



Local Sustainable Transport Fund – Application Form

Applicant Information

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West Sussex County Council

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SECTION A – Project description and funding profile

A1. Project name: West Sussex Sustainable Travel Towns

A2. Headline description:

Building a sustainable future for West Sussex is central to everything we do. We are committed to growing our economy, improving the health and well-being of our community and reducing carbon emissions. Chichester, Crawley, Horsham and Worthing are four of our largest and most competitive urban areas; they are economically buoyant, yet travel behaviour is dominated by private single occupancy car use. Addressing transport congestion and access issues in these places is imperative to ensure growth aspirations are realised. Through investment of £5m over three years in travel behaviour change initiatives and transport infrastructure, we aim to fundamentally change travel behaviour, deliver real outcomes including carbon reduction and support growth, with economic benefits in the first year after completion of the package of at least £10.8m.

A3. Geographical area:

Although it is expected that the West Sussex Sustainable Travel Towns package will have benefits across West Sussex and the Coast to Capital Local Enterprise Partnership, the package will be focussed on the urban areas of Chichester, Crawley, Horsham and Worthing.

A4. Type of bid

Tranche 1 bid (resubmission) ✓

A5. Total package cost (£m): £16.85m

A6. Total DfT funding contribution sought (£m): £5m

A7. Spend profile (rounded figures)

£K	2012-13	2013-14	2014-15	Total
Revenue funding sought	£260	£1,112	£893	£2,320
Capital funding sought	£325	£513	£1,842	£2,680
Local contribution	£4,353	£4,364	£3,133	£11,850
Total	£4,937	£5,989	£5,868	£16,850

A8. Local contribution

Local contributions towards the delivery of the package are expected from:

- Southern Railway Ltd - at rail stations in Chichester, Crawley, Horsham and Worthing (please see Appendix B letter), including investment as part of Station Travel Plans at the main stations in each town: £3m
- West Sussex County Council (WSSC) capital investment - in Manor Royal Business District, Crawley (to retain and attract new businesses, including improved street signage); at Horsham Town Centre (street scene and environmental improvements along West Street) and Worthing Town Centre (access improvements for visitors and shoppers): £1.4m
- WSSC capital transport infrastructure – a series of complimentary cycling, public transport, road safety, pedestrian crossing and safer routes to school schemes are programmed across the four towns during 2012/13 and 2013/14: £1.05m.

Local members in our County Local Committees (CLCs) are in a process of prioritising locally led highways and transport schemes and initiatives for delivery over the bid period to meet the needs of local communities and manage travel demand. This process is exploring a complementary package of transport improvements, such as traffic management, sustainable transport and School Safety Zones. In Chichester and Worthing, CLCs are closely examining area wide 20mph speed limits, subject to the outcomes of local public consultations, to improve safety and make cycling and walking more attractive. The following contributions have been secured and are expected to be spent in the respective

CLC areas over the LSTF period, with a high proportion of these funds likely to be spent directly within the towns:

Chichester - £2.0m

Crawley - £2.5m

Horsham - £1.2m

Worthing - £0.7m

Total local contribution approximately £11.85m

A9. Partnership bodies

The Council would look to work with the following partners in delivering the LSTF package;

Proposed Partner	Initiative involvement
Chichester District Council, Crawley Borough Council, Horsham District Council, Worthing Borough Council – local planning authorities for Chichester, Crawley, Horsham and Worthing with responsibilities for a range of activities including air quality monitoring and involvement in local economic development initiatives.	<ul style="list-style-type: none"> ▪ Assisting the development of journey planning tools and promoting their use. ▪ Sharing resources to deliver road shows, events and mass participation bike rides. ▪ Promoting workplace travel planning. ▪ Assisting with the introduction or expansion of car clubs. ▪ Assisting with community engagement to develop transport infrastructure improvements. ▪ Supporting the delivery of transport infrastructure through development management.
Metrobus, Stagecoach, Compass Travel – local bus operators responsible for delivering the majority of commercial and tendered services in Chichester, Crawley, Horsham and Worthing.	<ul style="list-style-type: none"> ▪ Assisting in the development of journey planning tools. ▪ Delivery of transport infrastructure improvements by contributing to the design and delivery process. ▪ Providing incentives as part of travel planning initiatives (if agreed).
Southern Railway Ltd – current holder of the south central rail franchise and operator of all railway stations in Chichester, Crawley, Horsham and Worthing.	<ul style="list-style-type: none"> ▪ Assisting in the development of journey planning tools. ▪ Delivery of transport infrastructure at railway stations. ▪ Contributing to the design and delivery process for transport infrastructure providing access to stations. ▪ Assisting the delivery of rail education initiatives. ▪ Providing incentives as part of travel planning initiatives (if agreed).
Workplace travel plan networks – we will procure an organisation such as easit (which currently operates in Crawley) to deliver an innovative workplace travel planning network.	<ul style="list-style-type: none"> ▪ Delivery of workplace travel planning and negotiating on behalf of employers to provide incentives. ▪ Promoting other workplace based initiatives and journey planning tools.
Smarter Choices Roadshow – a social enterprise promoting sustainable travel in schools	<ul style="list-style-type: none"> ▪ Delivering tailored roadshows to promote and encourage walking, cycling, car sharing, park and ride/park and stride, use of alternative fuels and use of public transport.
NHS Sussex & GP Consortia – primary care trust for West Sussex responsible for commissioning most public health services.	<ul style="list-style-type: none"> ▪ Contributing to the development and application of a cycle for health initiative.
Coast to Capital Local Enterprise Partnership – business-led partnership with public sector seeking to achieve sustainable economic prosperity through international growth and entrepreneurship.	<ul style="list-style-type: none"> ▪ Supporting delivery of workplace based initiatives by facilitating business involvement.
Sussex Community Rail Partnership – partnership between local authorities, community bodies, Gatwick Airport Ltd, and the rail industry to promote rail travel and focus on rail station access on the Arun Valley rail line which links Chichester, Horsham and Crawley.	<ul style="list-style-type: none"> ▪ Assisting in the development of journey planning tools and promoting their use. ▪ Publicising and contributing to delivery of transport infrastructure at railway stations. ▪ Contributing to the delivery of transport infrastructure that provides access to stations by providing local knowledge to the design process and assistance with community engagement. ▪ Delivery of rail education and promotional activities within schools.
Cycle challenges for workplaces – we will procure an organisation to deliver these initiatives such as CTC (current operator of the Chichester Workplace Cycle Challenge)	<ul style="list-style-type: none"> ▪ Delivery of promotional activities and challenges in places of work.
School cycling promotion and	<ul style="list-style-type: none"> ▪ Contributing towards and delivering promotional and skills training

skills training – we will procure an organisation such as Sustrans (who currently operate Bike It in Crawley) to deliver these initiatives	activities to promote bike use in schools.
Network Rail	<ul style="list-style-type: none"> ▪ Assisting the delivery of transport infrastructure at railway stations. ▪ Assisting in the design process and engaging the local community.
Local user groups – groups of local people interested in particular aspects of the package.	

SECTION B – The local challenge

B1. The local context

Chichester, Crawley, Horsham and Worthing are four of the largest economic centres of West Sussex and the focus for significant levels of new housing development. The key challenge is to **ensure that the transport network within these towns operates efficiently to sustain future economic growth and cut carbon emissions.**

Chichester - Is the County town of West Sussex with a population of 25,500. It is a net importer of labour being home to a large public sector and approximately 600 businesses and retailers¹. There are approximately 27,000 jobs in Chichester which are forecast to grow by 5,000 up to 2026.² An attractive historical city, popular shopping destination and service centre; Chichester is also a thriving place for students with a popular University and College.

