WebTAG 3.9.5 using LLITM data	Slight benefit with PVB of £0.1m resulting from a reduction in traffic
	Local Air Quality	WebTAG 3.9.5 using LLITM data	Slight benefit with PVB of £0.2m with reductions in HCs, NOx, PM10, PM2.5 of between 4.5% and 12%
	Greenhouse Gases	WebTAG 3.9.5 using LLITM data	Slight benefit with PVB of £0.2m resulting from reduction in traffic and more optimal network speeds
	Landscape	Qualitative	Neutral
	Townscape	Qualitative	Neutral
	Heritage of Historic Resources	Qualitative	Neutral
	Biodiversity	Qualitative	Neutral
	Water Environment	Qualitative	Neutral
Social	Commuting and Other Users <sup>1</sup>	WebTAG 3.9.5 using LLITM data	See note 1 below
	Reliability Impact on Consumers	WebTAG 3.5.7 using LLITM data	PVB of £2m

**Table 13 – appraisal of impacts summary table**

The key message in this table is that quantifiable impacts are all positive, and that the qualitatively assessed impacts are all considered to be neutral.

As noted in the headline impacts, the changes in mode share are similar for the low, medium and high income groups, and the measures would be applied across both towns. We would judge therefore that there are no material social or distributional variations in the impacts.

### Value for Money

The present value of the public sector (local and central Government) package cost (PVC) is £5.99m, with a present value of benefits (PVB) of £47.2m.

The quantified benefits are shown in the table below:

Measure	Coalville	Loughborough	Total
Noise (WebTAG 3.9.5)	0.04	0.06	0.1
Local Air Quality (WebTAG 3.9.5)	0.1	0.1	0.2
Carbon (WebTAG 3.9.5)	0.1	0.1	0.2
Accidents (WebTAG 3.9.5)	0.7	1.0	1.6
Decongestion (WebTAG 3.9.5)	5.2	10.0	15.2
Reliability: Business (WebTAG 3.9.7)	0.2	0.6	0.8
Reliability: Consumers (WebTAG 3.9.7)	0.6	1.5	2.0
Indirect tax (WebTAG 3.9.5)	-0.8	-1.2	-2.0
Wider Impacts (WebTAG 3.5.14c)	-	-	29.2
Adjustment for Developer Contributions	-0.1	-0.1	-0.1
<b>Total</b>			<b>47.2</b>

\* Longevity assumed to be 12.5 years

**Table 14 – quantified benefits of Smarter Travel for Business**

Given our view that unquantified benefits are neutral, our central estimate, is thus for a Benefit to Cost Ratio (BCR) of 7.9 which, based on DfT guidelines, rates this package as very high value for money (i.e. a BCR greater than 4).

## Key Uncertainties / Sensitivity Analysis

### *Wider Impacts*

Wider impacts have been assessed applying WebTAG guidance to the LLITM land use model forecasts; the wider impact benefits of £29.2m represent 62% of overall scheme benefits.

The wider impact benefits relate to journey time savings only; we have not valued perceived benefits from the Smarter Choices investment due to a lack of appraisal values, and so the forecast benefits may be understated.

The forecast BCR, excluding the wider impact benefits, is 3.0. Even with extremely conservative assumption this would imply the package has a high value for money (i.e. a BCR between 2 and 4).

### *Longevity Assumption*

The longevity assumption has a significant impact on the forecast benefits. We have assumed a value of 12.5 years, a value that is consistent with the LLITM household survey discussed earlier. Sensitivity analysis of varying this parameter is provided in **Table 15**.

<b>Longevity Factor</b>	<b>12.5</b>	<b>10</b>	<b>15</b>	<b>None</b>
Benefits, £m	47.2	38.7	55.1	182.4
<b>BCR</b>	<b>7.9</b>	<b>6.5</b>	<b>9.2</b>	<b>30.5</b>
Benefits, £m (exc. Wider Impacts)	18.0	14.7	21.1	70.6
<b>BCR (exc. Wider Impacts)</b>	<b>3.0</b>	<b>2.5</b>	<b>3.5</b>	<b>11.8</b>

**Table 15 – affect of longevity assumption on BCR**

These data show how the benefits vary with variation of the longevity factor; the assumed factor of 12.5 is considered reasonable, underpinned by local data (note that the 2009 Leicestershire household survey indicated that median household tenure was between 10 and 15 years). Using data from this table, we have assumed that the uncertainty of the longevity assumption could have an impact on benefits of +/- 21%.

