Partnerships for Active Travel (PAcT)

Sustainable Travel Transition Year Fund Application
March 2016
Sustainable Travel Transition Year Revenue
Competition 16/17 - Application Form

Guidance on the Application Process is available

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

### Applicant Information

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

Bournemouth Borough Council (BBC) - Lead Authority  
Borough of Poole (BoP)  
Dorset County Council (DCC)

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

**Bid Manager Name and position:**

Bob Askew – Local Transport Plan Programme Manager

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

**Contact telephone number:** 01202 454925

**Email address:** bob.askew@bournemouth.gov.uk

**Postal address:** Planning, Transport & Regulation  
Town Hall Annexe  
St Stephens Road  
Bournemouth  
BH2 6EA

**Website address for published bid:**
http://www.bournemouth.gov.uk/GettingAbout/ProjectsConsultationsLocalTransportPlans/ProjectsConsultationsLocalTransportPlans.aspx

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

A1. Project name: Partnerships for Active Travel (PAcT)

A2. Headline description:

The three local authorities in partnership with a range of organisations will deliver capital and revenue measures to employers (and their employees), apprentices, job seekers, and students and pupils that will support the local economy, facilitate economic development, improve access to employment and education, increase levels of physical activity through walking and cycling, reduce carbon emissions and reduce the numbers of walkers and cyclists killed or seriously injured. The measures that will be delivered are ready to go, focus on walking and cycling, build on those successfully delivered through the local LSTF programmes and enhance partnerships for future delivery.

A3. Total package cost (£m): £3,456

A4. Total DfT revenue funding contribution sought (£m): £1,098

A5. Local contribution (£m):

<table>
<thead>
<tr>
<th>Committed REVENUE Local Contribution 2016-17</th>
<th>Funding (£k)</th>
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<tbody>
<tr>
<td>BoP Events Funding</td>
<td>4</td>
</tr>
<tr>
<td>BoP Revenue Budget (0.2 FTE Programme Manager &amp; 0.5 FTE Traffic Technician/Cycling Officer)</td>
<td>29</td>
</tr>
<tr>
<td>DCC SUSTRANS design work Thomas Hardy School</td>
<td>8</td>
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<tr>
<td>DCC Revenue Budget (0.3 FTE Grade 12 Project Manager &amp; 0.3 FTE Grade 10 Sustainable Transport Officer)</td>
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<tr>
<td>BBC Revenue Budget (0.6 FTE Grade 12 Programme Manager)</td>
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<tr>
<td>BBC Revenue Budget (0.6 FTE Grade 7 Smarter Choices Officer)</td>
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<td>Public Health Dorset Wellness Coaching Services</td>
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<tr>
<td>British Cycling – Ride leaders coordination</td>
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<tr>
<td><strong>Sub-total committed REVENUE local contribution</strong></td>
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<table>
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<tr>
<th>Committed CAPITAL Local Contribution 2016-17</th>
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<tr>
<td>DCC Dorchester Transport &amp; Environment Plan (DTEP) 2016/17</td>
<td>900</td>
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<td>DCC North Bournemouth Aviation Park Hurn Cycle Links</td>
<td>140</td>
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<td>DCC Ferndown Upper School Cycle Facilities</td>
<td>55</td>
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<tr>
<td>DCC Wimborne Town Centre Cycle Network Signage</td>
<td>30</td>
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<tr>
<td>DCC Capital Grant Scheme</td>
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<td>DCC Improvements to “The Walks” Dorchester</td>
<td>116</td>
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<td>BoP Gravel Hill Cycle Link 2016/17</td>
<td>225</td>
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<td>BoP Targeted Crossing Facilities</td>
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<td>BoP Hatch Pond Signal Junction 2016/17</td>
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<td>BBC Tuckton Roundabout Cycle Safety Scheme</td>
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<td>BBC Capital Grant</td>
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<tr>
<td>BBC Accessibility Audit Capital Programme</td>
<td>50</td>
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<tr>
<td>BBC Castle Lane East / Riverside Cycle Scheme (developer contribution)</td>
<td>180</td>
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<tr>
<td><strong>Sub-total committed CAPITAL local contribution</strong></td>
<td><strong>2,201</strong></td>
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A6. Equality Analysis
Has any Equality Analysis been undertaken in line with the Equality Duty?
☑ Yes ☐ No

A7. Partnership bodies:

Dorset Local Enterprise Partnership (DLEP) - invests in, lobbies for and unites Dorset businesses to boost the economy, create new, more highly-skilled jobs and ensure the county’s infrastructure promotes growth. We will work with DLEP to raise understanding with businesses about the role sustainable modes of travel have in producing beneficial outcomes relating to economic growth, carbon reduction and health.

The Business Travel Network for Bournemouth, Poole and Dorset (BTN) – is funded by the three local authorities and currently has 50 members representing approximately 30,000 employees. It helps employers promote sustainable travel to their employees through travel plans, best practice workshops and an awards scheme. The three local authorities are committed to continuing the BTN as a long term strategy for engaging with employers and as a catalyst for partnership working. More information can be found at www.businessetravelnetwork.org. We will use the BTN to deliver the employer and job seekers elements of the bid and expect it to increase its membership to 100 employers.

Dorset Chamber of Commerce and Industry (DCCI) – is accredited by the British Chambers of Commerce and provides services to help businesses grow and prosper. It has over 800 members and links to town Chambers across Dorset. The BTN and DCCI will work closely together to promote the benefits of sustainable travel (and particularly walking and cycling) to businesses and to provide bespoke training around the preparation and delivery of travel plans.

Public Health Dorset - commissions a range of mandatory and non-mandatory public health services, including health improvement and the NHS Health Checks programme. LiveWell Dorset is their initiative for people who would like help changing their lifestyle. Public Health Dorset will make LiveWell Wellness Coaches available to help employees incorporate physical activity into their everyday journeys through active travel.