Traffic congestion reduces the efficiency of the transport system; impacting on the attractiveness of the city as a place to visit and invest, and increasing costs to businesses. High car use also generates significant carbon emissions and produces air quality problems across the city.

High local house prices lead to a dispersed pattern of commuting into and out of the city³. Up to 1000 extra homes are expected to be built around Chichester by 2015 to meet demand, adding extra pressure to the local transport network.

Crawley - Central to the Gatwick Diamond economic sub-region, provides a larger number of skilled job opportunities than there are resident workers. There are approximately 78,000 jobs across the Borough, mainly in manufacturing, public services and in supporting Gatwick Airport⁴. As the largest town in West Sussex, and with the youngest population, Crawley is forecast to grow to 106,000 by 2016⁵.

The town has good public transport provision including good rail links and the high quality Fastway bus network, however there are known to be gaps in the cycling and walking network. Four wards within Crawley are among the 20% most deprived wards in England where access and health issues are key concerns.

1900 new homes are expected to be built in or near to Crawley by 2015. Further sustainable transport infrastructure improvements will be required to manage pressure from new development, and to ensure peak time transport congestion does not deter investment in the Gatwick Diamond. There are three current or recent air quality hot-spot areas within the town, and high levels of car use also contribute to transport sector carbon emissions.

Horsham - Also in the Gatwick Diamond, is another of the main drivers of the county's economic growth. It is home to around 45,000 residents in affluent Horsham District, whilst there are an estimated 48,500 jobs across the district⁶. A relatively high level of long distance commuting among Horsham residents reflects a lack of good quality local jobs and the accessibility of more significant employment centres, such as Crawley, Croydon and

¹ Chichester City Centre Management Development Plan 2007-2010

² Chichester Employment Land Review, 2009

³ West Sussex Local Economic Assessment Spatial Area Factsheet - Chichester, 2011

⁴ Northern West Sussex Employment Land Review Part II, 2010

⁵ WSCC Population Estimates for Crawley - 2008

⁶ Northern West Sussex Employment Land Review Part II, 2010

London⁷. The town is served by good transport links including buses and trains, but can suffer from congestion during peak hours, particularly from trips associated with the school run.

An attractive place for shopping and leisure, it is an important administrative centre for Horsham District, with substantial new development planned (1400 dwellings by 2015). Sustainable transport measures which link new development, the town centre and public transport hubs will be very important in managing transport pressures, and levels of carbon emissions from car journeys around Horsham.

Worthing - Situated on the coast, provides significant local employment opportunities particularly within the service sector⁸. It is home to approximately 45,200 jobs and this is forecast to grow by 5,700 by 2026⁹. Tourism also plays an important part of the local economy and was worth over £147M to the Borough in 2007¹⁰.

Worthing has a population of over 100,000 (2008 estimate) and this is forecast to grow to 105,000¹¹ by 2016. In this period 1300 new homes are expected to be built, including substantial development around the town centre at Teville Gate. The proportion of elderly people resident in Worthing is greater than the West Sussex average; meaning that existing transport services need to be tailored for higher levels of less mobile people. Worthing Borough has 6 wards within the top 20% most deprived wards in England likely to experience access and health issues.

Worthing is served by good east-west rail links and a network of bus services; however traffic congestion at peak times remains a key issue. This affects the town's attractiveness as a place for business to invest and to visit. Long-standing congestion problems and air quality issues with the A27 and key junctions into and out of the town are significant problems, and high car use contributes to high transport-related carbon emissions.

This section has outlined some of the diverse range of transport issues affecting each town, and these can be summarised into **five high level challenges**:

- Challenge 1 – Ensure that the transport network operates efficiently to sustain and foster economic growth in Chichester, Crawley, Horsham and Worthing;
- Challenge 2 – Lessen the dominance of the motor vehicle to tackle congestion, poor air quality and high carbon emissions in the towns;
- Challenge 3 – Develop the disjointed and limited sustainable transport network across the towns, to change the poor perceptions of safety and these modes;
- Challenge 4 – Reduce social exclusion as a result of accessibility issues, particularly for those in economically deprived areas or for those areas with aging populations;
- Challenge 5 – Tackle obesity and health issues amongst the population, which are often worse in deprived areas and can be linked to inactivity.

B2. Evidence

Growing road congestion and the unreliability of journey times around these West Sussex urban areas' have been identified as costing individual businesses across Sussex an average of £29,000¹² each year. Addressing transport congestion and access constraints around these towns is crucial to ensuring that their economic growth aspirations are realised (Challenge 1).

Private single occupancy car use, notably getting to work and education, dominates travel movements in the four towns generating traffic congestion and high transport emissions

⁷ West Sussex Local Economic Assessment Spatial Area Factsheet - Horsham, 2011

⁸ Economic Research - Employment Land, Worthing, 2009

⁹ Economic Research - Employment Land, Worthing, 2009

¹⁰ The Economic Impact of Tourism in West Sussex, Estimates for 2007, Tourism South East, 2008

¹¹ WSCC population estimates - Worthing, 2008

¹² Sussex Enterprise

(Challenge 2). In 2009, carbon emissions from the road transport sector were accountable for 32.2% of emissions from West Sussex¹³. Air quality issues are also common across the four towns, with strong evidence to suggest that certain air pollutants (PM10) can be a health hazard, particularly for people at higher risk from heart and respiratory problems.

A discontinuous sustainable transport network in each of these towns is often cited as a common disincentive to sustainable mode choice, and this was frequently identified in feedback to the West Sussex Transport Plan (WSTP) 2011-2026 consultation (Challenge 3). People's poor perception of road safety remains one of the biggest barriers to greater sustainable mode use. Although road casualty rates have declined in West Sussex since 2000, only 55% of residents reported being satisfied with the road safety environment in 2011.¹⁴

Poor access has been identified as an important constraint in people finding access to work and there are currently around 11,600 unemployed people in West Sussex¹⁵ with the highest unemployment rates in Crawley (3.2%) and Worthing (2.9%) Boroughs compared to the West Sussex average (2.3%). In parts of the County, the increasing proportion of elderly people is putting additional pressure on the provision of transport services for less mobile people (Challenge 4).

The direct health related costs of physical inactivity for primary care was estimated as being £12.5m for West Sussex in 2009¹⁶. Savings to the health service will be seen if levels of inactivity are reduced, particularly by promoting active modes of travel (Challenge 5).

The table below presents key 2001 Census travel to work statistics for each town, painting an interesting picture of travel behaviour patterns. This data is reinforced by local travel survey research suggesting an average of 67% of commuters travelling to work as single car occupants¹⁷. The descriptions below provide further evidence of travel behaviour and transport issues in each town which relate to the challenges above, please refer to the maps in Appendix A.

	Mode to work; resident population - includes the usual resident population aged 16 to 74							Distance travelled to work; resident population
	Car or van	Rail	Bus	Work from home	Walk	Cycle	Other	within 5km (incl. home workers)
Chichester	54.0%	2.6%	1.8%	8.7%	22.5%	8.7%	1.7%	64.2%
Crawley	67.5%	6.2%	6.3%	7.1%	7.8%	2.9%	2.2%	58.3%
Horsham	65.2%	7.4%	2.3%	8.4%	12.5%	3.0%	1.3%	47.9%
Worthing	63.6%	4.5%	2.9%	8.7%	12.6%	5.3%	2.4%	62.1%
	Mode to work; daytime population - includes those people aged 16-74 who live and work in the area (or do not work) and those people who live outside the area and work inside the area							Distance travelled to work; workplace population
	Car or van	Rail	Bus	Work from home	Walk	Cycle	Other	within 5km (incl. home workers)
Chichester	69.9%	3.6%	3.9%	4.1%	11.7%	5.1%	1.7%	38.6%
Crawley	75.6%	5.6%	4.9%	4.5%	2.0%	2.0%	2.3%	41.4%
Horsham	67.6%	2.6%	3.2%	8.8%	3.2%	3.2%	1.3%	57.1%
Worthing	63.7%	3.2%	3.8%	8.9%	5.6%	5.6%	2.1%	72.0%

2001 Census, includes Crawley and Worthing Boroughs, 4 wards of Chichester City and 8 wards of Horsham Town

Chichester

- While residents in the city work relatively close to home, and often walk to work; the census data shows that a high proportion of *in-commuters travel further to work and by car* contributing to *congestion* along the A27. Cordon data show high levels on the main routes

¹³ Department of Environment and Climate Change data 2009, released 2011

¹⁴ National Highways and Transport Network Public Satisfaction Survey, 2011.