The longevity assumption seeks to reflect the natural ‘churn’ of households and business over time, and consequently the gradual decay of the impact if the initial investment, if not sustained. An alternative approach would be to assume a level of investment that counters this decay effect.

The table below shows the impact of removing the longevity assumption and introducing an assumption of ongoing financial support to counter the longevity decay. Included in the table are two scenarios whereby the ongoing annual support is 10 and 20 percent of the initial annual investment. This analysis suggests that there is likely to be a very high value in locking in the benefits from changes in behaviour and attitudes delivered by the package. If such a decision is subsequently taken the benefits of the investment would increase over the longer term.

<b>Annual Cost %</b>	<b>Cost, £m</b>	<b>Benefit, £m</b>	<b>BCR</b>
10	11.8	182.5	15.4
20	17.7	182.5	10.3

**Table 16 – affect on BCR of a 10% or 20% ongoing annual investment**

### *Effectiveness of Investment*

The costs are, predominantly, planned expenditure associated with development and dissemination of information to help individuals make more informed and sustainable transport choices together with investment in infrastructure to facilitate travel by active modes. While these costs are not, therefore, subject to appreciable uncertainty, research on the efficiency and effectiveness of such measures indicates appreciable uncertainty in the outcomes, and hence benefits delivered. We have from a review of the available evidence assumed that demand responses and benefits could vary by +/- 30%.

### Final Assessment

Drawing together uncertainties on longevity and the effectiveness of the initial investment, our overall assessment is that the benefits derived from the 3 years of funding could vary by +/- 37%, implying a BCR of between 5.0 and 10.8; with a central value of 7.9 the scheme would deliver very high value for money.

We have in addition commented on the uncertainties associated with the benefits associated with wider impacts and with the potential value of locking in the benefits in the longer term which would tend to imply that this range could understate the value for money that the package would deliver.

### **D2. Financial sustainability**

Leicestershire County Council's LTP3 adopts an area-based approach to working. This concentration of effort will achieve a transformational change to the transport network, and subsequently requires only a minimal level of spend to maintain the benefits gained. **Smarter Travel for Business** supports this approach, by focusing on the areas of Loughborough and Coalville.

During the 3 year **Smarter Travel for Business** project we will be developing best practice, to inform future work across the county, providing a delivery framework for the rest of the LTP3 period (2011-2026). Each of the **Smarter Travel for Business** elements will be promoted under the County's existing sustainable transport brand *Choose how you move*. This will help to reinforce the key messages of the brand, raising its profile with the public and creating a strong legacy for sustainable travel in the County.

The results obtained from the LLITM modelling work have provided us with robust evidence, including realistic but challenging targets and outcomes. The evidence that we have utilised during the development of **Smarter Travel for Business** and the associated monitoring will be used to help inform future delivery.

Extensive consultations were undertaken during the development of **Smarter Travel for Business**. This provided an excellent opportunity to form new working relationships and refresh existing partnerships. These working relationships will be developed further during delivery, establishing strong links for future working.

### ***Theme 1 – Getting to Work and Training***

Strong business links could help to provide additional financial sustainability for *Wheels to Work*. The potential opportunity for financial contributions from those businesses that will benefit from the scheme, in addition to project partners, has been explored during the development of **Smarter Travel for Business**.

The proposed *Caterpillar Job Connector Bus* will receive targeted promotion during the 3 years. This will encourage high levels of patronage, enabling the services to operate independently by the end of the fund period. Caterpillar has also offered to be a champion for sustainable travel through *Business Travel Networks*. These will be self-sustained by the end of the funding period, with scope to extend the networks out to other areas of the county.

*People 2 Places* element of **Smarter Travel for Business** will give an opportunity for providers and other businesses to assess how a cost effective, non-subsidised, service could be operated to help people get to work and training.

We have focussed on employment and training in **Smarter Travel for Business**, providing a long term economic legacy for the county. By linking people to employment, training and job interviews there is the potential for communities to become wealthier. This will contribute to an improved low carbon economy and reduce reliance on social benefits.

**Theme 2 – Information and behaviour change**

Once implemented the *Public Transport Information Strategy* will only require further funding for updates to travel information, timetables etc. Maintenance costs will be minimal. The strategy will be extended across the county as part of the best practice learning from **Smarter Travel for Business**. For example the *Travel Portal* will be used by all Jobcentre Plus centres across Leicestershire, benefiting the unemployed countywide.

