

Breaking the link between economic growth, carbon and congestion

**Local Sustainable Transport Fund,
Tranche 1 Small Project**



Local Sustainable Transport Fund - Application Form

Applicant Information

Local transport authority name:

Devon County Council

Senior Responsible Owner name and position:

Ian Harrison – Devon County Council, Deputy Executive Director of Environment Economy & Culture

Bid Manager name and position:

*Gina Small – Principal Transport Planning Officer &
Zsolt Schuller – Strategic Sustainable Travel Officer*

Contact telephone number: 01392 382681

Email address: gina.l.small@devon.gov.uk
zsolt.schuller@devon.gov.uk

Postal address:

Lucombe House
County Hall
Topsham Road
EX2 4QW

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

SECTION A - Project description and funding profile

A1. Project name: Breaking the link between economic growth, carbon and congestion

A2. Headline description:

Devon County Council's bid is an exciting opportunity to stimulate economic growth by locking in the benefits of our transport investments, making better use of the transport network and delivering sustainable travel behaviour with new development.

The bid will focus on innovative, low cost and high impact measures to transform the journey to work and travel patterns in the three fastest growing areas in Devon. Our track record for delivery and the opportunity that changes in these areas provide, means that significant progress can be made in modal shift and carbon reduction. The bid will 'nudge' the commuter towards behavioural change using a package of measures that includes:

- Direct engagement with employers
- Creation of work hubs
- Improvements to local infrastructure encouraging walking and cycling
- Providing targeted information and flexible integrated public transport

Proactive traffic management on our most congested corridors will complement these 'nudges' giving priority to pedestrians, cyclists and public transport users.

A3. Geographical area:

Devon is the 3rd largest county in area and has a strong and mixed economy, characterised by a network of market and coastal towns serving a large rural hinterland. Many of the measures set out in this bid will benefit all travellers in Devon, while others such as workplace travel planning, will be targeted in **three key areas**. These have been selected because they are the fast growing and will therefore be susceptible to problems caused by congestion. However, they also have the greatest potential for major modal shift, transformational economic growth and quick wins within the project period.

These areas are:

- **Area One:** Exeter and the surrounding area including Exmouth
- **Area Two:** Newton Abbot and the surrounding area including Kingsteignton
- **Area Three:** Totnes and the surrounding area



Fig 1: Map of Devon and the three areas

Area One: Exeter and the surrounding area, including Exmouth:

This area is subject to significant growth with numerous ongoing developments. The New development is focused around the eastern edge of Exeter with 5,000 dwellings and 4,000 jobs including a new Science Park. Much of the hard transport infrastructure is already in place or under construction. Travel plans have been developed which include employer parking charges to fund travel planning measures. The area will also benefit from the significant investment for walkers and cyclists provided by the Exe Estuary Trail, linking Exeter to the communities along the estuary to the sea via traffic free routes, due for completion by 2014.

The LSTF will lock in the benefits of all this new infrastructure, breaking the link between economic growth and carbon increases.

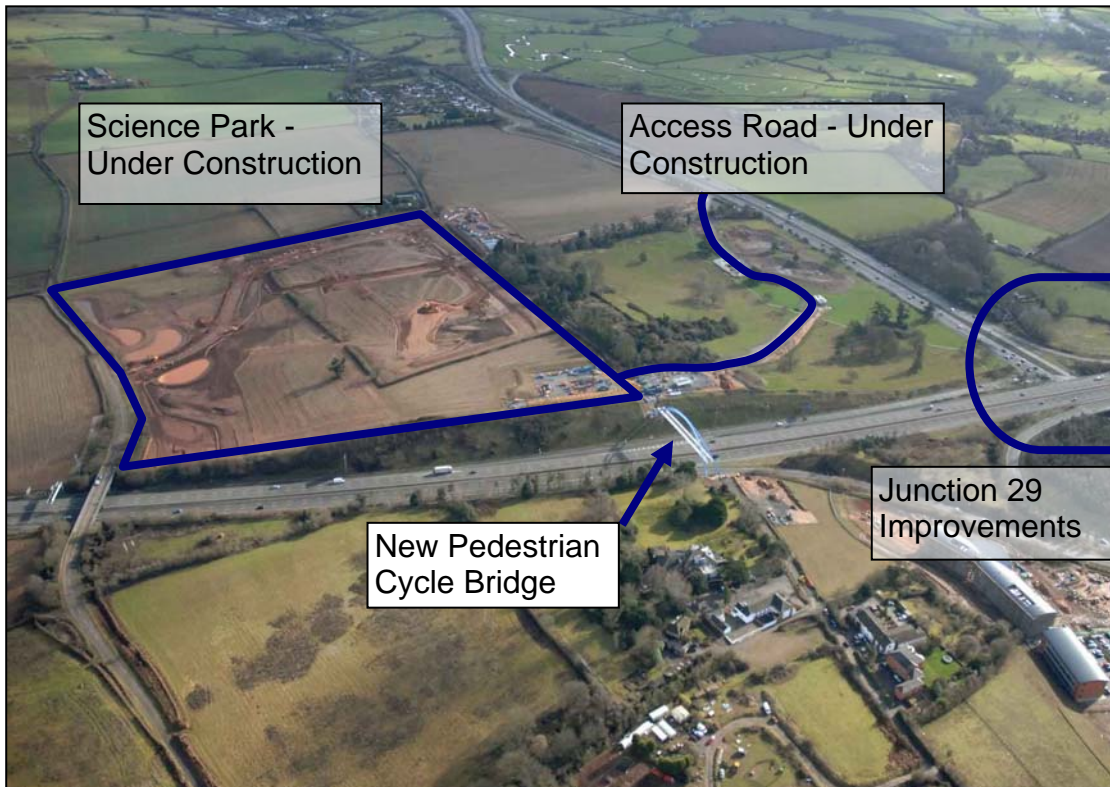


Photo 1: Development planned for the Eastern Edge of Exeter

Area Two: Newton Abbot and the surrounding area including Kingsteignton:

There is considerable congestion in this market town as section B2 of this bid shows. The Local Development Framework is still being developed but there is likely to be a large number of new homes and employment provided in the next 15 years. The town has a mainline rail station and an attractive and economically thriving town centre. We have invested in the cycling and walking network and further investment is planned through the LTP capital programme and a successful bid to Sustrans (Connect2). The LSTF will build on this investment and increase the opportunity to make sustainable trips.

