

Local Sustainable Transport Fund - Application Form

Applicant Information

Local transport authority name(s): Nottinghamshire County Council

Senior Responsible Owner name and position: Andrew Warrington,
Service Director, Highways

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Website address for published bid: www.nottinghamshire.gov.uk/ltp3

SECTION A – Project description and funding profile

A1. Project name: Nottinghamshire sustainable market towns

A2. Headline description:

The bid focuses on targeting lifestyle changes and developing a sustainable, low carbon economy through four complementary elements: sustainable economy; sustainable education; travel support; and low carbon. The components of these four elements are designed to provide an integrated approach to deliver the LSTF objectives: infrastructure improvements to enable people to make lower carbon sustainable journeys; giving people the nudge to use the walking, cycling and public transport infrastructure through extensive travel planning, marketing, promotion and incentives; and enabling those who can't use more sustainable transport to reduce their transport carbon emissions through training and transfer to less polluting vehicles.

A3. Geographical area:

Nottinghamshire is a large diverse county in which there are three very distinct areas, the relatively affluent suburbs surrounding the city of Nottingham; the towns and villages in the north-west which grew out of the textile and coal industries; and rural areas to the east and south characterised by prosperous market towns and villages in the Trent valley. Outside the suburbs surrounding the city, the four main towns are Mansfield, Worksop, Retford and Newark on Trent. The bid centres on these four market towns and their surrounding built up areas due to the

concentration of jobs and services within them – a map of the bid area is included in appendix A (the City Council has submitted a joint bid for the Nottingham urban area). Each of the market towns is a designated conservation area that needs to be protected from damage caused by emissions and vibration from road traffic.

In mid-2009, the population in each district in the bid area was between 111,500 and 116,500 residents. Population projections and demographic change inform us that the population is projected to increase by 12% between 2008 and 2026 with potentially the need for 42,000 new homes within the bid area. A number of significant employment land sites (over 25ha) have been identified close to and within each of the four market towns. About a third of the county's population live in rural areas, where ensuring access to services can be challenging.

There are considerable variations in the deprivation levels across the county, the highest levels being in the urban parts of Mansfield (and its adjoining areas) and Worksop. The spatial variation in employment rates and qualification levels correlate closely with other socio-economic indicators for the county – higher levels of performance in the south of the county, and lower levels in the north and west (which makes up the bid area). Qualification levels in each of the market towns are significantly below the regional and national averages. Skills is a critical challenge - a large proportion of working age residents have no skills and the unskilled make up a large and growing proportion of the unemployed. Raising demand for skills is essential but this must be matched by a business base with higher quality jobs.

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

Small project bids

Tranche 2 bid x

A5. Total package cost (£m): £13.722m

A6. Total DfT funding contribution sought (£m): £4.459m

A7: Spend profile:

£k	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought		413	1124	1201	2738
Capital funding sought		117	738	866	1721

Local contribution		4867	2198	2198	9263
Total		5397	4060	4265	13722

A8. Local contribution

The local contribution is detailed in section A7 above. This is made up from contributions from a multitude of sources, externally and from within the Council. Within the Council, this fund is closely aligned to programmes funded through the

integrated transport measures of the Local Transport Plan (LTP). The relevant capital allocation for the bid area that would support and be supported by this package bid is around £1-£1.5m per annum (pa), covering network management, providing transport choices and infrastructure enhancements. In addition to the LTP allocations the County Council has a comprehensive Local Improvement Scheme capital programme focussed on local, small scale community led environmental projects of which approximately £250k pa is spent in the four market towns.

The 2012/13 programmes are now committed and these figures have been used to estimate funding support for future years. The Council also invests revenue heavily to support services within the bid area – on the conventional public transport network (£250k pa) as well as rail services e.g. Robin Hood Line (£80k pa) and providing free bus travel to school for all year 7 pupils in addition to statutory requirements (£100k pa). Options to extend this to other school years will be considered in due course.

Funds will also be secured from external sources to support this package. Unfortunately it is impossible to identify all the match contributions at this early stage as some additional funding from partner organisations will be secured through the bid work programmes (e.g. from travel plan work with specific organisations such as developers, business parks, and individual employers). Funds already identified and agreed include £50k from Rural Community Action Nottinghamshire (RCAN) to complement the ‘wheels to work’ project for 2012/13 and £12k in 2013/14; Stagecoach East Midlands will provide £100k to support the public transport vouchers for jobseekers project, £30k for promotional material, £130k towards the costs of smartcards, £2.8m for new vehicles, and £50k towards the cost of providing real-time; and East Midlands Trains will provide the rolling stock and crew to run additional services on the Newark to Nottingham line.

This potentially equates to over £3m of quantified external income to support the project (before the currently unquantifiable funding from future work programmes as detailed above) and in addition to the significant internal contribution.

A9. Partnership bodies

The County Council has many partners in the development and delivery of the LSTF bid. Detailed below are the partners’ roles and Appendix B contains letters of support from each of the key partners including details of their commitment to contributions towards the cost of a specific package element(s) where appropriate.

Key delivery partner	Partner’s role
East Midlands Trains	Delivery of service improvements on the Newark to Nottingham line
Energy Saving Trust	An established organisation responsible for the delivery of eco-driver training
Jobcentre plus	Helping to deliver travel plans for jobseekers; as well as

	referring and signposting jobseekers to the transport voucher scheme
NHS Nottinghamshire	Identification and delivery of active travel programmes to address poor levels of health
Ridewise	Delivery of adult cycle training and the organised rides cycling promotion scheme
RCAN	Administration of the ‘wheels to work’ and ‘ignition’ programmes
Stagecoach East Midlands	Lead bus operator in the development of multi-operator, multi-modal smartcards / integrated ticketing within the market towns; provision of discounted tickets for jobseekers; and the use of Euro V buses along corridors with poor air quality
Sustrans	Delivery of ‘Bike It’ in schools to enthuse pupils to cycle and walk to school
TTR consultants	Delivery of the successful ECO stars programme, working with freight and public transport operators

In addition to named partners above, several other groups of partners will be involved in the delivery of programmes of work as detailed below:

- Developers: In the delivery of residential travel plans and distribution of ‘new home’ packs giving details of sustainable transport options and signposts to further advice and information
- District councils: Through appropriate planning; securing funding through developer contributions, as well as local centre improvements
- ECO stars programme: An established fleet recognition scheme founded by the four South Yorkshire local authorities and South Yorkshire Passenger Transport Executive to provide operators of goods vehicles, buses and coaches with recognition, guidance and advice on fuel management and emission reduction
- Estate agents: In the distribution of ‘new home’ packs giving details of sustainable transport options and signposts to further advice and information
- Freight operators: In the delivery of programmes to reduce their carbon emissions
- Leisure sites: In the delivery of leisure travel plans and active travel events
- Local businesses: In the identification of local environmental improvement schemes to improve the vitality and viability of the market town centres
- Major employers: In the delivery of workplace travel plans
- Nottinghamshire City and County Employment and Skills Board: A public, private and third sector partnership existing to improve skills and open up access to the labour market in the Nottinghamshire area
- Public transport operators: In the delivery of marketing and identifying service and infrastructure improvements through the ongoing bus quality partnerships

- Schools and colleges: In the delivery of travel plans, as well as the inclusion of active travel education and promotion within the school curriculum.

SECTION B – The local challenge

B1. The local context

The structural economic changes affecting coal, textiles, clothing and other manufacturing industries in the early 1990s had a very serious impact on communities in the four market towns. Since then, whilst the county recovered well and unemployment reduced, levels of worklessness, lack of qualifications and low skills' levels has caused concern in some areas, particularly Mansfield. Although Nottinghamshire's economy has become more diverse and innovative, some parts of the four market towns have low skills, low innovation, and low wages.

The economy of each of the four market towns is diverse but has high levels of employment in at risk sectors (retail, distribution and manufacturing). The worldwide recession has impacted upon the local economy and employment. A significant drop in output has been reported and unemployment has risen sharply, with finance, retailing, construction and manufacturing being significantly affected. Manufacturing jobs tend to be relatively low-tech and highly concentrated in a small number of wards in Mansfield and Newark. The public sector is also a significant source of jobs in each market town and it is likely that far less investment in public services will be seen in the future; impacting on jobs being lost directly and in the wider economy. It is therefore vital that people are able to access the available jobs and, where necessary, training to open up new job opportunities, especially in Mansfield where there has been significant net job losses in the last two and a half years.

Effective transport provision will be a key factor in helping people access employment and training as well as ensuring the market towns stay well connected. It will also be important to manage the anticipated increases in traffic from business and commuting as the economy starts to grow again. Local businesses identify increasing congestion as a significant threat to business competitiveness and growth; with congestion regularly appearing as one of the top three issues in the Derbyshire and Nottinghamshire Chamber of Commerce business surveys. Consultation undertaken as part of the development of the third LTP identified the following four main challenges to improving the economy:

- Unreliable journey times because of congestion
- People unwilling to stop using their cars and use the bus, walk or cycle
- Not being able to get to where you want by bus or train
- More traffic on the roads from new housing and employment developments.

Jobs in the four market towns are mostly concentrated in the urban area, with smaller concentrations along their major arterial roads, primarily in business/ industrial estates. One of the main reasons the four market towns have been selected as the focus for this bid is their self containment in terms of residents

working close by and making short journeys to work; yet the large majority drive and the numbers travelling to work by bus, cycle or on foot is low and therefore offers considerable potential to reduce car trips and increase sustainable modes at peak times thereby reducing congestion.