Active Dorset – is one of 45 County Sports Partnerships across England, committed to working together to increase participation in sport and physical activity. We will work with Active Dorset to deliver initiatives that will encourage employees to walk and cycle to work and help employers to establish led walking and cycling programmes (linking with British Cycling and Health Walks). These initiatives will also direct employers and employees to external walking and cycling opportunities and to LiveWell Wellness Coaches.

Dorset Living Well Active (DLWA) – is a service for people living with or beyond cancer in Dorset, led by Macmillan Cancer Support, Sport England and Active Dorset. It provides a range of services including exercise referral programmes, therapeutic exercise, physical activity and sporting opportunities. DLWA will introduce employees living with cancer (in or returning to work) to active travel as a beneficial form of rehabilitation and health protection. There will also direct the employees they are working with to external walking and cycling opportunities.

Sustrans – is a leading UK charity helping people use sustainable travel for their journeys. We will expand our use Sustrans Bike It Plus Officers to increase the number of pupils walking, cycling and scooting to school. These Officers will also support local authority officers in helping schools prepare and deliver School Travel Plans.

Dorset Police – is the territorial police force responsible for policing the county of Dorset. We will work with Dorset Police to expand the cycle security (bike tagging) initiative started
by BESMArT and continued by Dorset Police, focussing delivery on employers and education sites.

**British Cycling** – is the nation's largest cycling organisation and the national governing body for cylesport. We will work with British Cycling to deliver led rides for employees using the existing network of Ride Leaders and Breeze Champions. British Cycling will also train additional volunteers to expand this network.

**Job Centre Plus** – is a brand used by the UK Department for Work and Pensions for its working-age support service in the United Kingdom. We will work with local Job Centre Plus offices to expand the existing Bournemouth job seekers bike voucher project into Poole and Dorset. This identifies and removes transport related barriers that job seekers may have preventing them from starting or returning to work or training. We will also train Job Centre Plus advisors to refer appropriate job seekers to LiveWell Wellness Coaches to help them incorporate physical activity into their everyday journeys through active travel.

**Dorset Cyclists’ Network (DCN)** - is an umbrella organisation linking individual cycling campaigns in towns across the county. They represent thousands of cyclists and have a network of coordinators with invaluable local knowledge. We will work with DCN coordinators and other volunteers to identify improvements to the cycling network that will improve accessibility to employment and education sites.

**Co-Wheels & Co Cars** – are car clubs providing low emission, hybrid and electric cars on a pay-as-you-go basis for organisations and communities. We will work with our local car club providers to deliver an e-bike scheme for employers.

**Manchester Airport Group plc (MAG)** - owns and operates the Airport and Aviation Business Park. We will continue to work with MAG through the BTN to produce an updated Area Travel Plan to increase the number of employees using sustainable modes of travel (particularly walking and cycling) to access the site.

**DJ Property** - is a developer and landlord of the Granby Industrial Estate and Link Park (the largest employment area in South Dorset). We will continue to work with DJ Property through the BTN to produce an Area Travel Plan that will improve and further develop the uptake of sustainable travel (particularly walking and cycling) on the site in order to improve the attractiveness of the area for business and support jobs growth.

**Further and Higher Education Providers** – including Bournemouth University, Arts University Bournemouth, Bournemouth & Poole College, Weymouth College and Budmouth College. We will work with further and higher education providers to deliver a package of measures that will help students’ access education sites through active travel and to be safer when doing so.

**Schools** – including state funded and academies. We will continue to work with schools to review and update travel plans and provide training opportunities for children. This will be complimented by Sustrans Bike It Plus officers who will assists with school travel planning activities. We will also improve access to school sites through accessibility audits and improvements to the walking and cycling network.

**Regional Accredited Language Schools Association (RALSA)** - is an association of British Council accredited language schools located in Bournemouth, Poole, Christchurch and Swanage. We will work with RALSA to improve the accessibility of their sites and the safety of their students.

**The National Coastal Tourism Academy (NCTA)** - is Europe’s first National Coastal Tourism Academy. Its mission is to stimulate coastal tourism. In order to support the local
tourism economy we will work with the NCTA to increase the number of accommodation providers that understand the needs of, and provide facilities for, walkers and cyclists.

**Love to Ride** – is web based international behaviour change initiative designed to get employees cycling. We will build on our existing success with Love to Ride Momentum to promote cycling to employers and employees working with our partners to extend awareness and participation. From all of the Love to Ride Momentum events delivered so far, 390 (31%) non-cyclists have started cycling to work once a week and 975 (32%) non-commuting cyclists now cycle to work each week. For more information see www.lovetoride.net/momentum.

**Poole Quay Forum (PQF)** – was formally adopted by the Borough of Poole in July 2013 and has prepared a neighbourhood plan for Poole Town and Quay and Hamworthy East. The BTN will work with PQF to help employers in Poole Town and Hamworthy produce and deliver workplace travel plans promoting sustainable travel (particularly walking and cycling) to their employees. We will also work with PQF to produce an Area Travel Plan to promote joint working on sustainable travel between employers.

**Social Housing Providers** – such as Poole Housing Partnership and Magna Housing Association. We will work with social housing providers to promote walking and cycling to their tenants as a low cost and healthy way of accessing employment, education, training and services.

Letters of support are attached in Appendix B

**SECTION B – The Business Case**

**B1. The Strategic Case**

**B 1.1 GROWTH**

The DLEP area has a population of 775,400 with the South East Dorset conurbation in itself having a population of 466,000. This conurbation forms the second largest urban area in the south west, serving a wide catchment area in terms of jobs and services. It is a key economic driver, accounting for over two thirds of the Dorset sub region’s total jobs and half (£6,400 million) of its total GVA - approximately 8% of total GVA in the South West. The Bournemouth, Poole and Dorset Local Economic Assessment identified that, despite the recent recession, the diverse economic base offers potential for improved performance and sustained growth, but key challenges remain concerning the competitiveness of the area.

