Application to the
Sustainable Travel Transition Year
Revenue Competition 16/17

Southend-on-Sea Borough Council
Bids should be no more than 20 pages long (excluding any supporting documents listed as exempt in the Guidance document).

### Applicant Information

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

Southend-on-Sea Borough Council

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

**Bid Manager Name and position:**

Paul Mathieson, Group Manager, Major Projects and Strategic Transport Policy Group

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

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**Email address:** PaulMathieson@southend.gov.uk

**Postal address:** Southend-on-Sea Borough Council

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Southend-on-Sea

Essex, SS2 6ZQ

**Website address for published bid:** [www.southend.gov.uk/lstf](http://www.southend.gov.uk/lstf)
SECTION A - Project description and funding profile

A1. Project name: Ideas in Motion Southend

A2. Headline description:

Ideas in Motion is a sustainable transport campaign with a difference. Based on evidence from behavioural science and detailed research with local people, the community-led campaign has reduced car use and increased active travel in Southend since 2011. With transition funding, we could extend proven interventions and focus on travel to work, school and training - to meet our objectives to boost the local economy, increase cycling and reduce CO2. With academic partners, we will test interventions in a controlled trial, so we understand what works best and can make an evidence led bid for Access funding in the future.

A3. Total package cost (£m): £2.04m

A4. Total DfT revenue funding contribution sought (£m): £0.49

Bids need to express a minimum interest of £350,000 and a maximum of £500,000 for an individual LA. Combined LAs may submit a joint bid with a cap of £2.5 million.

A5. Local contribution (£m): £1.55m

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<td>Revenue</td>
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<td>Hire bike scheme via the Innovate UK bid</td>
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A6. Equality Analysis

Has any Equality Analysis been undertaken in line with the Equality Duty?  
☑ Yes ☐ No

A7. Partnership bodies:

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Role descriptions

Olympus Keymed – Business partner supporting business travel planning
London Southend Airport – Support cycling to work in JAAP area
Essex Chamber of Commerce – Support personalised travel planning through businesses
First Essex, Norfolk and Suffolk – Support personalised travel planning through businesses
Essex County Council Economic Growth and Development Department – Partner on sustainable transport access to the JAAP area
Southend Association of Voluntary Services (SAVS) – delivery of personalised travel planning
South East Local Enterprise Partnership – strategic partner on links between transport and economic growth
Sustainable Motion CIC – Key delivery partner providing bikes to job seekers
Sustrans: develop the Cycling and Walking networks associated with the JAAP
University of Essex – Partner on travel planning and cycling support for students
Southend Borough Council (Culture Department) – marketing partner encouraging walking and cycling
Southend Borough Council (Finance and Procurement Department) – invest in and procure transport programmes
Southend Education Trust – partner on cycle training in schools
Leeds University Business School Centre for Decision Making – academic partner on pilot project to explore behavioural interventions to encourage cycling to work
Linstock Communications – commercial partner on delivery of social marketing programme Ideas in Motion
Metal – Village Green events and linking sustainable transport with culture
Arriva – supporting try a bus day, older people using public transport
C2C – supporting cycle parking at stations and key partner in Southend Central Cycle Hub
Henry Boot Developments – Southend Council’s development partner for the Airport Business Park situated in the Joint Area Action Plan area around Southend Airport – supporting the development of sustainable transport links to the new ABP especially walking and cycling greenway links.
MotionHub – installation of EV charging points, e-car club, bike and e-bikes for hire, website and integrated smart card system – supported by business sector investment and Innovate UK.
B1. The Strategic Case

Section summary

In the section below, we will show how:

1. Our bid to the transition fund is a strategic fit for Southend, given the fund’s alignment with our published priorities, other funding programmes and our spatial strategies.
2. The overarching objectives of our bid are aligned with the strategic priorities of the fund by supporting the local economy, reducing carbon emissions, improving access to employment and training and promoting physical activity.
3. Our bid is also closely aligned with wider Government objectives and each element of the bid reinforces that alignment.
4. Each element of the bid is designed to achieve realistic outcomes, builds on strong pre-existing programmes and is underpinned by evidence of the problems to be solved and the solutions that have worked in Southend or elsewhere.

I. Alignment with the strategic vision in Southend

A significant component of our South East LEP (SELEP) Growth Deal is the commitment to sustainable transport, including both capital investment and revenue expenditure. For example, £5m of capital LGF/LSTF funding has been allocated to Southend, Thurrock and Essex for investment in sustainable transport. This is in addition to scheme specific allocations which include provision for walking and cycling. For Southend, the LGF/LSTF capital amounts to £1m with £200k allocated for 16/17. This capital funding is aimed at supporting growth around the Airport, the town centre and development sites in the Borough. In particular, new walking and cycling routes, including two new Greenway Routes, supported by Development Funding at the Airport Business Park.

The Southend-on-Sea Core Strategy provides the vision, objectives and broad strategy for the spatial development of Southend. Quality improvements to transport infrastructure and accessibility and the promotion of sustainable travel are seen as essential in delivering regeneration and growth in Southend. A key strategic objective of the strategy is to secure the regeneration of London Southend Airport to enable it to fulfil its potential as a local regional airport by supporting access to the significant new employment opportunities it provides. Indeed, the primary growth area for Southend extends from the Town Centre along Victoria Avenue and out to the Airport with its surrounding commercial sites and housing sites in Rochford and provides the potential for up to 20,380 jobs and 11,100 homes. A Joint Area Action Plan (JAAP) has been agreed to support the successful economic development of the Airport and environs.

The Southend Central Area Action Plan (SCAAP) is at the Preferred Approach stage. The SCAAP will give more detailed consideration to how and where regeneration and growth can sustainably be accommodated in the Southend Central Area, including the Town Centre, Central Seafront Area and gateway neighbourhoods of Victoria and Sutton. It contains proposals for ‘Policy Areas’ and ‘Opportunity Sites’ aimed at strengthening and transforming Southend Town Centre’s sub-regional role as a successful retail and commercial destination, cultural hub and educational centre of excellence, leisure and tourist attraction and an excellent place to live.

It also seeks to safeguard, conserve and enhance the significant biodiversity, green space and other environmental resources in the area and on the foreshore, as well as to bring about public realm and access improvements. An important component of this is the Southend Central Area Transport Scheme (SCATS), which is being funded by £7m of Local Growth Fund (LGF). The allocation of £1m for 16/17 will focus on Victoria Avenue and the improvement to the cycle route and two associated junctions.

Local Transport Plan 3 (LTP3) recognises that in order to deliver a low carbon economy the Council needs to implement packages of measures which will:

- Reduce congestion (Policy 1).
- Encourage and facilitate the use of sustainable modes and public transport (Policy 2).
- Improve sustainable access to London Southend Airport (Policy 6).
- Support business, tourism and regeneration (Policy 8).
- Reduce carbon dioxide emissions from transport (Policy 10).
- Maintain air quality (Policy 12).
- Deliver comprehensive road safety education, training and publicity (Policy 15 – 17, 22).
- Improve accessibility (Policy 18 – 20).
- Increase cycling to tackle health inequalities (Policy 21).

The **Southend City Deal**: Working with the business support programme, elements of the transition funded programme are providing support for businesses to develop travel plans and offer Personalised Travel Planning (PTP) to existing and new employees.

**Southend Borough Council, as CIL Charging Authority**, has published a list of infrastructure that it intends could be funded, wholly or partly by the Community Infrastructure Levy. The Regulation 123 Infrastructure List sets out the projects that may be funded through CIL and includes infrastructure required for the delivery of the Council’s adopted Development Plan. This includes Borough wide local walking and cycling measures to upgrade the network.

### 2. **Alignment of objectives**

The focus for this transition fund revenue bid is on measures that will:

- enhance the benefits of the capital measures being delivered by the SELEP/ LGF and other supporting sustainable programmes, particularly in the form of access to jobs and training.
- extend the success of previous LSTF funding in reducing car use, mitigating congestion, reducing carbon emissions, increasing active travel and enhancing access to economic opportunities.

Our approach will offer opportunities for increasing the attractiveness of non-car modes to support jobs and housing growth and help reduce further the Borough’s already low CO2 emissions.

The main aims and objectives of the proposal are to:

1) **Support a thriving and sustainable local economy**
   - Contribute to sustainable economic growth and regeneration to close the Borough’s GVA gap.
   - Help to create over 13,000 jobs and 6,500 new homes in the Borough by 2021.
   - Support 7,380 additional Jobs in the JAAP area
   - Reduce the economic costs of congestion.