Another reason the market towns were selected is that the majority of infrastructure is already in place in each of the towns to assist people to undertake sustainable journeys. The County Council provides considerable revenue support for bus services to ensure a high quality bus network. Significant investment has also been made in bus infrastructure along all of the main corridors; bus priority to enhance services; and new bus stations have recently been opened in two market towns, with a station in construction, and one in design in the remaining two market towns. Each of the market towns has a rail station which serves the local hinterlands. Similarly, quality cycle networks have been developed penetrating each of the market towns. Accessibility data shows access to employment opportunities and local services by cycling; walking and public transport is good. This has been achieved through investment in the transport network enabling people to move around effectively which is important given the low car ownership levels highlighted in section B2 Evidence below. Research and consultation, however, show there are still significant barriers to cycling, walking and using public transport in terms of low travel horizons (people unwilling to use these means due to lack of information about travel options or lack of confidence to travel outside their known area); affordability of public transport for those on low incomes; and ease of use.

The next step is to give people the 'nudge' to start using these networks on a regular basis and there is significant scope to do this given the infrastructure already in place, the self containment of the market towns and the high number of people making short car journeys to work as detailed above and in section B2.

B2. Evidence

Below is a summary of the relevant sections of the third LTP evidence base which can be viewed in full at <http://www.nottinghamshire.gov.uk/ltp3>

1. Employment, training and skills
1.1 Deprivation – Mansfield is in the 10% most deprived districts in England, and includes the most deprived Lower Super Output Area (LSOA) in the East Midlands region. Worksop and Newark has several of the most deprived LSOAs in England within the market town centre urban areas
1.2 Employment – Employment levels in Mansfield (64%) are significantly lower than the county (72%), regional (72%) and national (71%) averages
1.3 Unemployment – Unemployment rates in Mansfield are higher than both the UK and regional averages; and very high in several central wards (up to 9.4%). Unemployment rates in some central wards of both Worksop and Retford; and specific wards of Newark are significantly higher than both the UK and regional averages

1.4	Skills – Skills levels in Mansfield are well below the national and regional average as 21% of the working age population have no qualifications; and in Worksop and Retford 14% of the working age population have no qualifications; below the national and regional averages of 13%																																									
1.5	Access to work and training – There is poor access to employment from the rural hinterlands of Newark; and there is poor access to training for 16-19 year olds as well as to employment generally from the rural hinterlands of Worksop and Retford																																									
2. Travel to work and education																																										
2.1	Each of the market towns is very self-contained – 70% of Mansfield residents work in either Mansfield or adjoining Ashfield; 71% of Retford and Worksop residents work in the Bassetlaw district; and 60% of Newark residents work in Newark																																									
2.2	Journeys to work – Most current car journeys to work are short and could be made on foot, by cycle or on public transport as shown in the table below																																									
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2.3	Journeys to school – Despite 90% of schools having a travel plan, the percentage of 11-15 year olds travelling to school by car is increasing. 20% of pupils travelling to school by car are travelling less than 1 mile; and 70% of car journeys to school are less than 2 miles, yet only 4.5% of 11-15 year olds cycle to school																																									
3. Transport conditions																																										
3.1	Traffic flows and mileage – There are high traffic flows along the arterial and radial routes in Mansfield where several of the routes currently operate over capacity. There are high traffic flows along parts of the network in Worksop and Retford town centres. There has been an increase in the area wide traffic mileage in Newark (the only district in the county)																																									
3.2	Delay – Journey time surveys show that there are significant delays along sections of routes in each of the market towns as detailed in the table below																																									
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3.3	Costs of congestion – In 2007 emda estimated the economic costs of congestion to be £3m in the Mansfield and Newark housing market area (HMA); and £10m in the Northern HMA (which includes Worksop and Retford)																
3.4	Cycling levels – Cycling levels have reduced in each of the market towns and account for a small percentage of the total traffic entering the towns.																
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3.5	Bus – Bus patronage at Retford station has increased by 45% where a new bus station was opened in 2007. Patronage at Mansfield station has increased by 10%; a new bus station is under construction and will open in 2012. A new bus station opened in Newark in November 2011. Worksop does not have a bespoke bus station but a new station is currently being considered for delivery within the next three years																
3.6	Rail – Patronage has increased at most stations when compared to 2005. Patronage in Newark has increased greatly (32%) and Newark now has the 6 th largest flow of passengers on the East Coast Mainline. Patronage has increased by 24% at Retford station; 18% in Mansfield Woodhouse; and 14% at Worksop; but has decreased by 7% at Mansfield station																
3.7	Casualties – Despite significant countywide decreases in casualties the numbers of people killed or seriously injured (KSI) in road accidents in Mansfield has increased; with only a small decrease in child KSI casualties																
3.8	Car ownership – The percentage of households without a car varies greatly in each of the market towns as shown in the table below and is significantly higher than the national average (27%) in many wards																
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3.9	Carbon emissions and transport related air quality – Transport accounts for 36% of all carbon emissions in Newark and 35% of all carbon emissions in Retford and Worksop. Each of the market towns has locations within their centres that are close to exceedance of NOx levels																
3.10	Noise – 11 sections of the road network on the arterial routes into Mansfield and 2 sections of the network in Worksop are identified as 'First Priority Locations' due to noise																
4. Growth																	
4.1	It is predicted that large numbers of houses will be built in Mansfield																

(10,600) and Newark (7,678) in the next 15 years; and a large proportion of the county's future employment land development is predicted in Mansfield (neighbouring Ashfield) and Newark. Modelling undertaken by district councils as part of the emerging local development frameworks show that significant delay will occur on the road network without significant mitigation

5. Health	
5.1	The health of people in Mansfield, Worksop and Retford is worse than the national averages
5.2	Obesity – over 25% of adults and 21.5% of Year 6 children in Mansfield are obese; and 24.5% of adults and 20.6% of Year 6 children in Retford and Worksop are obese (England averages are 24.2% and 18.7% respectively)
5.3	Participation in sport – Mansfield has lower than the England average adult participation rates in active sport and recreation
5.4	Long-term limiting illness (LTLI) – LTLI is higher than the UK average (18%) in each of the market towns (Mansfield 24%; Worksop and Retford 22%; Newark 20%)
5.5	Life expectancy – Mansfield has significantly lower life expectancy levels than the national average for both males and females; whilst Retford and Worksop has significantly lower life expectancy levels than the national average for males

Consultation undertaken as part of the development of the third LTP identified the issues considered to be barriers to transport supporting the economy in Nottinghamshire (see section B1 the local context). The LTP consultation also identified ease of use, having to use too many buses and costs of fares as significant barriers to people using public transport. Lack of knowledge about routes, perceptions of time taken and ease of use were identified as significant barriers to cycling and walking. Research has shown that people are often reluctant to take jobs where they need to travel outside of their known area and lack of information about cycling, walking and public transport facilities prevents people from undertaking such journeys.

Conclusions

Based on the evidence above, transport's role to help stimulate economic growth and reduce carbon emissions in the four market towns will need to:

- assist in increasing employment rates and skills levels (given unemployment and skills rates) by helping people access jobs and training opportunities in the market town centres in relation to affordability and perceptions of available transport options, as well as access to actual networks
- address congestion and delay at peak times to reduce the impact this has directly on businesses as well as helping to attract inward investment. There is significant scope to increase walking, cycling and public transport levels by encouraging sustained modal change to alleviate congestion and delay, particularly at peak times as:
 - Each of the market towns is self-contained

- Each of the market towns has good existing walking, cycling and public transport networks
- Most car journeys to work and school are short and could be easily made on foot or bicycle (or public transport)
- Cycling levels are decreasing and can therefore be reversed
- help attract inward investment by making the four market towns more vibrant by improving access, reducing congestion, and environmental improvements
- help improve health levels given the current poor health levels, obesity and active participation in sport and the impact this has on the economy through the provision of facilities and encouraging more walking and cycling
- help accommodate planned housing and employment growth through effective travel planning and infrastructure provision by developers, and
- address carbon emissions from transport in some areas.

Seven LSTF objectives have therefore been developed to address these issues and to help deliver the County Council's LTP and wider corporate aims, shown in the table below.

Economic objectives	<p>LSTF objective 1 – Reducing congestion and delay and attracting inward investment and enterprise promotion through the provision of a reliable, resilient and convenient transport network</p> <p>LSTF objective 2 – Deliver sustained modal shift from the private car to more sustainable travel choices particularly for journeys made at peak times</p> <p>LSTF objective 3 – Helping people to access work and training opportunities to tackle worklessness and enable skills development</p> <p>LSTF objective 4 – Improve the vitality of the market town centres through renewal and regeneration</p> <p>LSTF objective 5 – Deliver sustainable housing and employment growth as a driver of economic activity</p>
Carbon reduction objective	<p>LSTF objective 6 – Deliver reductions in CO₂ emissions from transport by facilitating the transfer to low carbon public transport, freight and personal transport and the provision of low carbon transport infrastructure</p>
Health objective	<p>LSTF objective 7 – Improve health through enabling people to undertake active travel as well as healthy leisure activities</p>

The package of measures detailed in section C2 has therefore been specifically designed to address the identified issues and deliver the LSTF objectives above. Given that the necessary networks already exist the bid primarily focuses on changing travel behaviour by making cycling, walking and public transport more attractive through targeted travel planning, marketing and awareness raising activities; and supporting people to make these changes through incentives, training and small scale infrastructure improvements.

B3. Objectives

The overarching strategic transport goals for Nottinghamshire were developed as part of the consultation on the third LTP. Similarly, twelve local transport objectives were identified during the consultation to deliver the strategic goals. The bid package will help deliver 11 of the 12 objectives (the bid does not deliver the objective relating to maintaining the existing transport infrastructure). How the elements of the bid package will help support the Nottinghamshire strategic goals and transport objectives identified in the LTP are set out in the table below.