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<tbody>
<tr>
<td>Dorset LEP Area</td>
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<td>751.5</td>
<td>757.6</td>
<td>763.7</td>
<td>769.6</td>
<td>775.4</td>
<td>781.2</td>
<td>786.9</td>
<td>792.7</td>
<td>798.5</td>
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<tr>
<td>England</td>
<td>53,107.2</td>
<td>53,585.5</td>
<td>54,068.4</td>
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<td>55,022.7</td>
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<td>56,383.1</td>
<td>56,822.7</td>
<td>57,257.9</td>
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Growth in Dwellings and Employment 2011-2020 - Figures in thousands, ONS interim population projections

There are aspirations for significant housing and employment growth in the area. This project will help realise this aim by improving sustainable access to employment and education, whilst simultaneously ‘freeing-up’ road space currently occupied by car drivers. This will help to reduce congestion and improve business and commuter travel journey times, lessen the impact of car travel on the environment, improve the health of the workforce and reduce car related accidents. The DLEP’s Strategic Economic Plan (SEP) identifies major investments to accommodate business growth, including the Port of Poole, Poole Regeneration Area, Aviation Business Park, Wessex Fields and Lansdowne area (Bournemouth) and will also target the major employment centres of Portland- Weymouth-Dorchester. Leveraged investment will provide a mixture of office, retail and housing
developments and create thousands of jobs and homes, creating large scale employment opportunities at these locations.

PAcT will build upon the recent and beneficial legacy of the LSTF programmes recently implemented in the area. The revenue investment will enable a programme of travel planning, travel information and social marketing to maximise take-up of sustainable travel, reducing traffic congestion freeing capacity on the transport network, opening up access to employment for jobseekers supporting Dorset’s ambitious growth plans.

**B1.2 Sustainable Tourism**

Tourism and leisure are vital to the local economy, accounting for 11% of all employment and 10% of GVA. Aspirations to be at the forefront of a high-value “green tourism” industry depend upon achieving a substantial shift towards less car-dependent visitor travel behaviour and reinforcing the image of the area as an attractive destination. Growing this aspect of the tourism economy will be beneficial to the local areas wellbeing and will benefit residents across South East Dorset. Further benefits will be derived through increased numbers of visitors travelling to, and within, the conurbation by sustainable modes.

Continued growth in the tourism sector requires a high quality and efficient sustainable transport network which supports an attractive and welcoming visitor experience. PAcT is expected to deliver positive impacts on the tourism industry. The expected impacts of the programme within the main vibrant tourist centres, in terms of congestion reduction, more reliable connections, and more attractive and welcoming local environments, are important in maintaining and enhancing the popularity of the area as a major tourism, conference and events destination in the South West.

**B1.3 Links to local and Central Government Policy**

<table>
<thead>
<tr>
<th>Local strategy / plan</th>
<th>Demonstration of the strategic fit</th>
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<tbody>
<tr>
<td>Dorset Local Enterprise Partnership (DLEP)</td>
<td>This package supports the DLEP vision of a ‘strongly performing, productive &amp; sustainable economy… that harnesses &amp; protects our unique environmental assets’. It also supports the central concept of the “Green Knowledge Economy” where the environment is at the heart of economic growth.</td>
</tr>
<tr>
<td>South East Dorset Transport Strategy (SEDTS)</td>
<td>SEDTS recommends the use of Smarter Choices and behavior change programmes in line with improvements to public transport &amp; cycling/walking measures</td>
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</table>
| Bournemouth, Poole and Dorset Local Transport Plan LTP3 (2011-2026) | The bid supports several LTP3 goals by helping the network become more efficient & promoting green, active travel. The three LTP3 principles apply to this bid: Smarter working, Local participation, Green thinking. The aims and objectives of the LTP3 are:  
  • Improve the economic competitiveness of the conurbation by reducing congestion and delays by encouraging commuters to walk, cycle or use public transport to work on key commuter corridors...  
  • To support the local economy, encouraging inward investment and job creation, particularly through the promotion of the area as a cycling destination.  
  • Reduce carbon emissions through the promotion of low carbon modes particularly walking and cycling.  
  • Improve accessibility to the labour market for those where transport choice is a barrier either because of cost or due to severance issues.  
  • Promote health benefits of active travel to reduce absenteeism and increase productivity at the workplace. To provide the community with the wider health benefits whilst reducing the impact of the school run on the network.  
  • Reduce road casualties particularly those involving vulnerable road users. We aim to change the perception that walking and cycling are inherently unsafe, which should, in turn, further encourage the take up of active travel choices. |

**LTP3 Supporting Strategies**

- The bid would help deliver the following– Cycling, Accessibility, Low Carbon, Health, Intelligent Transport, & Sustainable Modes of Travel to School.

**Central Government Policy**


**Public Health Strategies**

- This bid contributes towards local Public Health strategies:
  - Joint Strategic Needs Assessment for Bournemouth & Poole;
  - Bournemouth, Dorset & Poole Health & Wellbeing Strategy
B1.4 TRANSPORT IMPACTS – Improved access removal of barriers

In order to accommodate future projected housing numbers and economic growth, replacing car travel with more low carbon journeys will be essential. The highway network is already overloaded at critical points at certain times and is particularly vulnerable to incidents on the main commuter routes. Congestion hotspots and long, unreliable journeys at peak times were identified in the South East Dorset (SED) Transport Study, as being a major barrier to economic growth. This initiative will play a crucial role in mitigating these problems.

In SED and Weymouth the highway network is constrained by the coast which, although a significant natural asset, results in a lack of orbital routes that many other urban areas benefit from. The urban pattern of dispersed housing, shopping and employment, and the non-radial pattern of development due to its coastal location, also result in some complex journey patterns which compound congestion problems. This results in key corridors suffering from severe congestion, particularly in the peak hours. Public opinion surveys (e.g. NHT and Place Survey) consistently identify congestion as one of the most important issues locally for all three Dorset Authorities.