¹⁵ Office for National Statistics National and Regional Unemployment Statistics, September 2011.

¹⁶ Department of Health, February 2009.

¹⁷ West Sussex County Council Household Travel Survey, 2009

in the city from the A27 (A259 & A286). Rail level crossing barrier downtime in the city also exacerbates this further, especially close to Chichester station.

- Air Quality Management Areas have been designated along Orchard Street (A286), at Stockbridge Roundabout (A27/A286) and at St Pancras (A285).
- The WSTP consultation identified reasons people raised as what discourages them from using sustainable modes, such as traffic impact from future development, traffic speeds through residential areas, and an incomplete walking and cycling network.
- Between main areas of the city, in particular from the rail station into the city centre and to the main employment locations, the incomplete cycle network limits the attractiveness of cycling for local residents and commuters.
- Reductions in the efficiency of the transport network, especially from congestion, impacts on the attractiveness of Chichester, both as a place to visit and invest, and leads to increased costs for local businesses.

Crawley

- Is a net importer of workers, with Manor Royal Business Park home to 500 businesses and 30,000 employees¹⁸, and a further 23,000 work at Gatwick Airport¹⁹. Census data, which pre-dates the significant improvements to the public transport system including Fastway, suggests that there is a very high level of car use among commuters into Crawley.
- Congestion hotspots occur on the main routes to Crawley, with morning peak traffic cordons showing the busiest corridors linking from the M23. Localised congestion is also evident at school drop off and pick up points and times.
- Air quality hotspots exist on the A2011, A23 and Northgate Avenue, where traffic congestion is contributing to air quality problems here.
- The WSTP consultation identified issues relating to congestion, the traffic impacts of major new development, poor integration of modes at key public transport interchanges, and gaps in the cycling network on arterial routes into the town.
- Four wards in Crawley are within the 20% most deprived wards in England; 2010 figures show these as Broadfield North and South, Bewbush and Langley Green wards. These wards are on the edge of the town, and accessibility issues to services and jobs from them are known to be concerns.
- Sustainable transport link improvements are required in Crawley, not only to improve the flow of workers and reduce congestion; but also to improve local access to employment opportunities, education and services for local residents.

Horsham

- Is an attractive place to live, however census data shows there are high levels of commuting flows out of Horsham to jobs elsewhere. Despite this morning peak traffic cordons record that the busiest flows into Horsham are along routes from the A24 into the town centre. These flows result in localised congestion problems occurring around the town, especially during school drop off and pick up times.
- Main WSTP consultation issues included concerns about traffic speeds and parking in the residential areas, particularly around schools; and parts of the walking and cycling network were also identified as disjointed.
- Parking difficulties at Horsham railway station and the need to improve integration between bus and rail services were highlighted. Although car commuting dominates, rail use is comparatively high for the local resident working population; therefore improving sustainable access to the rail station is important in reducing car trips.
- Traffic congestion around the town has resulted in a road network that is inefficient for local businesses, impacts on the attractiveness of the town for visitors, and on local resident's quality of life. This also contributes to high transport sector carbon emissions in Horsham.

¹⁸ Manor Royal Business District information, Crawley Borough Council
http://www.crawley.gov.uk/stellent/idcplg?IdcService=SS_GET_PAGE&nodeId=931

¹⁹ Gatwick Airport employee survey, BAA Gatwick, 2008

Worthing

- Census data indicates that *commuter journeys* in Worthing are relatively *short distance and localised*, suggesting excellent potential for sustainable mode shift.
- *Traffic congestion* is also a key issue for Worthing, delays on the A27 through the Borough are also a key barrier to movement. Cordon data for the morning peak showing the busiest routes into the town centre from A27 via A24, and from the west of the town along Marine Parade and A259. Congestion is further exacerbated by level crossing delays, particularly at those closest to stations.
- A27/A24 Grove Lodge roundabout is a designated an *Air Quality Management Area*. Knock on problems from this spread eastwards along the A27, and southwards along the A24 through Broadwater towards the town centre.
- Responses to the WSTP consultation included comments about traffic speeds through residential areas, and improvements to the *gaps in the cycling and walking network*.
- Six wards across Worthing are within the 20% most deprived wards in England (2010 data) – Northbrook, Durrington, Heene, Central, Selden and Broadwater. Along with providing for the *needs of an aging population*, access to education and health needs such as obesity, will be particular issues for these wards.

B3. Objectives

The overall objective of the West Sussex Transport Plan (WSTP) is to **improve the quality of life for all those who live, work and visit West Sussex**. The WSTP has four strategies:

- Promoting Economic Growth;
- Tackling Climate Change;
- Improving Accessibility; and
- Improving Safety, Security and Health.

The package of measures in this bid will support our WSTP objectives and tackle the five challenges identified for each of the towns in a number of ways.

Challenge	How LSTF package will address the challenge
1	The package of public transport interchange, walking and cycling, and traffic management infrastructure improvements, together with the behavioural change initiatives; will help to ensure that the transport network operates efficiently, to sustain and foster economic growth by reducing the impact of congestion.
2	Through the interlinked package of infrastructure and behaviour change measures the bid will tackle the dominance of the private car, and the resulting high levels of congestion, poor air quality and carbon emissions by focusing primarily on increasing the proportion of journeys to work and education by sustainable modes of transport.
3	The bid will tackle the disjointed sustainable transport infrastructure in parts of these towns through the provision of integrated public transport hubs and priority, and improvements to the walking and cycling network. Coupled with a wider programme of skills training and travel awareness initiatives, to deal with the poor perceptions of sustainable transport and road safety.
4	Through connecting residential areas with employment, education and services, the bid will tackle social exclusion resulting from poor access by improving the gaps in the sustainable transport network.
5	By improving walking and cycling links and promoting more active forms of travel, this bid will also tackle obesity and health issues among the population, particularly across deprived areas.

SECTION C – The package bid**C1. Package description**

The package is targeted at local residents and employees in Chichester, Crawley, Horsham and Worthing; encouraging them to travel more by sustainable modes. Through persuading

people to make the switch, we can make it easier and safer to get around for work and education. To achieve this, the package of behaviour change initiatives has been tailored to suit each town's circumstances, supported through additional investment in local infrastructure.

Four interlinking elements make up the package and contribute to addressing the five challenges described above (the links between these elements and the five challenges are also shown in the diagram in Section C3):

Element 1 - Transport infrastructure investments

Element 2 – Promotional activities

Element 3 – Skills training

Element 4 – Journey planning

Element 1 – Transport infrastructure improvements

The infrastructure improvements include:

- Enhanced **public transport interchanges** at the gateways into the towns to create good and swift connections between modes and destinations, to reduce the need to travel by car.
- New connected **pedestrian and cycle routes** that make it easier and safer to get around on foot and by bike, opening up opportunities to get to work and school, and reducing carbon emissions across the towns.
- Managing the road network more effectively, through **traffic management improvements** that allow traffic including public transport, to move around our towns more efficiently, and reducing delays for people and businesses.