**Theme 3 – Smarter Travel Infrastructure**

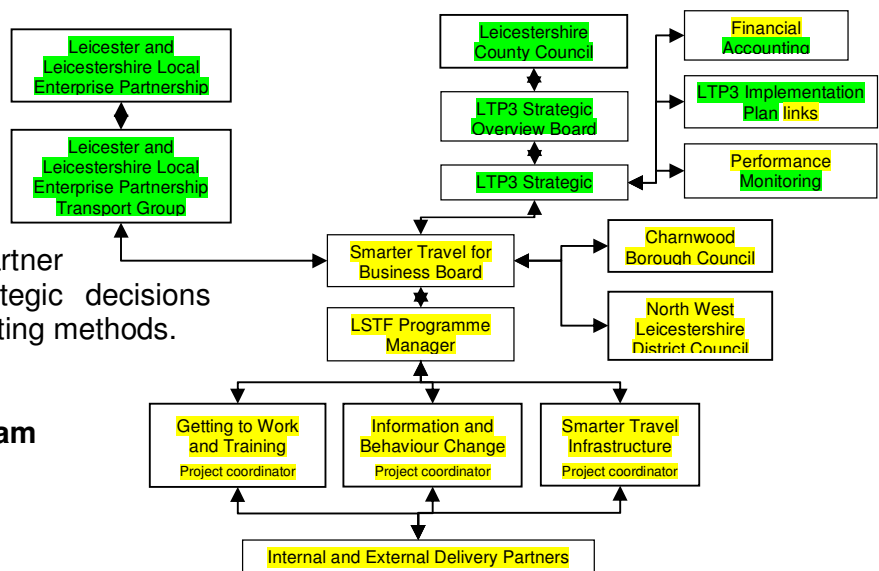
Once built, the capital schemes within this theme will only require funding for necessary maintenance. Our approach to whole life costing will ensure this is minimised. The physical improvements to the cycle, walking and bus network will continue to generate benefits beyond 2015.

**SECTION E - Deliverability**

**E1 Implementation**

Leicestershire is in an excellent position to deliver **Smarter Travel for Business**. Best practice and advice has been sought from the Sustainable Travel Demonstration Towns and other successful LSTF authorities on the delivery of this type of package. We have a history of strong delivery performance and partnership working. For example, the £1.5 million Connect 2 walking and cycling project (delivered in partnership with SUSTRANS, Leicester City and Charnwood Borough Councils) has been delivered on budget and ahead of schedule,

As can be seen in the diagram below the management of **Smarter Travel for Business** will be incorporated into the existing LTP3 management structure. The **Smarter Travel for Business** delivery board will include delivery partner representatives and take strategic decisions using PRINCE2 exception reporting methods.



**Figure 10 – Governance diagram**

Implementation of the **Smarter Travel for Business** elements has been an important consideration during its development. The need to deliver **Smarter Travel for Business** has been incorporated into our rolling three year LTP3 implementation plan. The potential resource requirements and procurement routes have been secured. We will use the existing Midlands Highway Alliance partnerships (which we led the creation of) where appropriate. Other essential procurement processes have been defined and approved by the Council's Cabinet in readiness. To take advantage of the cost efficiencies, joint delivery will take place with Leicester City's **Fit for Business**, on common elements.

We have robustly challenged each of the partners identified in **Section A9** on the deliverability of their contribution, and are satisfied that they will perform. Our specialist Travel Choice and Access Team, set up two years ago, is already successfully delivering a number of the elements such as *Wheels to Work* and *Targeted Personal Travel Planning*.

## E2 Output Milestones

The key output milestones for **Smarter Travel for Business** are summarised below.

### *Theme 1 – Getting to Work and Training*

#### *Wheels to Work*

	<b>Access to employment, education or training (no of people)</b>	<b>Continue into sustained employment (no of people)</b>
Dec 2012	70	62
June 2013	150	135
June 2014	330	305
June 2015	485	440

#### *Access to Work Grants*

- Supported 240 clients by April 2013.
- Supported 720 clients by April 2015.

#### *People to Places*

- To provide 3,000 passenger work journeys by April 2013.
- To provide 6,000 passenger work journeys by April 2014.
- By April 2015 the business model to be refined to enable it to be self-financing and rolled out countywide.

