

Access to Education

Local Sustainable Transport Fund
Large Project



Local Sustainable Transport Fund - Application Form

Guidance on the Application Process is available at:

www.dft.gov.uk/pgr/regional/

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

Applicant Information

Lead authority: Devon County Council

Partner authorities (36):

Cambridgeshire County Council; Essex County Council; Hertfordshire County Council; Norfolk County Council; Suffolk County Council; Leicestershire County Council; Lincolnshire County Council; North Lincolnshire Council; Northamptonshire County Council; Darlington Borough Council; Durham County Council; Hartlepool Borough Council; Cheshire West and Chester Council; Lancaster City Council; Liverpool City Council; Sefton Council; Wirral Borough Council; Buckinghamshire County Council; Hampshire County Council; Reading Borough Council; Southampton City Council; Cornwall County Council; Gloucestershire County Council; Swindon Borough Council; Torbay Council; Wiltshire County Council; Birmingham City Council; Shropshire County Council; Stoke-on-Trent City Council; Warwickshire County Council; Bradford Metropolitan District Council; Calderdale Council; Kirklees Council; Leeds City Council; Sheffield City Council; City of York Council

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SECTION A - Project description and funding profile

A1. Project name: Access to Education

A2. Headline description:

Our shared vision is to transform local school and other education journeys to increase the mode share of walking, cycling and public transport, and thereby to help reduce congestion (to support economic growth) and reduce carbon emissions. We will achieve this by delivering a series of local integrated packages of proven interventions in and around educational settings that enable children, young people, their families, staff and neighbouring communities to travel more sustainably more often. Each package has been developed in response to local needs and will complement or add value to existing local plans, including individual LSTF bids.

A3. Geographical area:

This is a national thematic bid for a co-ordinated programme to operate in 37 local authority areas across England (outside London).

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

Small project bids

Tranche 1 bid
Expression of interest for Tranche 2 (please complete sections A and B only)
Tranche 2 bid

Large project bids

Key component bid
Large project initial proposals

A5. Total package cost (£m): £55.71m

A6. Total DfT funding contribution sought (£m): £29.032m

A7. Spend profile:

£,000	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought		4,423	4,667	4,784	13,875
Capital funding sought		3,002	6,406	5,749	15,157

Local contribution		14,833	6,637	5,208	26,678
Total		22,259	17,710	15,741	55,710

A8. Local contribution

The total local contributions currently identified to match the LSTF funding in each local area are £26.68 million. This includes £23.82m in cash and £2.86m in in-kind support (including officer time and office accommodation). Letters identifying the match funding in each local authority area are included in Appendix A. *[NB: some of these letters refer to Bikeability and funding for financial year 2011/12; these demonstrate commitment to the education journey but have not been included in the match funding figures above].*

In many of the local authority areas there will be significant further spend, either capital or revenue, that will 'match' this bid, but that funding has already been included in their own LSTF bids and so is not duplicated here. Similarly, as all partners are committed to tackling journeys generated by education there will typically be much greater expenditure in each area over the funding period, including from LTPs, section 106 and PCTs, which is still to be identified.

Additional capital funding of £8 million is proposed in this bid for links to schools or other educational establishments, to augment the effectiveness of the work already included within each local package. This money would be at least matched locally, but the match funding cannot yet be identified.

Sustrans has negotiated a 20% discount on cycle parking available to all partners from Lockit-Safe Ltd, a cycle parking manufacturing company (a letter of support is included in Appendix B). They will negotiate similar deals with other suppliers. Assuming total spend of around £2.3m on cycle parking then this can be valued at £0.58m.

FigureHead Intelligence, who developed the Eco Check audit and monitoring tool for schools with Devon CC, have offered to set up the baseline data from this year's School Census for all participating local authorities (if they want to go on and use the Eco Check tool). Devon CC and Sustrans will explore this offer further with all relevant partners through stage 2.

In addition, Sustrans is actively exploring opportunities for corporate sponsorship, for example for targeted tools or resources for different educational settings.

A9. Partnership bodies

This bid is lead by Devon County Council, working closely with Sustrans. The following 36 local authorities are all partners in the bid:

Cambridgeshire County Council; Essex County Council; Hertfordshire County Council; Norfolk County Council; Suffolk County Council; Leicestershire County Council; Lincolnshire

County Council; North Lincolnshire Council; Northamptonshire County Council; Darlington Borough Council; Durham County Council; Hartlepool Borough Council; Cheshire West and Chester Council; Lancaster City Council; Liverpool City Council; Sefton Council; Wirral Borough Council; Buckinghamshire County Council; Hampshire County Council; Reading Borough Council; Southampton City Council; Cornwall County Council; Gloucestershire County Council; Swindon Borough Council; Torbay Council; Wiltshire County Council; Birmingham City Council; Shropshire County Council; Stoke-on-Trent City Council; Warwickshire County Council; Bradford Metropolitan District Council; Calderdale Council; Kirklees Council; Leeds City Council; Sheffield City Council; City of York Council

Letters from each of these authorities are included in Appendix A (these letters also identify local match funding).