These transport issues contribute to the following:

- Levels of congestion and delays on the key commuter corridors, particularly in the peak periods which results in lost productive time for commuters and businesses.
- Congestion and unreliability in journey times, which erodes business confidence in transport connections, negatively impacts on the economic competitiveness of the area, thus compromising inward investment and job creation.
- Congestion and pollution, resulting from reluctance to use sustainable travel modes such as walking and cycling which negatively impacts the environment.

This programme will mitigate these issues providing a strong and positive contribution to supporting the economy, connecting the key economic centres and supporting a number of local retail districts. Given the density of economic activity in the targeted areas, investment through the programme is expected to deliver very high returns. The capital measures focus on walking and cycling infrastructure improvements linked to large employment sites and places of education. As an example of this approach the Gravel Hill (DLEP scheme) will provide direct cycle provision connecting pedestrians and cyclists from Wimborne, Merley and Broadstone (large residential centres) to Nuffield area (largest industrial employment area in Poole). It will also provide connectivity to numerous schools in the vicinity. The Hatch Pond Signal Junction is currently being upgraded to include toucan crossings (completion due in April 2016) which is also on the route to the port and connects numerous industrial areas (including Nuffield) to one another and provides key links to schools and large scale residential areas.

Additionally, capital funding will be used for the implementation of the recommendations of employment and educational site-specific accessibility audits to remove barriers and further encourage the uptake of active modes. These infrastructure improvements are supported with capital grants to assist with workplace travel planning activity. The revenue measures fundamentally aim to influence travel behaviour to increase the use of active modes and promote sustainable growth by building upon the significant recent investment through the LSTF, enabling the ‘locking in’ of benefits secured.

Further to building upon the beneficial legacy of the LSTF programmes, the potential to encourage a modal shift to cycling in the area, particularly for shorter trips is very high. This is evidenced from a national report carried out by Steer Davis Gleave (SDG) that indicated that the Bournemouth, Poole and Christchurch conurbation has the greatest potential for
developing cycling in the country, outside of London. Further research \(^1\) by SDG examining factors, such as, topography, socio-demographics and journey to work trip length identified the areas within the Conurbation with the greatest cycling potential. This information will continue to be utilised to maximise the promotion of cycling.

PAcT has been developed to maximise the promotion of active travel choices, specific transport impacts are anticipated to be:

- Improved walking and cycling network provision linking key employment / educational locations.
- Increased uptake of walking and cycling, especially related to commuter trips. LSTF monitoring of cycle flows derived from Automatic Cycle Counts has shown an overall increase of 19% in SED between average flows (2010-12) and 2013, with increases of 53% being recorded on sections of A35 (location of highest level of LSTF investment). Similarly cycle flows have increased by 51% & 25% in Weymouth and Dorchester respectively between 2008 and 2013. This package builds upon these past successes and will further boost the uptake of walking and cycling.
- Reduction in single occupancy car trips.
- Reduced congestion in the peak hours particularly commuter trips and those related to the “school run”. This in turn will release network capacity resulting in more reliable network performance in the present and allowing for growth in the future.

**Benefits for Cyclist and Pedestrians** – PAcT builds upon revenue based activities already delivered through the LSTF programmes with a continued focus on increasing the number of walking and cycling trips in particular. Our approach will be to build upon work with employers, schools and universities to further encourage a modal shift from the car, particularly for shorter trips.

Evidence of measures already carried out through Bike It Plus, the University cycle loan scheme and work place travel planning are already providing benefits. Measures such as, Love to Ride Momentum provide an example of these positive results. Over the course of the four Challenges the following accumulated results have been produced:

- 176 different organisations have been represented in the Challenges.
- 4,034 individual people have taken part by logging a ride.
- 1,194 new riders have logged a ride.
- 444,363 miles have been logged.
- 43,130 rides have been logged.

The benefits of these challenges have been evaluated with surveys taken at baseline, at the end of the challenge and then post challenge. Participants who took part in the 2015 challenge were surveyed at 6 months post challenge. Of those that took part:

- 35% of new riders were cycling once a week or more
- 41% of occasional riders were cycling twice a week or more.
- 26% of new riders were cycling to work at least one day a week
- 50% of participants who cycled less than one day a week to work at baseline survey were now cycling to work one day a week or more

Evidence from this and other Workplace Travel Planning activities align with the findings demonstrated in Smarter Choices – changing the way we travel (DfT:2002) suggesting that a target of 10% reduction in car use to main employment sites for short trips would be achievable.

Furthermore, this bid builds upon the benefits of the infrastructure delivered through the LSTF programme, such as the award winning Horseshoe Common public realm scheme and the Castle Lane West (A3060) scheme.

\(^1\) Cycle Potential Index – Steer Davies Gleave (2010)
PAcT will provide an opportunity to continue our engagement with and support of, key local accommodation providers, local bike hire companies and the hospitality sector to promote the area as a cycle friendly destination.

**Carbon Emissions** - In 2015, road transport accounted for 25.8\(^2\) of carbon emissions (668 kt) in the target areas of this bid, namely, South East Dorset, Weymouth & Dorchester. Through modal shift and resultant reduction of vehicle trips on the highway network the package will produce significant carbon reduction benefits.

**Air Quality** - There are a number of declared Air Quality Management Area’s (AQMA’s) in the three Local Authority areas at Winton Banks, Bournemouth, Ashley Road and Commercial Road (Poole) and High East Street, Dorchester (DCC). The programme helps to address local air quality issues as a freer flowing strategic network emerges due to increased modal shift. Additionally, the effect of reduced queuing will alleviate noise pollution as well as air pollution.

**Road Safety** – This programme will continue to address pedestrian and cycle casualty rates. Capital measures will be targeted to resolve specific cycle related road safety issues. For example, the Tuckton Roundabout scheme seeks to resolve one of the worst cycle accident cluster sites in Bournemouth. Revenue measures to improve road safety include cycle training and a “Look Out” campaign. This will raise awareness of issues that affect different types of road users and encourage them to respect each other’s needs.

**Health** - Life expectancy for both men and women in the urban areas is similar to the England average. However, life expectancy, when compared with the more affluent areas of the towns, is 10.5 years lower for men in the most deprived areas of Bournemouth and 6.4 years lower for women in the most deprived areas in Poole.