Areas Three: Totnes and its surrounding parishes:

Totnes is located at the first crossing point of the river Dart and several A roads, linking Torbay, Exeter and Plymouth. Our evidence base shows that the town suffers from congestion generated by local and through traffic. Despite its congested network, Totnes has many sustainable travel options. It has a mainline rail station, a very strong locally active Transport Forum (which includes the business community) and a strong Transition Town movement. We have already been working closely with the local community to generate a range of sustainable transport options to reduce congestion. The LSTF would build on this work allowing the development of innovative evidence led ideas such as electric bikes, new cycle links, enhanced community transport, work hubs and travel awareness campaigns.

A4. Type of bid **Small project bid – Tranche 1**

A5. Total package cost (£m): **£24.921**

A6. Total DfT funding contribution sought (£m): **£4.941m**

A7. Spend profile:

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	677	800	855	823	3151
Capital funding sought	495	630	395	270	1790

Local contribution	9371	5771	2421	2421	19,980
Total	10,543	7201	3671	3514	24,921

A8. Local contribution

Devon County Council's own contributions to the packages include significant revenue and capital investments. A number of capital investments will provide a firm foundation for creating a shift in travel behaviour over the next four years and we will continue to invest in walking, cycling, public transport and the strategic road network as part of our LTP capital commitments. In demonstration of our focus on sustainable transport, we have restructured our Highways team to focus on the delivery of sustainable transport measures. We have created a new sustainable travel team, to include 21 full time posts, who are in position to use their experience and contacts to deliver the bid packages immediately.

Devon County Council's capital contributions relevant to the three areas: **£14.48m**
Devon County Council's revenue contribution over the term of the bid: **£2.74m.**
Approved 106 contributions from new housing / employment in the three areas: **£807,838**

External Sources

Within the time scale for preparing the bid we have identified the following external local contributions. However, we will continue to work with our partners to identify further sources.

Over the next four years **Sustrans** will be investing **£1.27m** in new walking and cycling links that will benefit the three areas targeted within our bid. This does not include their other relevant funding streams which will benefit Links to Schools.

Stagecoach will continue to invest in its vehicles and products and will be investing over **£9.65m**. Stagecoach will be committing **£50,000** per annum to promote services in Devon.

Over the next four years, the **University of Exeter** plans to invest **£480,000** on sustainable travel facilities and measures, in addition to capital investments within the campus to improve travel and access. The University also intends to significantly increase cycle parking facilities at both residential and academic buildings and is providing in kind contributions by leading on developing a county wide network for travel plan coordinators.

A9. Partnership bodies

Our proposal plans to strengthen existing partnerships developed through successful projects such as Exeter's Cycling Demonstration Town, the Sustrans TravelSmart Initiative, Connect2, school and workplace travel planning and Carshare Devon. Some key partners have also pledged a financial commitment to investing in projects within the three areas that will improve the existing transport assets and offer a good foundation for creating a shift in travel behaviour (as quantified in section A8: 'Local Contribution').

Statements of support from our partner organisations are included in the Appendix.

SECTION B – The local challenge

B1. The local context

Economy

Devon is home to many innovative companies, a high proportion of small businesses and has levels of self employment and part-time employment well above the national average. However, it suffers from lower than average levels of business productivity due to its peripheral location and overall business structure. Much of the County benefits from exceptional quality of life which makes the area attractive to businesses and relocators, resulting in a resident population which is growing twice as fast as nationally.

Some key facts:

- Devon is the third largest county in England and its economy is worth over £11.8 billion per annum, making it the second largest in the South West.
- Productivity levels have grown faster than the national average since 2000, but output per head is still approximately 25% lower than nationally.
- Well known companies based in Devon include Flybe, Babcock Marine, Supacat, EDF Energy, the Met Office and Riverford Organics
- Travel to work distances are significantly higher than the national average

In the three areas there is significant scope for improvement to economic productivity. All three locations have relatively buoyant economies, drawing in commuters from a broad area, but this causes inevitable congestion. LSTF funding will help to improve Devon's prospects as a sustainable location for existing and future businesses. Our aim is to decouple economic growth from congestion, to maintain the high quality of life that retains and recruits the resident population.

Exeter and its sub region

Exeter has a strong economy, but is relatively public sector focused. It is the sub regional centre for local government, the police and healthcare and has one of the top 10 universities in the UK. It is also the headquarters of the Met Office and Flybe. Our aspiration is to significantly increase high value private sector employment in the area. It is well connected to the motorway, rail and air networks and its economy is linked to the large resort town of Exmouth. Planned growth is well established and much of the major infrastructure is either in place, or plans are well advanced. This includes improvements to:

- Roads with new and improved junctions on the strategic road network
- New rail stations and more frequent services
- Improvements to bus services (smartcards) and new Park & Ride sites
- New cycle links following on from the Cycling Demonstration Town funding in Exeter
- Improved walking connections to the city centre

The urban area of Exeter is expected to grow by 40% in the next 20 years. This includes:

- 20,000 dwellings - almost a 50% increase
- 20,000 new jobs
- A 30% increase in retail area in the city centre

Newton Abbot

Newton Abbot is a vibrant market town with a strong and mixed economy. It is a key location for industrial and employment estates with a range of businesses, including engineering, manufacturing and quarrying. Employment sites are generally full, with pressure to find new locations. The retail centre acts as a strong draw for residents from a wide area and has high occupancy rates. The town also has a hospital.

Newton Abbot is well connected to the national transport infrastructure – linked to two national route dual carriageways, mainline rail, and Exeter airport. The town has local bus routes and a developing cycle network. Future growth plans are substantial, with the emerging LDF suggesting up to 8,000 new dwellings and 6,500 new jobs.