In each local area there will be numerous other local partners. We have included a sample of letters of support from different types of local partners in Appendix B. These local partners will include:

- **Local schools** – collectively we will work with hundreds of primary and secondary schools across the 37 local authority areas through the 42.5 FTE Bike It or similar officers working there. Many of these have been identified already, and are keen to be involved (for example in Devon). A sample letter of support is included from Baysgarth School representing North Lincolnshire Schools Sport Network

- **FE/HE institutions** – through the bid 18.5 FTE officers will be employed to work with FE colleges or with universities. Sample letters of support are included from North Lindsey College, University of East Anglia, Cambridge University and Spen Valley Sports College

- **PCTs or other NHS bodies**- sample letters of support are included from Sheffield, Cornwall, Norfolk, Cambridgeshire, Swindon and Wiltshire. Sustrans and local LA partners will engage with PCTs or other NHS bodies in each of the local areas as we develop the more detailed stage 2 business plan

- **Other local authorities** – in each area, LA partners will work with relevant other local authorities. Sample letters of support are included from Norwich City Council and Fenland District Council

- **Local cycle forums/ groups/ clubs** – a sample letter of support is included from North Lincolnshire Cycle Group

- **Local strategic or community organisations** such as Neighbourhood Forums, Area Action Partnerships, Area Boards or Community Area Partnerships. A sample letter of support is included from Launceston Forum (Cornwall)

- **Local bus companies** or community transport organisations

- **Other voluntary sector organisations** – including providers of Bikeability or other cycle training

- **Rural Community Councils**

- **Local sports and play partnerships** – see the sample letter of support from North Lincolnshire Schools Sport Network

- **Local police** – a sample letter of support is included from Humberside Police.

Private Sector – Sustrans will work with a number of different private sector suppliers of cycle parking and other equipment and will negotiate discounts for participating schools and colleges with them. As an example, Sustrans has already negotiated a 20% discount on cycle parking from one such company, Lockit-Safe Ltd, available to all schools or colleges participating in the bid.

EAUC (The Environmental Association for Universities and Colleges) – they will work with Sustrans, local partners and their member universities or colleges in relevant locations to help deliver sustainable transport solutions. A letter of support is included in Appendix B.

SECTION B – The local challenge

B1. The local context

The journey to school is central to shaping both daily travel behaviour and lifelong travel habits. It is a key issue in a range of local plans and strategies across the 37 local authority areas, including Local Transport Plans. It has significant local economic, environmental and social impacts in all the local authority areas where this programme will operate, as summarised below.

Supporting local economic growth: across England the morning school run accounts for 21% of car trips in urban areas at peak times. This has a big impact on local congestion at the time when many people are travelling to work. For example, City of York Council notes that *“average traffic speeds across the city are significantly affected by the high number of trips related to the school run.”* which means that *“journey times are much longer in term time”*. The Cabinet Office values delays to journeys caused by congestion at £10.9 billion per year. It is a significant problem for local businesses, for example the Kirklees survey with employers (2009) identified traffic congestion as a major concern. Reducing congestion is identified as a priority in nearly all partners’ LTPs. For example Suffolk CC note the importance of the thematic bid for *“reducing congestion throughout Ipswich and improving journey time reliability”*, helping to meet LTP objectives of *“a prosperous and vibrant economy”*.

In many of the areas where we will be working to tackle the education journey, plans for further housing growth will put even greater pressure on local networks that are already congested at peak times, including for example in Ipswich, Norwich, Northamptonshire, Cheshire West, Stoke-on-Trent and Southampton. Investment in measures to enable more children and young people to choose to walk and cycle to school can therefore help to reduce local congestion and increase the reliability and predictability of journey times for others highway users, even as new residential developments come on stream.

Schools and colleges are key to both individual and wider travel habits, as they are places that children and young people have to travel to. Evidence suggests that focusing on journeys to and from such destinations is an effective and efficient approach to changing travel behaviour and increasing levels of walking and cycling. For example levels of cycling typically double at Sustrans Bike It schools. In the Sustainable Travel Towns, following investment in integrated packages of measures to promote sustainable travel similar to those proposed in this bid, car use for the journey to school fell by between 9% and 17%. Cycling levels at the universities in Leeds increased by 40% for students and 50% for staff following intensive engagement through the UtravelActive project.

Increased levels of walking and cycling will help to reduce public spending on school transport, which reached nearly £1 billion last year. Promoting children's independent mobility, through increased walking and cycling in particular, will also help all pupils to benefit from increased choice and competition in schools provision, including the poorest pupils who do not have access to private transport. With the closure of the Education Maintenance Allowance, which many students used to support the cost of travel, walking and cycling have a key role to play in ensuring affordable access for all to education and training opportunities (vital for ensuring a skilled workforce into the future). Closure of EMA was noted for example as a particular issue by Darlington BC, and Durham CC note that *"access to education is seen as a challenge within the area, with clear links demonstrated between sustainable travel, health benefits and educational achievement."* In Kirklees lack of mobility is a key factor contributing to *"the high level of young people who are not in employment, education or training."*

Travel by staff and students to FE/HE institutions also places significant demands on local transport networks, and demand that varies across the year. For example Sheffield CC note that *"Sheffield's University and further education campuses are located in the City Centre or on key routes into the City so the mode of travel to those establishments has a critical impact on some of the most heavily used sections of the highway and public transport network."* Promoting sustainable access is an ideal and cost-effective way to help manage this demand and alleviate local congestion. Other economic benefits to promoting walking and cycling include reducing the need for car parking spaces within institutions and a healthier and more productive workforce.