The promotion of active travel modes will help deliver public health benefits and assist with the delivery of Dorset’s adopted Health and Well being strategy. The promotion of walking and cycling as part of everyday routines, facilitated through the BTN will provide considerable benefits to health. The economic benefits of this are calculated utilising the WHO HEAT tool. Improving the health of the population by means of active travel will help address these health inequalities.

Dialogue and partnership working between the individual Transport Departments with colleagues in the respective Public Health Teams has already strengthened considerably through the LSTF programmes. Agreement has been secured that should this bid be successful we will utilise the Public Health funded LiveWell Dorset Coaches to assist with the delivery of the behaviour change programme, promoting the benefits of incorporating active travel into daily routines.

This approach builds upon our involvement with the clinical trial called CHAIN, through the BESMArT LSTF project, which demonstrated a beneficial link between regular cycling activity and reduced hip pain for people with early onset osteoarthritis. Results from this programme showed that statistically and clinically significant beneficial changes were found following the six week programme. Furthermore, feedback has been very positive, with participants reporting feeling fitter, healthier and stronger; with improvements in flexibility and mobility, less pain, and a reduced need for analgesics. Clear indications of the success of this initiative are that 100% of participants would recommend the programme to others.

**Impact on accessibility and social inclusion** – Evidence suggests that the cost of travel is one of the main barriers for apprentices getting to their place of work and on average this has resulted in a dropout rate of 10% due to the cost of travel. Addressing this issue through the ‘Apprentice Travel Support Scheme’ will provide benefits to the individuals

\(^2\) 2005_to_2013_UK_local_and_regional_CO2_emissions_full_dataset
themselves and also employers, providing savings in recruitment and training costs. Infrastructure improvements to address severance will also help address this issue.

Similarly the cost of transport can be a major barrier to those seeking employment. As such, this programme provides an opportunity to continue with our partnership working with Job Centre Plus providing advice on available travel options and a continuation of the LSTF cycle voucher scheme.

**Longer term impact** – This programme will complement previously implemented LSTF initiatives through targeting deprived communities and growth areas and will help provide a “nudge” towards more sustainable travel habits benefitting the individual and the wider community. It will also help create thriving and attractive local centres, reduce congestion and carbon emissions and improves access to employment - providing the catalist to deliver the wider long term transport strategy for the conurbation identified from the multi modal SE Dorset Transport Study (SEDTS) and enable the Authorities to position themselves to deliver against the aims and aspirations of the DfT’s new Access Fund.

**B1.5 Package Descriptions**

PAcT will deliver a programme of capital and revenue measures to employers (and their employees), apprentices, job seekers, and students and pupils that will support the local economy, facilitate economic development, improve access to employment and education, increase levels of physical activity through walking and cycling, reduce carbon emissions and reduce the numbers of walkers and cyclists killed or seriously injured. A logic map outlining the programme, its key elements and areas of focus has been prepared and is included in Appendix A.

These measures are based on best practise from research reports and guidance including:

- A guide on how to set up and run travel plan networks (DfT: June 2005)
- The Essential Guide to Travel Planning (DfT: March 2008)
- Making travel plans work: Lessons from UK case studies (DfT: 2002)
- Making travel plans work: Research report (DfT: 2002)
- Tools for travel planning in urban areas: A guide for local authorities (Transport for Quality of Life: Sept 2004)
- Smarter Choices – Changing the Way We Travel (DfT: 2002)
- Enabling Behaviour Change (DfT: 2010)
- The Effects of Smarter Choices Programmes in the Sustainable Travel Towns (DfT: 2010)

The measures that promote cycling exemplify the Door to Door Strategy (2013) and the Government’s Ambition for Cycling (2013).

The measures are ‘ready to go’ and build on successful measures delivered through the three Local Sustainable Transport Fund (LSTF) programmes: BESMArT (Bournemouth); 3 Towns Travel (Bournemouth, Poole & Dorset - A35 Corridor); Sustainable Access to Employment (Dorset); and other work carried out by the authorities in the last year.

The SED Conurbation has seen major investment in walking and cycling infrastructure through the LSTF programmes and developer contributions. This has resulted exemplar projects such as:

- Castle Lane West (A3060) – This Danish style cycle project benefits commuters to and from the Wessex Fields employment site. Additionally, 25% of Bournemouth’s pupils attend a school within the area of influence of the scheme.
Public Realm Improvements - Poole Railway Station, Ashley Cross, Ashley Road, Horseshoe Common (IHE award winning scheme), Boscombe West and Bournemouth Travel Interchange.

Link Improvements - North Road, Sea View Roundabout, Poole Road.

Connectivity Improvements - Grange footbridge and connectivity projects in Christchurch and Hamworthy.

Within the programme there is a strong emphasis on continuing to build partnerships with organisations that have related objectives, to facilitate delivery of the measures. This will help to maximise the benefits from available funding, tap into expertise and additional resources and build relationships for the future.

**Capital Measures**

Capital measures include:

- **Capital Projects** - The capital projects delivered by PAcT will focus on walking and cycling infrastructure improvements linked to large employment sites and places of education:
  1. Dorchester Transport & Environment Plan (DTEP) - Wholesale improvements to the pedestrian and cycling environment in the town centre and completion of 5 key cycle crossings. This is a major project with a £900k commitment in 2016-17.
  2. North Bournemouth to Airport Cycle Route - A 2.6km cycle route between North Bournemouth and Aviation Park at the Airport. An easy cycle ride of just 5km from the centre of Bournemouth this cycle route will make it feasible to cost effectively commute to this large employment site by bike.
  3. Gravel Hill - 1.6km of new cycleway providing improved and safer cycle facilities on main route to employment sites at Nuffield and Mannings Heath (largest industrial sites in Poole), and the schools in the Broadstone and Merley areas. This will be delivered in 2016.
  4. Hamworthy Cycle Route – A new cycle route from Upton Country House to Port of Poole/Town Centre linking residential and industrial sites to one another and the town centre.
  5. Tuckton Roundabout Cycle Safety: £175,000 scheme to improve cycle safety at Tuckton Roundabout. This site is one of Bournemouth’s worst cycle accident cluster locations. This scheme will also address severance issues and provide links to the Stour Valley Way scheme.
  6. Capital Grants – These will be available to employers and education providers to improve facilities that support walking and cycling. This will be delivered in 2016/17.
  7. Accessibility Improvements – These will deliver small scale infrastructure improvements for walking and cycling along routes to employment and education sites that have been identified by ongoing accessibility audits.