Transport improvements will need to focus on making the best use of the existing network and developing the cycle links to the town centre and rail station. Existing bus routes can be better by improving frequency, smartcards and links with the rail station and key developments.

Totnes

Totnes' population is just under 8,000, but it serves as a busy employment and retail centre for a wide area. The population of its hinterland is highly educated, with more people self employed than anywhere else in the County. It has a historic main retail area and is an attractive place for leisure activities. There is a strong ethos of sustainability in the town – Totnes was the first Transition Town in the UK and is home to both Schumacher College and Riverford Organics. Its food sector has the lowest level of food miles in the UK. Totnes has good mainline rail connections and cycle routes running along the river Dart, connecting new development areas with the station, school and town centre. It is planned that Totnes will accommodate an additional 400 new homes and 5 hectares of new employment land over the next 15 years.

Environmental issues in Devon

The lowest carbon emissions per head are in the urban areas of Torbay, Plymouth and Exeter. The highest are in more rural areas. This is essentially because of the greater distances travelled to work and to access local services. This underlines the importance of travel planning as a tool to offer innovative and flexible options. Carbon emissions research in Devon shows that commuting and business trips make up the biggest proportion of car CO₂ emissions. The report concludes that the most effective ways of reducing CO₂ are:

- Eco-driving
- IT measures
- Smarter choices
- Urban electric vehicles

Each of these would provide a reduction in CO₂ emissions of 1.3 to 1.4 % by 2025.

Exeter, Newton Abbot and Totnes are designated Air Quality Management Areas (AQMA). Studies have shown that the high NO₂ concentrations are caused by traffic emissions along congested routes. Modal shift towards the use of more sustainable modes of transport will obviously help to reduce traffic emissions.

Social Issues in Devon

In 2008 the population of Devon was just under 754,000. Devon's population is ageing and by 2026 there will be a 50% increase in the number of people aged over 65. Many diseases affecting everyone including the elderly are caused by lifestyle factors like smoking, obesity and lack of physical activity.

Encouraging walking and cycling to transport connections or for whole journeys forms an important tool in tackling these devastating health problems. The results of Exeter's Cycling Demonstration Town project showed that providing opportunities for children and adults to cycle meant a statistically significant increase in physical activity. By extending Devon's cycling

network and broadening it to the walking network, we aim to create a happier and healthier population. This fits in with the LTP3 objective of making Devon *'the place to be naturally active'*.

Accessibility to employment and education is a key issue in Devon's rural areas, where people have fewer transport choices and greater distances to travel. Within rural Devon there are pockets of deprivation where families and individuals on low incomes cite personal mobility as a major barrier to leading a full and active life. Each market and coastal town has a rural hinterland from which people look to the towns for key services, employment and leisure. Our proposals seek to maximise the options available in these circumstances, without having to rely on the private car.

B2. Evidence

Travel to Work Tallies

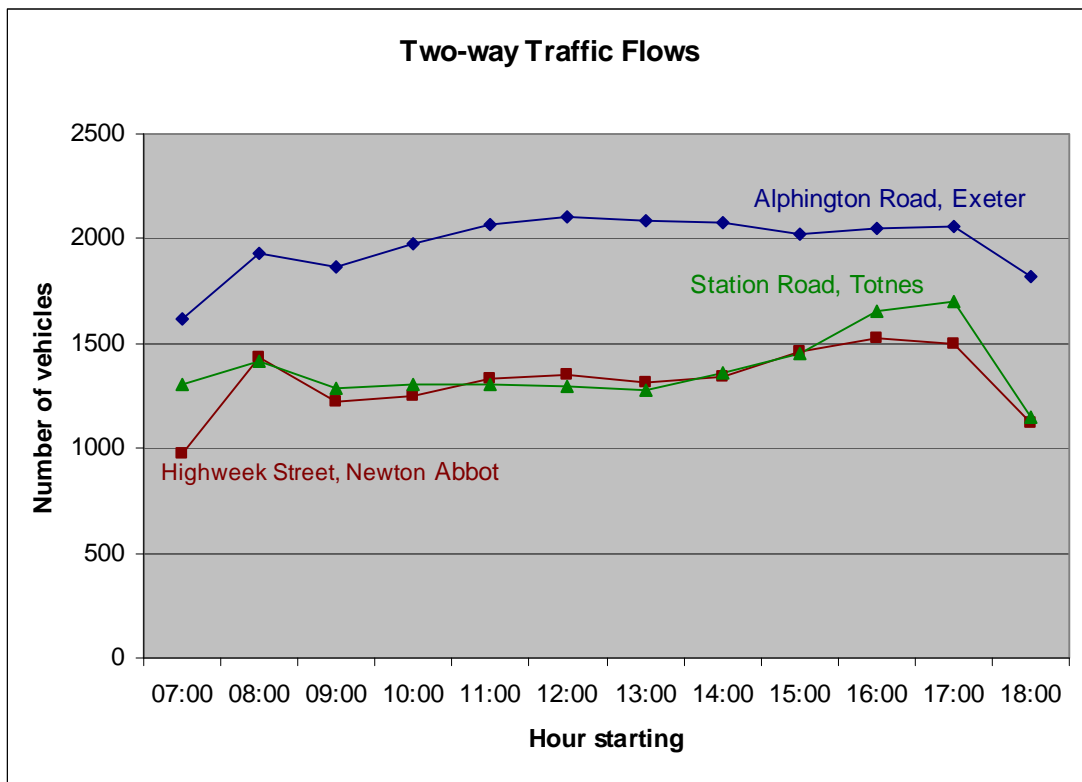
Table 1 below shows mode splits for the three urban areas. In addition to the census travel to work data, Devon County Council instigated travel to work surveys in each of the three towns, providing more recent figures. These do not cover all employees in the same way as the census does, but focuses on key employment sites in the towns and are important in identifying how travel habits have changed.

Travel to work statistics show that there is a greater reliance on vehicles to travel to work than the national average. This reflects the rural nature of the county and the lack of alternative commuter transport options, although more opportunities exist for sustainable travel in Exeter.