The move to a new school, or from school to college/ university, are key transition points in lives when new travel choices are often made. By focusing on those transition points we can help to ensure that sustainable travel patterns are maintained or established. This has been identified as a priority by a number of partners within the bid, including Devon, Swindon, Liverpool, Shropshire, Wirral and Cheshire West and Chester.

In more rural counties such as Devon, promotion of car-sharing also has a role to play, to reduce single occupancy car use amongst staff and students and thereby help reduce local congestion.

Cutting carbon: on average, transport generates 16% of schools' carbon emissions (pupil travel 7%, staff travel 2%, school transport 7%). Between 1990 and 2006 emissions from school travel increased by 59%, the largest percentage increase within the overall carbon footprint for schools. In 2009 51% of 5-16 year olds used motorised travel as their main means of getting to or from school, although the average school journey is just 1.5 miles for primary and 3.3 miles for secondary schools. Furthermore these journeys generate a disproportionate share of emissions because car engines use more fuel driving at peak times in urban areas as a result of stopping, starting and queuing. In line with the 2008 Climate Change Act, schools were set the target of reducing travel emission levels by 34% for 2020, with particular emphasis on increasing walking and cycling to school as sustainable, low carbon alternatives.

From 1990 to 2006 overall carbon emissions in the HE sector increased by 32% and transport, including business travel and commuting by staff and students, accounted for 35% of the sector's baseline carbon emissions. Following the Climate Change Act the sector is committed to reducing carbon emissions by 34% by 2020. Travel for education can also have significant impact on local air quality. For example, in Warwickshire "*road transport has been identified as the most significant contributor to elevated air pollution levels*" and within this school-related traffic identified as a major contributor.

In the short term, it is recognised that changing travel behaviour offers rapid carbon savings and a well-understood carbon reduction pathway for the sector. For example, a 40% modal shift from car to bicycle for primary school children in primary schools would deliver savings of 90,626 tCO₂e by 2020 whilst secondary schools would deliver savings of 71,092 tCO₂e, the level needed to meet reduction targets. A 40% modal shift from car to walking would lead to savings of 141,282 tCO₂e from primary schools and 98,340 tCO₂e from secondary schools. Evidence shows that children who cycle, for example on the journey to school, are more likely to cycle as adults. Promotion of walking or cycling to school is therefore also important for achieving longer-term low carbon travel. This is borne out elsewhere in Europe where countries with high levels of cycling show peaks of cycling levels amongst young people.

Social issues: the prevalence of obesity increased from 1995 to 2009 from 11% to 16% amongst boys and from 12% to 15% amongst girls aged 2 to 15. Obesity or being overweight has not just immediate health consequences but also longer-term: obese children are more likely to become obese adults, reducing their life expectancy and increasing their risk of developing a range of conditions including coronary heart disease, stroke, cancer and type 2 diabetes. The 2007 Foresight Tackling Obesities report showed that without urgent action to change behaviour, nearly 60% of the UK population could be obese by 2050, at an annual cost of £49.9 billion in today's prices. Obesity in young people has also been found to have adverse effects on social and economic outcomes in young adulthood, such as educational attainment and income. Walking or cycling on the journey to school is recognised as an ideal way of helping to prevent obesity. Evidence suggests that students who exercise regularly and who walk or cycle to school also perform better academically and demonstrate better concentration and behaviour in class. Furthermore, active children are more likely to become active adults. Childhood obesity is a particular problem in many of the areas that will be targeted through this bid, including for example in Southampton, Sefton, St Helens, Durham and Darlington where levels of childhood obesity are above regional and national averages.

Research suggests that children who walk or cycle to school are more actively engaged with their community and environment and have wider social networks than children who are driven to school. This can help to increase future job prospects: a recent study revealed that over half of employers said they will be looking to employ people that are socially and environmentally responsible.

Parents accompany 84% of 7-10 year olds and 30% of 11-13 year olds to school in the UK, primarily because of fear of traffic danger. This need to accompany

children on the journey can in turn provide a barrier to parents wishing to return to work, as it restricts the opportunities available. Recent research by Sustrans shows that investment in 'safe' walking and cycling routes does make parents more likely to let their children cycle and walk independently. This is in part because they can be more confident that there is a critical mass of people using the route, including other parents who will informally watch their children.

Research suggests that children who walk to school develop better spatial awareness and more road sense than children who are driven to school, and that motorists are less likely to collide with pedestrians and cyclists if more people walk or cycle. Therefore programmes which increase the number of children who walk or cycle to school represent an effective strategy for altering motorist behaviour, improving road safety and reducing the risk of accidents around schools.

B2. Evidence

Baseline data about the journey to school is collected through the National Travel Survey (NTS) and the School Census. Latest data from the NTS shows that education (including escort) accounts for 11% of all trips made. The average trip length for primary school children is 1.5 miles; for secondary 3.3 miles. This is well within walking or cycling distance for the relevant age groups. In spite of this, 42% of trips to primary school are made by car and 22% of trips to secondary school. Breaking this car travel down further:

- 16% of trips to primary school under 1 mile are made by car (7% for secondary)
- 62% of trips to primary school from 1 to 2 miles are made by car (21% for secondary)
- 76% of trips to primary school from 2 to 5 miles are made by car (51% for secondary).

Of all escort education trips, 73% were followed by a trip to home, showing that it is a journey that is known and can be easily planned.

The School Census data for 2010 shows that less than 2% of all trips to primary and secondary school are made by bike. However, evidence from Sustrans' Bike It schools shows that 46% of children want to cycle to school, again highlighting the potential for change.