LTP objectives	How the LSTF bid package delivers the objectives
Objectives related to supporting economic growth	
Tackle congestion and make journey times more reliable	Through the development of travel plans (workplace, development led, educational, leisure and personalised) with a variety of partners; marketing and promotion of active travel and passenger transport facilities and services; infrastructure improvements; and providing incentives to encourage people to use them
Improve connectivity to inter-urban, regional, and international networks, primarily by public transport	Through partnership working with passenger transport operators to provide additional service provision, or increased frequency of services. Infrastructure improvements will also enhance connectivity for cyclists and pedestrians
Address the transport impacts of planned housing and employment growth	Through partnership working with developers and district councils to develop travel plans and the development of a travel pack on active travel and passenger transport options together with incentives to influence new buyers and home movers' travel choice and behaviour
Encourage people to walk, cycle and use public transport through promotion and provision of facilities	Through targeted marketing and promotion of existing and new facilities and services, together with incentives to encourage people to use them. Improvements to public transport and active travel infrastructure will be made to enhance facilities; further development of the on-line journey planner; and the provision of active travel training and events will give people the knowledge of suitable routes and the confidence and skills to walk and cycle
Support regeneration	By attracting inward investment by improving the vitality and viability of the four market towns through environmental improvements in the town centres; managing congestion to make journey times more reliable; and improving access to employment and training
Objectives related to helping protect the environment	
Reduce transport's	By reducing congestion and promoting and facilitating

impact on the environment (air quality, buildings, landscape, noise etc.)	the transfer of journeys to lower carbon vehicles through eco-driver training for passenger transport, freight and private vehicles; the development of electric vehicle charging points and the promotion and marketing of lower carbon transport choices
Adapt to climate change and the development of a low-carbon transport system	Through the ongoing development and marketing of walking, cycling and public transport networks and the development of electric vehicle charging points
Objectives related to improving health and safety	
Improve levels of health and activity by encouraging active travel (walking or cycling) instead of short car journeys	Through the provision of new facilities and improvements to existing facilities; targeted marketing and promotion of facilities; providing active travel training and the development of travel plans
Address and improve personal safety (and the perceptions of safety) when walking, cycling or using public transport	Through active travel infrastructure improvements; providing active travel training for adults and children; support tools to assist people in planning journeys; and marketing and promotion of routes
Objectives related to improving accessibility	
Improve access to employment and other key services, particularly from rural destinations	By supporting schemes that enable jobseekers to access employment and training opportunities where affordability or service provision is a barrier (e.g. 'wheels to work' and public transport and/or taxi vouchers); along with additional service provision or increased frequency of services to improve access
Provision of an affordable, reliable and convenient public transport network	Through additional provision or increased frequency of services; the development of multi-operator, multi-modal smartcards and integrated ticketing; and discounted tickets to incentivise and encourage people to use public transport

SECTION C – The package bid

C1. Package description

The bid aims to improve the vitality and viability of the market towns by improving access to the jobs, training and services, as well as leisure activities (and their associated economy) that are available within the towns. The market towns will act as the transport hubs, given the existing facilities and good transport links to them. The bid will target the key transport corridors into the market towns, and the communities adjacent to them. Where appropriate, mini-hubs will be created along these corridors to provide better integration between the existing cycling and walking networks (and car users to a lesser extent) and the key transport corridors.

The bid therefore aims to maximise usage of existing (and proposed) facilities. Where journeys are undertaken by motor vehicle, the bid also aims to promote and facilitate transfer of these journeys to lower carbon vehicles.

A large evidence base has been used to determine where the measures will be delivered. This has been examined within each market town at ward and lower super output area levels to ensure that all the measures included in the bid are concentrated on specific locations to ensure maximum impact with the resources available to address the issues identified in section B2 Evidence (e.g. to alleviate existing congestion and delay) and therefore the LSTF objectives.

The overall bid is focussed on targeting lifestyle changes and developing a sustainable, low carbon economy through four complementary elements:

1. Sustainable economy
2. Sustainable education
3. Travel support
4. Low carbon.

Within these four elements the components have been designed to provide a clear integrated approach to deliver the LSTF objectives. Most of the infrastructure to enable people to make sustainable journeys in the market towns is already in place. Where there are still gaps in the networks, however, the bid aims to fill these gaps (whether they are walking or cycling routes; 'at stop' bus facilities; service enhancements; or local environmental improvements).

The next step is to get people using the walking, cycling and public transport networks and facilities. The bid aims to encourage and enable people to make

long-term sustained changes to their travel behaviour (through the extensive travel planning; marketing and promotion; incentives; training; and events). It is recognised, however, that not everyone is able to stop using motor vehicles so the bid also aims to get those who can't use more sustainable means of transport to reduce their carbon emissions (through training and transfer to less polluting vehicles).

A key deficiency in LTP programmes to date has been the inability to provide revenue support to make the most of the infrastructure improvements that are available. The largely revenue based techniques described below will support and work in tandem with the ongoing LTP capital measures. This will lock in the benefits of infrastructure improvements and provide additional benefits and outcomes beyond those achieved through either the LTP or this fund alone.

It is vital to influence travel choices at important changes in people's circumstances before they determine their travel habits. Many of the programmes of work will therefore focus on change points such as taking up a new job, moving house or going to a new school or college. Providing the necessary information and guidance to people at these times will help influence their transport decisions and will therefore also help people make more sustainable travel choices to reduce congestion and delay and the impact this has on the economy and carbon emissions. Whilst the package has some specific measures aimed at reducing carbon emissions the remainder of the measures, particularly those relating to reducing congestion and delay, have been prioritised on their ability to reduce carbon emissions.

Element 1: Sustainable economy	
The measures to help deliver a more sustainable economy focus on a) improving access to employment and training; b) managing congestion to make journey times more reliable; and c) attracting inward investment by improving the vitality and viability of the market towns. This focus will also help deliver d) improvements to personal health which will benefit not only individuals but also the economy through reduced sickness etc., as well as e) encouraging the transfer to lower carbon forms of transport.	
The components of this element of the bid will primarily involve the development of travel plans with a variety of partners alongside intensive marketing of walking, cycling and public transport. Reusable resources will be developed to sustain these beyond the fund period and outside the bid area. A number of travel incentives will also be developed to help people into employment. In addition to environmental improvements in the market town centres, infrastructure and service improvements will be implemented, along with active travel training to support the travel planning and marketing.	
Key components of this element	Where it will be implemented and why
1.1 Workplace travel plans	Cost: LSTF - £84k revenue and £100k capital; Local contribution - £65k capital
Working in partnership with employers, workplace travel plans will be developed at existing major employment sites within the market town centres and at business parks/industrial estates along the arterial routes in to the town centres to influence travel choice and behaviour, particularly for employees making short journeys to work, to reduce congestion and delay and the impact this has on the economy and carbon emissions. This will start	Where: This work will be focussed in Mansfield, Worksop, Retford and Newark town centres and the industrial parks along key routes into Mansfield where there are high levels of delay at peak times
	Why: It addresses journey delays that each market town experiences; each town is self-sufficient and there is scope to change travel behaviour as the majority of existing car journeys to work are short and could be made on foot, cycle or bus; good cycling, walking and public transport infrastructure already exists; and it encourages healthy active lifestyles. (See section B2 Evidence (pages 3-5) paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health for further information as to why this measure is needed)

with sites with more than 100 employees and then focus on sites with 50-100 employees	What will it deliver: LSTF economic objectives 1, 2 and 5; carbon reduction objective 6; and health objective 7 (see section B2 Evidence on page 5 for full descriptions of the objectives)
<p>1.2 Development led travel plans and travel packs</p> <p>Working in partnership with developers and district councils to develop travel plans for new developments including support for area wide residential travel plans. A two tier approach to travel plans will be utilised; framework travel plans developed before occupation and residential travel plans upon occupation (the latter will be the focus for support by the County Council).</p> <p>This programme will also involve the development of a travel pack for new buyers and home movers to be distributed by developers and through estate agents</p>	<p>Cost: LSTF - £25k revenue and £45k capital</p> <p>Where: This work will be focussed in Mansfield, Worksop, Retford and Newark travel to work areas to ensure that all settlements which will be served by the market towns are included</p> <p>Why: It addresses journey delays that each market town experiences; each town is self-sufficient and there is scope to change travel behaviour as the majority of existing car journeys to work are short and could be made on foot, cycle or bus; good cycling, walking and public transport infrastructure already exists; and it will help influence travel choices before the new residents determine their travel habits. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1, 2 and 5; carbon reduction objective 6; and health objective 7</p>
<p>1.3 Jobseekers personalised travel plans</p> <p>Working in partnership with jobseekers and employment and skills agencies in Nottinghamshire to develop personalised travel plans to work and training opportunities.</p> <p>This travel planning assistance will help enable people to take jobs that they may not have considered due to their location (research has shown that people are often reluctant to take jobs where they need to travel outside of their known area); and will help people make more sustainable travel choices. It is also vital to influence travel choices at important changes in people's circumstances before they determine their travel habits</p>	<p>Cost: LSTF - £50k revenue</p> <p>Where: This work will be focussed in Mansfield, Worksop, Retford and Newark travel to work areas to ensure that jobseekers in all settlements which will be served by the market towns are included</p> <p>Why: It addresses journey delays that each market town experiences; each town is self-sufficient as the majority of journeys to work are short could be made on foot, cycle or bus; good cycling, walking and public transport infrastructure already exists; it will help influence travel choices before the jobseekers determine their travel habits; it will help overcome transport barriers to work as it will enable people to take jobs that they may not have considered due to their location. (See section B2 Evidence, paras 1. Employment, training and skills; 2. Travel; 3. Transport conditions; and 5. Health for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1, 2 and 3; carbon reduction objective 6; and health objective 7</p>
<p>1.4 Public transport vouchers for jobseekers</p> <p>Working in partnership with employment and skills agencies and Stagecoach (the major bus operator in the four market towns) to provide public transport vouchers to enable jobseekers to access employment and training opportunities. It will offer jobseekers free transport for up to the first six weeks of their employment to help them with the cost of getting to and from work before they get paid. The vouchers will also be available to jobseekers who attend training which will better equip them in finding employment</p>	<p>Cost: LSTF - £150k revenue; Local contribution - £100k revenue</p> <p>Where: This work will be focussed in Mansfield, Worksop, Retford and Newark travel to work areas to ensure that jobseekers in all settlements which will be served by the market towns are included</p> <p>Why: It will enable people to help overcome transport barriers to work (particularly affordability issues), helping them access work and training that they otherwise would not have been able to. It will also help influence travel choices before the jobseekers determine their travel habits thereby addressing journey delays that each market town experiences. (See section B2 Evidence, paras 1. Employment, training and skills; 2. Travel; 3. Transport conditions; and 5. Health; for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1, 2 and 3; and carbon reduction objective 6</p>
<p>1.5 Rural access to employment and training</p> <p>Working in partnership to improve access to work and training opportunities for people with transport difficulties (e.g. those without a car or where public transport is poor). It also helps those who will potentially work shifts as public transport provision outside the peak times is poor in some rural areas. It will support the 'wheels to work' scheme that provides a cycle or moped loan scheme of up to 1 year; and the 'ignition' scheme that provides a</p>	<p>Cost: LSTF - £65k revenue and £40k capital; Local contribution - £24k revenue and £38k capital</p> <p>Where: This work will be focussed in the rural hinterlands of Mansfield, Worksop, Retford and Newark to ensure accessibility to available jobs and training located within the market towns</p> <p>Why: It will enable people to help overcome transport barriers to work and enable people to access jobs and training within the market towns; it will also encourage the use of lower carbon forms of transport; and helps influence travel choices before the jobseekers determine their travel habits. (See section B2 Evidence, paras 1. Employment, training and skills; 2. Travel; 3. Transport conditions; and 5. Health for further information as to why this measure is needed)</p>