**Revenue measures**

Revenue measures will focus on employers, job seekers, and students and pupils. They include:

- **Measures for Employers** - These measures will be delivered through the BTN. The BTN was established through the BESMArT and 3 Towns Travel LSTF programmes, initially covering Bournemouth, Poole and Christchurch. In recognition of it success Dorset County Council used it to deliver part of their Sustainable Access to Employment LSTF programme in 2015-16. Bournemouth Borough Council and Borough of Poole committed their own funding to maintain BTN activities in their areas throughout 2015-16. This ‘travel plan network’ has gone from strength to strength and currently has 50 members representing approximately 29,000 employees. The measures include:
  1. Walking and cycling measures – these will focus on enabling newer cyclists to take up cycling to work, and encouraging those who already cycle to work to increase the
frequency with which they do so. Measures focus on equipment, ability, safety, security, confidence, desire and knowledge. Measures include but are not limited to: Dr bike sessions; bike tagging; cycle maintenance training; visibility kits; cycle training, social rides, discounted lock and helmets scheme; emergency repair kits, incentive schemes; and ‘look out’ driver awareness safety campaigns.

2. Motivation and Health Measures – These will focus on motivation for active travel and linking participants to specialised health support services. They will be delivered through the BTN and by partnership bodies. Measures include, but are not limited to: Active Travel Inductions for new starters; Live Well Workshops; referrals to Live Well Dorset behaviour change specialists; workplace walking and cycling champions training and development. These measures have a strong focus on health and well being through active travel.

3. General Sustainable Travel Measures – The BTN will continue to deliver its wider sustainable travel measures to members in order to maintain a holistic approach to modal shift. Measures include: Employers best practice workshops; journey planning training; new member starter packs; Sustainable Travel Intranet page support.

4. Special Measures – These will provide targeted support for specific local employment centres, industry sectors, and sections within the workforce. They include Area Travel Plans focusing on key employment centres; Welcoming Walkers and Cyclists training for the large accommodation and hospitality industry within Dorset; and a specialised Apprentice Scheme helping employers support apprentice travel to the workplace. Initiatives will also include a Volunteer Cycle Audit Scheme delivered in partnership through the Dorset Cyclists Network; and through partnership with the Dorset LEP employers will also be able to participate in workshops promoting the economic benefits of active travel.

5. Improve the BTN – Enhancements will be made to the BTN processes and procedures in order to maintain smooth delivery of services and initiatives to an increased membership. These enhancements include: upgrading the website to include a ‘members only’ area hosting additional guides and information sheets; improving data management systems; a referral/reward scheme; promotional materials and marketing campaigns. This will also include the recruitment of a partnership officer embedded within the Dorset Chamber of Trade and Commerce who will use DCCI systems and databases to raise awareness of and increase membership to the BTN.

- Measures for Job Seekers - A programme of measures will be delivered through the BTN and its partnership bodies in order to support jobseekers, including those who have previously been employed and those who are new to employment.
  1. The Job Centre Cycle Scheme - Previously delivered through the 3 Towns Travel LSTF project the scheme provided 135 people with the resource to get to work/job interviews. The follow up survey indicates that 73% of people believe the bike enabled them to get to interviews they previously couldn’t attend. Of those who found employment 100% use their bike to get to work. This scheme will be extended to a further 200 job seekers.
  2. Students Sustainable Travel for Work – A guide will be delivered to help empower students leaving education and entering employment to choose active travel from the outset. These two initiatives will be supported through face to face contact with jobseekers at careers and job fairs.
  3. Other Measures - to support job seekers will include: Training for Job Centre advisors in order to support and refer jobseekers to Live Well Dorset Behaviour Change specialists; Journey Planning; Cycle training; and specific job seekers travel guide.

- Measures for Students and Pupils – A programme of measures will be delivered to support students and pupils:
  1. Support for Further & Higher Education Students – a package of measures will be delivered focusing on safety, security, confidence and knowledge. These will include visibility kits; cycle training; cycle maintenance training; bike tagging; and mapping.
2. Support for School Pupils – The delivery of this package of measures will be focused through a partnership with Sustran’s Bike It Plus Officers. These measures will include STEPS training; Cycle maintenance training; cycle training; bike tagging; lock and helmet voucher scheme; as well as; School Travel Plan Guides, support for schools to develop Sustainable Travel Intranet pages; British Cycling led-rides; mapping; Living Streets; incentives and prizes.

3. Support for Language Schools – South East Dorset has a large number of language schools. Specialist support will be provided to increase the safety and security of active travel by language school students through the delivery of: Language School Student Travel Guides with Speak Me translation; a Bike Lock Scheme; and Mapping

B3. The Economic Case – Value for Money

Economic Case for Employer and Job Seeker Revenue Measures

By improving the overall journey experience and promoting the benefits of sustainable travel, the measures will present more attractive alternatives to car use. Modal shift will contribute to maintaining journey time reliability on key corridors, which is vital to support planned growth in housing and jobs in the county. The measures will facilitate and promote easier journeys from door to door, and in doing so provide improved mode choice for people to access job opportunities, education / skills training and other essential services.

The analysis undertaken to assess the economic case demonstrates that the proposed programme of measures offers Very High Value for Money and delivers sound rates of return on the investment. A spreadsheet models has been used for the purposes of the assessment, applying the appraisal parameters and guidance set out in the DfT’s Transport Analysis Guidance (WebTAG).