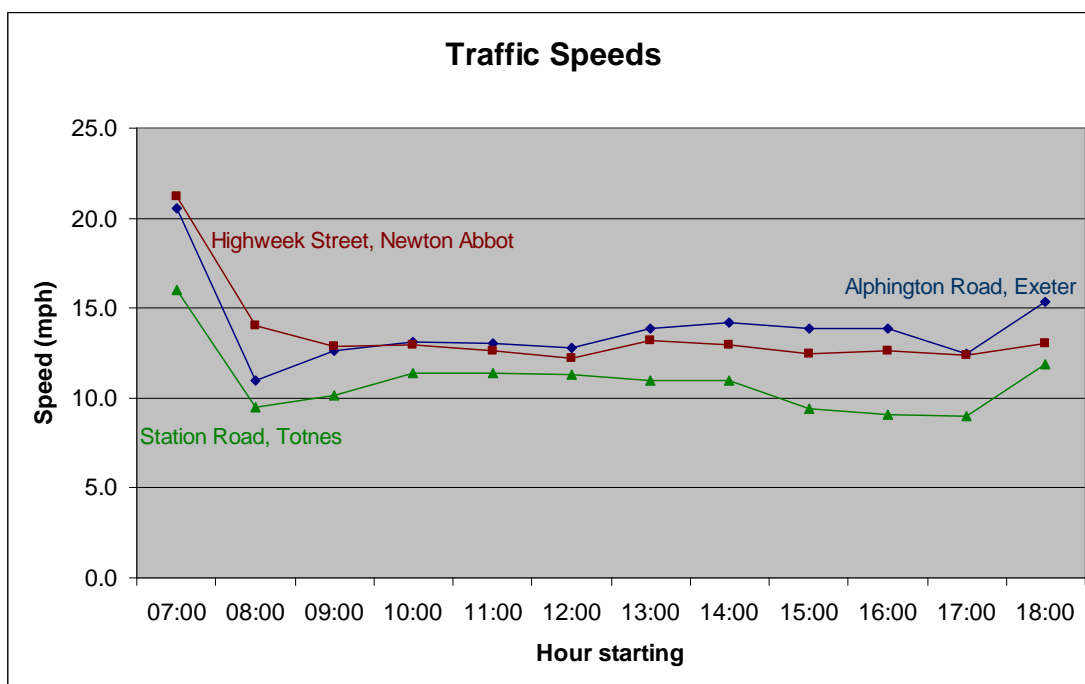
	Exeter Census (2001)	Exeter Travel to Work Tally (2010)	Newton Abbot Census (2001)	Newton Abbot Travel to Work Tally (2008)	Totnes Census (2001)	Totnes Travel to Work Tally (2008)	National Census (2001)
Rail	2%	4%	1%	1%	0%	1%	5%
Bus	9%	8%	4%	3%	3%	1%	9%
Driver	63%	48%	68%	72%	68%	71%	62%
Passenger	7%	17%	9%	10%	6%	12%	7%
Motorcycle	2%	1%	2%	2%	2%	1%	1%
Cycle	1%	10%	2%	2%	2%	2%	3%
Walk	15%	12%	13%	9%	19%	10%	12%

Traffic flows and speeds

Graph 1 overleaf shows that traffic flows are relatively constant throughout the day, with no identifiable peak. The exception to this is Totnes where there is some increase in flow in the PM, although the data does show that speeds in the town are lowest at this time. The lack of clear AM and PM peaks suggests that the roads are at capacity, leading to congestion within the towns. Alphington Road, Exeter shows a higher flow as it has a higher capacity than Highweek Street, Newton Abbot, and Station Road, Newton Abbot, which are constrained by junctions and higher pedestrian flows.



Graph 1 Two – way traffic flows



Graph 2 – Traffic Speeds

Graph 2 shows that traffic speeds in all three towns are low throughout the day. They are higher until 08:00 and as traffic flows increase, the speeds decrease and do not start to increase again until 18:00. The low speeds are caused by congestion within the towns which has impacts on air quality.

Air quality

Exeter has a single Air Quality Management Area covering the city. The area has 35 'hot-spots' where NO₂ levels are regularly higher than the annual mean average.

The expanded AQMA area of Newton Abbot and Kingsteignton has 6 specific 'hot spots.'

The AQMA for Totnes is along the A385/A381 corridor. Future development in Totnes and nearby Torbay, will have an effect on NO₂ levels if sustainable travel options are not readily accessible and available.

B3. LTP3 Objectives

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.

The improvements set out to achieve this vision are prioritised into two categories. The first form the foundation of the strategy, prioritising our investments on attitudinal and behavioural change, to achieve a lasting impact on travel behaviour. The foundation stage is reinforced by a programme of targeted capital investments. This bid compliments the aims of the LTP3 strategy, in particular the revenue element of the funding, which will allow us to accelerate measures or apply them in a more targeted and extensive way.

The LTP has five objectives and this bid supports all of them:

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

SECTION C – The package bid

C1. Package description

The bid is based on four tailored packages of interventions that ‘nudge’ commuters towards sustainable modes. We intend to give commuters and employers opportunities to rethink their daily commute, understanding that in the current period of austerity everyone is trying to spend less. All the measures in the four packages have been prioritised to mutually reinforce each other and offer quick wins.

We will tailor the four packages according to local circumstances but typical interventions that will be used are explained in the illustrations for Area One and Two (Exeter/ Exmouth and Newton Abbot / Kingsteignton). Complimenting the physical measures will be travel planning and marketing interventions.