range of transport solutions including public transport passes, taxi vouchers or travel information and planning	What will it deliver: LSTF economic objective 3; and carbon reduction objective 6
Complementary components of this element	Where it will be implemented and why
1.6 Service provision/increased frequency of services Working in partnership with passenger transport operators to provide additional service provision, or increased frequency of services where a need is identified, particularly at peak commuting times (overcrowding and insufficient services were identified in the LTP consultation as reasons why people do not use public transport). This programme will include the County Council's existing subsidised bus and rail services. The LSTF funding will allow for the provision of an additional weekday morning service on the Newark to Nottingham rail line to provide additional capacity during the morning peak which will be subsidised for the period up to the next rail franchise when it is anticipated that the service will be included within the franchise	Cost: LSTF - £220k revenue; Local contribution - £990k revenue Where: The rail service will be focussed on the Newark to Nottingham line. Bus services will be focussed in the rural hinterlands of Mansfield, Worksop, Retford and Newark to improve access to available jobs and training located within the market towns Why: It will enable people to help overcome transport barriers to work and enable people to access jobs and training within the market towns. The rail improvement will help overcome perceptions of public transport and make it more attractive, helping to influence travel choices. The provision of this additional service will improve access to Newark for those without a car and help the transfer of car drivers to rail, helping to ease congestion and delay and the impact this has on the economy and carbon emissions. (See section B2 Evidence, paras 1. Employment, training and skills; 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health for further information as to why this measure is needed) What will it deliver: LSTF economic objectives 1, 2 and 3; and carbon reduction objective 6
1.7 Passenger transport infrastructure Provision of passenger transport infrastructure to make public transport more attractive to potential and existing users, e.g. development of 'pocket park and ride' sites where a need is identified; real-time information to provide more accurate information; and bus priority schemes	Cost: LSTF - £260k capital; Local contribution - £50k revenue and £1.05m capital Where: It will be focussed along the corridors which are well served by public transport and there is significant congestion, primarily routes to the north and south of Mansfield; and routes north of Worksop Why: The provision of infrastructure will make public transport more attractive to car drivers and the transfer of mode will help ease congestion and delay and the impact this has on the economy and carbon emissions. (See section B2 Evidence, paras 1. Employment, training and skills; 2. Travel; 3. Transport conditions; and 5. Health for further information as to why this measure is needed) What will it deliver: LSTF economic objectives 1, 2 and 4; and carbon reduction objective 6
1.8 Environmental improvements Environmental improvements to help make the market town centres more attractive and improve their vitality and viability as economic centres, thereby helping to attract inward investment	Cost: Local contribution - £750k capital Where: At locations within each of the four market towns to enable regeneration Why: To make the market towns attractive places to use as shopping and recreational centres; and to attract businesses to the market towns and create job opportunities. (See section B2 Evidence, paras 1. Employment, training and skills; and 3. Transport conditions for further information as to why this measure is needed) What will it deliver: LSTF economic objective 4

Element 2: Sustainable education

The measures to help deliver more sustainable education will focus on a) improving access to education; and b) managing congestion to make journey times more reliable. This focus will also help deliver improvements to c) personal health and help tackle child obesity; as well as d) encouraging the transfer to lower carbon forms of transport.

It is anticipated that through early intervention, lifestyle habits can be formed at an early age, sustaining these benefits long into the future. The components of this element of the bid will primarily involve the continuing involvement of travel plans at schools and colleges close to locations with significant congestion to help reduce delay on main arterial and radial routes (and the impact this has on the economy and carbon emissions); and to encourage healthy active lifestyles. These will be supported by active travel training. Reusable resources will be developed to sustain these beyond the fund period and outside the bid area. Safer routes to school infrastructure along with school transport service improvements will be implemented to support the travel planning and training.

Key components of this element	Where it will be implemented and why
<p>2.1 Education travel plans</p> <p>Working proactively in partnership with education establishments and their communities to develop and actively sustain travel plan momentum. The travel plan measures will be aimed primarily at pupils in years 6 and 7, and first year at colleges of further education to target those about to, or in the process of changing their location of study to influence travel choices before travel habits are determined. These pupils are also more independent to make their own travel choices and therefore encouraging them to make more sustainable choices from an early age could then be continued for a lifetime</p>	<p>Cost: LSTF - £153k revenue</p> <p>Where: At schools and colleges close to locations with significant congestion to help reduce delay on main arterial and radial routes in Mansfield, Worksop and Retford</p> <p>Why: It addresses journey delays that each market town experiences; there is scope to change travel behaviour as the majority of existing car journeys to school are short and could be made on foot, cycle or bus; good cycling, walking and public transport infrastructure already exists; and it encourages healthy active lifestyles to help tackle poor health and obesity. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1 and 2; carbon reduction objective 6; and health objective 7</p>
<p>2.2 Active travel training</p> <p>Working in partnership to deliver active travel (walking and cycling) training at schools that are engaged in travel plan work. Whilst the County Council will deliver the national Bikeability cycle training and local walking training programmes to equip the pupils with the skills they need, Sustrans will be employed to go into the schools and colleges to enthuse pupils and bring about mode change.</p>	<p>Cost: LSTF - £158k revenue; Local contribution - £186k revenue</p> <p>Where: At schools and colleges close to locations with significant congestion to help reduce delay on main arterial and radial routes in Mansfield, Worksop and Retford</p> <p>Why: It addresses journey delays that each market town experiences; there is scope to change travel behaviour as the majority of existing car journeys to school are short and could be made on foot, cycle or bus; good cycling and walking infrastructure already exists; and it encourages healthy active lifestyles to help tackle poor health and obesity. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; and 5. Health for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1 and 2; carbon reduction objective 6; and health objective 7</p>
<p>2.3 Safer routes to school and the school crossing patrol programme</p> <p>Delivery of the safer routes to school programme as well as the school crossing patrol programme. These measures will be implemented to complement the travel planning and active training programmes as detailed above in 2.1 and 2.2. Such schemes will also improve accessibility to employment and training on foot and cycle for the rest of the community</p>	<p>Cost: LSTF - £140k capital; Local contribution - £450k revenue and £200k capital</p> <p>Where: At schools and colleges close to locations with significant congestion to help reduce delay on main arterial and radial routes in Mansfield, Worksop and Retford</p> <p>Why: To address road casualties; improve perceptions of road safety to encourage walking and cycling to school (thereby addressing local congestion and delay and encouraging healthy lifestyles); and to provide links to the walking and cycling networks for the whole community. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; and 5. Health for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1, 2, 3 and 4; carbon reduction objective 6; and health objective 7</p>
<p>Complementary components of this element</p>	<p>Where it will be implemented and why</p>
<p>2.4 Discretionary concessionary fares</p> <p>Working in partnership with passenger transport operators to provide discretionary concessionary fares. In addition to the national scheme, the County Council's concessionary fare scheme offers free travel to all Year 7 pupils; as well as discounted season tickets for all ages. These pupils are more independent to make their own travel choices and therefore encouraging them to make more sustainable choices from an early age could then be continued for a lifetime</p>	<p>Cost: Local contribution - £300k revenue</p> <p>Where: This is available to pupils throughout the county, including each of the four market towns</p> <p>Why: Free or cheaper bus fares for pupils travelling to school aims to encourage them to use public transport rather than the car; thereby reducing congestion and delay; it targets pupils in the process of changing their location of study to influence travel choices before they determine their travel habits. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; and 5. Health for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1 and 2; and carbon reduction objective 6</p>

2.5 Service provision/increased frequency of services Working in partnership with passenger transport operators to provide enhanced school bus services (including frequency) where a need is identified. The County Council has a programme of geographical reviews to identify and deliver improvements in all passenger transport services (including school transport provision) to provide a more holistic delivery of services	Cost: Included in section 1.6 above as service changes will be determined as part of the same review
	Where: This will be undertaken throughout the county, including each of the four market towns
	Why: Providing services where they are needed and making public transport more attractive to encourage pupils to use public transport rather than the car; thereby reducing congestion and delay. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health for further information as to why this measure is needed)
	What will it deliver: LSTF economic objectives 1 and 2; and carbon reduction objective 6