2) **Minimise environmental impact and promote sustainability**
   - Achieve economic growth and regeneration without adversely impacting on the environment

3) **Reduce inequalities in health and wellbeing, and promote a more accessible Borough**
   - Reduce deprivation by providing improved access to new job opportunities.
   - Work with the Director of Public Health, NHS South East Essex and Southend University Hospital to tackle health inequalities by increasing the number of people who walk and cycle.

### 3. **Alignment with Government Commitments**

The Government is committed to increasing rates of walking, doubling cycling activity and reducing the number of cyclists killed or seriously injured. That commitment is the simple framework within which this bid is constructed. The pre-existing schemes the Council wants to support further are those it believes can double the walking and cycling outputs per £ of investment per year in 3 years’ time. The new schemes in which investment is to be channelled are those that will best help Southend double cycling and walking activity by the end of the Access funding period while linking people to jobs, skills and training, boosting the economy and reducing carbon emissions.
4. Four complementary workstreams

The 2016/17 revenue programme will build seamlessly on the current LSTF programme by enhancing the four work streams that have underpinned that programme and continuing to work with established partners.

1. Social marketing
2. Walking and cycling interventions
3. Travel planning
4. Better informing travellers

The interventions within each workstream are described and justified in turn below.

1. SOCIAL MARKETING

**Scheme 1.1:** Ideas in Motion social marketing campaign

**Objective:** To lock in the positive behaviours encouraged through Ideas in Motion under LSTF funding, build a greater groundswell of support and engagement with walking and cycling, and encourage modal shift away from the car on short journeys to work, school or training.

**Investment:** £90k

**Description:** We will build on the award winning Ideas in Motion communication and behaviour change campaign, maintain the Ideas in Motion website and online community, provide timely content to encourage active travel, promote active travel initiatives and reward sustainable behaviours. We will focus specifically on the benefits of walking and cycling and engage specifically with those who currently drive short distances for work, school or training. We will leverage the wide range of community touchpoints made available through the Council and its partners, training staff in these third and public sector organisations to embed travel conversations and advice in the course of their usual service delivery. The marketing plan for 2016/17 includes:

- **July / August:** Community-wide cycle safari to take people to a local event such as the Sunday Showcase performances at the end of the pier, the Puppet Festival, the Fake Festival at Garons Park or the Southend Carnival Fun Fair. Marketing and media relations activity to reach 21,000 people through local press and 31,000 through local radio (based on RAJAR figures)
- **Sept:** Back to School campaign to encourage parents to walk / cycle to school with younger children and allow older children to travel by themselves (by foot, bike or public transport). Materials to reach 53 schools in Southend and 26,000 parents and carers through school newsletters and activities
- **Sept:** University / SBC instructors to provide training to students and guided cycle rides to major Southend facilities. While being open to all students this will be particularly targeted at the new first years and promoted via posters and leaflets in welcome packs etc. Materials to reach 13,000 students at Essex University through university partnership
- **Oct:** ‘Be seen’ campaign around clocks going back, providing advice on how to stay safe in the winter months. This should include materials targeting children / schools as well as those for adults looking to walk or cycle to work. It could also involve a guided twilight ride / walk. Materials to reach 53 schools in Southend and 26,000 parents and carers through school newsletters and activities
- **Jan 2017:** ‘New Year, New You’ campaign, in which people receive materials about active travel to help them achieve resolutions to save money and get healthy, and get Ideas in Motion branded giveaways to help them e.g. pedometers, water bottles etc. Marketing and media relations activity to reach 21,000 people through local press and 31,000 through local radio (based on RAJAR figures)
- **March:** Ideas in Motion cycling and walking Easter Egg hunts. These could be run around the town in collaboration with partners including the Hospital, University, key businesses, Marketing and media relations activity to reach 21,000 people through local press and 31,000 through local radio (based on RAJAR figures), partnership activity to reach 13,000 students at University of Essex, 100 businesses to be engaged

**Outcomes expected:** Since its inception, the campaign has reached every household in the borough with marketing material and travel maps. Posters at key travel sites have reached every commuter in the town. Over the last year, the Ideas in Motion Twitter handle has achieved a 51 percent increase in potential impressions, to a total of 660,000. The account has seen a 20 percent increase in followers to 693. Engagement sentiment has been largely positive, with negative engagement at only 2 percent. We will build on these results during the transition funding period, targeting a social media reach of 1m impressions and increasing by 50% the number of visits to the Ideas in Motion website. We will also build on the number of
people reached by Ideas in Motion social media channels in March of 2015/16 (Twitter reach 120,000 and Facebook reach 23,847) to reach the accounts of 150,000 Twitter users and 30,000 Facebook users on a monthly basis in 2016/17.

**Evidence and rationale:** Ideas in Motion focuses specifically on those making short journeys to places of work, education or training by car. By reducing car use the programme reduces congestion (which limits economic growth) and reduces carbon and other emissions, having a positive impact for the environment and public health. Academic evidence suggests people respond to social norms, need to visualise themselves travelling in an active way in order to adopt those behaviours, respond to triggers from their own community and need to see persuaded by personal benefits, rather than sustainability arguments, if they are to walk or cycle. Research conducted in 2012 and 2013 in the design of the Ideas in Motion campaign supported these findings. Ideas in Motion is therefore community led, allowing the exchange of ideas between local people, focusing on personal benefits, such as health and financial savings, and illustrating active travel for all.

Ideas in Motion has won awards including the Public Sector Communications Award for Social Marketing Campaign of the Year 2013; MJ Award for Behaviour Change Campaign 2014; PRCA Dare Award for Public Sector 2014 (shortlisted); Sustainability Award for best Transport/Travel project 2014; LGC Award for Community Involvement 2016 (shortlisted); LGC Award for Partnership of the Year 2016 (shortlisted). The site maintains a healthy new to returning visitor ratio. During the period September-October 2014, approximately 78% of the traffic came from new visitors, and 22% from those returning to the site. This shows that the site is still reaching out to new users while retaining a loyal community of users.

Ideas in Motion is a critical platform from which to promote the other interventions outlined in this bid.

2. WALKING AND CYCLING INTERVENTIONS

**Scheme 2.1:** Southend Cycle Network

**Objective:** To support the delivery of a successful traffic-free greenway network linking to the London Southend Airport Business Park

**Investment:** £65k

**Description:** We will invest in the development of, and a signage strategy for, a network of cycle paths that will link the JAAP to the town centre in order that the 7,380 jobs being generated at the airport business park and JAAP area can be accessed from the town centre by bike. To do so we will engage Sustrans to develop the Cycling and Walking networks associated with the JAAP. Sustrans will consult, design and progress as far as possible a cycling and walking network to delivery stage. The advancement of the JAAP, SCAPP and London Southend Airport Business Park suggest that this is an ideal time to formulate a clear delivery plan for a network linking key residential areas with areas of employment. The preliminary design has been agreed with Rochford Council and forms part of the planning application.

**Outcomes expected:** By providing the Council with access to wider cycle design expertise and engineering support, this project will create a traffic-free greenway network linking into London Southend Airport Business Park and create a network of routes linking from the north and south into the JAAP. Working with SBC, ECC, stakeholders, landowners, developers and community groups Sustrans will create a clear strategy for progression of this network and assist in the advancement of its delivery. By extending the existing 2015/16 signing strategy Sustrans will look to add additional flagship routes investigating objectives such as branding, hierarchy of routes, key destinations etc. When in place, the Southend Cycle Network will be a key pillar to double cycling activity in the Borough by 2021.

**Evidence and rationale:** We have been improving cycle routes across the borough as part of the current LSTF, complimented by our involvement in the ‘Bike Friendly Cities’ EU project (www.bikefriendlycities.eu). Daily cycle counts at 12 count sites increased by an average of just over 30% between 2012 and 2013 JAAP access improvements are being delivered as part of the Strategic Economic Plan, part funded by the Local Growth Fund the Council and development partners.

The cycle routes developed will provide an ideal network to support Southend’s role as a pilot town for e-mobility hubs. Should we be successful in our bid for funding to the E-mobility hub project, a scheme in partnership with E-Car Club Ltd., EValu8 Transport Innovations, Hourbike and Transport Systems Catapult, then more than 60 bikes/e-bikes will be made available for hire from docking stations and 7 charging points.
will be provided. This investment from Innovate UK will be a pioneering project focusing on the door to
door mobility chain and support the Southend Smart City project alongside TRACE.