Fig 2. Package of measures in Area One

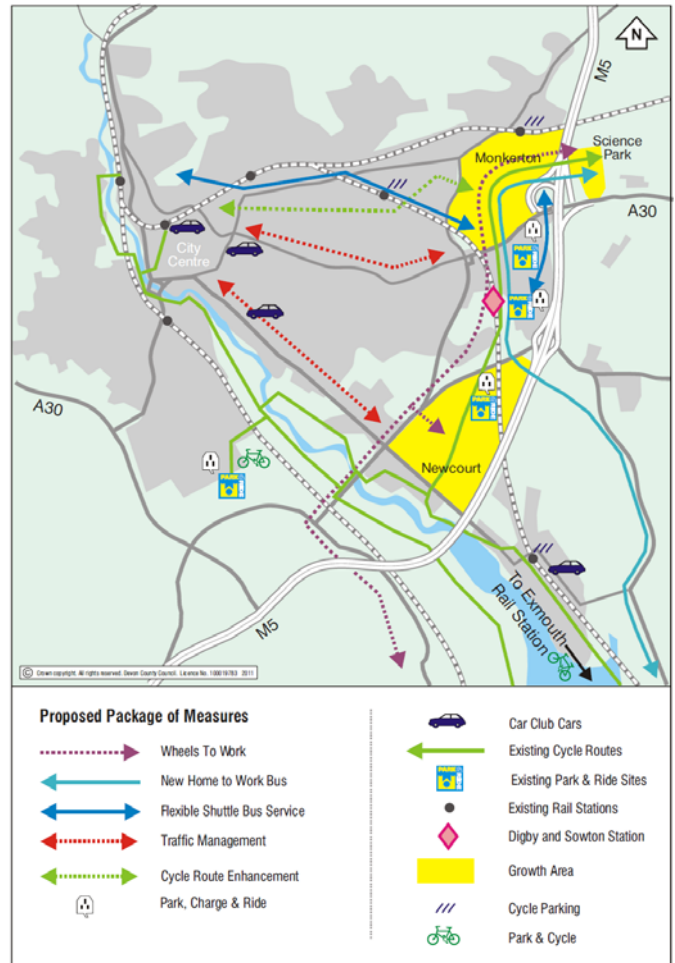
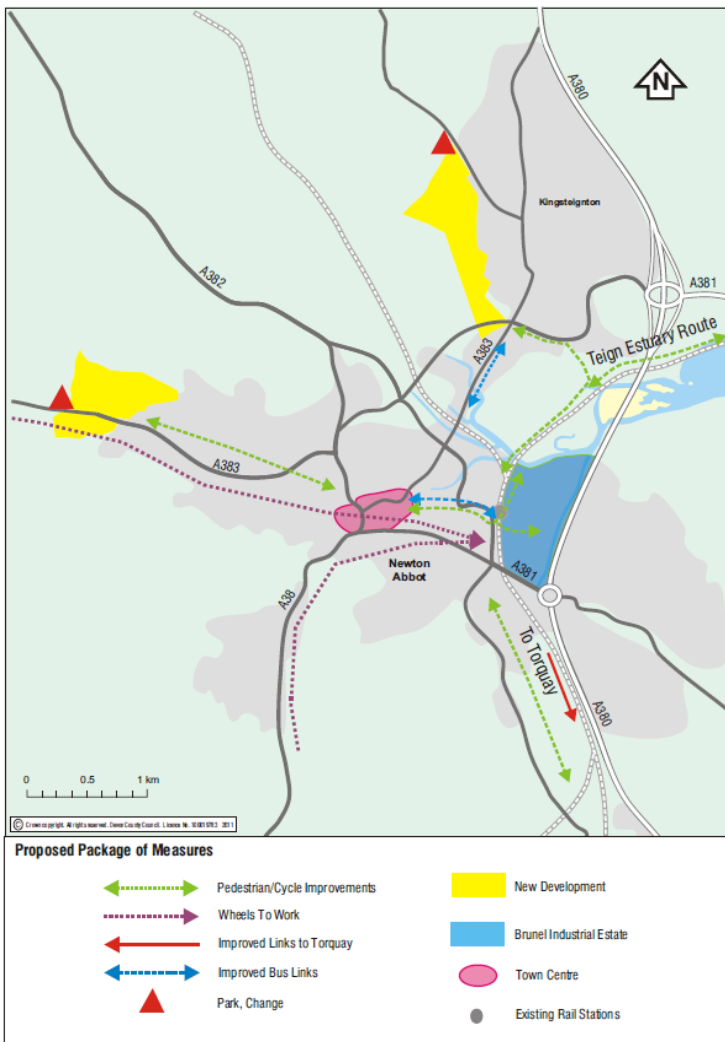


Fig 3 Package of measures in Area 2

PACKAGE ONE: Reducing the need to travel

DCC has undertaken extensive research and a feasibility study to look at the role for managed work hubs catering for SME's. ‘Work hubs’ make home-based working more viable by offering the supplementary benefits of networking, collaboration, sophisticated equipment and technology. It offers a flexible workspace; an ‘office when needed’ service for modern micro businesses and mobile workers, and provides workspace for people who could work from home but need a more professional environment. Shared facilities typically include bookable ‘hot’ desks, formal and informal meeting spaces, high speed broadband and professional equipment. A work hub offers professional

facilities that members can use when it suits them, making smart use of space and serving more businesses than a traditional office can house. Our work hub proposal also includes business advice and support which will help people make the most of their business and enhance networking opportunities. New work hubs servicing rural areas and market towns would allow people to 'hot desk' closer to home and offer a more flexible working pattern that would stagger the rush hour and give people a greater work-life balance.

Research commissioned by DCC into the potential for work hubs showed that Totnes had the greatest demand, with 74 businesses expressing a strong interest. Work is already in progress to secure a work hub facility, with significant interest from the private sector, Transition Town Totnes and the Dartington Hall Trust - a charity specialising in the arts, social justice and sustainability and home to the Devon School for Social Entrepreneurs. Progress with the Totnes work hub includes a list of identified potential tenants. The hubs will include measures to encourage use of sustainable transport including cycle parking and showers.

We are also working to establish work hubs across the County. This requires revenue funding that will support and market the wider roll out of the work hubs concept. Promotion, advice and support will be vital to making the work hubs a success and increasing its membership.