Proven interventions such as Sustrans Bike It, developing safe walking and cycling links to, or networks around, schools and promoting active travel within universities can help to realise this change. For example:

- In 2009/10 Sustrans **Bike It** project led to an increase from 14% to 27% in the number of pupils saying they cycle regularly, and a reduction in the number of children who travelled by car every day across hundreds of Bike It schools. Bike It has been recognised as a key enabler of successful school travel plans, achieving high levels of participation and change
- **Links to Schools** consistently increase walking and cycling not just on the school journey but more widely, and show an average BCR of almost 4:1 (using a conservative interpretation of the WebTAG guidance).

- **Combining the two** has even greater effect. For example, Bike It began at a school in Ashford that had just benefited from a Links to Schools scheme in June 2007. The number of children cycling to school regularly (once a week or more) increased from 28% at the start of Bike It to 66% after one academic year. One year later the number of children cycling to school regularly was sustained around the same level, at 67%.

- Following a range of interventions at the **universities and teaching hospital in Nottingham**, including infrastructure improvements and direct engagement, the percentage of staff cycling to work increased from 8% to 13% over the course of a year and for students the proportion of cycling trips increased from 5% to 7%.

To provide baseline figures, all schools that we or our partners work with through the thematic bid will be asked to ensure they provide up-to-date information to the School Census. They will also be recommended to use monitoring and audit tools such as Eco Check or the School Travel Health Check. As project managers, Sustrans will ask all FE or HE institutions to use a common before and after travel behaviour survey developed by their Research and Monitoring Unit (RMU). They will also provide help to partners who are investing in carrying out before and after surveys on samples of new links to schools or other educational establishments and will encourage authorities to install counters on new routes. We will draw upon Sustrans' expertise, and our own, to ensure an effective and appropriate monitoring and impact reporting structure is in place across the thematic partnership.

B3. Objectives

The local packages of measures in each area will all help to deliver local LTP objectives. As an example, we set out below how the thematic bid will support Devon's LTP3 objectives. The issues identified are similar across all partner local authorities.

Devon & Torbay have a joint LTP3 vision: *Devon & Torbay's transport system will offer business, communities and individuals safe and sustainable travel choices. The transport system will help to deliver a low carbon future, a successful economy and a prosperous, healthy population living in an attractive environment.* Over the next 15 years LTP3 will focus delivery on sustainable, low carbon travel that supports economic growth. This will be through investing to achieve lasting behaviour change and reinforcing this with targeted capital investment.

The LTP has five objectives:

- Deliver and support new development and economic growth
- Make best use of the transport asset and protect the existing transport network by prioritising maintenance
- Work with communities to provide safe, sustainable and low carbon transport choices
- Strengthen and improve the public transport network
- Become the 'place to be naturally active.'

The measures supported through this thematic bid will be focused mainly in three key areas - Exeter and its surrounds, Newton Abbot and surrounding area including Kingsteignton; Totnes and surrounds - complementing and adding value to the package of workplace measures proposed in our own LSTF bid. This thematic bid will help to meet the LTP3 objectives by:

- Encouraging a shift to more sustainable modes of travel for the school journey to tackle local congestion in these three fast-growing or already congested areas
- Ensuring that pupils, staff and wider communities are aware of and have the skills/ confidence to use existing infrastructure for walking, cycling or public transport, whilst undertaking targeted improvements to 'unsafe' routes
- Working with schools, colleges and surrounding communities to promote sustainable low carbon transport choices, with a particular focus on transition periods between primary to secondary and secondary to FE/HE
- Providing opportunities for increased use of public transport and car sharing where most appropriate (a number of schools in Devon have large sixth forms with a high percentage of drivers; many staff are single occupancy car drivers)
- Providing training, education and awareness-raising to encourage physically active travel to school and FE/HE.

SECTION C – The package bid

C1. Package description

Scheme element 1) A local package of measures from each of the Local Authority partners. Each local authority partner has put together a package of measures to meet local needs and build upon existing or planned activities. They include a combination of direct engagement measures, such as Bike It officers or officers working within FE/HE settings, and infrastructure measures within and around educational settings (including improved walking and cycling routes/links and cycle parking). A summary of the package in each LA area is included in Appendix C. The total cost to LSTF of these individual packages is £18.49m (£7.14m capital and £11.35m revenue).

Scheme element 2) Additional capital money to extend the infrastructure work in the 37 local authority areas. This element of the bid would provide additional funding to extend the infrastructure work in the local packages above to create further links to schools or other educational settings. This additional investment in infrastructure will further underpin behaviour change work and ensure a lasting legacy. The total cost to LSTF would be £8 million. This would be at least matched from local funding sources. Whilst this money is intended to augment the work of local partners, Sustrans as project managers could also make it available to other local authorities across the country to spread the LSTF funding more widely.

Scheme element 3) Supporting measures. All partners will be provided with a range of supporting measures by Sustrans, including web-based toolkits, information resources for schools and colleges, training and support for local volunteers and technical design advice. This will add value to local delivery by ensuring quality standards and through evidence-based learning, sharing best

practice, creating opportunities for skills and knowledge development amongst partners, building in sustainability and ensuring a legacy within each local authority and educational establishment. The total cost of this support is £1.9m over the three years, which also includes the cost of Sustrans' project management for the local packages and additional capital investment.