**Scheme 2.2: Sustainable Motion**

**Objective:** To improve access to low cost cycling options in Southend, particularly for young people defined
as NEET and those seeking to reach employment or training opportunities.

**Investment:** £80k (plus £150k of LSTF and S106 capital funding)

**Description:** The Sustainable Motion Community Interest Company (CIC) operates the “Comfy Saddle,”
which provides fully serviced, recycled, cost effective bikes from its base at Southend Central Railway Station.
The CIC is particularly popular among people on low incomes and is a prominent player within the
burgeoning cycling community in the town. The CIC has developed a business case to support expansion at
Southend Central Station to bring the Comfy Saddle shop together with the ReCycle Centre. This is part
funded by the LSTF capital and a S106. This will increase capacity and provide training facilities and secure
cycle parking for over 60 bikes. The transition fund investment will do two things:

1. Support the move of the CIC’s recycling centre, which is currently on the borough boundary, to a town
centre location. Transition funding will help to generate footfall at the new location and so drive the sale of
reconditioned bikes to those on low incomes. This seed funding will get the new location off the ground in
order that the facility can be self-sustaining in future.

2. Provide additional funding to focus the programme specifically on the provision of low cost cycling options
to people on low incomes seeking access to jobs, training and education. With the funding the CIC will be
able to:

   • reach out to the business community with a business by business roadshow; visiting businesses in the
     process of hiring new staff, demonstrating the quality and cost effectiveness of bikes on offer and
     encouraging businesses to act as conduits for marketing material to staff and potential recruits. Through
     this roadshow, the CIC will encourage businesses to adopt the sustainable travel apps currently being
     tested and monitored by the TRACE programme, in order to enhance evaluation and inform future
     initiatives.

   • reach out to the student community with promotional activity in and around the University at the start of
     the new academic year

   • reach out to young people who are NEET by providing marketing collateral through schools and colleges
to those who are about to leave and partnering with Job Centre Plus.

**Outcomes expected:** 400 bikes to be reconditioned and sold through the new recycling centre, increasing
sales by 14%; 45 bikes to be sold through the Comfy Saddle, increasing sales by 29%. In addition, the CIC will
reach out to 20 businesses, help 10 job seekers to access a bike for the first time and help 25 school leavers
access skills and training in cycle maintenance, admin, business skills and retail.

**Evidence and rationale:** There were 1718 JSA claimants in the borough in Dec 2015, down 30% on the
number of claimants one year before. While this reduction is evidence of the strong economic recovery, it is
still the case that 5.3% of young people aged 16 to 18 are NEET, which is higher than the East of England
average of 4.4% . The problem is most significant for those aged 18, 11.3% of whom are NEET. This is far
higher than the regional average of 7.4% and the highest figure in the East of England region. This target
market will be explicitly targeted by reaching out to schools and colleges.

The CIC has a strong track record on which to build. Last year it reconditioned and sold 350 bikes and sold
35 bikes through the Comfy Saddle, supported by funding through the Essential Living Fund, the programme
provided 25 unemployed people (often long term unemployed) with on-road cycle training and a refurbished
bicycle, lights, a helmet and cycle lock.

Of those who were supported:

   • 83% showed improved levels of cycling having been through the project
   • 50% went from never cycling to cycling several times a week
   • 25% went from never cycling to cycling daily!

**Scheme 2.3: Active travel training in schools and communities**

**Objective:** Normalise cycling and walking as modes of transport and improve the safety of cyclists and
pedestrians

**Investment:** £50k
**Description:** Through LSTF we have worked with Sustrans, on a programme of embedding cycling in the curriculum in schools. Now, building on our partnership working experience with, for example, Sustrans and public health colleagues, we will promote active travel routes linking into schools and support community and voluntary sector organisations to support active travel in their service delivery. This will continue to help promote healthy, safe and active travel options, whilst building on tried and tested partnership approaches. To enhance the programme, and with the needs of the Access fund in mind, we will trial a travel training programme focused on potential school leavers aged 16 and over who will soon need to travel to new schools, work, education or training. We will assemble a pilot package of travel training materials for this cohort of young people, targeting those who have not gone through Bikeability training.

**Outcomes expected:** 15 schools reached with additional travel training, 4 community travel training events to be established and 3 community organisations to be supported in their promotion of active travel. School leavers to be provided with a pilot package of cycle training and promotional material for the Comfy Saddle (Sustainable Motion CIC).

**Evidence and rationale:** Our engagement with schools has been a great success in the past. Through our efforts we engaged with 22 schools in the last 12 months. In six of those schools we also delivered a package called cycling in the curriculum. This included cycle safaris and bike fixit programmes that we continue to deliver through Bikeability plus in 2016/17. We also focused specifically within these schools on cycling as an attractive alternative mode of transport, embedding this in the curriculum through sustainable travel on school trips and route planning activities. A successful lesson programmes on bike engineering as part of the science curriculum was piloted. As a consequence of this additional work, we achieved greater than 95% uptake of Bikeability Level 2. Funding through the transition fund will allow us to replicate these results in more schools, using cycling in the curriculum to enhance and provide added value to Bikeability programmes.

**Scheme 2.4:** Adult cycle training

**Objective:** To normalise cycling, increase the number of cyclists on the borough's roads and improve the safety of adults cycling in and around the Borough.

**Investment:** £40k

**Description:** We will provide adult cycle training and maintenance courses to those accessing jobs, skills and training. Funding will support the continued delivery of the programme by instructors provided by Cycle Southend, helping to link cycle trainees with the wealth of information and support offered by this organisation. Transition funding will be focused proactively on reaching out to job seekers by working to build referrals from schools, colleges and Job Centre Plus.

**Outcomes expected:** 50 adults to be trained to Bikeability level 2, 10 adults to reach Bikeability level 3, 300 job seekers to be targeted with information about the opportunities available through Cycle Southend via further education and Job Centre Plus partnerships. We will also deliver 3 adult safaris or led rides and support the creation of 3 community based adult cycling groups.

**Evidence and rationale:** A proven barrier to people cycling is a lack of experience. We have a strong track record of success in Southend. In the last 12 months, 18 adults were trained to Bikeability level 2 and 158 adults engaged with the cycle safaris and led rides in the town. Just Ride – a community based cycling project for people of all ages and all abilities to promote and encourage cycling had over 5000 rides in 2015-16.

**Scheme 2.5:** Embedding new habits at a key life stage

**Objective:** To pilot an intervention that will embed cycling to work as a habit for people starting a new job in Southend and the surrounding area. The pilot will inform a scheme roll out in 2017 / 18, if supported by the Access Fund, and underpin a significant push to double the number of people reaching interviews and jobs at Southend Airport and the JAAP area by bike as the predominant form of transport.

**Investment:** £80k

**Description:** We will partner with academic experts at the Centre for Decision Research at Leeds University Business School to test the efficacy of different interventions at a key life stage i.e. starting a new job / relocation. The precise nature of treatments and experiments is to be determined, but we will likely trial and compare the relative effectiveness of 1) Social Marketing using Ideas in Motion (information and guidance) 2) Personalised Travel Plan (personalisation and salience) 3) “Comfy Saddle” (fully serviced, recycling, cost effective bikes), versus no interventions. We will explore partnerships with a recruitment company and / or major employer(s) who may be able to provide additional funding.
Outcomes expected: At the end of the trial, we will know which of the treatments is most effective and encouraging cycling to work. We will also have a body of “new jobbers” who will act as advocates for other people in the surrounding area. The pilot will help inform a full roll-out that will double the number of people reaching interviews and jobs at London Southend Airport and JAAP area by bike.

Evidence and rationale: Research shows that travel mode choices are often habitual and automatic. Daily repetition means that these choices become ingrained and carried out with very little deliberation or analysis of the costs and benefits involved. When the context is stable – staying in the same job, remaining in the same home, taking the same route – habits can be very hard to break. However, a change of context provides a window of opportunity to unfreeze existing habits and habitualise new, preferred travel choices. During this window, research shows that people are more likely to deliberatively consider the merits of different behaviours. Starting a new job is a major change in context, similarly, research shows that timeliness is critical to the effectiveness of interventions. Starting a new job is a significant life stage and a timely point to drive behaviour change. Once changed, the new behaviour becomes embedded and habitual.