PACKAGE TWO: Inform and support commuters

This package is based on better exploiting the concepts of behavioural economics and liberal paternalisms as identified in Thaler and Sunstein's work on 'nudging'. We will apply this to commuters and their journeys to work, recognising that many of the barriers to sustainable modes are *perceived* problems not real ones. This package will be targeted at three levels:

1. **Community wide** – e.g. the promotion of carsharedevon.com, or community events to raise the profile of new cycle links
2. **Employer focused** – e.g. workplace travel planning
3. **Individual support** – e.g. personalised travel planning

Community wide

Awareness raising and promotion

A number of successful promotional campaigns designed to inspire people to not use the car, such as Devon Car Free Day, National Bike Week, employer travel events, school travel awards and carsharedevon.com have helped to raise the profile of sustainable transport with Devon's residents. The bid will support the continuation of this promotional work focused on the commuter. By creating a strong brand and message we will use **promotional events** to encourage participation from the employers and communities. We know though our experience with TravelSmart in Exeter that investing time in making people and employers more aware of the flexible options available to them works.

A sustainable travel '**road show**' will provide:

- Interactive information
- Opportunity to try out electric bikes
- Experts to give travel advice

TravelSmart in Exeter

The number of car trips by residents in parts of Exeter was cut by 12 per cent; cycling trips rose by 33 per cent, walking by 18 per cent and public transport by 13 per cent (Socialdata, 2010)

The road show will go to larger employers, business parks and to the town centres.

Over the next four years we will build on our walking and cycling networks. We plan to organise **adult cycle training** based on our Cycle Exeter model and **health walks** based on our joint 'Walking your Way to Health' initiative with the district councils.

We will also provide an overarching **one stop journey planning website** designed using the principals of *nudge* to take account of how to motivate behaviour change. The website will include all local bus and train timetables and information, cycle and walking maps, car clubs, information on IT options and real time information on traffic situations. Using the workplace travel planning process we will raise the profile of the website to assist commuters and businesses plan their journeys more effectively.

The school **Eco Check** www.schoolecocheck.co.uk is a web based tool allowing Devon schools to monitor the progress of their travel plan, rate themselves against other schools, identify areas for improvement and monitor their carbon reductions. The schools have used this website to assess their progress and understand where improvements could be made. We will develop Eco Check for workplaces and communities to enable them to self assess their transport needs, progress and carbon footprint. DCC will use this tool to engage employers and communities, motivating them by recognising their success in a 'sustainable employer award' and 'sustainable community award.'

Employer focused

Workplace travel planning was one of the most successful interventions carried out in Exeter's Cycling Demonstration Town Project (working with over 25 major employers). This element seeks to build on that success, broadening it to all sustainable travel modes. The programme will also seek to include better reference to alternatives to travel, linking to the promotion of work hubs and projects to deliver high speed broadband in Devon. A 'digital mentors' scheme will be offered to take advantage of planned new high speed broadband connections and will link to businesses and communities to ensure they gain maximum benefit from the ICT infrastructure.

Employers and groups of employers will be able to apply for match funding to **'kick start' sustainable measures** including work buses, or pool bicycles as well as being consulted on small capital schemes to improve their local transport networks.

Workplace travel planning will be supported by an annual **'Travel to Work Tally'**, surveying all employees and monitoring their changing travel habits. This will be a continuation of our existing monitoring tool, that has been running since 2006, enabling us to clearly track modal shift.

Individual Support

It is important that travel choices are available to all. To enable as many people as possible to benefit from the package of interventions Devon will adapt its **independent travel training** for vulnerable users to support people starting or getting back into work. This will be targeted through job centres and employers. We will also work in partnership with Stagecoach, First Great Western and Sustrans to deliver **individualised travel planning** using telemarketing and targeted information. A prime opportunity to change travel habits is when change occurs in a person's life, such as moving home or starting a new job. We will work with the district councils to provide people moving into a new home with a **new residents travel options pack** with their Council Tax details.

PACKAGE THREE: Extending choice and removing barriers

Sustainable transport is fundamental to delivering the expected housing and employment growth and keeping Exeter and our market and coastal towns moving. Devon County Council and partners are investing considerable capital resources in ensuring that sustainable modes are as attractive as possible and represent real alternatives for the majority of daily journeys. The package is aimed at ensuring we get the most out of our investments.

Integrating modes:

We will work with our partners to improve the '**end to end**' **journey experience** at train stations. This work will compliment the *Strategy for Devon Rail Stations* which has sought to improve the station environment. We will improve integration by;

- Working with First Great Western, South West Trains, Stagecoach and other local bus operators to **improve local bus services links** with main bus and rail stations.
- **Improved signage for pedestrians and cyclists to key stations** in Exeter, Newton Abbot and Totnes
- Providing **secure cycle lockers and trial flexible bike hire** at rail and bus stations.

The bid will also provide **demand responsive community transport** services to arterial bus routes using accessible minibuses, small minibuses (MPV) and voluntary car schemes. This will be based on the 'Call Connect' principal from Lincolnshire's award winning Interconnect bus services. The bid will provide an IT booking system and low cost interchange points. This will be supported by the Community Transport Grant.

In order for people to connect in from the rural hinterland of the three areas to the core bus routes, meet car sharers or to be able to walk or cycle part of the journey, the bid will support small cost **Park and Change sites**. These sites will be small scale and deliverable by negotiating use of existing business car parking (for example pubs or attractions that are not used during the usual working week). Small scale facilities would be provided such as cycle parking, security cameras, bus waiting areas and signage.

Wheels to work in Devon helped 320 people last year successfully travel to education, work or training when no other alternative exists. We will develop this offer in the rural hinterlands by expanding the fleet and offering bicycles (including electric bicycles) and cycle training. This will integrate Wheels to Work with other travel choices. A network of interchanges will provide the option of people travelling from more rural parts to use a motorcycle or bike to integrate with the train, bus or car share to get to work.

We will also provide a network of **electric charging points for cars and bicycles** and will undertake a feasibility study to establish the best places to locate charging points. We will look to provide integration of electric vehicles with bus services at our Park and Rides in Exeter. This will support the growth of the electric vehicle market and provide a logical integration with Park and Ride buses, allowing the vehicle user to 'park, charge and ride' into Exeter.