#### *Caterpillar Job Connector Bus*

- Set up bus service by September 2012.
- 40 members of staff using the service by December 2012.
- Service to self financed by April 2015.

#### *I Trace*

- Set system up by April 2013.
- Worked with 25 businesses integrating I Trace into travel plans by April 2015.

#### *Grants 4 Smarter Travel*

- 3 businesses to have accessed funding by April 2014.
- 5 businesses to have accessed funding by April 2015.

### *Commuter Cycle Courses*

- 5 courses delivered by March 2013.
- 25 courses delivered by March 2015.
- 500 people to have attended the courses by March 2015.

### *Business Travel Networks*

- Engage with at least 50 employers representing more than 5,000 staff by April 2015.
- Intensively engage with at least 10 employers in each location and for every one of these to have their own travel action plan produced by April 2015.

### *Fit for Business Challenge*

- Delivered the workplace challenge, to support 80 workplaces and 800 participants by April 2014.
- Coordinated and promoted a series of 6 campaigns programmes in Loughborough and Coalville between January 2013 and October 2014.
- Developed 4 new walking groups in Loughborough & Coalville linked to local workplaces and education establishments to increase regular participation in active travel by April 2015.
- Developed a programme of 20 led rides in Loughborough and Coalville with 200 participants using the cycle network by April 2015.

## **Theme 2 – Information and behaviour Change**

### *Public Transport Information Strategy*

- 100 bus stops to have specific timetables available by December 2013
- 300 bus stops to have specific timetable available by March 2015
- travel portal available for use by April 2013
- installed 15 travel information boards by September 2014

### *Targeted Personal Travel Planning*

- 16,000 households by October 2013.
- 24,000 households by October 2014.
- Delivered personal travel planning for 75 businesses by March 2015.

### *Loughborough Station Travel Plan*

- Run 4 travel clinics at the station by December 2013.
- Established a cycle maintenance facility at the station by June 2014.
- The station to have become a travel information “hub” by April 2015.

### *Star Travel Scheme*

- 10 schools to have developed a star travel scheme by July 2013.
- 20 schools to have developed a star travel scheme by July 2014.