An appraisal period of 10 years has been used. Although this is much shorter that the 60 years recommended by the DfT, it reflects that fact that the benefits are derived from revenue measures rather than infrastructure measures, and that their impacts will be realised in the short term. It has been assumed that benefits will decline year-on-year.

The main benefits from the measures arise from a reduction in car traffic and an increase in cycling and walking. Our forecasts suggest that the proposed improvements will result in 468 additional walking and 1,170 additional cycling journeys each day. The financial savings from reduced car use alone are estimated at over £1m. Significant additional benefits in the form of journey time improvements and ambience improvements are expected to be realised, meaning that the measures overall will have a very strong positive Benefit-Cost Ratio (BCR).

A summary of the Employer and Job Seeker business case results is shown in the Table below. This demonstrates that the measures provides Very High Value for Money, with a BCR of 7.12
The appraisal approach, along with all assumptions made, is described in more detail in the economics appraisal summary note contained in Appendix C along with the measures impact pro-forma in Appendix D.

**Economic Case for Student and Pupil Revenue Measures**

The same approach was applied to the Student and Pupil revenue measures. Through the application of appropriate parameters including the removal of benefits related to employee absenteeism the benefits derived provides a **BCR of 3.24**

A breakdown of these benefits can be seen in the Economic Appraisal Summary Appendix C

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

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

<table>
<thead>
<tr>
<th>£000s</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>DfT funding sought</td>
<td>1098</td>
</tr>
<tr>
<td>Local Authority contribution</td>
<td>2358</td>
</tr>
<tr>
<td>Third Party contribution including LGF</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,456</td>
</tr>
</tbody>
</table>

**Notes:**
1) Department for Transport funding must not go beyond 2016-17 financial year.
2) Bids must identify a local contribution (local authority and/or third party) towards the project costs. The local contribution should be at least 10% of the DfT revenue, or at least 30% match funding for bids that require both capital and revenue funding.
B5. Management Case - Delivery

a) Resource is in place to deliver the revenue aspects of this bid from day one with activity through Q1 to Q4. Timescales related to the implementation of the Capital aspects of the programme are shown in table C below.

<table>
<thead>
<tr>
<th>Measure / Milestone</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q1</td>
</tr>
<tr>
<td>Measures for Employers</td>
<td>✔️</td>
</tr>
<tr>
<td>Measures for Job Seekers</td>
<td>✔️</td>
</tr>
<tr>
<td>Measures for Students and Pupils</td>
<td>✔️</td>
</tr>
</tbody>
</table>

= Implementation  ✔️ = Completion Followed by Review Q1 17/18

b) Where relevant, if delivery of the project is dependent on land acquisition – This is not applicable

c) Where relevant, please provide summary details of your construction milestones (at least one but no more than 5 or 6) between start and completion of works:

Table C: Construction milestones for match funded Capital measures

<table>
<thead>
<tr>
<th>Scheme</th>
<th>Design</th>
<th>Construction</th>
<th>Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>DTEP</td>
<td>April 2015</td>
<td>April 2016</td>
<td>March 2017</td>
</tr>
<tr>
<td>Wimborne Town Centre cycle network</td>
<td>April 2015</td>
<td>April 2016</td>
<td>March 2017</td>
</tr>
<tr>
<td>The Walks Dorchester</td>
<td>April 2015</td>
<td>April 2016</td>
<td>March 2017</td>
</tr>
<tr>
<td>North Bournemouth to Airport cycle route</td>
<td>April 2015</td>
<td>April 2016</td>
<td>March 2017</td>
</tr>
<tr>
<td>School Cycle Parking</td>
<td>Jan 2016</td>
<td>April 2016</td>
<td>March 2017</td>
</tr>
<tr>
<td>Gravel Hill Cycle Link</td>
<td>January 2016</td>
<td>July 2016</td>
<td>Dec 2016</td>
</tr>
<tr>
<td>Hamworthy Cycle Link</td>
<td>July 2016</td>
<td>January 2017</td>
<td>February 2017</td>
</tr>
<tr>
<td>BoP Crossing Facilities</td>
<td>Jan 2016</td>
<td>April 2016</td>
<td>March 2017</td>
</tr>
<tr>
<td>Capital Grant</td>
<td>n/a</td>
<td>April 2016</td>
<td>March 2017</td>
</tr>
<tr>
<td>Stour Valley Way link to Airport</td>
<td>March 2016</td>
<td>May 2016</td>
<td>Oct 2016</td>
</tr>
<tr>
<td>Castle Lane East</td>
<td>April 2016</td>
<td>Sept 2014</td>
<td>March 2017</td>
</tr>
<tr>
<td>Tuckton Roundabout Cycle Safety</td>
<td>June 2016</td>
<td>Sept 16</td>
<td>March 2017</td>
</tr>
<tr>
<td>Walking Cycling Improvements</td>
<td>April 2016</td>
<td>June 16</td>
<td>March 2017</td>
</tr>
</tbody>
</table>

B6. Management Case – Statutory Powers and Consents

a) Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan - This is not applicable

b) Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them - This is not applicable

B7. Management Case – Governance

Appendix E provides detail of the proposed governance arrangements and organogram detailing how the bid package will be managed. Political ownership will be ensured through the Portfolio Holder's for the three partner authorities. Senior management oversight will be secured through a dedicated Programme Management Board (PMB) of Senior Officers.
PMB will be accountable for delivering the PAcT objectives. Decision making, budgeting and risk management will be made by the programme manager with key issues escalated to PMB, which will meet on a six week basis. The programme manager will chair working groups every month to manage individual work streams, ensure outcomes and identify risk. Ian Kalra, BBC Head of Transportation Services will be the Senior Responsible Owner (SRO), ensuring buy-in at all levels and championing the package. These governance arrangements are based on the approach taken to manage the previous Large LSTF (Three Towns Corridor) project which has proved to be very effective.