Scheme element 4) Monitoring and evaluation. This element would enable additional monitoring to be undertaken, over and above the very basic level included within local packages. The basic monitoring covers data collection and analysis for hands up surveys in schools which have a Bike It officer and before and after travel surveys in FE/HE where project officers are working (developed by Sustrans' RMU). No other data collection or comprehensive analysis is covered by the basic monitoring. Alongside the basic monitoring all partners will be encouraged to conduct monitoring of new infrastructure projects implemented, including through before and after route user surveys and automatic counters (funding to be sought locally or from the local package allocation). Sustrans' RMU will oversee the monitoring across the thematic programme and provide help to partners where they are allocating funds towards monitoring.

The actual impacts and outcomes, and therefore assessment of the value for money delivered by the programme as a whole (and the additionality through the combination of projects), could be much improved by having an additional monitoring budget. This would enable Sustrans' RMU to:

- Collect, analyse and report data across all parts and combinations of the programme, at least on a sample basis, to assess whether the value for money estimation undertaken for this bid has been met or exceeded
- Assess to what extent multiple projects in the same location lead to higher impact and stronger outcomes
- Provide more detailed support to local authority partners in undertaking local monitoring of routes and other infrastructure (such as cycle parking) implemented through the programme
- Gather more robust evidence on the impact of local interventions, including more detailed evidence about mode shift on the school journey and the impacts this has on wider family and community travel behaviour to improve the assessment of value for money
- Work with DfT to apply, test and develop the carbon tool and other tools for assessment and appraisal of sustainable transport schemes.

The cost would be £150k per annum which could be scaleable up or down depending on the data that DfT would like to see coming from LSTF-funded schemes. The data generated would also contribute to the development and provision of learning opportunities across the thematic bid partners.

Scheme element 5) Devon CC management. As the lead authority Devon will be responsible for overall financial management - submitting grant claims to DfT, receiving all grant money from DfT and passing the grant money onto Sustrans to manage and distribute to other partners. Devon will submit regular progress reports to DfT as required (ensuring that Sustrans has collated and received all the necessary documentation from partners). They will also ensure, with Sustrans, that all partners comply with the DfT's terms and conditions. The total cost of this overall management will be £176k.

C2: Package Costs

Scheme element 1	£K	2011-12	2012-13	2013-14	2014-15	Total
Local packages	Revenue		3611	3827	3913	11351
	Capital		1995	2902	2245	7142
Scheme element 2	£K	2011-12	2012-13	2013-14	2014-15	Total
Additional capital	Revenue					0
	Capital		1000	3500	3500	8000
Scheme element 3	£K	2011-12	2012-13	2013-14	2014-15	Total
Supporting measures	Revenue		603	632	662	1897
	Capital		7	4	4	15
Scheme element 4	£K	2011-12	2012-13	2013-14	2014-15	Total
Monitoring and evaluation	Revenue		150	150	150	450
	Capital					0
Scheme element 5	£K	2011-12	2012-13	2013-14	2014-15	Total
Devon CC management	Revenue		59	59	59	176
	Capital					0
GRAND TOTAL						29032

C3. Rationale and strategic fit

Transforming education journeys demands locally-tailored packages of measures that combine engagement within education settings with investment in infrastructure to improve sustainable access to and around sites. Addressing all these factors together has greater impact than individual measures alone and ensures the benefits of each are locked in. This is, we believe, a fundamental strength of this bid. The local packages include a range of tried and tested interventions to increase walking, cycling and public transport use on the education journey, including Sustrans' Bike It, Links to Schools and work within colleges and universities (building on Sustrans' and others' experience in e.g. Leeds, Lincoln, Nottingham and other universities).

Sustrans will provide locally-tailored packages of support for all participating schools and colleges to ensure that maximum benefit is obtained from the infrastructure and direct engagement measures. Establishing this thematic bid as a learning partnership from the outset will bring additional value by ensuring that all partner authorities are able to share, learn from each other and evolve further solutions. This approach builds on Devon's experience through the CDTs and Sustrans' experience of sharing information across other 'portfolio' bids such as Connect2. This is something we know encourages sustainability and we will use our combined experience to ensure we share learning and build capacity across all stakeholders as efficiently and effectively as possible.

Key transition points in children and young people's lives form a focus to many of the local authority packages. This ranges from engaging with early years and the transition into primary school (a key point in establishing family journey habits on the school journey) and the move into further education colleges or sixth form, when young people are able to become car drivers. Through the learning partnership we will be able to share and develop the understanding of how proven interventions can be tailored to meet further market segmentation to

influence travel behaviour at these key transition points, providing additional value to this thematic bid.

Each package of measures will complement a wide range of local plans including:

- **LTPs** – these are typically focused around making the best use of local transport networks, reducing congestion and encouraging modal shift to low carbon active travel. This thematic bid clearly complements all of these
- **LSTF bids** – all local authority partners have or will be submitting their own (or be part of wider) LSTF bids. In every case the package of measures proposed here will build on or complement those proposals, but will not duplicate them
- **Climate Change Act** – encouraging a shift to more sustainable modes of travel will help schools, colleges and universities to meet their carbon reduction targets
- **Travel Plans** - the thematic bid will enable the aspirations set out within school, college or university travel plans to be realised and build on the work carried out by School Travel Advisers
- **National and local strategies to increase physical activity and tackle obesity** - each package will be designed to overcome local barriers and enable children, young people, staff and their families to choose more physically active forms of travel
- **Supporting increased parental choice in schools** – each package will encourage and enable children’s independent and affordable mobility, making it easier to access schools of choice
- **Sustainable Mode of Travel to Schools Strategies** – each package will help to deliver these strategies that are developed by local authorities to implement their obligations under the Education and Inspections Act.