These infrastructure measures are shown in detail for each town on the maps in Appendix A, and are described below.

Chichester - *Addressing public transport interchange at the rail and bus stations, with safe and sustainable access to the main city centre employment, education and retail locations.*

A new cross city centre cycle route (CH1) is proposed that connects destinations to the north of the city with the rail and bus stations. This will use quieter roads providing a safe route for cyclists, also linking with the main retail core. It will provide access to retail, employment and education facilities as well as connecting with existing cycle routes for St Richard's Hospital, Chichester Festival Theatre and new development to the north-east at Graylingwell (675 new homes). The route is intended to serve both existing and future residents of the city, particularly workers, students and visitors, who travel to the Hospital, University and places of work around the city, as well as commuters using the railway station. The aim is to encourage more cycling and walking journeys for work and education, rather than car use, for as many short-distance trips as possible.

The package includes an improved interchange between Chichester bus and rail stations (CH2) (these are adjacent to each other but not intuitively linked) through signing and connecting routes. Improvements to the rail station forecourt area are planned to make it a safer environment for pedestrians, cyclists and drivers to move through, alongside wayfinding to the city centre, connecting to work and education destinations, such as Chichester University, St Richard's Hospital and Chichester College. Expansion of secure cycle parking facilities (CH3) at the rail station, which can currently be oversubscribed, is also included. These works are targeted at providing a better public transport interchange for the city, and are aimed at enhancing the transport access into Chichester, to encourage those who currently travel relatively longer distances by car to switch to public transport.

Safety improvements at the Northgate gyratory (CH4) are needed to make cycle and pedestrian journeys safer, to reduce this barrier to getting into the city centre from the north of the city. The Southgate gyratory (CH5) improvements will facilitate better traffic flows and egress from the bus station, and will include improved cycle and pedestrian facilities. These measures are also targeted at local residents and visitors into the city to ease access to the retail core of Chichester for jobs and shopping. They will improve

pedestrian and cycle access, as well as bus and general traffic flow movements around these busy gyratories, and will reduce congestion.

Crawley - *Focussing on improving access from the south west of the town and new development in west Crawley to the town centre, modal interchange at Crawley rail and bus stations, and bus priority and traffic flows through the Manor Royal Business Estate.*

A new cycle route is proposed (CR1), along with complementary speed management measures (CR5), connecting new development at Kilnwood Vale (1200 homes) and Bewbush (160 homes) to the town centre. This will provide an important new safe route for existing residents, including those in the Broadfield (N&S) and Bewbush wards, and for future residents of new developments in the area. The route will provide improved links to local services, schools, Crawley Hospital, and provide an active travel route option. The route will link into the existing network for onward journeys to job opportunities in the town centre, Manor Royal and Gatwick Airport, and will increase the pool of labour available for employers.

At Crawley rail station we will enhance the interchange between modes (rail, bus, taxi and cycle). This includes improved pedestrian/cycle crossings across Station Way to the bus station and town centre, wayfinding information and multi modal information. The rail station forecourt area will be reorganised to provide better facilities for taxis, drop and collect, improved access and egress routes, and a cycle link to Southgate Avenue. Relocating the existing cycle parking (CR3) to a more visible and secure location is also proposed.

The interchange will revitalise this area as a gateway to Crawley town centre to encourage people to visit the town centre by public transport to shop, work or study. This will reduce the number of private vehicle journeys to the town centre, reducing emissions and congestion. The wider bid package for Crawley is supported by improvements at Three Bridges station to be delivered by Southern. This includes improved pedestrian walkways within the station, new retail provision and double-deck cycle facilities.

In Manor Royal Business Estate, bus priority measures (CR4) are planned to make bus travel to and from the area more attractive. Measures will include bus priority lanes, real time passenger information screens, and traffic signal upgrades. These measures will enhance reliability and predictability of bus services, encouraging mode shift and are focused on employees of Manor Royal specifically. By encouraging mode shift this aims to allow the road network to operate more efficiently supporting job creation and business growth, as well as helping to reduce local carbon emissions. Through focusing on improving access to this large employment area by sustainable means, it enhances the sustainable transport 'offer' available for the sizable number of employees, who currently travel relatively long distances by car to work. Alongside this the County Council, amongst other improvements, will improve the signage to and within Manor Royal to promote businesses and opportunities there.

Horsham - *Focussing on access to Horsham Railway Station, along the Guildford Road (A281) corridor linking from West of Horsham new development, and access improvements around the town centre.*

A new cycle route (HR1) from Broadbridge Heath, through the West of Horsham development site (1000 homes) and Tanbridge School linking with the town centre is proposed. This will continue to the rail station and Kings Road area, to reduce the severance caused by the railway line, and link to job opportunities in the Foundry Lane Employment Area. This route will connect a significant new development, with services in the town centre and to locations for employment, retail and education. This will allow journeys along the A281 corridor to switch modes to a new safer route, and provide a continuous link from the eastern side of Horsham to the town centre and rail station. This will focus on existing residents, as well as future occupiers of new development, making trips to schools and work along this corridor, and will reduce congestion, air quality problems, and encourage active travel.

Improvements to interchange between modes at Horsham rail station are targeted at commuters travelling from the town by rail, and those coming to work in Horsham. Improvements are proposed to facilitate interchange between rail, buses, taxis, drop-off and collection (HR2) to make it more attractive to use the station. For those commuting into Horsham we will connect routes to places of work and education through upgrading pedestrian crossings, multi modal information and local wayfinding towards the town centre, Hospital and College.

Expansion of the safe and secure cycle parking facilities (HR3) at Horsham and Littlehaven stations is also proposed. This is targeted at commuters accessing the rail station by bike instead of car, in order to reduce congestion and parking pressures around the stations.

Improving access to the town centre (HR4), that will reduce delays and improving safety at junctions with A281 Albion Way/Park Way. These will include Advanced Stop Line (ASL) for cyclists, as well as traffic signal optimisation. This will help improve and create an efficient transport network to support access for businesses by reducing congestion, and encourage investment in Horsham. To support this the County Council is investing in the local retail environment along West Street, to revitalise the town centre for residents and visitors.

Worthing - Measures are focused on improving cycling and bus reliability along the corridor between Goring and Worthing town centre, as well improving access to Worthing railway station.

Continuation of the National Cycle Route 2 in Worthing is proposed through an extension to the off-road section along Goring seafront (WO1) from George V Avenue to Sea Lane. To complement this there will be a route connecting to Goring-by-Sea rail station, and other parts of the Worthing cycle network. This will encourage the high proportion of residents who currently travel short distances by car along this corridor, to switch to cycling by providing an attractive and safe route, connecting with the existing seafront facility. This will improve access to the town centre for retail, leisure, employment, hospital and education opportunities, through enabling more east-west cycle journeys across the town. It will also provide an extension to this very popular leisure facility benefiting the economy by attracting more visitors.

Proposals also include improved access to Worthing's main rail station (WO2) by sustainable modes (pedestrians, cyclists and bus users), through multi modal information and identification of clear onward routes for different modes, and improved facilities. Onwards wayfinding and improved links to routes towards town centre and seafront destinations, connecting with work, retail and leisure locations are included. These are targeted at commuters, shoppers and tourist visitors into the town. Improved connectivity between the station and town centre, along with the County Council's street scene improvements in the town centre, will benefit visitors and residents, and strengthen the local economy.

The package includes a Cycle Hub (WO3), to be run by Southern, that will include secure cycle storage, changing facilities, lockers and the potential for a small cycle maintenance business. This will target commuters travelling to the station, aiming to reduce the number of short-distance car trips across Worthing to the rail station.