Small capital interventions:

Commuters will be supported to become more active by cycling or walking for part of or their entire journey. All three areas have good facilities for walking and cycling but there are **missing links** and issues such as not enough **cycle parking**, and concerns about **road safety**. Experience gained from Exeter's Cycling Demonstration Town project will be used to remove these barriers creating a better environment for car free travel. Many of the barriers have been identified through community consultation for LTP3. We will develop a more detailed annual programme through **community engagement** and allocating a **grant fund**, dedicated to removing barriers. This will encourage the community to be involved in designing sustainable proposals to solve specific local problems. This process has already begun in Totnes through a series of community workshops aimed at putting forward sustainable travel proposals. Our proposal for the LSTF allocates some capital towards this to make some early quick wins. Other planned capital works to improve the walking and cycling network, such as the Connect 2 route in Newton Abbot, will be a key focus for awareness raising activities and improved information.

PACKAGE FOUR: Managing the network effectively

We will improve the performance of our most congested corridors by improving **pedestrian, cycle and bus priority**. Our ANPR data will play a major role in providing real time travel information to commuters and businesses so they can understand where the network is congested and plan their journey. This will be supported through the journey planning website, already listed as a feature of our bid.

To manage the network effectively we will also incorporate more **efficient signal times and small junction improvements** that improve its overall performance. We will investigate the current issues affecting our congested corridors and develop a **management plan**. The interventions will be supported by our LTP 3 capital programme.

C2. Package costs

Package and scheme	£K	2011-12	2012-13	2013-14	2014-15	Total
PACKAGE 1: Reducing the need to travel						
Scheme element 1	£K	2011-12	2012-13	2013-14	2014-15	Total
Shared workspace hubs	Revenue	27	49.5	94.5	94.5	265.5
	Capital	0	75	0	0	75
TOTAL						340.5
PACKAGE 2: Informed and Supported Traveller						
Scheme element 1	£K	2011-12	2012-13	2013-14	2014-15	Total
Awareness Raising and Promotion (community Wide)	Revenue	160	160	160	160	640
	Capital	0	0	0	0	0
Scheme element 2	£K	2011-12	2012-13	2013-14	2014-15	Total
Employer Focused Interventions	Revenue	300	380	380	380	1440
	Capital	40	50	50	50	190
Scheme element 3	£K	2011-12	2012-13	2013-14	2014-15	Total
Individualised - direct engagement	Revenue	75	100	100	100	375
	Capital	0	0	0	0	0
TOTAL						2645
PACKAGE 3: Extending choice and removing barriers						
Scheme element 1	£K	2011-12	2012-13	2013-14	2014-15	Total
Integrating modes	Revenue	50	95	110	75	330
	Capital	105	135	125	100	465
Scheme element 2	£K	2011-12	2012-13	2013-14	2014-15	Total
Small capital interventions	Revenue	15	15	10	10	50
	Capital	350	350	200	100	1000
TOTAL						1845

PACKAGE 4: Managing the Network Effectively						
Scheme element 1	£K	2011-12	2012-13	2013-14	2014-15	Total
Key corridor management plan	Revenue	50	0	0	0	50
	Capital	0	20	20	20	60
TOTAL						110

REVENUE TOTAL	677	800	855	820	3151
CAPITAL TOTAL	495	630	395	270	1790
GRAND TOTAL	1172	1430	1250	1090	4941

C3. Rationale and strategic fit

The packages of measures within this submission have been designed to fully integrate with each other and are largely co-dependent. For example, delivering successful work hubs is supported by engagement through workplace travel plans, whilst raising awareness about the benefits of car sharing is supported through online information and the provision of park and change sites.

The LTP sets out how Devon and Torbay's transport network will provide the supporting infrastructure for economic growth. This will be delivered by making best use of the road and rail network and to creating modal shift towards sustainable transport. For local trips we will invest in making it easier to walk and cycle locally and strengthen the core public transport network system so it is reliable and convenient as a means of getting to work and other purposes. The LSTF bid will provide the revenue support that is required to 'nudge' people to make best use of what exists. Small capital interventions that are put forward through community engagement will enable the community to have a genuine role in delivering and improving their local transport network.

Devon County Councils' strategic vision sets out our priorities for the next four years that will improve the quality of life for everyone and address some of the big challenges that face Devon. Three of the five priorities are particularly relevant to the bid;

- Support local business and tourism
- Improve knowledge, skills and productivity
- Promote green travel, improve roads and reduce congestion

The packages set out in the bid will also have a 'county wide' benefit in terms of the information and empowerment tools that we intend to develop. These tools will enable the community and workplaces to examine the potential for sustainable transport through the Eco-Check website, benefit from the integration improvements at stations in Exeter, Newton Abbot and Totnes and offer access to better transport information. If the bid is successful, the delivery programme will be assessed by an Equality Needs Impact Assessment, although an early assessment indicates that there are no negative impacts identified.

C4. Community support

The support of community groups and, crucially, our ability to empower and mobilise them, will be instrumental in the success of our proposals. We are pleased to provide a comprehensive list of already engaged supporting groups, details of which can be seen in the Appendix.

SECTION D – Value for money

D1. Outcomes and value for money

The interventions set out in the four packages are established from a strong evidence base using quantitative and qualitative data.

The specific outputs that will be delivered by 2014 -15 are as follows:

- Core Output 1: Commercially operating work hub based in Totnes
- Core Output 2: Improved transport information and website
- Core Output 3: Travel plans in place at all major business parks and employers
- Core Output 4: Improved local and walking cycling network in the three areas
- Core Output 5: Better integration for all modes at the three train stations and key transport interchanges
- Core Output 6: Traffic Management improvements and more priority for pedestrian, cyclists and bus users on key corridors

Value of Time Savings

Existing models for Exeter and Newton Abbot have been used to calculate the package of measures proposed. The models have been updated to include the level of residential and employment growth anticipated in 2015.