In the evaluation of the DfT/DfE Travelling to Schools Initiative, 65% of schools identified future support needs to encourage further walking and cycling, and nine out of ten schools may or will require support to implement their travel plans. Walking and cycling initiatives such as Bike It, new walking and cycling routes, footpath improvements or cycle parking, were recognised as key enablers for a School Travel Plan.

The packages of measures proposed in each local area will benefit the wider communities in areas where we work and will not have a negative impact on individual groups or surrounding areas. For example, where new links are created then evidence from Sustrans’ Links to Schools programme shows increases in use on these links for commuting, shopping, personal business and leisure as well as for the education journey. Evidence from Bike It schools suggests that parents and wider families can become more physically active themselves after the Bike It intervention. Increased physical activity is important to help combat a range of issues in adults including obesity and coronary heart disease. Many of the local packages will operate in socially disadvantaged areas which typically experience higher incidences of obesity and other ill-health.

C4. Community support

Across the country there is strong community support for promoting sustainable and active travel on the education journey. For example:

- Most schools have now prepared a School Travel Plan, and 9 out of 10 identified a need for help in implementing them (evaluation of the DfT/DfE Travelling to Schools Initiative)
- Over 15,000 named school contacts have signed up to receive information from Sustrans' school travel team on a regular basis.
- Sustrans experiences huge demand from schools and local authorities who want the Bike It project and 99% of headteachers at Bike It schools would recommend the project to other schools (BI Schools Survey, Jan 2010). The large number of authorities participating in this thematic bid also demonstrates the widespread demand to tackle the education journey.

Evidence shows that children and young people want to walk and cycle more. For example, over 2,500 Key Stage 2 and 3 pupils entered Sustrans' schools competition in Spring 2010 to write to the incoming government about what would make it easier to walk and cycle to school. The most popular suggestions were better and safer roads, followed by more cycle storage and training in schools. Over 72% of children at Sustrans' Bike It schools say they want to walk or cycle to school. Their parents say that local provision of safe routes is a priority for them in making decisions about their child's travel mode. New research by road safety charity Brake shows that with investment in safe cycling facilities, an additional 20% of adults could be persuaded to get on their bikes to improve their health and reduce carbon emissions and congestion, improving the likelihood of children cycling more too. The success of Devon's work in the Exeter CDT, work in the other CDTs and Sustrans' work over the last 7 years on Links to Schools and Bike It, shows again that children and young people will choose to walk and cycle more with the right infrastructure, information and support.

Each local authority partner within the bid has identified strong local community support for the package of measures they have proposed (and a sample of support letters is included with this bid). This local support includes:

- from the schools they will be working with (a very high proportion of schools in each area have completed School Travel Plans, demonstrating their commitment to promoting sustainable transport)
- from the colleges or universities they will be working with
- through various local consultation exercises, including for LTP3 or for specific local initiatives
- from various stakeholder engagement exercises, including for their own LSTF bids
- from local surveys (for example a Travel Attitude Survey in Southampton revealed that 81% of residents thought the Council should invest in Smarter Travel initiatives)
- from local cycling groups, forums or campaigners
- through Local Strategic Partnerships, local area boards or similar bodies.

SECTION D – Value for money

D1. Outcomes and value for money

Whilst we will be delivering an integrated package of interventions in each of the 37 local authority areas, to enable Sustrans to estimate the overall outcomes, impact and value for money of the thematic bid they have broken down the whole proposed package into individual ‘known’ sets of measures and then combined these across the programme. These measures are Links to Schools, Bike It, Higher/Further education packages (HE/FE), cycle parking and Personalised Travel Planning (PTP). To assess value for money they have then applied the following existing tools, recommended and recognised by the DfT, to each of the sets of measures:

- The DfT’s recently launched carbon tool to estimate CO₂ savings
- HEAT – health assessment tool for cycling used by the DfT’s WebTAG framework to estimate health benefits
- Decongestion benefits, using standard methods recommended by DfT
- The recently launched EAST to provide a summary in accordance with DfT guidance
- Social and Distribution Impact (SDI) based on the DfT guidance

Table 1 summarises the overall expected impact from the local packages. Further detail on the impacts of the individual sets of measures is included in Appendix D.

Table 1: Summary of expected impacts from local packages

Access to Education package	<ul style="list-style-type: none"> • EAST assessment indicates strong strategic fit, carbon, environment and well-being benefits, and the soundness of the financial case • Carbon savings of on average 5.5 kT CO₂ per year, valued at £3.2 million over ten years • Decongestion benefits of £50.9 million over ten years • Nearly 6 million additional cycle and pedestrian journeys annually with an estimated health benefit of £214.5 million over ten years • SDI assessment highlights diversity among beneficiaries and equitability in sharing of benefits • It is expected that the programmes outcomes and impact will be ‘more-than-the-sum-of-the-parts’
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Outcomes from local packages: the aggregated values in tables 2 and 3 below are based on the sum of measures identified above which were quantifiable at the bid stage. Sustrans expects to make an improved assessment of the overall programme in collaboration with the DfT as the bidding stage progresses.