Element 3: Travel support Travel support measures will focus on a) managing congestion to make journey times more reliable; b) helping deliver improvements to personal health through active travel for all age groups; and c) encouraging the transfer to lower carbon forms of transport. The components of this element of the bid will primarily involve intensive targeted marketing and promotion of active travel and passenger transport by a variety of mechanisms, including personalised travel planning. Reusable resources will be developed to sustain these beyond the fund period and outside the bid area. A number of travel incentives will also be developed to encourage people to use public transport. Support tools (such as on-line journey planners) will be further developed and infrastructure and service improvements will be implemented, along with active travel training and events to support the marketing and travel planning.	
Key components of this element	Where it will be implemented and why
3.1 Personalised travel plans Personalised travel plans will be developed and delivered at selected households in the urban areas along the main arterial routes where there is significant delay caused by congestion, and in the satellite communities that these congested routes lead to. Locations have been prioritised based on the level of congestion; where good facilities already exist (i.e. public transport services; walking and cycle routes); and where the census data highlights that there is scope to increase bus usage, cycling and walking	Cost: LSTF - £459k revenue and £94k capital Where: 12,000 households in Mansfield along the routes to the north, east and south-west of the town; and 5,000 households in Worksop along the routes to the north of the town as congestion is worst along these routes Why: To address journey delays that each market town experiences; each town is self-sufficient and there is scope to change travel behaviour as the majority of existing car journeys to work are short and could be made on foot, cycle or bus but are currently made by car; good cycling, walking and public transport infrastructure already exists; and it encourages healthy active lifestyles to help tackle poor health and obesity. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health for further information as to why this measure is needed) What will it deliver: LSTF economic objectives 1, 2 and 3; carbon reduction objective 6; and health objective 7
3.2 Marketing of passenger transport Development and delivery of marketing campaigns for passenger transport use for targeted audiences at locations along the main arterial routes where there is significant delay caused by congestion and in the satellite communities that these routes lead to. This will be at locations in addition to those identified for personalised travel planning. Locations have been prioritised based on the level of congestion; where good public transport services and facilities already exist; but where data highlights there is scope to increase bus usage. This will include the development of passenger transport publicity materials which will be used outside the bid area and beyond the fund period	Cost: LSTF - £483k revenue and £100k capital; Local contribution - £60k revenue Where: 30,000 households in Mansfield along the routes to the north-east and south-east of the town (as well as those along the routes to the north, east and south-west where personalised travel planning does not take place); 20,000 households in Worksop and Retford along the routes to the north-east and south-west of Worksop (as well as those along the routes to the north of Worksop where personalised travel planning does not take place) and north and south of Retford; 10,000 households in Newark along the routes to the east of the town Why: It addresses journey delays that each market town experiences; each town is self-sufficient and there is scope to change travel behaviour; good bus services with spare capacity already exist; the majority of car journeys to work could be made by bus. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health for further information as to why this measure is needed) What will it deliver: LSTF economic objectives 1, 2 and 3; and carbon reduction objective 6
3.3 Marketing of active travel Development and delivery of marketing campaigns on active	Cost: LSTF - £242k revenue and £51k capital Where: 12,500 central households in Mansfield along the routes to the north-east, north-west, south and

<p>travel for key audiences and at targeted locations along the main arterial and radial routes where there is significant delay caused by congestion. This will include the development and delivery of marketing campaigns on existing infrastructure to maximise its usage for commuting and leisure. The marketing will be at locations in addition to those identified for personalised travel planning. Locations have been prioritised based on the level of congestion; where good walking and cycle facilities already exist; but where the census data highlights that there is scope to increase cycling and walking; and where health levels are poor. The development of publicity materials on active travel will be undertaken as part of this programme which will be used outside the bid area and beyond the fund period</p>	<p>west of the town (as well as those to the north, east and south-west where personalised travel planning does not take place); 8,000 central households in Worksop to the north-east and north-west of the town (as well as those along the routes to the north where personalised travel planning does not take place); 2,500 central households in Retford to the north-east and north-west of the town; 7,000 central households in Newark along the routes to the east, north-east, north-west and south-west of the town</p> <p>Why: It addresses journey delays that each market town experiences; each town is self-sufficient and there is scope to change travel behaviour as good cycling and walking facilities already exist and the majority of existing car journeys to work are short and could be by cycle or on foot; it encourages healthy active lifestyles and addresses the health issues faced in the towns. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1, 2 and 3; carbon reduction objective 6; and health objective 7</p>
<p>3.4 Marketing of car sharing Development and delivery of marketing campaigns on car sharing for key audiences and at targeted locations along the main arterial routes where there is significant delay caused by congestion; and in the satellite communities that these routes lead to. This will be at locations in addition to those identified for personalised travel planning. Locations have been prioritised based on the level of congestion; where the census data highlights that there is high car ownership and where large numbers of people are currently driving to work. Focusing on a large number of households along specific corridors will increase the chance of matching people's journeys</p>	<p>Cost: Included in section 3.2 above as targeted at same households</p> <p>Where: 30,000 households in Mansfield along the routes to the north-east and south-east of the town (as well as those along the routes to the north, east and south-west where personalised travel planning does not take place); 20,000 households in Worksop and Retford along the routes to the north-east and south-west of Worksop (as well as those along the routes to the north of Worksop where personalised travel planning does not take place) and north and south of Retford; 10,000 households in Newark along the routes to the east of the town</p> <p>Why: It addresses journey delays that each market town experiences; there is significant scope to increase car sharing as the majority of car journeys to work are single occupancy journeys. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth and 5. Health for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1, 2 and 3; and carbon reduction objective 6</p>
<p>3.5 Discounted public transport tickets Work in partnership with passenger transport operators to provide discounted public transport tickets to incentivise and encourage people to use them. They will be offered as part of workplace travel plans but also as part of public transport marketing campaigns. The offer will focus on those travelling along the most congested routes that have established existing services to ensure that they deliver improvements to delay</p>	<p>Cost: LSTF - £150k revenue</p> <p>Where: This programme will be targeted at the residents of satellite communities around each of the market towns whom currently drive to work to encourage them to use public transport</p> <p>Why: Increased bus use will help address journey delays that each market town experiences; each town is self-sufficient and there is scope to change travel behaviour as the majority of current car journeys to work could be made by bus; it helps overcome perceptions of public transport and influence travel choices; makes public transport more attractive to users; good bus services with spare capacity already exist. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1 and 2; and carbon reduction objective 6</p>
<p>3.6 Active travel training and events Working in partnership to deliver walking and cycling training/ events for the whole family to encourage the take up of walking and cycling and ensure people have the confidence to undertake such journeys. Cycle training will utilise existing training programmes offered by local not-for profit organisations. In addition to training offered through workplace, personal and leisure travel planning, training will be developed for individuals</p>	<p>Cost: LSTF - £70k revenue</p> <p>Where: Events will be developed and delivered in each market town close to locations with significant congestion. Active travel training to individuals and communities identified by NHS partners to tackle illness including heart disease and obesity will be focussed on adults in the north, south and west of Mansfield; north, east and south of Worksop; and south of Retford. It will focus on children in the north and east of Mansfield; east and west of Worksop; and east of Retford</p> <p>Why: There is significant scope to increase cycling and walking levels as the majority of journeys to work are short yet only 15% of these journeys are made on foot or cycle; cycling levels have decreased in each</p>

<p>and communities identified by NHS partners to tackle illness such as heart disease and obesity.</p> <p>The events will build on (and include) existing popular guided ride and walking programmes to reach new audiences. Cycling events will be established to complement the Great Notts Bike Ride as part of establishing a Festival of Cycling in partnership with the City Council. Walking programmes will be delivered and marketed to utilise the existing rights of way network, including a series of walks accessible by public transport</p>	<p>of the markets towns during the last five years; to increase participation in active sport and recreation and encourage healthy active lifestyles to overcome health issues; to promote and utilise the existing walking, cycling and rights of way networks to maximise their usage; thereby addressing congestion and delays that each town experiences. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health for further information as to why this measure is needed)</p>
<p>Complementary components of this element</p>	<p>Where it will be implemented and why</p>
<p>3.7 Active travel infrastructure improvements</p> <p>Small scale waking and cycling infrastructure improvements delivered annually, primarily through the LTP integrated transport funding allocation, to improve accessibility to employment, training and market town centres and to support travel planning work. This will include the provision of:</p> <ul style="list-style-type: none"> • completing the gaps in the existing networks to town centres • cycle parking at key locations including bus stops along the most congested routes where frequent bus services already exist to provide better integration for cyclists so that longer journeys can be made • pedestrian and toucan crossings to enable safe crossing of busy roads • improved signing of cycle and pedestrian routes to key services and interchange points 	<p>Cost: LSTF - £400k capital; Local contribution - £2.07m capital</p> <p>Where: The schemes will be delivered where there are currently gaps in the cycling and walking networks in Mansfield, Worksop, Retford and Newark along the corridors with existing congestion and delay</p> <p>Why: There is significant scope to increase cycling and walking levels as the majority of journeys to work are short yet only 15% of these journeys are made on foot or cycle; cycling levels have decreased in each of the market towns during the last five years; to increase participation in active sport and recreation and encourage healthy active lifestyles to overcome health issues; to promote and utilise the existing walking, cycling and rights of way networks to maximise their use; help support travel planning and marketing that will be undertaken to promote cycling and walking as an alternative to the car; thereby addressing congestion and delays that each town experiences. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1, 2, 3, 4 and 5; carbon reduction objective 6; and health objective 7</p>
<p>3.8 Marketing of new infrastructure</p> <p>Development and delivery of marketing campaigns for new infrastructure to maximise its usage for commuting and leisure purposes for key audiences and at targeted locations</p>	<p>Cost: LSTF - £14k revenue and £6k capital</p> <p>Where: Households adjacent to and served by new infrastructure schemes in each of the market towns</p> <p>Why: There is significant scope to increase cycling and walking levels as the majority of journeys to work are short yet only 15% of these journeys are made on foot or cycle; to increase participation in active sport and recreation and encourage healthy active lifestyles to overcome health issues; thereby addressing congestion and delays that each market town experiences. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health; for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1, 2 and 3; carbon reduction objective 6; and health objective 7</p>
<p>3.9 On-line journey planner</p> <p>Further development and provision of the on-line journey planner. This will involve the purchase of a web based cycling journey planner, which will be updated by users to avoid ongoing maintenance costs. Consultation undertaken as part of the development of the LTP identified lack of knowledge about routes and the perceptions about difficulty and length of journeys to be a major reason why people choose not to cycle</p>	<p>Cost: LSTF - £30k capital</p> <p>Where: This will be at a countywide level but will initially focus on the four market towns</p> <p>Why: The provision of a bespoke cycle journey planner will help overcome perceptions about difficulty and length of journeys; encourage cycling and thereby increase participation in active sport and recreation; encourage healthy active lifestyles to overcome health issues; and address congestion and delays that each market town experiences. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health for further information as to why this measure is needed)</p> <p>What will it deliver: LSTF economic objectives 1, 2 and 3; carbon reduction objective 6; and health</p>