Along the A259 corridor at junctions experiencing significant congestion we will install priority technology for buses, which will help improve journey time reliability and predictability. Traffic signal works are proposed at the junctions with Grand Avenue (WO4) and Shaftesbury Avenue (WO5), along with ASLs to create safer conditions for cyclists. Improved pedestrian crossing facilities are also included for the Grand Avenue junction. Through making bus travel a more reliable and attractive option, this will encourage car-borne commuters into making bus trips, cutting reliance on the car and reducing congestion and pollution.

Element 2 - Promotional activities

In keeping with other aspects of the package, promotional activities will target journeys to work, business journeys and journeys to education.

The package will be bound together with a series of consistently branded promotional activities. These are designed to target specific sectors of the community and support particular initiatives, as well as embed the brand awareness across the wider community. Initiatives will include:

- Promotion and advertising of the **new and improved infrastructure** informing and encouraging people to make use of it, targeting residents and commuters accessing areas close to new infrastructure. Promotion will specifically outline benefits for journeys to work and education, and for employers looking to widen access to labour markets.
- Promotion of **westsussexcarshare.com** – substantially increasing the membership of this scheme through advertising on the radio, electronic and in printed media targeted at residents for their journeys to work and education.
- Introduction of **car clubs**, and promotion of their benefits, in Crawley, Horsham and Worthing, as well as expansion of the existing club in Chichester to reduce individual car ownership and reduce the number of individual car journeys made. These will support the commitment of those residents choosing not to own a car.
- New **school cycling officers**, such as Sustrans Bike It officers (subject to procurement), to set up programmes at schools in Chichester, Horsham and Worthing on a rotational programme in line with staffing resources. Build on the existing Sustrans Bike It officer programme in Crawley to cover the LSTF period (subject to procurement). This is specifically targeted at local pupils within cycling distance of schools to reduce short distance car journeys to school.
- A **Smarter Choices Road Show** promoting sustainable travel options in schools, and enabling pupils to experience using bicycles, electric bikes, and powered two-wheelers.
- Set up of **cycle challenges in workplaces** for Crawley, Horsham and Worthing, targeting a wide range of local employers. Build on initiatives such as the existing Chichester Cycle Challenge involving more local employers, especially in core locations.
- Creation of a **community/workplace travel plan fund** that will provide match-funding for initiatives that promote sustainable travel, e.g. cycle parking, lockers, and information. This will particularly focus on initiatives that can demonstrate a strong benefit in supporting sustainable travel to places of work and education.

To raise awareness of these initiatives, and the new infrastructure throughout the towns, **promotional activities, road shows & events** will be used to reach as wide a sector of the community as possible. These will use innovative and engaging activities such as demo static bikes, electric vehicles, and exhaust pipe testers, and demonstrate the ease of use of journey planning tools (see below). Additionally activities will support events such as Bike Week, National Travelwise Week, and In Town Without My Car.

Element 3 - Journey planning

We will develop a West Sussex multi-modal journey planning tool which can be used for all local journeys and support this with a range of travel planning initiatives and information.

Some journey planning tools such as National Rail Enquiries continue to grow in success while others are viewed as complicated and not conducive to sustainable travel. Our **journey planning tool** will be developed for all local journeys and will include a single branded point of access which can be promoted through the other initiatives in the package. We will make journey planning accessible to all by providing access to mapping and timetables in ways which suit the different needs of our community. The journey planning component of the package will deliver:

- A user-friendly online multi-modal journey planner (similar to the Dundee portal);
- Journey planner smart phone applications linked to the web version;
- Ability for individuals or groups (e.g. employers or schools) to produce bespoke public transport timetables and multi-modal maps; and
- Access to real-time travel information for rail, bus and road.

To maximise the benefits of investment in journey planning, a range of initiatives will be used to engage with the community, alongside wider reaching journey planning activities:

- Expansion of **workplace travel plan networks** working intensively with local employers to deliver behaviour change using a mixture of incentives and promotional activities. There is an existing travel planning network in Crawley 'easitCRAWLEY'. We will look to expand on this concept in Crawley, and look to establish similar networks in Chichester, Horsham and Worthing (subject to procurement).
- Develop and produce **travel plan maps, leaflets and online tools** that can be tailored for specific uses, e.g. working with our Health and Wellbeing Centres to promote active modes of travel.
- The measures within the wider bid will support our existing work on School Travel Planning. In particular we will work with schools to help **work experience placements** be accessed via sustainable modes of transport. This will help embed sustainable travel behaviour into many young people's first experience of employment.
- Implement **Routes to Work** initiative to support young people not in employment, education or training with access to work, through information, advice and tickets. This will enable them to access job opportunities sustainably in the period between starting a new job and their first wage packet. In particular this will tackle access to work issues in more deprived wards of Crawley and Worthing.

Element 4 - Skills Training

Expansion of skills training initiatives will help overcome poor perceptions about the road safety environment and give young people, in particular, the skills and confidence to try out sustainable modes and carry this through into their adult lives.

West Sussex has a successful record of equipping young people with the skills they need to use the transport system safely, and we continue to operate successful Footsteps and Bikeability programmes. Whilst we have achieved reductions in single occupancy car use on the journey to school in recent years, the proportion of school pupils who cycle to school has remained fairly static. We believe there is much to be gained using new initiatives which combine skills training with promotion, and we are exploring additional funding for school Bikeability through a separate funding bid. We believe there is potential to expand this further to adults who may lack the confidence to cycle more, by giving them training and promoting cycling. Proposals include:

- Provision of Level Three **Adult Bikeability** training in each of the towns, particularly targeted at employees for their journey to work; and carry out Bikeability audit of the local road networks to provide users and trainers with maps of suitable roads.
- Inclusion of **school cycle maintenance training** in the school curriculum as well as development of cycle training and maintenance sessions with businesses, including the Business is Better by Bike Award.
- Working with the Sussex Community Rail Partnership on **school rail education** through classroom based projects, which practically demonstrate to children how to read and interpret timetables, and combine this with educational visits to rail stations to buy tickets and travel on a train.

C2. Package costs

Element 1 - Transport Infrastructure Improvements - capital funding (incl. 10% risk and inflation @ 3.5% pa)

	Location	Package Element	2012/13	2013/14	2014/15	Total
CH1	Chichester	City Centre Cycle Routes	£6,500	£6,500	£100,000	£113,000
CH2/3	Chichester	Chichester Interchange	£30,000	£10,000	£154,000	£194,000
CH4/5	Chichester	Northgate & Southgate Improvements	£28,000	£181,000	£74,000	£283,000
CR1	Crawley	Bewbush to Town Centre Cycle Route	£19,000	£20,000	£309,000	£348,000
CR2/3	Crawley	Crawley Interchange	£27,000	£12,000	£185,000	£224,000
CR4	Crawley	Manor Royal Bus Priority Measures	£45,000	£29,000	£31,000	£105,000
CR5	Crawley	Horsham Road Speed Management	£1,000	£1,000	£19,000	£21,000
HR1	Horsham	BBH to Kings Road Cycle Route	£18,000	£18,000	£278,000	£314,000
HR2/3	Horsham	Horsham Interchange	£30,000	£8,000	£124,000	£162,000
HR4	Horsham	Town Centre Access Improvements	£32,000	£95,000	£0	£127,000

WO1	Worthing	Goring Seafront Cycle Route	£29,000	£30,000	£463,000	£522,000
WO2/3	Worthing	Worthing Station Forecourt	£47,000	£7,000	£105,000	£159,000
WO4/5	Worthing	A259 Junctions Bus Priority Measures	£12,000	£95,000	£0	£108,000
		LSTF Contribution	£324,500	£512,500	£1,842,000	£2,680,000
	All Towns	Southern Station Improvements	£1,000,000	£1,000,000	£1,000,000	£3,000,000
	All Towns	S106 Transport Schemes	£2,133,400	£2,133,300	£2,133,300	£6,400,000
	All Towns	WSCC Capital Programme (transport)	£1,220,000	£1,230,000		£2,450,000
			£4,679,900	£4,876,800	£4,975,300	£14,530,000