Table 2: Summary of outcomes

Financial Year	Annual benefits		
	2012/13	2013/14	2014/15
kT CO₂ saved	2.8	5.5	8.3
Reduced car trips	£1,389,000	£2,777,000	£4,166,000
Reduced car kilometres	£3,254,000	£6,508,000	£9,762,000
Additional cycling and walking trips	£3,017,000	£6,034,000	£9,051,000

Table 3: Summary of monetary value of estimated benefits

Financial Year	Per year			Total over three-year period	Projected total over 10-year period
	2012/13	2013/14	2014/15		
Economic growth – decongestion	£2,226,000	£4,301,000	£6,233,000	£12,760,000	£50,873,000
Reduced CO₂ emissions	£141,000	£273,000	£395,000	£809,000	£3,226,000
Physical activity and health promotion	£681,000,	£4,606,000	£10,808,000	£16,096,000	£214,543,000
Total benefit	£3,048,000	£9,180,000	£17,437,000	£29,665,000	£268,643,000
LSTF bid value					£18,493,000
Total value of investment (including match funding for Links elements)					£23,052,000

Summary of qualitative benefits: EAST identifies the differences between each type of intervention, which vary from infrastructure interventions to softer measures. Although the proposed interventions all work towards the same goals of encouraging and enabling more walking and cycling to education institutions, the degree to which they encourage particular aspects of behaviour change differs. EAST also identifies the lack of negatives in the bid, with no trade-offs or contradictions between objectives and impacts. The summary of the whole bid demonstrates the often considerable benefit of the individual elements of the proposal. When brought together in the same location, the success and impact of a combined package is anticipated to be greater and more widespread than could be achieved with individual projects working in isolation.

The interventions proposed will have positive impacts on many levels. Through infrastructure and soft measure interventions, barriers to walking and cycling which currently exist will be overcome. This leads to increased accessibility, security and affordability and reduces severance. Any reductions in car use due to increased walking and cycling for trips to education institutions also leads to better air quality and a reduction in accidents and noise. The proposed package will increase options for personal mobility for all who live in the areas where interventions are happening, bringing positive user benefits. On the reverse, there are no negative impacts as existing transport options are not removed or prevented. This means there is no reduction in affordability, access, security or air quality. There are no increases in noise, severance or accidents.

Additional capital money to extend infrastructure work: investing an additional £8 million with match funding to the same value in infrastructure such as links to schools and local walking and cycling networks across the 37 local authority areas would have additional impacts, as outlined in Table 4.

Table 4: Summary of benefits for bid with an extra £8 million for capital works (for Links to Schools/ local networks)

Financial Year	Per year			Total over three-year period	Projected total over 10-year period
	2012/13	2013/14	2014/15		
Economic growth – decongestion	£119,000	£230,000	£334,000	£683,000	£2,723,000
Reduced CO₂ emissions	£33,000	£63,000	£92,000	£188,000	£749,000
Physical activity and health promotion	£113,000	£765,000	£1,794,000	£2,672,000	£35,610,000
TOTAL	£265,000	£1,058,000	£2,220,000	£3,543,000	£39,083,000

Outputs: these are listed in E2. Further detail will be developed through stage 2.

Key assumptions: the key assumptions for the calculations are included in table 5 below; more detailed assumptions and calculations are included in Appendix D.

Table 5: Assumptions in estimating the impact and value for money of Access to Education local package elements

Links to Schools	<ul style="list-style-type: none"> • Average car occupancy is 1.63 people per car¹ • The benefit per day has been calculated based on 220 working days in a year, rather than 365 calendar days (this is consistent with usage of routes for commuting, business and education, as well as leisure) • The average length of a one-way adult cycle trip is 4.2km • The average length of a one-way adult walking trip is 1.1km • The average length of a child’s one-way cycling journey to school has been calculated as 2.9km (based on the average journey length to primary school (2.6km) and secondary school (5.5km)¹); based on a ratio of nine primary schools to one secondary school benefiting • 90% of all journeys made are return journeys and 10% of all journeys made are one-way trips as used in the WHO’s HEAT tool² • The average scheme size is £250,000 with match funding at 50%
Bike It	<ul style="list-style-type: none"> • Average number of pupils engaged in Bike It per school is 200, working with on average 18 schools, which equates to, on average, 3,600 pupils engaged per Bike It officer • Calculations are based on Bike It pre- and post-intervention survey data collected in 2009 and 2010 • Every child who states they are driven to school represents one car • Every child who is never driven to school post-Bike It was driven to school three times a school week pre-Bike It – 114 days per school year • 90% of all journeys made are return journeys and 10% of all journeys made are one-way trips as used in the WHO’s HEAT tool² • Of the car trips made to school, a proportion of 0.27 made two trips between home and school per day and a proportion of 0.73 made four trips between home and school per day¹

¹ National Travel Survey (2009) (<http://www.dft.gov.uk/pgr/statistics/datatablespublications/nts/age-school/nts9908.xls>)

² World Health Organisation Health economic assessment tool (HEAT) for cycling (<http://www.heatwalkingcycling.org/>)