	objective 7
3.10 Leisure site travel plans Working in partnership with key leisure sites to develop travel plans. Locations have been prioritised based on the level of congestion; where good facilities already exist (i.e. public transport services; walking and cycle routes)	Cost: LSTF - £25k revenue
	Where: At major trip attractors (e.g. sports venues, show grounds, theatres etc.) in each of the market towns which are located on routes that have existing congestion and delay
	Why: It addresses journey delays that each market town experiences; there is scope to change travel behaviour as the majority of existing short car journeys could be made on foot, cycle or bus; it encourages healthy active lifestyles to help tackle poor health and obesity. (See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth; and 5. Health; for further information as to why this measure is needed)
	What will it deliver: LSTF economic objectives 1 and 2; carbon reduction objective 6; and health objective 7
3.11 Multi-operator and multi-modal smartcards and integrated ticketing Working in partnership with passenger transport operators to provide multi-operator, multi-modal smartcards and integrated ticketing, making it easier and cheaper for people to make journeys on more than one bus operated by different companies to make public transport more attractive to existing and potential users. Although Stagecoach will be leading this element of work, it will be effective amongst all of the operators (including community transport) providing services in the four market towns	Cost: LSTF - £150k revenue and £250k capital; Local contribution - £130k revenue
	Where: In each of the four market towns
	Why: It removes barriers to public transport use; makes public transport more attractive to users; each market town is self-sufficient and there is scope to change travel behaviour; good bus services with spare capacity already exist; increased bus use will help address journey delays that each town experiences. See section B2 Evidence, paras 2. Travel; 3. Transport conditions; 4. Growth and 5. Health for further information as to why this measure is needed)
	What will it deliver: LSTF economic objectives 1, 2 and 3; and carbon reduction objective 6

Element 4: Low carbon

The measures to help deliver the low carbon element will focus on helping facilitate the transfer to low carbon public, freight and personal transport.

The components of this element of the bid will primarily involve working in partnership with operators to deliver low carbon transport; alongside promotion and marketing of sustainable transport alternatives, including low carbon vehicles (encouraging walking, cycling and public transport is included within other elements of the bid). These measures will be supported by the provision of low carbon transport infrastructure such as new vehicles, vehicle charging points and education/promotion of eco-driver training.

Key components of this element	Where it will be implemented and why
4.1 Eco-driver training (public transport and private cars) Working in partnership with passenger transport operators on the development of eco-driver training for PCV drivers; as well as utilising the existing training scheme run by the Energy Saving Trust to improve fuel efficiency and reduce the carbon emissions of vehicles for businesses	Cost: LSTF - £50k revenue
	Where: Worksop, Retford and Newark will be the focus of this scheme due to the levels of carbon emissions in the Bassetlaw and Newark & Sherwood districts
	Why: To reduce emissions from transport as there are high levels of carbon emissions in the Bassetlaw (Worksop and Retford) and Newark & Sherwood districts due to transport as well as locations close to exceedence of NOx in Worksop, Retford and Newark. (See section B2 Evidence, paras 3. Transport conditions; and 4. Growth for further information as to why this measure is needed)
	What will it deliver: LSTF carbon reduction objective 6
4.2 Low carbon freight Working in partnership with freight operators to encourage the transfer of freight to low carbon methods and to deliver eco-driver training. This will utilise the already successful ECO stars programme. The major freight companies travelling through each of the market towns have been identified and will be the	Cost: LSTF - £130k revenue
	Where: This will be introduced at targeted freight operators in the county as freight operators do not operate uniquely within any one area
	Why: To reduce emissions from transport as there are high levels of carbon emissions in the Bassetlaw (Worksop and Retford) and Newark & Sherwood districts due to transport as well as locations close to

focus for this scheme	exceedence of NOx in Worksop, Retford and Newark. (See section B2 Evidence, paras 3. Transport conditions; and 4. Growth for further information as to why this measure is needed) What will it deliver: LSTF carbon reduction objective 6
Complementary components of this element	Where it will be implemented and why
4.3 Electric vehicle charging points The development of electric vehicle charging points at key locations across the county. Currently, there are no electric vehicle charging points within the county making it difficult for owners of electric vehicles to make longer journeys	Cost: LSTF - £60k capital Where: At key locations along the county's core road network within the bid area Why: To provide a strategic network of charging points linked to the national network to enable electric vehicles to make more (and longer) journeys thereby reducing CO ₂ and NOx emissions. (See section B2 Evidence, paras 3. Transport conditions for further information as to why this measure is needed) What will it deliver: LSTF carbon reduction objective 6
4.4 Improved emission passenger transport vehicles The use of Euro V buses to reduce emissions on specific routes which have significant delays and therefore CO ₂ and NOx emissions	Cost: Local contribution - £2.8m capital Where: Mansfield and Worksop Why: To provide cleaner vehicles on specific routes with congestion to reduce the resultant CO ₂ and NOx emissions. (See section B2 Evidence, paras 3. Transport conditions for further information as to why this measure is needed) What will it deliver: LSTF carbon reduction objective 6

C2. Package costs

Further detail on the funding for each of the scheme elements is included in Appendix C.

Scheme element 1	£K	2012-13	2013-14	2014-15	Total
Sustainable economy	Revenue	86	253	255	594
	Capital	30	207	208	445
Scheme element 2	£K	2012-13	2013-14	2014-15	Total
Sustainable education	Revenue	84	113	114	311
	Capital	20	60	60	140
Scheme element 3	£K	2012-13	2013-14	2014-15	Total
Travel support	Revenue	193	663	737	1593
	Capital	42	381	508	931
Scheme element 4	£K	2012-13	2013-14	2014-15	Total
Low carbon	Revenue	40	70	70	180
	Capital	0	30	30	60
Scheme element 5	£K	2012-13	2013-14	2014-15	Total
Management and monitoring	Revenue	10	25	25	60
	Capital	25	60	60	145
GRAND TOTAL					4459

C3. Rationale and strategic fit

The bid package has been developed to address the challenges and LSTF objectives identified in section B. The bid centres on the four market towns in the county and their surrounding built up areas due to the concentration of jobs and services within them. The bid therefore aims to improve the vitality and viability of

the market towns and influence the patterns of travel within them by improving access to the jobs, training and services, as well as leisure activities (and their associated economy) that are available within the towns. The bid supports the work being undertaken by several organisations and the County Council's economic regeneration team to help deliver planned economic improvements in each of the market towns. These include the aspirations of the D2N2 Local Enterprise Partnership and Derbyshire and Nottinghamshire Chamber of Commerce (Appendix B details their support for this bid) as well as district council economic development strategies.

An equality impact assessment has been undertaken on the package bid elements to ensure that they do not negatively impact on particular groups or communities. Whilst the bid will focus on improvements to the market towns and surrounding areas it is not considered that they will have any negative impacts outside the bid area. Identification of the package bid elements to be delivered has been undertaken based on the clearly identified issues given in section B2 and will be delivered where it is felt they will have the biggest impact.

The four elements of the bid focus on delivering a more sustainable economy (targeting work related journeys including the commute); sustainable education (targeting school/training related journeys); travel support for all types of journeys (including leisure trips); and facilitating low carbon transport (attempting to reduce emissions for all types of journeys).

The bid has a clear integrated approach to delivery of LSTF objectives as detailed at the start of section C1 (package description) and will provide the necessary infrastructure to improve accessibility to the market towns; enable people to

undertake active travel; and to improve the attractiveness and vitality of the market towns. This will primarily be funded through ongoing integrated transport funds as well as other County Council capital funding sources.

To maximise the usage of the cycling, walking and public transport infrastructure that are provided, targeted sustainable transport marketing and promotion and travel plans will be delivered to encourage modal shift to active travel modes and public transport. The bid will also help provide users with the tools, information and training to make safe and convenient journeys. This will primarily be funded through the revenue funding available from the fund.

The market towns will act as the transport hubs, given the existing facilities and good transport links to them. The bid targets the key transport corridors into the market towns, and the communities adjacent to them and therefore aims to maximise use of existing and proposed facilities. Where journeys are undertaken by motor vehicle, the bid also aims to promote and facilitate the transfer of these journeys to lower carbon vehicles (including public, freight and personal transport).