Travel Behaviour Change Package - revenue funding (incl. 10% risk)

Element		2012/13	2013/14	2014/15	Total
2	westsussexcarshare.com promotion	£11,000	£22,000	£22,000	£55,000
2	Community Car Club Scheme	£10,000	£294,000	£76,000	£380,000
2	School Cycle Promotion and Events	£47,000	£98,000	£100,000	£245,000
2	Smarter Choices Roadshow	£12,000	£24,000	£24,000	£60,000
2	Cycle Challenges in Workplaces		£132,000	£132,000	£264,000
2	Other Promotions, Road Shows & Events	£9,000	£18,000	£18,000	£45,000
3	Workplace/Community Travel Plan Fund		£44,000	£44,000	£88,000
3	Online Journey Planner Tool Development	£22,000	£44,000	£44,000	£110,000
3	Workplace Travel Plan Network		£152,000	£152,000	£304,000
3	Travel Plan Maps, Leaflet & Online Tools	£6,000	£12,000	£12,000	£30,000
3	Work Experience Placement Support		£16,000	£16,000	£32,000
3	Routes to Work Project	£18,000	£9,000	£6,000	£33,000
4	Adult Bikeability Training & Audit	£25,000	£50,000	£50,000	£125,000
4	School Cycle Maintenance	£7,000	£13,000	£13,000	£33,000
4	School Rail Education Initiative	£24,000	£46,000	£46,000	£116,000
2/3/4	Community Travel Plan Advisor (FTE x2)	£33,000	£66,000	£66,000	£165,000
1	Capital Project Officer & monitoring (FTE x2)	£47,000	£94,000	£94,000	£235,000
		£260,000	£1,112,000	£893,000	£2,320,000

Cost Summary	2012/13	2013/14	2014/15	
Transport Infrastructure Package	£4,679,900	£4,876,800	£4,975,300	£14,533,000
Travel Behaviour Change Package	£260,000	£1,112,000	£893,000	£2,320,000
	£4,939,900	£5,988,800	£5,868,300	£16,853,000

Contributions Summary	2012/13	2013/14	2014/15	
DFT LSTF Contribution	£584,500	£1,624,500	£2,735,000	£5,000,000
Southern Railways	£1,000,000	£1,000,000	£1,000,000	£3,000,000
S106 Highways Contributions	£2,133,400	£2,133,300	£2,133,300	£6,400,000
WSCC Capital (transport related)	£1,219,200	£1,230,900	£0	£2,453,000
	£4,937,100	£5,988,700	£5,868,300	£16,853,000

C3. Rationale and strategic fit

The four elements of the West Sussex Sustainable Travel Towns package are intended to interlink and mutually support each other. **Transport infrastructure investments** will tackle some of the gaps in sustainable transport provision across each of the four urban areas, **promotional activities** will promote sustainable travel options to potential users, **skills training** will equip people with the confidence to try out sustainable transport, whilst **journey planning** will provide people with easier to access information to undertake their journey by sustainable means.

Measures are focused in the four towns of Chichester, Crawley, Horsham and Worthing as they are our most competitive urban areas, albeit beset by degrees of local congestion and related transport issues. Substantial development including 5600 new homes and substantial increases in employment space are expected in these towns over the short to medium term. Without any intervention this additional transport demand will exacerbate local congestion and inhibit business growth.

The package focuses on changing travel behaviour for the biggest and most car dominant journey generators - the journeys to work and to education. This is in order to promote sustainable travel, reduce congestion and create a more efficient transport network that supports businesses and fosters economic growth, while reducing carbon emissions.

The bid forms a complementary package supporting the West Sussex Transport Plan 2011-2026 and other plans and initiatives, in particular the local development plans of our district and borough councils, which are aiming to manage the impacts of new development and promote economic growth. The diagram below shows how measures interlink and support each other to benefit communities across these towns and demonstrates how they will address the five challenges outlined in sections B of the bid.

<i>Local Transport Plan objectives:</i>	Promoting Economic Growth	Tackling Climate Change	Improving Accessibility	Improving Safety, Security and Health	
West Sussex Sustainable Travel Towns challenges:	Ensure that the transport network operates efficiently to sustain and foster economic growth in Chichester, Crawley, Horsham & Worthing	Lessen the dominance of the motor vehicle to tackle congestion, poor air quality and high carbon emissions in the towns	Develop the disjointed and limited sustainable transport network across the towns, to change the poor perceptions of safety and these modes	Reduce social exclusion as a result of accessibility issues, particularly for those in economically deprived areas or for those areas with aging populations	Tackle obesity and health issues amongst the population, which are often worse in deprived areas, linked to inactivity

<i>Element 1: Transport infrastructure improvements</i>					
Improvements to key public transport interchanges	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
New core cycle routes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Traffic management improvements at key junctions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Bus priority measures for key routes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<i>Element 2: Promotional activities</i>					
Promotion of new and improved sustainable travel infrastructure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Car share promotion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Car clubs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
School cycle promotion and events officers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Smarter Choices Roadshow	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Cycle challenges in workplaces	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Community/workplace travel plan fund	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Other promotional activities, road shows and events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
<i>Element 3: Journey planning</i>					
Online journey planning tool	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Workplace travel plan network	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Travel plan maps, leaflets and online tools	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Work experience placement sustainable travel advice	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Routes to Work initiative	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
<i>Element 4: Skills training</i>					
Adult Bikeability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cycle maintenance training				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
School rail education	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

C4. Community Support

We engaged with our community in helping to develop the West Sussex Transport Plan 2011-2026 and used the findings of this exercise to help develop our initial LSTF package of initiatives. This draft package was then used to engage with principal stakeholders, delivery partners and user groups. Aside from the commitment from delivery partners to deliver elements of the bid, there was a large degree of support and constructive comment received as a result of this exercise and the final bid has been developed in response to this feedback.

Stakeholders are supportive of this bid and a large number of letters have been received during tranches 1 and 2 of the bid development including from (see Appendix B):

- Chichester District Council
- Crawley Borough Council
- Horsham District Council
- Worthing Borough Council
- Local Members of Parliament
- The Coast to Capital Local Enterprise Partnership
- NHS West Sussex
- Metrobus
- Southern Railway
- Sussex Community Rail Partnership
- Sussexair
- West Sussex Cycle Forum
- Chichester Community Car Club

SECTION D – Value for money

D1. Outcomes and value for money

The table below summarises the outcomes we would expect to see from the package of measures; for economic growth, reduced carbon emissions, and also on wider issues associated with health, air quality, accessibility, and changing people’s perceptions of sustainable transport.

<u>Challenges</u>	<u>Outputs</u>	<u>Outcomes</u>	<u>Impacts</u>
Ensure that the transport network operates efficiently to sustain and foster economic growth in Chichester, Crawley, Horsham and Worthing	Public transport interchange improvements	Less traffic congestion, more accessible and vibrant town centres	Economic growth
Lessen the dominance of the motor vehicle to tackle congestion, poor air quality and high carbon emissions in the towns	Pedestrian and cycle network enhancements	Reduced car trips	Reduced carbon emissions
Develop the disjointed and limited sustainable transport network across the towns, to change the poor perceptions of safety and these modes	Skills training	Improved perceptions of road safety and sustainable transport	Safer road environment
Reduce social exclusion as a result of accessibility issues, particularly for those in economically deprived areas or for those areas with aging populations	Traffic management measures	Reduced local air pollution	Healthier population
Tackle obesity and health issues amongst the population, which are often worse in deprived areas and can be linked to inactivity	Promotional activities	Improved access to work, education and services	
	Journey planning tools	More people walking and cycling, particularly to work and school	Increased social inclusion

In the information below we have detailed what we expect the outcomes from the bid will be in terms of levels of travel behavioural change. This draws on evidence of existing travel behaviours around Chichester, Crawley, Horsham and Worthing, supplementing evidence from previous national and local travel behaviour initiatives.