3. TRAVEL PLANNING

Scheme 3.1: Personalised Travel Planning (PTP)

Objective: To use businesses as a conduit for personalised travel planning to employees in order to communicate the benefits of walking and cycling and to reach out directly to job seekers and those looking to start training courses in order to encourage walking and cycling to work.

Investment: £45k

Description: PTP has been hugely successful in Southend. Residential PTP has been used across many areas, principally around Central Southend and along the A127 corridor, delivering advice to 11,000 households (surpassing the original target of 8,000 households by March 2015). It has proved remarkably successful and popular, with car use down as a consequence and 9 out of 10 people engaged rating their experience as good or very good.

In the last 12 months, PTP has been extended to target workplaces and higher education establishments. Volunteers from SAVS have visited businesses across the town to encourage sustainable behaviours among their workforces. With transition funding we will build on that programme by focusing a PTP package on job seekers and those seeking training, working through touchpoints across the council and with partners (e.g. advice centres).

The recently agreed £6m City Deal for Southend includes £1.81 million to provide business support and advice to local businesses through partners like the Chamber of Commerce. As part of this support we have been helping businesses with their travel and transport needs and aspirations, including travel planning.

The above will engage people already at places of work or education, but another area we are concerned about is enabling people to get to work and educational opportunities. So, we will train staff in key further or higher educational establishments such as the University of Essex and South Essex College, and train Jobcentre Plus advisors as Travel Champions. They will then be able to provide a range of travel advice and support. The aim will be to remove travel related barriers that discourage people, especially NEETS, from accessing a range of work and educational opportunities.

PTP is a uniquely customer-focused approach, which is critical to its success. It is therefore very important that those delivering the service are trusted and so we will again use SAVS (the Southend Association of Voluntary Services), a delivery mechanism that was developed successfully during the current LSTF. SAVS will use the existing, already trained, local volunteer travel planning advisors, whilst Sustrans will continue to provide general support and monitoring advice. Not only will this achieve a number of transport objectives, but it will continue to serve as a gateway from unemployment to gainful employment for many volunteers. This example of delivery featured at the LSTF event held in Bristol.

Outcomes expected: We expect that around 100 job seekers would receive personalised travel support and advice through this scheme while a further 50 employers will be reached, providing access to around 500 employees. A total of 600 people accessing PTP through the workplace.

Evidence and rationale: Research commissioned from Sustrans shows that the Southend Personalised Travel Planning Project has delivered highly positive results against the aims and proposed outcomes of the
programme. 51% of respondents to a Sustrans survey reported they increased walking as a mode of transport after engaging with PTP; the number of walking trips increased by 12%; 15% of respondents reported that they increased cycling as a mode of transport after engaging with PTP; Overall the number of cycling trips increased by 37%. In the last 12 months, 64 organisations engaged with PTP. These ranged from 2 person community groups to large charities employing a sizeable workforce.

4. Better informing travellers who can take active, sustainable options

**Scheme 4.1:** Community focused PTP at The HUB - a walk-in community advice centre based in the Victoria Shopping Centre  
**Investment:** 40k

**Description:** Using transition funding we will build on the success of the residential and business PTP. To date, the PTP has been an outbound initiative, made possible by volunteers visiting people in their homes or places of work. Using transition funding, we will seek to mainstream PTP across council advice by placing volunteers in the council’s advice centre – The Hub – in the Victoria Shopping Centre and in a range of satellite locations where they will sit alongside the delivery of existing services in the public and third sectors. Volunteers will provide information and advice on a drop-in and appointment basis, as well as providing access to a range of supported services and activities such as cycle training, health checks, PTP, and bus timetables and maps. We will also provide PTP information and services at community events, taking advantage of the large footfall these attract.

**Outcomes expected:** 2500 unique individuals will be engaged in community focused PTP with an additional 300 individuals taking part in detailed planning and advice sessions through the Hub and/or community groups. Since many of the users of the HUB and other services return month on month there is an opportunity here to track travel behaviours over time from those who have engaged with PTP. We expect the outcomes among these individuals to reflect the success of the PTP programme described in 3.1.

**Evidence and rationale:** Since opening in June 2015 the Hub has had 2302 unique enquiries for services. As of February 2016 around 300 people a month were accessing services via the Hub. By engaging people at a central location and at satellites that they already visit, PTP through the hub will replicate some of the advantages of visiting people in their own homes. Chiefly, that the engagement will be easy and require little additional time.

B2. The Economic Case – Value for Money

The assessment of value for money and outcomes is based on our proposed sustainable travel transition year programme for 2016/17, as outlined in Section B1, which would be funded by contributions requested from the Department for Transport, as well as the local/third party contributions identified in Section A5. In determining the outcomes and value for money of our proposed 2016/17 programme, a relatively simple spreadsheet model was developed based on existing traffic and carbon dioxide levels across the programme area, coupled with the number of people likely to be reached by the proposal and the results of several major smarter choices evaluations. This model allowed us to calculate the likely reductions in vehicle kilometres and carbon dioxide emissions, which in turn allowed us to estimate the monetary benefits of our sustainable travel transition year proposal, using Department for Transport WebTAG valuations. More detail on data used and assumptions made in estimated the economic benefits of the proposal can be found in the appended Economic Appraisal Report and the appended Pro Formas.

Once this data was input into the model, Department for Transport WebTAG valuations were analysed to determine the financial benefits that would accrue from this reduction in vehicles kilometres for congestion, infrastructure, accidents, noise, local air quality and greenhouse gas emissions in 2015 (based on 2010 prices). No optimism bias has been applied. The model is considered fit-for-purpose and the most appropriate method for analysing the value for money of this scheme as it reflects the most up-to-date evaluation data available for each element of the programme and utilises Department for Transport WebTAG pricing for marginal external benefits of the scheme. The results of this analysis are provided in the tables below.
### Post-Implementation Core Outcomes

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbon Dioxide Emissions Reductions (Tonnes per annum)</td>
<td>5,686</td>
</tr>
<tr>
<td>Traffic Reduction (Vehicle kilometres per annum)</td>
<td>11,131,575</td>
</tr>
</tbody>
</table>

### Post-Implementation Value for Money Per Annum (2016 prices)

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congestion</td>
<td>£1,751,887.27</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>£11,131.58</td>
</tr>
<tr>
<td>Accidents</td>
<td>£356,210.40</td>
</tr>
<tr>
<td>Local Air Quality</td>
<td>£11,131.58</td>
</tr>
<tr>
<td>Noise</td>
<td>£22,263.15</td>
</tr>
<tr>
<td>Greenhouse Gases</td>
<td>£330,770.56</td>
</tr>
<tr>
<td>JSA</td>
<td>£34,210.80</td>
</tr>
<tr>
<td>GVA</td>
<td>£156,598.20</td>
</tr>
<tr>
<td><strong>BENEFITS TOTAL</strong></td>
<td><strong>£2,674,203.54</strong></td>
</tr>
</tbody>
</table>

### Benefit to Cost Ratio

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>DfT Contribution only</td>
<td>5.46</td>
</tr>
<tr>
<td>DfT Contribution plus Local / Third Party Contributions</td>
<td>8.62</td>
</tr>
</tbody>
</table>

Non-quantifiable social outcomes and benefits are likely to include:
- Work experience for those involved in the Sustainable Motion programme;
- Employment growth from the freeing up of road capacity to enable economic development to come forward;
- Reduced road traffic collisions and injuries;
- Reduction in air pollution emissions and the associated health related effects;
- Reduced adult obesity and increased physical activity, particularly at workplaces and schools; and
- Possible increase in life expectancy from reductions in obesity, cardiovascular disease and diabetes as a result of increased physical activity.

Key risks and uncertainties are identified in more detail in Section B7.

### B3. The Financial Case – Project Costs

Please complete the following tables. **Figures should be entered in £000s** (i.e. £10,000 = 10).

#### Table A: Funding profile (Nominal terms)

<table>
<thead>
<tr>
<th>£000s</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>DfT funding sought</td>
<td>£490</td>
</tr>
<tr>
<td>Local Authority contribution</td>
<td>£50</td>
</tr>
<tr>
<td>Third Party contribution including LGF</td>
<td>£1500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>£2040</td>
</tr>
</tbody>
</table>

**Notes:**
1) Department for Transport funding must not go beyond 2016-17 financial year.
2) Bids must identify a local contribution (local authority and/or third party) towards the project costs. The local contribution should be at least 10% of the DfT revenue, or at least 30% match funding for bids that require both capital and revenue funding.
B4. Management Case - Delivery

Seven staff within Southend-on-Sea Borough Council will be working on managing and delivering the programme for its duration.