HE/FE	<ul style="list-style-type: none"> • Students travel 180 days per year (based on three 12 week terms) • Data are based on travel surveys from universities in Leeds and Nottingham in 2009 and 2010 • 1.63 persons travelling per car¹ • That all journeys would be a return journey in the same time period (off-peak, inter-peak and peak) so one way trip distances were doubled in the carbon tool to account for the return journey • Assumed that there will be 18 officers working in HE and FE institutions and one officer will represent 15,000³ students, potentially over multiple institutions (exact numbers and institutions are as yet unknown). Therefore numbers have been estimated based on the average number of students in HE and FE in England, giving a total of 270,000 students that could be targeted.
Cycle parking	<ul style="list-style-type: none"> • That the increase of 34 cycle trips to 46 schools in Derby, as measured from parked bike data is representative of other similar schemes • The average trip length for children cycling to school is 2.9km (see Bike It above for full assumption based on NTS)
Personal Travel Planning	<ul style="list-style-type: none"> • Based on results from a PTP delivered in Ipswich • 17,000 households will be targeted: 45% is the typical proportion of initial target population who go onto actively participate in PTP therefore 7,650 households stand to benefit • The average household size is 2.32 (2001 Census) • The number of days travelled per year is 341 based on a person spending 341 days of the year not away from home • An average speed for each mode is assumed so that a calculation of distance travelled can be made using the available data of trip length in minutes

D2. Financial sustainability

The measures proposed within individual packages have been designed to be sustained without further funding from DfT. Any infrastructure funded through LSTF will be maintained by the relevant local authority, college, university or school and so will not require ongoing financial support. Legacy of direct engagement activities will be ensured through training local volunteer champions to continue to promote walking and cycling in their school/ college or university after an officer has left. All schools will be encouraged to use accreditation schemes; through structured award systems that set clear, achievable targets, these schemes help to ensure ongoing school commitment to promoting walking and cycling. Opportunities to embed activities into existing structures will also be maximised, such as the NUS Green Impact award scheme, to ensure a legacy. Sharing of learning and training/development for practitioners will help to ensure improved skills and practice into the future. Where there is further demand or need for continuing officer presence locally then local partners will seek appropriate local funding, with support from Sustrans where required.

SECTION E – Deliverability

E1. Implementation

³ The average number of students was based on figures from the Higher Education Statistics Agency (hesa) figures for all students in higher education institutions in England in 2009/10, excluding the Open University (<http://www.hesa.ac.uk/dox/dataTables/studentsAndQualifiers/download/institution0910.xls>)

Implementation of the package of measures will be managed as follows:

- Devon County Council is the lead authority, and as such will be responsible for submitting reports to DfT and claiming all LSTF funding from DfT
- Sustrans will be responsible for all day-to-day management, including managing and passing on grant to other local authority partners, quality assurance, ensuring delivery of stated outputs and outcomes, providing technical and design advice, monitoring and evaluation and drafting reports as required by Devon CC and DfT
- Both Devon CC and Sustrans will play a role in sharing good practice and learning across all partners, establishing a learning partnership that embeds capacity building and sustainability in each setting and for all stakeholders.

Devon CC and Sustrans have had a long and successful delivery partnership, and both have a strong track record of delivering both infrastructure and smarter choices programmes. Sustrans has extensive experience of project management, including through Links to Schools and Lottery programmes such as Connect2, the National Cycle Network and the Active Travel Consortium.

Each local partner will be responsible for delivering the package of measures in their own area. They will be provided with a tailored package of support by Sustrans, to include technical and design advice to ensure appropriate quality standards and web-based tools and resources for schools or colleges. Individual Bike It or other officers will typically be employed by Sustrans and report to the relevant Local Authority officers.

We will establish a high level steering group to include representatives from Devon CC, Sustrans and a sample of other LA partners. This group will meet 6 monthly to review progress and importantly to identify opportunities for sharing information and good practice. It will be chaired by Devon CC.

E2. Output milestones

Detailed output milestones will be worked up through the stage 2 business plan, but in summary would be:

- 1) Appointment of 61 FTE officers to work in schools, FE or HE institutions
- 2) Recruitment of over 500 hundred local primary and secondary schools each academic year (Bike It officers typically work with at least 12 schools each academic year)
- 3) Delivery of a range of direct engagement activities at each participating school or FE/HE institution
- 4) Design and implementation of new links to schools and FE/HE institutions
- 5) Signing and promotion of new links to schools and FE/HE institutions
- 6) Installation of cycle parking
- 7) Production of local Active Travel maps
- 8) Provision of personalised travel information to school communities
- 9) Training and support for local volunteer champions to actively promote walking, cycling and public transport within their educational setting
- 10) Provision of targeted information, tools and resources for schools and FE/HE institutions

- 11) Establishment of cycle hire schemes
- 12) Good practice sharing activities and professional development amongst all partners and stakeholders
- 13) Wider dissemination of evidence and learning from the programme to other practitioners
- 14) Monitoring activities undertaken (e.g. hands up surveys, travel surveys, before and after route user surveys)
- 15) Exit strategies developed that embed sustainable access to education within the core activities of each setting
- 16) Steering group meets twice a year for each of the 3 years
- 17) Production and submission of reports as required by DfT

E3. Summary of key risks

A risk register is included in Appendix E. This will be a working document, and will be regularly updated to reflect the main current risks at each stage of development.

E4. Project evaluation

Devon CC and Sustrans are both happy to cooperate with the Department in evaluating the benefits of the Fund. Please also see the proposal for additional monitoring and evaluation that could be carried out through this bid in C1.