The County Council provides significant amounts of revenue funding to subsidise socially necessary bus and rail services. The proposed bid will complement these services by providing low emission improvements to the passenger transport network infrastructure to reduce emissions from such services, particularly in areas with high CO₂ emissions. The bid will provide better integration of the passenger transport network through the development costs of multi-operator, multi-modal smartcards and integrated ticketing; as well as improved integration with car users. The bid will also provide the revenue funding to effectively market the bus services (through campaigns and travel planning) along the key transport corridors and within the wards of each market town where people are using their cars for short journeys to work or school. These measures will help address congestion and the resultant air quality and carbon emission improvements; and improve accessibility.

Travel plans are developed as part of new developments (along with the provision of necessary infrastructure) and funded through developer contributions; and travel plans have been developed at 90% of County schools. The proposed bid will provide the support to maintain these travel plans effectively and ensure continued involvement to help them remain active. It will also provide revenue funding to develop targeted residential/personalised and workplace travel planning. This will include the development of tools and resources that will be used beyond the bid funding period (to help ensure the measure is sustainable) and outside the bid area (thereby providing benefits outside the bid area). These measures will help address congestion and the resultant air quality and carbon emissions; improve accessibility; and improve health by encouraging active travel.

The Council has justifiably developed extensive walking and cycling networks utilising integrated transport funding. It is proposed that this funding will continue to

be used to provide small scale infrastructure improvements to complete gaps in the networks and to better integrate the networks with public transport corridors into the market towns. The proposed bid will provide the revenue funding to effectively market the existing facilities (through campaigns and travel planning) along the key transport corridors where journey delays are greatest and people are using their cars for short journeys to work or school. It will also provide additional cycle training in areas that require it. These measures will help address congestion and the resultant air quality and carbon emission improvements; improve accessibility; improve health by encouraging active travel; and improve safety.

The Council funds a programme of Local Improvement Schemes which include environmental improvements to boost the vitality and viability of market town centres. The proposed bid will complement this work through encouraging sustainable access to them (as detailed in the measure above). Access to employment and training will also be assisted through supporting people into work and training such as 'wheels to work' and discounted passenger transport tickets.

The Nottinghamshire Strategic Plan 2010-2014 sets out the County Council's vision for Nottinghamshire...**"to be a county that is safe; economically prosperous; a place where businesses want to invest; and where we are proud of our past and ambitious for our future"**. The Strategic Plan complements the wider Nottinghamshire Sustainable Community Strategy 2010-2020 which identifies six priorities for the future:

1. A greener Nottinghamshire –The bid will help deliver improvements to the environment through helping reduce carbon emissions but also improving air quality generally through the promotion of more sustainable travel choices and their consequent reductions in congestion. The bid will also help deliver an improved, lower carbon transport network.

2. A place where Nottinghamshire's children achieve their full potential – The bid will help improve safety through education and safety programmes delivered as part of travel plans. Health will be improved through increased active travel (which will also offer opportunity to enjoy sports), as well as anticipated air quality improvements through reduced congestion. Measures to improve accessibility to work and training will also help children access leisure and arts. Improvements to the economy achieved through the bid measures will also impact on economic issues affecting children and young people.

3. A safer Nottinghamshire – this includes crime and anti-social behaviour. The bid will help improve anti-social behaviour through infrastructure improvements (e.g. at bus stops) as well as perceptions of safety through marketing campaigns.

4. Health and well-being for all – The bid will encourage active travel which will help tackle obesity. Reductions in congestion and the consequent improvements in air quality (and potentially noise) will improve health and well-being. Infrastructure improvements will also help improve accessibility to GPs and hospitals as well as

active lifestyles. All improvements delivered to the transport networks will consider the needs of the disabled and vulnerable.

5. A more prosperous Nottinghamshire – The key aim of the bid is to improve the economy. The bid aims to help deliver district centre renewal through enabling access to the market towns. Travel planning will help deliver sustainable housing and employment growth as a driver of economic activity. Helping address unreliable journey times through the encouragement and provision of alternatives to the private car will help attract inward investment and enterprise promotion. The bid's elements will also enable skills development and employment opportunities through enabling people to access work and training.

6. Making Nottinghamshire's communities stronger – The community involvement as part of the Local Accessibility Transport Studies and Local Improvement Schemes that will be undertaken during the bid period will also help deliver improved community belonging, ownership and identity.

The bid package therefore has a good strategic fit with LTP objectives as identified in section B3, as well as the local priorities identified in the Sustainable Community Strategy as well as LEP, Chamber of Commerce and district council strategies.

C4. Community support

Extensive consultation undertaken with a range of consultees as part of the development of the third LTP identified the local transport priorities for the county; the challenges to delivering these priorities; and the types of measures to address the challenges. The results of the consultation identified the same challenges and measures to address them as those detailed within this bid. There is therefore significant community support for what the bid is trying to address as well as the bid's package of measures.

The LTP consultation respondents identified the following as the biggest transport challenges to supporting the economy and tackling climate change:

- unreliable journey times because of congestion
- too many short car journeys made instead of walking and cycling
- people unwilling to stop using their cars and use the bus, walk or cycle
- not being able to get to where you want by bus or train
- road traffic causing air pollution
- more traffic on the roads from new housing and employment developments.

When asked about addressing these challenges respondents considered the following as the highest priority:

- active travel (including travel planning; marketing and promotion; and measures to help walking/cycling)
- reducing the need to travel (including smarter choices measures)
- public transport service improvements (including marketing and promotion)

- bus priority and infrastructure (including improved ticketing and bus stop facilities)
- public transport interchange (including all facilities where people may connect to public transport)

Summaries of the consultation responses are available on the County Council's website at <http://www.nottinghamshire.gov.uk/ltp3.htm#consultation>.

The County Council also undertakes a programme of Local Accessibility Transport Studies (LATS) and Local Improvement Schemes (LIS) in partnership with local communities to identify transport improvements in their local area. This has been a successful approach adopted and refined over the last decade. LATS and LIS will continue to be developed during the lifetime of the third LTP (and therefore the bid period) to help ensure community involvement in local transport improvements.

SECTION D – Value for money

D1. Outcomes and value for money

The proposed bid will look to deliver a number of quantifiable outcomes and outputs by the end of the fund period. The packages of measures will be targeted based on social and distributional impact analysis as well as the effects of smarter choices programmes in the sustainable travel towns so as to ensure the maximum impact for limited resources. This approach of targeting the right measures at the right audience, rather than a blanket approach across a wide area will ensure that the funds are utilised to generate the maximum impacts within the four market towns. It is well documented that those living in households without a car travel less than other households (25% less than one car households), but more importantly for this programme is the Bayliss (2009) research showing people on low incomes with a car travel twice as much on average as their non-car owning counterparts, yet use public transport for only half the number of journeys and even walk and cycle about a third less. Understanding the factors driving behavioural change such as these, along with having an extensive and thorough evidence base will ensure value for money is achieved across this programme. The proposed outcomes and measures to determine value for money are detailed below.

Element 1 - Sustainable economy

Journey time savings: LTP targets to reduce average journey times during the morning peak will be stretched so that journey time increases are restricted to only 0.5% in each market town. TEMPRO v6.2 forecasts traffic growth of 5.5% during the period 2012-2016 and therefore this restriction will result in savings of approximately £5.7m per year, totalling over £22m during the funding period.

People helped into employment: Several of the proposed bid components aim to help people into work and training. Information is not available on all the elements to determine the savings to the taxpayer of someone being helped into work,

rather than being economically inactive and claiming benefits. Where this information is available the savings have, however, been calculated and equated to anticipated savings of £2.185m over the funding period, made up of:

- £1.8m savings from the public transport vouchers for jobseekers project
- £0.385m savings from the 'wheels to work' programme.

Footfall in the market towns: A target will be set to increase footfall in the market towns by 5% per year during the funding period.

Element 2 - Sustainable education

Children travelling to school – usual mode of travel: The existing LTP target will be stretched to decrease the mode share of pupils travelling to school by car by 8% (mainly through increased walking and cycling), to reflect more active participation with the school community.

Child obesity levels: The targets to reduce the levels of obesity in Reception and Year 6 in the two NHS areas in the county (where height and weight are recorded) are detailed below.

	Reception			Year 6		
	11/12	12/13	13/14	11/12	12/13	13/14
Nottinghamshire	8.20%	8.00%	7.80%	17.00%	16.51%	16.00%
Bassetlaw	10.37%	10.17%	9.95%	20.26%	20.02%	19.79%

Element 3 - Travel support

Mode shift: Ambitious but realistic targets for mode shift will be adopted based on empirical evidence and best practice from elsewhere. It is anticipated that car driver trips will be reduced by at least 9% on average across the four market towns to mirror the results experienced in the sustainable travel towns' programme. It is hoped that these targets will be exceeded to closer reflect the theoretical potential of smarter choices as reported in the study by Cairns et al (2004).

Public transport use, averaged over the three sustainable travel towns grew by between 10% and 15%. Our bid will aim to match these results as a minimum and ideally exceed them as shown in the table below. Over the study period these results will represent a 50% increase in the Council's existing bus patronage growth target.

Cycling increased by between 26% and 30% and walking increased by between 10% and 13% averaged over the three sustainable travel towns. We have identified a combined target to reflect the significant differences in the base positions across the four market towns. It is anticipated that some will see significant growth in cycling (e.g. Mansfield) whereas others will see greater pedestrian growth and thus a combined target will provide a more robust indicator of overall growth in this key measure. The table below details the proposed percentage change targets.

	Targets for percentage change		
	Car trips	Public transport trips	Walking and cycling trips
Mansfield	-15%	+20%	+25%
Worksop	-10%	+15%	+25%
Retford	-8%	+15%	+20%
Newark	-5%	+10%	+15%

Car sharing: The existing LTP target will be stretched to increase the numbers of registered users of the nottinghamshare car sharing database by 10% through the marketing and travel planning elements of the bid. This would result in savings of £381,633; and 467 tonnes of CO₂ emissions per year in 2014/15.