Scheme 1.1: The council’s marketing and communications partner Linstock Communications has delivered Ideas in Motion since 2012 and has developed a continuation plan to support the delivery of a seamless marketing and communications strategy with transition funding if this bid is successful.

Scheme 2.1: Sustrans has already submitted a detailed proposal to develop the cycle network and design a signage strategy if this bid is successful

Scheme 2.2: The Sustainable Motion CIC is primed to continue delivery of the bike recycling and access programme

Scheme 2.3: Cycle Southend have delivered this programme in the past and are committed to continuing its delivery should this transition funding bid be successful

Scheme 2.4: A team of cycle instructors is prepared to continue our delivery of adult cycle training

Scheme 2.5: Leeds University Business School has a professor and PhD student primed to deliver the behavioural science experiment

Scheme 3.1 and 4.1: Delivery agents SAVS and Sustrans are already contracted to provide Personalised Travel Planning through the existing LSTF programme, and they have agreed to expand the programme if this proposal is successful.

The table below outlines the project plan for the 2016/17 transition funded programme, identifying the key sub-tasks within each element of the project, key dependencies, implementation dates and key milestones. For each task, start of implementation is identified as a key milestone, expect where tasks are carrying on from existing programmes. As can be seen from the table, many of the key dependencies will be carried out prior to the start of the 2016/17 programme, and will begin upon confirmation of a successful LSTF funding award. There is no start up requirements and the programme can commence as soon as a successful bid has been notified.

A letter relating to land acquisition has not been appended, as land acquisition is not applicable to this revenue proposal. Construction Milestones have not been provided, as the transition fund is revenue based.
Table C: Construction milestones

<table>
<thead>
<tr>
<th>Milestone Description</th>
<th>Estimated Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start of Project</td>
<td>May 2016</td>
</tr>
<tr>
<td>A127 Kent Elms Junction Improvements</td>
<td>June 2016</td>
</tr>
<tr>
<td>Completion of works (if different)</td>
<td>March 2017</td>
</tr>
</tbody>
</table>

B5. Management Case – Statutory Powers and Consents

a) Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan. **None required**

b) Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them. **None**

B6. Management Case – Governance

*Please name who is responsible for delivering the scheme, the roles (Project Manager, SRO etc.) and responsibilities of those involved, and how key decisions are/will be made.*

The transition fund implementation will continue the established programme management procedures & governance put in place for Cycle Southend and current LSTF. This will ensure continuity and that there is no “year zero” in terms of gearing up the team, advertising posts and making a rapid start. All is in place and will continue seamlessly.

The following shows the governance structure that is in place and will move seamlessly into the delivery phase of the transition fund.
**Neil Hoskins – Transition Fund Programme Manager**
Neil is a chartered engineer and will be responsible for the overall management of the team. Ensuring that the elements and sub elements are correctly aligned with transition fund objectives, and that the appropriate monitoring is implemented to assess progress. He was responsible for delivering the Technical Approval process for the London 2012 Olympic Park and produced the design guide for the Olympic Park Transformation Phase. His most recent role is the Programme Manager for the current LSTF & Cycle Southend responsible for a multi-disciplinary team delivering £6.4m of infrastructure and marketing and promotional events.

**Andrew Lewis – Executive**
There is Executive Director support for the transition fund, which experience has shown is essential for success. Andy will be ultimately responsible for the programme. He will ensure the all elements are correctly focused on achieving its aims, objectives and outcomes.

**Peter Geraghty – Head of Planning and Transport**
Peter is the Head of Service responsible for managing the strategic planning and transport functions. He will oversee the budgetary requirements and approve the resourcing and investment programme.

**Paul Mathieson – Senior Supplier**
Paul is Group Manager of the Major Projects & Strategic Transport Policy Group and will be responsible for the quality of the elements as delivered by the Programme Manager and his team. He will be responsible for ensuring alignment with strategic planning and transport policy objectives, co-ordination with other authorities and achieving value for money and delivering the benefits.
**Ashley Dalton – Ideas in Motion Community and External Funding Manager**
Ashley leads on community outreach and engagement, ensuring the delivery partnership behind LSTF will continue seamlessly into the delivery phase for the transition fund.

**Collette Kemp – Marketing and Promotions Manager**
Collette leads Cycle Southend promotions and has extensive experience in this field. With a strong road safety and cycle training background she will ensure that the co-ordinated messages are delivered to the target audience and results achieved.

**Richard Twomey – Managing Director of Sustainable Motion CIC**
Richard currently manages the Comfy Saddle and Re.Cycle Centre and will be responsible for activities involving the Social Enterprise. He is innovative and has been instrumental in the success of the recycling initiative and Comfy Saddle.

**Emma Cooney – Economic and Business Development Manager**
Emma is managing the City Deal and will be able to align the programmes for businesses through established routes such as the Southend Business Partnership

**Other Staff –** The bid has been prepared with assistance from the Education, Leisure, Health, the Council’s Marketing Team, Economic Development Team, Partnerships Team, finance officers. The Council’s in-house ITS and transport policy team will lead on the bus, rail and Interlinking proposals.

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**B7. Management Case - Risk Management**

Southend has already implemented a good project management structure that has ensured the timely and effective delivery of the current LSTF programme to budget. This has included a robust approach to identify, evaluate and minimise the risks associated with the implementation of the proposal comprising the bid. The most significant risks to delivery are set out in the table below.

<table>
<thead>
<tr>
<th>Risk</th>
<th>Impact</th>
<th>Mitigation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political. Loss of political support, including at town council level</td>
<td>• Delivery slows or stalls • Funding reduced, resulting in inability to deliver some capital infrastructure measures</td>
<td>• Continued regular political reporting to relevant portfolio holders • Continued membership of councillors on the project board • Ensure executive for each authority signs off the annual programme</td>
</tr>
<tr>
<td>Professional. Loss of key staff, whether within the authorities or partners</td>
<td>• Delays to programme delivery resulting in underspend</td>
<td>• Ensure knowledge of projects is widespread, including through the use of working groups for each workstream. • Draw on resources within the authority and our partners to fill temporary gaps • Provide continuity in employment and roles</td>
</tr>
<tr>
<td>Procurement. Services and expertise not secured on time to begin timely delivery in 2016/17</td>
<td>• Programme is delayed, resulting in possible underspend</td>
<td>• Begin procurement preparation before funding announcement in March 2016. Undertake the procurement of resources and expertise early on (March 2016) • Development of detailed project plan. • Utilise frameworks and new HMEP contracts</td>
</tr>
<tr>
<td>Financial. Delivery costs for particularly projects exceed estimates</td>
<td>• Scaling back of ambition for those projects, which in turn dilutes impact</td>
<td>• Market test projects where possible. Establishing costs as part of the contractual arrangements.</td>
</tr>
<tr>
<td>Partnership working. Partners seek to withdraw their involvement</td>
<td>• Delays to programme delivery and dilution of impact. • Reputational damage to</td>
<td>• Good stakeholder management strategy in place • Ensure partners are fully engaged, actively involved and integrated, such as through</td>
</tr>
</tbody>
</table>
### Risk Impact Mitigation

<table>
<thead>
<tr>
<th>Risk</th>
<th>Impact</th>
<th>Mitigation</th>
</tr>
</thead>
<tbody>
<tr>
<td>the transition fund</td>
<td>working groups and through actual delivery</td>
<td>Effective project management systems will provide an early warning if issues arise</td>
</tr>
<tr>
<td>Engagement. Businesses fail to give travel planning a sufficient priority in the current economic climate</td>
<td>Workplace travel planning is less effective, and activities/PTP not delivered to staff</td>
<td>Implement approach that requires minimal commitment from businesses. Achieved by transition fund team engaging staff directly to deliver PTP and other activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Make this only one element of the community engagement programme, with the main effort directed at engaging the community directly through the Travel Hubs and community events</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Work with Business colleagues and utilise existing partnerships</td>
</tr>
</tbody>
</table>

### B8. Management Case - Stakeholder Management

a) Can the scheme be considered as controversial in any way?
   - Yes
   - No

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

b) Have there been any external campaigns either supporting or opposing the scheme?
   - Yes
   - No

### B9. The Commercial Case

*Please provide evidence that you are able to mobilise and begin to deliver at the start of the funding period if successful.*

**Building on a strong platform**

The Council's LSTF programme has delivered and will form a strong platform on which to support transition funding work.