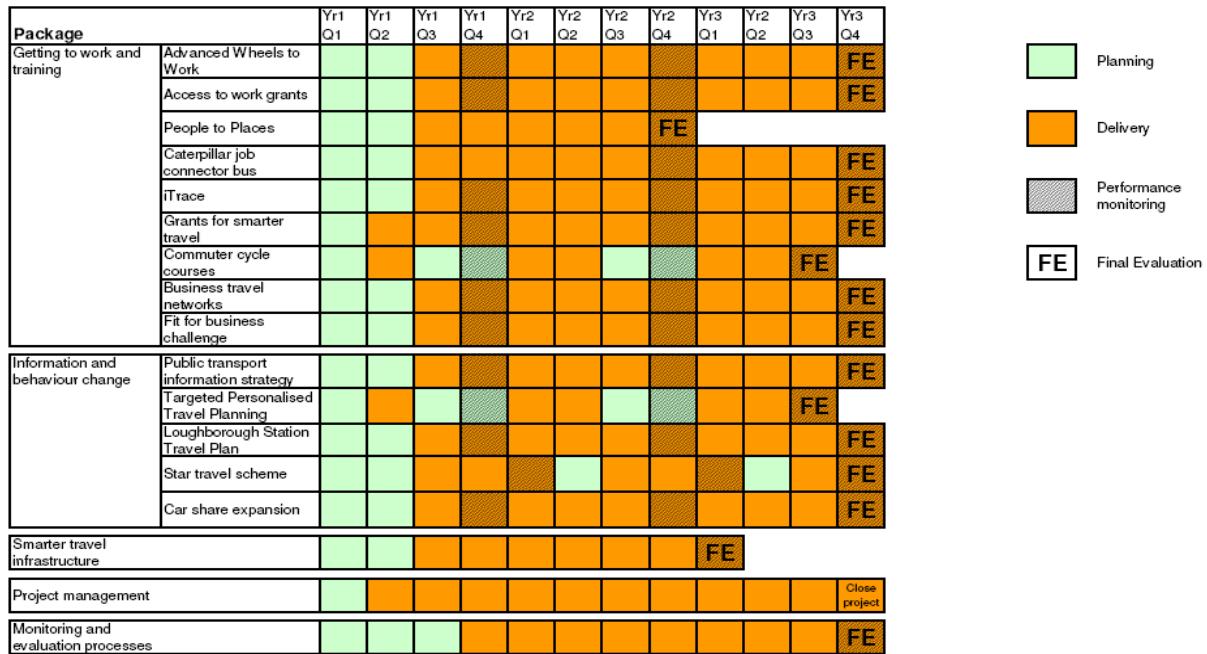
### *Car Share Scheme Expansion*

- Approx 1000 newly registered members by April 2014 (currently 3000 signed up).
- Approx 2000 newly registered members by March 2015.

## **Theme 3 – Smarter Travel Infrastructure**

- 8 key junctions assessed and improvements identified by December 2013.
- 16 key junctions assessed and improvements identified by December 2014.
- Built 22km of new walking and cycling routes by March 2015.

A preliminary delivery timetable for **Smarter Travel for Business** is detailed in **Figure 11**



**Figure 11 – Package Delivery**

### E3 Summary of Key Risks

Risk Score = 4- Very unlikely, 3- Moderately unlikely, 2- Likely, 1- Most likely  
 Impact Score = D- Low, C- Moderate, B- high, A- Very high

Ref	Risk Heading	Risk score	Impact score	Comment	Mitigation
R1	Initial funding is not secured for 100% of the project	3	A		The package is an expansion of the LTP and elements will be progressed as funding becomes available
R2	Delay in Governance and management set up	3	B		Governance arrangements have been developed as part of the bid
R3	An effective delivery team is not recruited / retained	3	B		The Travel Choice and Access Team is already in place. Additional resource will be sourced from existing partnerships or procured as necessary
R4	Withdrawal of political / funding support from Leicestershire County Council	4	A		There has been comprehensive engagement throughout the development of the bid which will be continued
R5	Disengagement of partners /stakeholders (e.g. due to internal budget cuts, poor cohesion between agencies)	3	B		There has been comprehensive engagement throughout the development of the bid which will be continued
R6	Local contributions not forthcoming	3	B		Contributions have been secured in advance for most elements.
R7	Unable to deliver capital measures – cycle and walking links within the timescale	4	A	Issues around planning and land acquisition	The capital programme has been drawn up to take in to account any planning or land acquisition issues.
R8	Lack of engagement with/ access to/ credibility with residents of Loughborough and Coalville	3	B		The demographics of Loughborough and Coalville have been assessed using the DfT's Segmentation Report to determine the areas of population most likely to change behaviour.
R9	Project does not achieve expected mode shift/ mileage reduction from car use	3	B		Expected outcomes have been modelled within LLTMM using evidence from the Sustainable Demonstration Towns
R10	Package elements are not financially sustainable post 2014/15	3	C		Discussions will be held to investigate external support post 2014/15 where appropriate.

**Table 17 – Summary of Key Risks**

## E4. Project Evaluation

**Section D1** identifies a number of outcomes expected from implementation of the **Smarter Travel for Business** elements and it is proposed, working in partnership with Loughborough University, to put systems in place to monitor its performance.

We are going to use a number of transport related performance indicators (**Table 18**) to monitor the impact of **Smarter Travel for Business**. We will work with partners to keep an eye on economic and social indicators to ensure that the work we are doing is helping to deliver wider economic, social and environmental benefits in each area. **Table 18** has been developed from the existing indicators that are being used in LTP3 and the modelling work that has been done to inform the development of Smarter Travel for Business. Work is ongoing to finalise both this list and the monitoring arrangements that will be put in place to report progress. The development of this strategy will be utilised in our ongoing LTP3 area based monitoring.

<b>Key indicators</b>
<b>Highway network statistics</b>
1. Total vehicle kilometres 2. Average vehicle speed
<b>Changing travel behaviour on the journey to work</b>
3. Number of commuting trips and modal share: - Highway / PT / Active
<b>Changing travel behaviour generally</b>
4. Total number of trips, trip length and modal share: - Highway / PT / Active
<b>Accessibility</b>
5. Working age people with access to employment by public transport and other specified modes
<b>Perception-based indicators</b>
6. Satisfaction with local bus services
<b>Environment</b>
7. Carbon emissions from road transport

**Table 18 – Key Indicators to be Monitored Across the Bid Area**