Bus station usage: Usage is monitored at the existing bus stations in the market towns. The target will be set to increase usage by 10% within the fund period.

Element 4 - low carbon

CO₂ emissions from transport: Targets to reduce CO₂ emissions from transport will be stretched so that there is only 0.5% annual increase in CO₂ emissions. TEMPRO v6.2 forecasts traffic growth of 5.5% during the period 2012-2016 and therefore this restriction will result in savings of £5.5m; and 33,258 tonnes of CO₂ emissions in the market towns.

Overall value for money

The measures identified have been shown to achieve a minimum benefit cost ratio (BCR) of 4.5 (Sloman et al, 2010) up to a maximum of 10 (Cairns et al 2004). As discussed above by targeting measures across the most suitable areas within the four market towns this programme should achieve nearer to the theoretical maximums as shown by Cairns, rather than the lower, but still substantial, rates achieved by a more blanket approach as adopted in the sustainable market towns and detailed by Sloman. A key deficiency in LTP programmes to date has been the inability to provide revenue support to make the most of the infrastructure improvements that are available. This LSTF programme will not only encourage behaviour change but will be supported by further actual improvements in the alternatives. These capital improvements will primarily be funded through LTP and other local sources to enhance the offer in difficult economic times. This dual approach should enable behavioural change to be maintained in the longer term, making the programme more self-sustaining.

D2. Financial sustainability

The intention of this bid is to provide a mixture of real benefits that can be utilised in future years to continue the progress made along with reusable resources that will allow future marketing and promotion costs to be affordable beyond the end of the bid period. The Council will look to sell the benefits of travel planning based on the results of this project to enable the costs of supporting this provision to be met through developers and others. The Council is in the process of developing a

schedule of fees to secure funds for travel plan monitoring and enforcement from developers through s106 agreements. This funding will be used to sustain the travel planning and marketing campaigns in the future. Travel planning in schools and businesses will include the identification and training of champions within the organisations to maintain the momentum of the plans. The bid will develop marketing materials (and websites) that can be used beyond the fund period and outside the bid area; as well as the networks to distribute these materials.

Similarly the benefits of improved fuel efficiency and thus actual running costs will provide strong ammunition to work with and encourage businesses, operators, and freight organisations to move to more sustainable fleet renewal thus extending and sustaining the aims of this project.

The County Council has a history of supporting smarter choices measures; public transport, cycling and walking improvements; and local centre improvements (as shown in the funding commitments section in A7 and Appendix C) and it intends to continue this beyond the fund period. It is also anticipated that the benefits achieved from the bid will justify continued expenditure on these measures.

The targeted focus of all the measures in the bid on identified hotspots gives the bid a long-term legacy by addressing the areas most in need be it unemployment, congestion or health. Addressing the issues in these communities helps them to become stronger, wealthier and able to contribute to a more thriving economy.

SECTION E – Deliverability

E1. Implementation

The delivery of the bid will be managed using principles of PRINCE2 project management methodology. The County Council will have a dedicated project manager to oversee delivery. The project and staff involved will sit within the same team that is responsible for the LTP strategy, programme development, programme management and the County Council's internal programme of Local Improvements Schemes (LIS). This will ensure best practice principals are adopted to programme development, management and delivery of the bid. It will also importantly maximise efficiency in use of resources, with the multiple funding sources being utilised to complement each other and provide additional value in excess of that provided by the three (plus) individual funding streams. The County Council has a proven track record in delivering these types of small scale programmes of funding (in addition to larger schemes) as evidenced by its award of Centre of Excellence in transport delivery as well as Beacon status for improving accessibility.

The County Council has extensive experience of working with partner organisations to deliver mutually beneficial projects and deliver projects on each others behalf. To this end we have had long standing external partnership agreements to ensure effective and efficient working arrangements. Through

common objectives we also work extensively with public transport operators, community transport providers, businesses, schools, not for profit organisations, and local community and parish groups to efficiently deliver local schemes which maximise partner involvement, ownership and buy-in.

To achieve best use within available resources, a programme management board will be established consisting of all relevant internal officers and external partners. The public transport elements have been agreed through the bus quality partnership (BQP) arrangements and will be managed via the BQP. All elements of the package will be closely monitored and reviewed at least monthly, in line with current practices for both LTP and LIS programmes. Programmes will be adjusted where there is clear evidence through monitoring that outputs/outcomes will not be delivered. Programmes will also need to be managed flexibly to ensure other external time limited resources can be maximised. Any such decisions will be reviewed by a programme management board and signed off by the County Council's portfolio holder for transport and highways.

E2. Output milestones

The proposed package will look to deliver a number of key output milestones to measure progress towards delivery of the package to time and budget. The individual detail of the elements will be adjusted over time dependant on the success to date and the levels of funding secured through this bid process. It is not anticipated that project set-up will be lengthy as the project will be picked up by an existing experienced member of staff. Clearly the actual delivery programmes arising from the development work will be spread over the remaining years of the project. Each of these will be developed further utilising PRINCE2 project management to deliver its own individual output milestones. Initial discussions with all necessary partners to deliver the full package have already been undertaken and it is not anticipated that any of the elements have significant risk; and the costing and delivery profiles included in this bid are considered robust by all the relevant partners. The table below shows the bid's key outputs and timescales for delivery in each of the four market towns in the bid. The outcomes of this project have been summarised in section D1.

	Mansfield			Worksop			Retford			Newark		
	2012/2013	2013/2014	2014/2015	2012/2013	2013/2014	2014/2015	2012/2013	2013/2014	2014/2015	2012/2013	2013/2014	2014/2015
Sustainable economy												
Public transport vouchers for jobseekers	150	300	300	100	200	200	50	150	150	100	200	200
Wheels to work	8	16	16	10	25	25	10	20	20	10	20	20
Workplace travel plans	4	8	8	1	3	4	1	3	3	1	2	2

	Mansfield			Worksop			Retford			Newark		
	2012/ 2013	2013/ 2014	2014/ 2015	2012/ 2013	2013/ 2014	2014/ 2015	2012/ 2013	2013/ 2014	2014/ 2015	2012/ 2013	2013/ 2014	2014/ 2015
Travel packs	300	850	850	200	650	650	100	450	450	200	650	650
Additional services	1	1	1		1	1		1	1	1	1	1
Infrastructure improvements	4	2	2	2	2	2	2	2	2	2	2	2
Sustainable education												
School travel plans	2	5	5	1	2	3	0	1	1			
Bike It		5	6		2	3			1			
Reduced car travel to school	-2%	-6%	-12%	-1%	-5%	-10%		-1%	-2%			
Infrastructure improvements		1	3		1	2			2		1	2
Travel support												
Personalised travel planning	2000	5000	5000	1000	2000	2000						
Marketing car share & public transport	2000	14000	14000	1000	5000	5000	1000	4000	4000	1000	4500	4500
Active travel marketing	1500	5500	5500	1000	3500	3500	500	1000	1000	1000	3000	3000
Discounted public transport tickets	300	650	650	250	450	500	200	400	400	250	450	500
Smartcards and integrated tickets		1500	2500		1000	2000		1000	1000		1000	2000
Leisure travel plans		2	2		1	1		1	1		1	2
Events		1	1		1	1		1	1		1	1
Active travel infrastructure	2	3	3	2	3	2	1	2	2	2	1	2
Carshare members	10	20	20	5	10	15	4	8	8	10	15	15
Low carbon												
Low carbon vehicles	24											
Eco driver training	70	140	140	50	100	100	35	70	70	45	90	90
Electric vehicle charging points			1			2			2			2

E3. Summary of key risks

The County Council has adopted PRINCE2 methodology for project management. This methodology enables all risks (internal and external) to be captured and

processed in a consistent manner. Risk management will be undertaken on all the bid components and across the bid programme as a whole. The aim is to manage the exposure to risk by taking actions to keep it to an acceptable level in a cost effective way or, if necessary, to cease work on a component if the risk to delivery is considered too high.

A risk log has been created for each risk which has been scored based on its potential impact and likelihood of occurrence. Any risks above the 'risk tolerance' are subject to a risk action plan which is reviewed regularly and identifies suitable responses to the risk, selecting the most appropriate response after considering the cost of any action against the probability and impact of its occurrence. This ensures that risks are regularly revisited and reconsidered; and any new risks identified. A 'financial risk register' is also developed using the cost of the associated risk. The risks are categorised into seven categories: customer, financial, legal, political, procurement, professional and contractual. This allows closely related risks to be grouped under one heading with relevant risk owners identified for monitoring purposes. Risk logs for each element component are available but the most significant risks associated with the overall project have been identified as:

1. Securing partner or third party contributions
2. Reductions in local funding contributions (i.e. reductions in Central Government or County Council funding)
3. Reduced community and/or stakeholder support for proposed measures
4. Delays or unforeseen problems in deliverability of proposed components
5. Difficulty in recruiting sufficient qualified staff
6. The speed of recovery of the national and local economy.

E4. Project evaluation

The County Council is keen to work with the DfT to evaluate the benefits of the fund programme through robust monitoring regimes and have included a monitoring component within the bid. The Council recognises the benefits of assessing the rate of delivery of specified outcomes and is always keen to learn from best practice to ensure the most efficient use of the available resources. We would welcome the opportunity to be involved in developing a consistent set of performance indicators for the fund as well as developing the best methodology to ensure real outcomes and outputs are measured in the most cost effective way.

Evaluation will help the Council to inform future funding decisions as well as give evidence of which measures are most effective. This will help the Council to design better interventions for future programmes of work to ensure value for money.