**The results:**

In 2013, travelling by car was the predominant mode of transport for journeys under five miles in Southend, contributing to significant levels of congestion in the town centre and reducing the health and wellbeing benefits associated with active travel; but by autumn 2015 more people travelling five miles or less did so by bike (33%) than by car (31%).

The latest independent evaluation data shows that:
- 30% of people are using the car less, and 19% are planning to drive less in the future;
- 46% of people are walking more, and 33% are planning to walk more in the future; and
- 40% of people are cycling more, and 16% are planning to cycle more in the future.

Community satisfaction with the campaign is high. Residents say they have seen improvements in the provision of walking (17%), cycling (43%) and public transport (15%) over the last year. Over 13,000 residents have been contacted through the PTP programme, delivered by local volunteers through an innovative partnership with SAVS, and 87% of those reached rated the initiative as good or very good.
Through LSTF, Southend has delivered a programme of sustainable and active travel interventions that have underpinned strong economic growth and reduced carbon emissions. Southend was recognised as the ‘greenest’ location in the 2016 Vitality Index – an annual assessment of every large town and city outside of London- and was ranked joint first in Cities Outlook 2016 (from the Centre for Cities) as the urban environment with the lowest CO2 emissions per capita.

A bid that’s ready to go

The required background work for this transition fund proposal is already in place as we have been delivering a successful LSTF programme for five years. For the packages requiring procurement of external delivery capacity and expertise, the procurement has already taken place within the framework of current LSTF programmes. Linstock Communications deliver our marketing and communications strategy, and SAVS deliver our PTP service. Where it is cost effective and performance meets agreed criteria then contracts will be updated and extended for 2016/17 where procurement rules allow.

Where additional external support is required for delivery, the procurement strategy and standing orders for contracts will apply. In addition to utilising existing framework contracts procedures are in place for purchasing supplies, works or services up to £4999k, which make sure that best practise is applied and reasonable steps are taken to ensure best value is obtained. Between £5k and £24,999, at least 3 written quotations must be obtained before a formal purchase order is issued. Between £25,000 and £74,999 must be advertised on Contracts Finder and awarded with spend justification and from £75,000EU threshold rules, a formal tender process must be conducted. The main processes to be used here are the Open and Restricted Procedures. These are intended to be essentially the same as the procedures described in EU Directives in order to provide consistency.

It is not anticipated that we will be procuring services at a cost that exceeds the £172,514 threshold set for EU wide tendering to be required, saving significantly on potential procurement lead times.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

Evaluation is an essential part of scheme development and should be considered and built into the planning of a scheme from the earliest stages. Evaluating the outcomes and impacts of schemes is important to show if a scheme has been successful. See page 11 of the Guidance document for more information.

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

☒ Yes □ No
SECTION D - Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for [Ideas in Motion Southend] I hereby submit this request for approval to DfT on behalf of Southend-on-Sea Borough Council and confirm that I have the necessary authority to do so.

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

Name: Paul Mathieson
Position: Group Manager, Major Projects and Strategic Transport Policy Group

Signed:

D2. Section 151 Officer Declaration

As Section 151 Officer for Southend-on-Sea Borough Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Southend-on-Sea Borough Council

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

Name: J. Chesterton

Signed:

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

The deadline for bids is:

29th March 6pm 2016

An electronic copy should be submitted to sat.programmes@dft.gsi.gov.uk

We prefer electronic copies. However, if you must send hard copies of papers, please provide 3 copies to:

Sustainable Travel Transition Year 16/17 Bids
Rabina Nawaz
Zone 2/14
Department for Transport
Great Minster House
33 Horseferry Road
London
SW1P 4DR
Southend-on-Sea Borough Council Sustainable Travel Transition Year Revenue 16/17: Economic Appraisal Report (March 2016)

1 Introduction

1.1 Background
In determining the outcomes and value for money of Southend-on-Sea’s proposed 2016/17 Sustainable Travel Transition Year programme, a relatively simple spreadsheet model was developed based on existing traffic and carbon dioxide levels across the programme area, coupled with the number of people likely to be reached by the proposal and the results of several major smarter choices evaluations. This model allowed us to calculate the likely reductions in vehicle kilometres and carbon dioxide emissions, which in turn allowed us to estimate the value for money of the Southend sustainable travel transition year proposal, using Department for Transport WebTAG valuations (Section 3.1).

Once this data was input into the model, Department for Transport WebTAG valuations were analysed to determine the financial benefits that would accrue from this reduction in vehicles kilometres for congestion, infrastructure, accidents, noise, local air quality and greenhouse gas emissions in 2015 (based on 2010 prices and the adjusted for inflation to 2016 prices). No optimism bias has been applied. The model is considered fit-for-purpose and the most appropriate method for analysing the value for money of this scheme as it reflects the most up-to-date evaluation data available for each element of the programme and utilises Department for Transport pricing for marginal external benefits of schemes that reduce congestion.

This Economic Appraisal Report accompanies Southend-on-Sea Borough Council’s Sustainable Travel Transition Year application. This report provides a detailed description of the sources of data, assumptions, and estimates used to complete the Scheme Impacts Pro Formas submitted in support of the bid in Section 2 and the traffic reductions utilised for input into the spreadsheet model. Section 3 outlines the data and sources of information utilised for calculating the economic benefits and Value for Money of the proposal, as outlined in Section B2 of the main bid document.

2 Pro Formas

2.1 Traffic Levels
DfT traffic data (thousand miles per annum) was taken from count points across Southend. This was then converted from miles into 277,003,508 km. This was used as the “Without Scheme” Traffic Levels for the following sustainable travel transition year proposal elements and their associated scheme impact pro-formas:

- Marketing, Information and Promotion
- Walking and Cycling Signage
- Cycle Training
- Personalised Travel Planning

2.2 Marketing, Information and Promotion
Southend estimate that its marketing and promotion campaigns are likely to reach around 91,000 residents. Of these, it was assumed that 20% would be engaged.\(^1\) Of these 20% who become engaged as a result of the campaigns, marketing and promotion was estimated to reduce annual vehicle kilometres by around 7.5% - roughly the mid-point of research showing that such campaigns can cut car travel by 3% to 12%.\(^2\) Using National Travel Survey 2014 data on the average number of miles travelled per person per annum by car in the UK (5,067) converting it to km (8,155) allows us

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\(^1\) DfT, Making Smarter Choices Work.

\(^2\) DfT, Making Smarter Choices Work.
to estimate the likely reduction in vehicle kilometres arising from marketing, information and promotional activities. The calculation is therefore as follows:

- 91,000 people * 20% = 18,200
- 18,200* 8,155 vehicle km per annum = 148,421,000 vehicle km per annum
- 148,421,000 vehicle km * 7.5% reduction = 11,131,575 vehicle km reduced per annum

Because this programme aims to reach so many people, vehicles kilometre reductions from the other elements of the sustainable travel transition year programme outlined below were removed from the above totals to avoid double counting of benefits.

2.3 Walking and Cycling Interventions

2.3.1 Signage
Southend plan to significantly improve signage along a 5km route to further encourage cycling. The route currently has approximately 276 counts per day on average throughout the year. Assuming there are return trips, this equates around 138 people using the route each day. The Council expect the signage to increase usage of the route by 5% or around 7 people per day. The traffic reduction calculations from this intervention are therefore as follow:

- 5km (length of route) * 7 new users * 2 trips per day * 365 days per annum = 25,550 vehicle km reduced per annum

2.3.2 School Cycle Training
It was assumed that a total of 15 educational establishments would receive intensive bikeability training in 2016/17. Government statistics on the number of pupils and the number of schools in Southend allow an estimate to be made of number of the average number of pupils per school being 469. Modal share statistics were taken from N198 – Children travelling to school – mode usually used which show that on average 21.4% of children are driven to school by car, and only 2.9% cycle. Sustrans state that the average number of children cycling to school doubles following on from implementation of their cycling programmes and this equates in Southend to approximately a 13.6% reduction in car travel to school. The average distance (to primary school) is 2.6 km and if driven by a parent could lead to up to four car trips to/from the school each day. The calculations are therefore as follow:

- 15 schools * 469 pupils = 7,035 pupils covered by Bike It
- 7,035 pupils * 21.4% (average percentage of children driven to school) = 1,505.49
- 1,505.49 * 2.6km * 4 trips per day * 190 days in the school year = 2,974,848 km per annum from children at these schools being driven
- 2,974,848 km per annum * 13.6% (reduction in car journeys from cycling levels doubling) = 404,579 vehicle km reduced

2.3.3 Adult Cycle Training
The sustainable travel transition programme plans to provide cycle training to 60 adults. National cycle training organisation BikeRight! estimates that adult cycle training leads to a 16% reduction in

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3 DCLG, National Indicator 198 – Children Travelling to school – mode usually used – pupils aged 5-16 (Southend), 2008/09.
4 http://www.sustrans.org.uk/our-services/where-we-work/schools
5 National Travel Survey 2014 – average trip length for primary school children
car use\(^6\) amongst those trained through increased confidence. Using National Travel Survey 2014 data on the average number of miles travelled per person per annum by car in the UK (5,067) converting it to km (8,155) allows us to estimate the likely reduction in vehicle kilometres arising from adult cycle training. The calculations are as follow:

- 60 adults receiving cycle training * 16% reduction in car use * 8,155 km travelled by car per annum = 78,288 vehicle km per annum cycled instead of driven

### 2.4 Personalised Travel Planning

Southend’s sustainable travel transition year proposal estimates that 3400 people will receive Personalised Travel Planning (PTP) information and advice in 2016/17. Sustrans estimates that Personalised Travel Planning generally leads to an 11% reduction in car driver trips.\(^7\) The calculations are as follow:

- 3,400 PTP residents * 8,155 vehicle km per annum = 27,727,000 km per annum
- 27,727,000 km * 11% reduction = 3,049,970 vehicle km reduction

### 3 Economic Benefits

#### 3.1 Marginal External Costs

Financial values for external costs were taken from the Department for Transport’s WebTag Unit 3.13.2 spreadsheet for “Other Urban” areas in 2015 (using 2010 prices) in Congestion Band 3. The proportional split between A Roads and Other Roads for pricing purposes were split in accordance with data provided through the Local CO\(_2\) emission estimates for 2013 in Southend by DECC. This resulted in a Southend split of 41% A Roads, 59% other roads.

<table>
<thead>
<tr>
<th>Cost type</th>
<th>Other Urban (pence/km)</th>
<th>A Roads</th>
<th>Other Roads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congestion (Band 3)</td>
<td></td>
<td>10.9</td>
<td>19.1</td>
</tr>
<tr>
<td>Infrastructure</td>
<td></td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Accident</td>
<td></td>
<td>3.2</td>
<td>3.2</td>
</tr>
<tr>
<td>Local Air Quality</td>
<td></td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Noise</td>
<td></td>
<td>0.2</td>
<td>0.2</td>
</tr>
</tbody>
</table>

Carbon dioxide emissions per tonne were priced at the 2016 central estimate of £58.17 from WebTAG Unit 3.3.5.

These values were applied to the estimated annual traffic reductions (vkm).

#### 3.2 GVA Increases and JSA Reductions

Although unlikely in itself to lead to reductions in car travel, the Sustainable Motion programme will yield economic benefits in providing people with jobs skills and access to work via bicycle. Southend’s sustainable travel transition programme aims to provide 10 job seekers with access to a bike. Additionally, 25 school leavers will be able to access skills and training in cycle maintenance, admin, business skills and retail through the programme.

\(^6\) BikeRight!, Freewheeling Futures How cycle training for adults could create a sustainable upsurge in bicycle users, if delivered at scale and as part of a strategic plan for cycling. A white paper from BikeRight! January 2016.

Assuming 25% of those engaged gain employment that would not otherwise be able to access employment, economic benefits were estimated in terms of the savings in Job Seeker’s Allowance payments and Gross Value Added. Jobseeker’s Allowance weekly payments in 2014 is £72.40. Gross Value Added per capita in Southend in 2012 was £15,818, which was converted to 2016 prices to equal £17,399.80. The calculations are therefore as follow:

- 45 people engaged * 25% gaining employment = approximately 9 people
- 9 people * £73.10 JSA per week * 52 weeks per annum = £34,210.80 reduced JSA payments
- 9 people * £17,399.80 GVA = £156,598.20 Gross Value Added through Wheels to Work
Date: 2nd March 2016

Paul Mathieson,
Group Manager,
Department for Place,
Southend-on-Sea Borough Council,
Civic Centre,
Victoria Avenue,
Southend-on-Sea.
Essex, SS2 6ER
Email paulmathieson@southend.gov.uk

Dear Paul,

Transition Fund 2016/2017 Application by Southend-on-Sea Borough Council for funding

Just Ride Southend is pleased to support Southend-on-Sea Borough Council’s 2016/2017 Transition Fund bid for funding to deliver and promote sustainable transport measures.

This bid continues the current programme of support for the local economy, to encourage growth and reduce carbon emissions. By reducing congestion and encouraging more local trips by cycling, walking and public transport we will work in partnership to improve journey reliability and accessibility for businesses and communities in the Borough.

We feel that continued funding would really make a difference to the way people think about and travel and would wish to see this continued.

With the continued partnership between Just Ride Southend and Southend Borough Council we hope to increase our delivery of our all-inclusive cycling session for those that would like to gain more confidence on a bicycle and also continue to help people of all ages and abilities to become independent travellers and travel sustainably.

We fully support the Transition fund programme and would be able to offer assistance in the areas of:

- Marketing, promotion and behavioural change
- Community engagement
- Health and social benefits

In summary, we are very pleased to be a part of the bid and look forward to working in partnership with the Borough Council.

Yours Faithfully

Matthew Mills
Just Ride Southend
justridesouthend@gmail.com

www.Justridesouthend.com
Phone: 07971 774479
Dear Paul,

Re: Local Sustainable Transport Fund (LSTF) 2016/17
Application by Southend-on-Sea Borough Council for Funding

The Culture Division at Southend-on-Sea Borough Council (SBC) is pleased to support SBC's 2016/17 LSTF bid for funding to deliver and promote sustainable transport measure.

We already feel that the LSTF has made a difference to the way people travel and would wish to see this continued, as it is very important for people to travel in a way that benefits their health, which encourages physical activity.

We will continue to support the LSTF programme and would be able to offer assistance in the areas of:

Marketing, promotion and behavioural change
Community engagement
Health and social benefits

In summary, we are very pleased to be part of the bid and look forward to working in partnership with you.

Yours sincerely,

NICK HARRIS
HEAD OF CULTURE

Paul Mathieson
Group Manager
Dept for Place
Southend-on-Sea Borough Council
Civic Centre
Victoria Avenue
Southend-on-Sea SS2 6ER
Dear Paul,

Sustainable Travel Transition Year Revenue Funding 2016/17 Funding Application by Southend-on-Sea Borough Council

Essex Chambers of Commerce is pleased to support Southend-on-Sea Borough Council’s 2016/17 Sustainable Travel Transition Year Funding bid to continue to deliver and promote sustainable transport measures.

Southend Council has successfully used previous LSTF monies to support sustainable and active travel in the borough, to help reduce congestion, support the local economy and safeguard the environment. We note that the transition fund is focused once again on sustainable transport and that, if successful, Southend Council will be able to continue its cycle training for children and adults, boost the personalised travel planning programme, support the sustainable motion community interest company, and start planning for significant capital investment in cycle paths to link the town centre to the airport business park.

Essex Chambers of Commerce continues to feel that the LSTF has made a difference to the way people travel and would wish to see this continued as it remains very important to market and promote the benefits and raise the awareness amongst the business community.

Essex Chambers of Commerce will continue to support the Local Sustainable Transport Fund programme and would be able to continue the offer assistance in marketing, promotion and business engagement.

We are pleased to continue to support this funding bid and look forward to further partnership working with Southend Borough Council on this important programme.

Yours sincerely,

[Signature]

Denise Rossiter

CEO
Dear Paul,

Local Sustainable Transport Fund (LSTF) 2016/17 Application for Funding by Southend-on-Sea Borough Council

First Essex Buses is pleased to support Southend-on-Sea Borough Council’s bid for Sustainable Travel Transition Year Revenue Funding in 2016/17 to deliver and promote sustainable transport measures.

The bid continues the current programme of support for the local economy, to encourage growth and reduce carbon emissions. By reducing congestion and encouraging more local trips by walking, cycling and public transport we will work in partnership to improve journey reliability and accessibility for businesses and communities in the borough.