### B8. Management Case - Risk Management

Experience has been gleaned as a legacy from the recent delivery of the numerous Revenue and Capital LSTF projects. This coupled with having the benefit of the established Business Travel Network and associated resource in place and a programme of “ready to go” projects has resulted in the benefit of having a low risk delivery model in place. Individual risks are shown in the Risk Register (Appendix F) which provides details of any risks identified, severity and mitigation proposed.

### B9. Management Case - Stakeholder Management

The table below summarises the approach to stakeholder management; essentially the principle is to be as open as possible and to share relevant information with relevant stakeholders. The strategy provides opportunity for stakeholders to engage and contribute to the package, whilst being open to further involvement with stakeholders outside of this strategy.
<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Role / Interest</th>
<th>Stakeholder Management</th>
</tr>
</thead>
</table>
| Dorset LEP  | Ensuring project fits SEP goals for overall economic growth. | • Standing item on the Connected Dorset LEP working group  
• Quarterly progress update |
| Elected Members | Ensuring democratic oversight and value for money. Representing the needs of their local constituents. | To Portfolio holders:  
• Monthly in-person briefing  
• Quarterly progress updates on general scheme  
• Direct notification of schemes, as appropriate |
| Local business representatives (Chambers, BIDs etc)  
Major employers,  
Job Centre Plus,  
Learning & Development (Apprentice support) | Target group and also potential recipients of funding, business lobby, key partners in scheme delivery to ensure value for money. Potential advocates.  
Access to job seekers and apprentices | Through BTN  
• In person meetings with key influential individuals  
• Group presentations to seek customers / sell measures / manage business concerns  
• Updates via Dorset Business e-zine  
• Manage any adverse publicity |
| Transport Providers e.g. bus and rail operators | Provider of transport systems. Important supporting partners for the promotion of bus/walk, bike/train trips | Quarterly updates as required  
• Regular meetings to scope out joint marketing initiatives and deal with local intelligence on transport problems  
• Direct liaison on joint marketing |
| Transport lobby groups e.g. DCN, CTC, Sustrans | Motivated campaigners, key providers of local intelligence on good/bad points of local transport network. | Quarterly progress updates  
• Regular, meetings as presentations to sell concepts/win support  
• Other in person meetings as required  
• Offer support and advice with their projects  
• Manage publicity |
| Community Groups e.g. Cycle Forums | To promote/reinforce health benefits of Active Travel to employees, students etc | Regular meetings to scope out joint marketing initiatives.  
• In person meetings with key influential individuals |
| Public Health, Active Dorset | Target group for measures, key providers of local intelligence on good/bad points of local transport network. | Targeted messages via social marketing campaign  
• Regular updates via travel websites  
• Scheme progress via media |
a) Can the scheme be considered as controversial in any way?

☐ Yes  ☒ No

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

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

☐ Yes  ☒ No

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

B10. The Commercial Case

A legacy of the joint delivery of recent LSTF projects, and as a result of ongoing commitment to the BTN, has resulted in the Three Authorities being very well placed for the delivery of this joint PaCT project. If the grant award is confirmed in May 2016, BBC, BoP and DCC are able to commence with the immediate delivery of this programme of measures.

Programme Management - A Senior Programme Manager will supervise a team dedicated to the delivery of this project. This post will be filled through the secondment of BBC’s LTP programme manager, who was the previous Senior Project Manager for the BESMArt LSTF project.

B10.1 PaCT Programme – Capital Measures

The design and construction of all infrastructure works will be delivered using the Individual Council’s in-house and/or minor works term contractors. These contractors have sufficient resource to deliver this programme in 2016/17. The management and supervision during the implementation of these infrastructure projects will be managed using in house staff and/or consultancy support already in place.

B10.2 PaCT Programme – Revenue Measures

Measures for Employers and Measures for Job Seekers - The majority of the engagement with local businesses and large employers will be through the BTN. This pan Dorset network was established through large LSTF funding and continued through DCC LSTF Rev 2105/16 with local contribution from the BoP and BBC. The BTN is resourced utilising a combination of directly employed council staff and consultants sourced through an existing framework contract. This team has the scope to build upon successes to date and expand the BTN providing support to a larger number of workplaces, supporting employees, job seekers and apprentices.

Measures for Students and Pupils - Dorset CC currently have two Bike It Plus Officers in post, BBC also have an existing Bike It Plus Officer in post. Subject to funding decision these existing post holders will be available to deliver this element of the package. Whilst Poole don’t currently have Bike It provision we have held exploratory conversations with SUSTRANS and as a result of an ongoing reorganisation they are very confident that a Bike IT Plus resource will be available to work in Poole in June 2017. The STEPS programme is currently being delivered by part time staff in Bournemouth. Further to consultation these staff would be available to increase there working week to provide STEPS training in Poole.

Behaviour Change, Marketing & Promotion - The bid will enable for dedicated communications and marketing support for the BTN to provide targeted marketing and
promotional campaigns to promote sustainable travel options, with a particular focus on active travel choices for shorter commuter trips.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

The authorities welcome the opportunity to collaborate with the Department on the ongoing monitoring and evaluation of the specific impacts and outcomes of this proposed programme of measures as part of the wider evaluation. This will allow for an understanding of the benefits of this kind of investment in which the more successful elements can be applied to similar packages of measures as a central aspect of the longer term transport strategy for the area.

To this purpose, in addition to the monitoring activity we will gather through the BTN and through our existing monitoring frameworks we will supplement our existing walking and cycling network with additional and specific cycle monitoring systems.

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

☐ Yes ☐ No
SECTION D - Declarations

D1. Senior Responsible Owner Declaration
As Senior Responsible Owner for the PAcT project I hereby submit this request for approval to DfT on behalf of Bournemouth Borough Council and confirm that I have the necessary authority to do so.

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

Name: IAN KALRA
Position: Head of Transportation Services
Signed:

D2. Section 151 Officer Declaration
As Section 151 Officer for Bournemouth Borough Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Bournemouth Borough Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2016/17;
- Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name: Adam Ridgway
Signed:

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