National and local evidence

- **Sustainable Travel Towns** initiative saw a 9% reduction in car driver trips between 2004 and 2008 across the 3 towns (Darlington, Peterborough and Worcester²⁰).
- **Car club** members are likely to reduce their annual car mileage by around 5000 miles according to national evidence²¹.
- **Bike It** was found to lead to an increase in the number of school pupils cycling to school everyday from 3.9% to 8.3% at participating schools during 2010-11²².
- During the **Chichester Workplace Cycle Challenge** in 2011, 61% of the 593 of participants were either non or occasional cyclists at the outset. 22% of non-cyclists and 39% of occasional cyclists reported cycling regularly (at least two days a week) three months after the Challenge.
- An **easitCRAWLEY** participant employee survey recorded a 4% increase in rail mode share during the first year of a 20% rail discount scheme²³

²⁰ Department for Transport, Summary of Sustainable Travel Towns results evaluation, 2010

²¹ Soft measures – hard facts, 2011

²² Sustrans, Bike It Evidence to support LSTF bids, 2011

²³ Easit, Southern Rail discount questionnaire results, 2010

- **Air Quality Management Area** traffic monitoring sites in Chichester have seen an 11% reduction between 2006 and 2010 against an average reduction across the County of 7%, giving an indication of the benefits of Air Quality Action Plan measures²⁴.
- **Safer Routes to School** package of measures across the county saw an average reduction of over 5% in single occupancy car use between 2006/7 and 2010/11, according to our National School Census data. This included up to a 14% reduction in 6 of our most successful School Travel Plan schools, albeit these schools had high base levels of single occupancy car use²⁵.

Behaviour change assumption

On the basis of the information above we have assumed that for work commuting the package could achieve a 7.5% shift away from single occupancy car use in Chichester, Horsham and Worthing; and 5% in Crawley (slightly lower to reflect recent interventions including the achievements of easitCRAWLEY).

For journeys to school we have assumed a 5% reduction in single occupancy car use based on experience from previous Safer Routes to School initiatives. The evidence shows a lower base level of car use for school travel, and this mode shift figure has been selected. This acknowledges that some journeys to school continue to be part of the journey to work, and these will be targeted through travel to work initiatives.

We have calculated the level of economic benefit that we would expect to see from the package, using assumptions about pre and post intervention mode share, for journeys to work and school. The pre intervention mode share data is based on 2001 Census (for resident and daytime populations)²⁶ and National School Census data for the wards that make up each town.

The table below shows the levels of mode shift we would expect to see as a result of the package. The 'assigned sustainable mode share change' proportion reflects information about existing levels of sustainable mode use, as well as assumptions about the outcomes expected from the package of measures. For example, where we assume an average 6.2% reduction in single occupancy car use for work commuting, we assume 25% of this to be accounted for by increases in walking²⁷. Average commuting distances for different commuting modes are based on 2001 Census travel to work data.

Mode	Pre-intervention mode volume	Assigned sustainable mode share change (%)	% change in mode use	Post-intervention change in mode volume	Average one-way trip distance (km)
Work					
single occupancy car use	132116		-6.2	123881	8.5
car share use (no of cars; assumed 2.5 persons)	26637	35.0	10.8%	29520	12.7
train use (no of people)	9661	15.0	12.8%	10896	12.7
bus use (no of people)	9522	10.0	8.6%	10345	12.7
cycle use (no of people)	7840	15.0	15.8%	9075	4
walk use (no of people)	20258	25.0	10.2%	22317	2
Education					
single occupancy car use	9156		-5.0%	8698	3.9
car share use (no of cars; assumed 2.5 children & 1 adult driver)	2442	15.0	2.8%	2511	5
train use (no of people)	1213	15.0	5.7%	1282	5
bus use (no of people)	5373	20.0	1.7%	5465	5

²⁴ West Sussex County Council, Air Quality Management Area traffic indices, 2011

²⁵ West Sussex County Council, National School Census, 2011

²⁶ The assumptions do not include development and population growth since 2001, which is likely to lead to underestimation in the benefits described below.

²⁷ In order to simplify assumptions for the analysis, taxi and motorcycle use have been excluded from the analysis but we recognise that these modes also have a role to play as alternatives to single occupancy car use.

cycle use (no of people)	2149	25.0	5.3%	2263	3
walk use (no of people)	24057	25.0	0.5%	24171	2

Benefits in economic terms

We have quantified the benefits of this level of travel behaviour change using a spreadsheet-based tool developed to estimate the benefits of the West Sussex Sustainable Travel Towns package (2002 prices). We expect **economic benefits of at least £10.1m** in the first year following the completion of the package. This is based on information from Webtag, Cycling England, Sustrans, and the DfT Carbon Tool. Quantified benefits have been derived for carbon savings, active health and journey ambience; as well as accident, pollution and congestion reduction. Further information on the assumptions behind this model is available from West Sussex County Council.

Per Annum		Access to Work and School
Carbon savings	<i>Thousand tonnes carbon</i>	4.68
	<i>Tonnes carbon</i>	4680
	Economic value	£219,469
Active health benefits	Cycling - reduced mortality	£1,019,244
	Cycling - NHS savings	£32,633
	Cycling - productivity gains	£69,620
	Walking - reduced mortality	£1,142,992
	Walking - NHS savings	£54,388
	Walking - productivity gains	£116,033
Accident reduction benefits	Reduction in car kilometres	£1,183,030
Pollution reduction benefits	Reduction in car kilometres	£1,202,463
Congestion reduction benefits	Reduction in car kilometres	£3,606,023
	Reduction in bus journey times	£254,510
Journey ambience benefits	Cyclists - existing	£493,817
	Cyclists - new	£246,908
	Walkers - existing	£339,693
	Walkers - new	£169,846
Total		£10,150,678

Non-quantifiable benefits

The appraisal model outputs are conservative estimates of the potential benefits of the package, because only work and school commuting has been assessed. **Transport accessibility improvements** through the public transport, cycling and walking enhancements, and reductions in road congestion through modal shift to sustainable transport options, would also be expected to have a positive impact on regeneration and wider economic growth.

Accessibility improvements are expected to bring jobs closer to people, and bring labour markets closer to employers, generating **additional jobs and spend in the local economy**. These are also expected to make places easier to access for visitors, and **increase local visitor spend** by improving access to shops or tourist attractions. It has not been possible to model the complexities of these benefits; however we expect the benefits to also be significant.

D2. Financial sustainability

West Sussex County Council is committed to securing the long term future for each package measure, and will achieve this through early planning ensuring that the long term future of the initiative is built in to the delivery model. At this early stage, initial consideration has been given to long term financial sustainability for the initiatives as listed below.