I already feel that the LSTF has made a difference to the way people travel and would wish to see this continued, as it is very important to provide sustainability to bus services.

I will continue to support the LSTF programme and would be happy to offer assistance in the following areas:

- Support for business travel plans encouraging staff to use public transport
- Personalised travel planning
- Marketing, promotion and behavioural change
- Training opportunities
- Community engagement
- School travel plans
- Health and social benefits

In summary, we are very pleased to be part of the bid and look forward to working in partnership with the Borough Council.

Yours sincerely,

Alex Jones
Managing Director
Dear Paul

Sustainable Travel Transition Application 2016/17

I am writing to support the Council's Sustainable Travel Application.

The Centre for Decision Research at Leeds University Business School is heavily involved with behavioural science research and its application in real world environments. We have supported a wide range of transport, financial, legal, health and food based behaviour change initiatives.

Both I and the Centre would warmly welcome an opportunity to advise and roll-out the behavioural science based interventions outlined in your bid. We already work with one of your partners and have enjoyed working with them to inform the behaviour sections of the bid.

We recognise that Southend is always keen to innovate and has a good record of delivery on sustainable transport. The proposals will help to deal with congestion in the town, encouraging more local trips by sustainable means and improving journey reliability and accessibility for businesses and the community in the borough, with added benefits in terms of safety, air quality, active travel and social inclusion.

In summary, we are very pleased to be a part of the bid and look forward to working in partnership with the Borough Council.

Yours sincerely

Professor John Maule
Leeds University Business School
Dear Paul,

Re: Sustainable Travel Transition Year Revenue Bid 2016/17

I am writing in support of the Council’s STTY bid ‘Ideas in Motion’. Sustrans is supportive of the bid having worked closely with Southend-on-Sea Borough Council for a number of years and on the successful delivery of a number of programmes.

The Ideas in Motion Bid is innovative and we are confident that the proposals will help to deal with congestion in the town, encouraging more local trips by sustainable transport resulting in improved air quality, improved health and addressing the issues of transport poverty.

This bid builds on the successful delivery of the previous LSTF Fund and offers a comprehensive package of initiatives which have already achieved many demonstrable benefits. This bid will create the opportunity to achieve even more through broadening the reach and target audiences of the programme. This is a bid that has appeal to a broad range of audiences and provides tailored and targeted engagement activities which is very inclusive and innovative in its scope.

Sustrans is keen to support the development of the strategic cycle network in Southend which will create a safe, attractive and connected network under five miles and will help to reduce short car trips. We look forward to working in partnership on network planning and building on the excellent work in Southend which will make the journey to work or school an attractive, safe and feasible option. We also acknowledge the broader impact of developing the cycle network with improved health, air quality, increased public realm and reduction in congestion generating economic benefits.
Sustrans looks forward to continuing to work in partnership with Southend and other partners to support the delivery of the initiatives and interventions outlined in the bid. We believe that this funding bid aligns well with the sustainable transport aspirations of the LEP and therefore other funding streams accessed via the LEP. We are confident that with our support, and that of the other partners, Southend –on– Sea Borough Council will be able to deliver the proposals outlined in the ‘Ideas in Motion proposals to the Sustainable Transport Transition Year funding.

This bid is an excellent innovative and inclusive programme and will enhance Southend’s good record and track record on partnership and delivery.

Yours sincerely,

Matthew Easter

England Director, Midlands
Sustrans
Paul Mathieson  
Group Manager  
Department for Place  
Southend-on-Sea Borough Council  
Civic Centre  
Victoria Avenue  
Southend on Sea  
Essex, SS2 6ER

18th March 2016

Dear Paul

**Sustainable Travel Transition Application 2016/17**

I am writing to support the Council’s Sustainable Travel Application.

Linstock Communications has worked with Southend-on-Sea Borough Council and its partners for a number of years on the design and implementation of the Ideas in Motion behaviour change campaign.

Our team is proud of the way this campaign has made a difference to travel behaviour in and around Southend, with significant increases in walking and cycling and reductions in the number of short journeys people take by car. The attitude taken by the local authority is in keeping with our own evidence-led approach to communications, which relies on better understanding the drivers of existing behaviour before attempting interventions to change it. We have developed a strong working partnership with Southend, which we use as an exemplar of partnership working in training our team of consultants. At a personal level, the life-changing results this work has helped bring about for people who previously felt trapped in their homes have been hugely motivating.

We have set aside a dedicated resource to continue our partnership with Southend-on-Sea should the Sustainable Travel Transition funding application be successful, and can make a start on the programme immediately.

We are delighted to be a part of the bid and look forward to continuing our work with the Council.

Yours sincerely

Jon Bennett  
Managing Director
Dear Paul,

Local Sustainable Transport Fund (LSTF) 2016/17
Application by Southend-on-Sea Borough Council for funding

Project 49 is pleased to support Southend on Sea Borough Council’s 2016/17 LSTF bid for funding to deliver and promote sustainable transport measures.

The bid continues the current programme of support for the local economy, to encourage growth and reduce carbon emissions. By reducing congestion and encouraging more local trips by walking, cycling and public transport we will work in partnership to improve journey reliability and accessibility for businesses and communities in the Borough.

We already feel that the LSTF has made a difference to the way people travel and would wish to see this continued as it is very important to promote all forms of sustainable transport.

Project 49 provides day services for people with Learning Disabilities; we predominantly look for improvements in safe routes for people to walk and easy access and use of public transport. We are particularly pleased with the improvements to the infrastructure that has enabled people with Learning Disabilities feel safer and more confident when travelling independently within their communities.

We will continue to support the LSTF programme and would be able to offer assistance in the area of community engagement, promotion and behavioural change through our contacts and network of learning disability clubs, forums and groups.

In summary, we are very pleased to be a part of the bid and look forward to working in partnership with other departments within the Borough Council.

Yours sincerely,

Debbie Chapman
Manager Project 49
15.03.2016

Mr Paul Mathieson,
Group Manager,
Department for Place,
Southend-on-Sea Borough Council,
Civic Centre,
Victoria Avenue,
Southend-on-Sea
Essex, SS2 6ER

Sustainable Travel Transition Bid by Southend-On-Sea Borough Council

The Turning Tides Team offers its support to Southend-on-Sea Borough Council on the bid for Sustainable Travel Transition Year Revenue Funding in 2016/17. We see this as a positive and effective way to build on previous work encouraging sustainable travel and positive change.

There have been many successes across the many streams of work with the town and its communities embracing new ideas and ways of thinking about travel. This has created a more informed population making better choices that create a better travelling environment and more travel options.

As a partner we can bring expertise in community engagement and the voluntary sector to this bid. We have seen first hand the positive impact LSTF has had on the communities we deliver Personalised Travel Planning to and the significant change of behaviour and outlook it brings to individuals, organisations and communities as a whole.

Yours Faithfully

[Signature]

Anthony Quinn
Turning Tides Manager
15 March 2016

Mr Paul Mathieson  
Group Manager  
Department for Place  
Southend-on-Sea Borough Council  
Civic Centre  
Victoria Avenue  
Southend on Sea  
Essex, SS2 6ER

Dear Paul,

Sustainable Travel Transition Year Revenue Funding in 2016/17  
- Bid by Southend-on-Sea Borough Council

The University of Essex extends its support to Southend on Sea Borough Council’s Transition Year Revenue Funding bid, which I understand is designed to support and continue the excellent work already started over the past Local Sustainable Transport Fund period.

If successful, Southend Borough Council will be able to continue their cycle training for children and adults, boost their personalised travel planning programme, support the sustainable motion community interest company, and start planning for a significant capital investment in cycle paths to link the town centre to the airport business park.

The University of Essex, as partners, also supports Southend Borough Council’s focus on walking, cycling, and helping people access work, education and training in a sustainable way; as all these points are of specific interest to the University as our campus is located in the centre of town and provides higher education to students from all over the UK and overseas.

As a local stakeholder, we endorse this bid and hope to engage fully with Southend Borough Council sustainable transport projects, as this will enhance our own travel plan and demonstrate how we work with our partners to deliver sustainable transport in and around Southend on Sea.

In summary, we are very pleased to be a part of the bid and look forward to again working in partnership with the Borough Council.

Yours faithfully

Charlotte Humphries  
Transport Policy Coordinator

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University of Essex

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Wivenhoe Park  
Colchester CO4 3SQ  
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