Package measure	Approach to financial sustainability
Element 1 - Capital works	Ongoing maintenance costs will be met through local highway authority revenue contributions and Southern where appropriate
Element 2 - Car clubs	On average 40 active members are required to make each car in a car club self supporting. The intention is therefore to ensure that there are sufficient active members to sustain the number of vehicles in each car club once pump-priming is exhausted through marketing, etc.
Element 2 - Journey	Opportunities to combine online journey planning tools with staff travel booking and

planning tools	reimbursement will be explored to increase the long term viability of these tools. If well used, online journey planning tools will be retained beyond the LSTF period by minimising ongoing maintenance costs and funded from reduced travel reimbursement savings. Beyond LSTF, hard copy maps and timetables will be made available on request only. We will also develop a system that will enable developers, employers, and other organisations to purchase their own site-specific multi-modal travel maps using the West Sussex base map.
Element 2 - Cycling officers in schools	This would be a two year programme for each participating school. Officers will operate with every willing school in each of the 4 towns over the funding period. The success and future of the project will be reviewed in 2014/15 with a view to funding the initiative using developer contributions or through community-led initiatives in other locations.
Element 2 - Cycle challenges for workplaces	This would be a funded programme for the duration of the bid, with the aim being that at the end of funding the successful initiative becomes self funded through local employers, NHS and developer contributions.
Element 3 - Workplace travel plan network	The business model for this initiative is to become self sustaining after an initial two year investment with participating businesses contributing to the ongoing maintenance costs as with the currently operating initiative in Crawley.
Element 3 - Routes to Work	The success of this scheme will be monitored closely and discussions have already taken place with key public transport operators about potential long-term support for this scheme, whilst key employers (business parks, retailers, etc.) will be approached about long-term support.
Element 4 - Skills training (adult Bikeability and cycle maintenance in schools)	In future, skills training activities which demonstrate success and have the potential to recover costs through user charges to become self-sustaining. Where it is unlikely that costs can be recovered from user charging, we will develop approaches which make use of volunteers such as parents who will be trained to teach others so that training can still be delivered with no ongoing financial support.
Element 4 - Rail education	This element will establish a successful package of resources which can be used in schools with future year groups meaning there will be no ongoing financial implications.
Various elements 1 & 2 - Promotional activities & initiatives (incl. work experience placements, car share, Smarter Choices & other road shows)	These would be funded programmes for the duration of the bid, with the aim being that at the end of funding the successful initiatives become self funded through local employers, NHS and developer contributions.

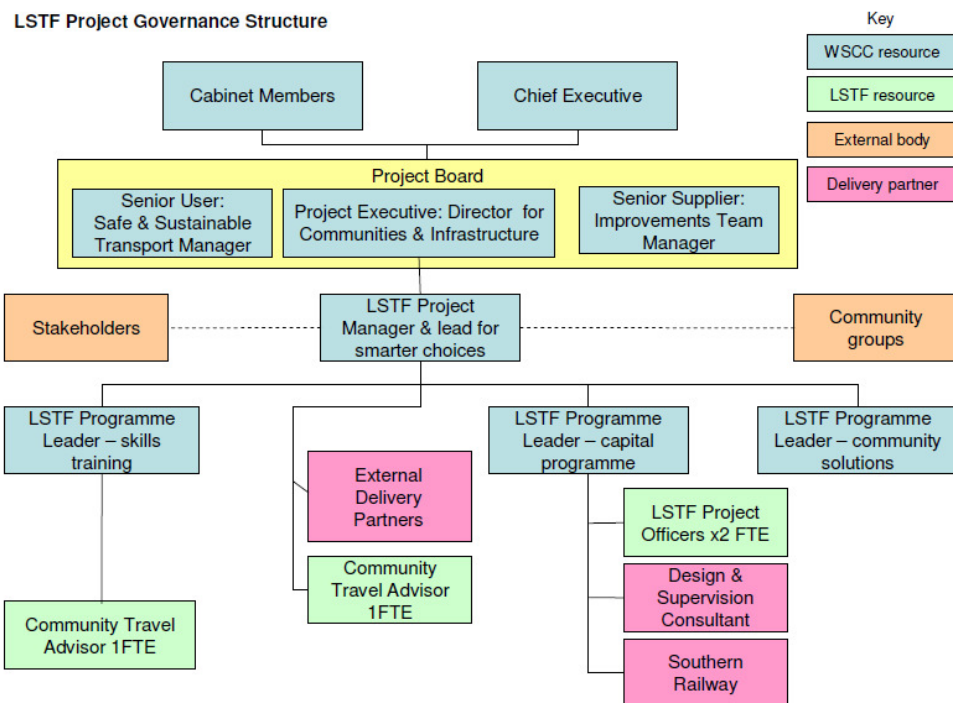
Any activities which are unsuccessful or where costs cannot realistically be recovered will cease at the end of the LSTF period.

SECTION E – Deliverability

E1. Implementation

The governance structure below illustrates how the LSTF bid package would be delivered. Additional resources (identified as Capital Programme Project Officers and Community Travel Advisors), included in the package will report to the Project Manager or Programme Leader for their strand. In addition, the County Council will enter into partnership agreements with private and voluntary sector suppliers such as easit, CTC (for the Workplace Cycle Challenge) and Sustrans for the school cycling officer posts (Bike It), subject to a procurement process. It is envisaged that the infrastructure works will be designed and delivered using the Improvement and Efficiency South East (IESE) framework and our existing construction contractor. These will be project managed through the Capital Programme Project Officers. Some station works, such as cycle parking, will be delivered by Southern using existing arrangements.

To ensure delivery within budget and timescales the Project Manager and Programme Leaders will be experienced at working within the County Council's project management framework. The proposed robust programme management and reporting structure will ensure effective implementation and governance.



E2. Output milestones

The table below provides key milestone for project delivery, please refer to the programme for capital and revenue initiatives in Appendix C for further detail on the individual elements.

Date	Activities
November 2012	Infrastructure design package commissioned – preliminary design completed Engagement with behaviour change package supplier, especially those involved in early project delivery, start up for full year schemes. Procurement has started for the larger behaviour change initiatives starting April 2013.
March 2013	Cycle parking facilities installed at rail stations (by Southern Railway).
April 2013	First full year of behaviour change package starts
May 2013	Consultation on this infrastructure designs completed and agreed
Sept 2013	Completion of detailed design work, handover package of schemes to contractor for programme implementation planning.
March 2014	Traffic signal, RTI & bus priority measures (non-civils) implemented.
April 2014	Second full year of behaviour change package starts
March 2015	Second full year of behaviour change package elements completed All infrastructure works are completed. LSTF funded behaviour change programme ends, self sufficient elements continue.

E3. Summary of key risks

Risk identified	Potential impact*	Likelihood *	Approach to risk management
Insufficient staff resource to deliver package	5	1	Bid includes staff resource and internal resources will be assigned to enable delivery
Lack of local political support	5	2	Local members already engaged in developing the bid and this will continue through implementation
Insufficient funding to deliver the package	3	4	The package may need to be amended to ensure elements best aligned with local needs are delivered
Local contributions not forthcoming	4	2	Seek additional contributions. If necessary, amend the package to be deliverable
Design constraints affecting deliverability	4	2	Work with partners to optimise design, early identification of constraints
Lack of stakeholder buy-in	2	2	Stakeholders engaged throughout bid preparation and this will continue through implementation
Rising costs	5	2	Work with partners to optimise efficiency

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			(inflation already included within bid costs)
Non-delivery of expected outcomes	4	2	Robust programme management and monitoring to ensure expected outcomes are achieved, amend package where necessary
Elements not viable in the long term	2	4	Early planning for long term business model to ensure continuing viability
Expected outcomes not visible in the short term	2	4	Communicate successes and recognition that full benefits unlikely to be achieved quickly, and deliver quick wins early to secure long term buy in
Unfamiliar contractors lead to rising cost/overrun	5	3	Use early contractor involvement to identify issues at outset and if delivery of the whole package not affordable, amend accordingly

*** 1 = low, 5 = high**

E4. Project evaluation

It is important to evaluate the impacts that these projects will be having across West Sussex and the County Council is willing to engage with the Department regarding the evaluation of the benefits of the fund programme. We are committed to robust pre and post intervention monitoring and reporting of the success of measures and would look to third party support to aid with this. The County Council and the bid delivery partners will also support evaluation programmes with local expertise and sources of data and information including traffic and cycle count data, and local travel surveys.