There is no existing model for Totnes and as such, the same process could not be followed in the same way as Newton Abbot and Exeter. It may be assumed that similar benefits will also be obtained by the package of measures in Totnes. As shown in section B Totnes has the slowest vehicle speeds out of the three towns and as such would benefit considerably from measures to encourage sustainable transport use. We will use data collected from our ATC and traffic counts to develop an evidence base for Totnes from which to develop a baseline.

Two runs of each model were carried out, a 'do minimum' and 'do something' scenario. The 'do minimum' scenario assumed growth to 2015, but did not include improvements to the transport system or the reduction in vehicle travel which would occur if the package of measures was implemented. The 'do something' included the measures. The difference between the 'do minimum' and 'do something' scenarios represents the benefits of the package of measures. Both models are multimodal models which allowed the trips to switch from cars to public transport and cycling. Improvements coded into the model to reflect the package of measures led to a reduction in vehicle trips and an increase in cycling and public transport in both towns.

Table 2 below shows the decrease in vehicle trips and corresponding reductions in travel distance and travel time.

	Exeter DM	Exeter DS	Newton Abbot DM	Newton Abbot DS
Total travel time (PCU hours)	17,468,235	17,426,089	290,229	469,086
Travel distance (PCU km)	463,802,949	461,084,421	6,094,808	15,115,006
Total trips loaded (PCUs)	105,755,091	98,475,803	4,146,128	5,212,071

Table 2: Vehicle statistics from transport models

Similar data was obtained for public transport and is shown in Table 3 below. This shows an increase in the number of passengers and the distance travelled by passengers. In Exeter,

although there is an increase in the number of passengers, the travel time decreases due to measures to improve the speed of travel. In Newton Abbot, the speed of public transport also increases however there is an increase in total travel time due to the increase in the number of passengers and increase in average trip length.

	Exeter DM	Exeter DS	Newton Abbot DM	Newton Abbot DS
Total travel time (passenger hours)	2,847,368	2,682,016	1,223,013	2,216,633
Travel distance (passenger km)	52,278,095	53,595,451	29,015,527	64,288,155
Total trips loaded (passengers)	8,755,894	10,676,955	13,632,667	17,047,964

Table 3: Public transport statistics from transport models

Values of time were applied to vehicle travel, public transport and cycling. The values of time were taken from WebTAG 3.5.6. The monetary benefits were assumed to be the saving in travel time between the 'do minimum' and 'do something' scenarios.

Table 4 below shows the values in time for each mode as well as totals for each town. The trip purposes from the model have also been applied in this calculation. As would be expected, an increase in cycle travel results in a negative value of time as it is a slower mode of travel. There is also a negative value for public transport in Newton Abbot, which is related to an increase in the number of people travelling by public transport and greater distances in Newton Abbot, as discussed above. Greater improvements to the speed of public transport may be implemented in Exeter which help to achieve a positive value for public transport in Exeter. Whilst the value for Exeter is lower than Newton Abbot, considerable focus has already been given to encourage sustainable travel in Exeter, although as the model shows, there are still benefits which can be achieved. Newton Abbot has not benefited in the same way and the success of efforts in Exeter help to demonstrate how sustainable

	Exeter	Newton Abbot
Vehicle	£8,752,999	£12,602,729
Public Transport	£1,287,379	-£737,795
Cycle	-£383,957	-£222,869
Total	£9,656,421	£11,642,064
Total for Newton Abbot and Exeter	£21,719,860	

Table 4: Value of time savings from bid packages

In total, the model shows that there will be nearly **£22 million** of benefits in just the towns of Exeter and Newton Abbot. The baseline data showed that speeds are lowest in Totnes out of the three towns and as such benefits can also be achieved there.

The benefits have been calculated for the entire year, 2015. There will be benefits before this, as we develop and implement our measures in the years leading up to 2015, building up to the full impact in 2015. Equally, after 2015, there will continue to be benefits, particularly because of our focus on changing behaviour, so in reality, the overall impact will be even greater than this.

The benefit to cost ratio for Newton Abbot and Exeter alone is **4.4**. If benefits for Totnes are also included, this will further increase.

Carbon Savings

The reduction in carbon saved by applying the measures has been calculated using the DfT's Carbon Tool. The results from the traffic model were input into the tool. This showed a total saving of **5,191 kT of CO₂**. Using the price of carbon for 2015 in the Carbon Tool, the total carbon saving for 2015 is calculated to be over **£289 million**. This was calculated using the non-traded central value of CO₂. Again, this calculation does not include any data for Totnes, but it can be assumed that it would increase and have a greater monetary benefit if Totnes is included.

Non quantifiable benefits

We will develop our evidence base to establish a sound approach to measuring the non quantifiable benefits of the bid.

Non quantifiable benefits are:

- Enhanced business productivity and an increase in new businesses attracted to Devon
- A healthier, happier workforce through raised levels of activity and better travel choices
- Increase satisfaction with the local area as a result of transport improvements
- Increase usage of the walking and cycling network for leisure and utility trips and the impact on the local economy (tourism) and health.
- General increase in bus and train patronage due to better timetable integration and improvements to the interchanges
- Improvements; 'real and perceived' to road safety.

D2. Financial sustainability

PACKAGE ONE: Reducing the need to travel

We have carried out extensive research into the commercial viability of work hubs in Devon. This is supported by research carried out by the National Work Hubs Network. Our research shows that where we invest directly such as in Totnes, we would expect an income stream, based on conservative estimates for the hub, of c£22k p.a. The proposed project has already generated private sector support.

PACKAGE TWO: Informed and Supported Travellers

The proposed interventions in this package will build on existing partnerships where employers and communities are committed to working with us for mutual benefit. Engagement with employers and communities will include kick starting measures and drawing in match funding from external sources. Our experience with the Cycling Demonstration Town project in Exeter has highlighted this through the support of Bicycle User Groups (BUGs) to promote cycling to staff within the organization - there are now 25 BUGs in the city, covering over 25,000 employees. These groups have been empowered to continue supporting cycling, without dependence on support from us.

PACKAGE THREE: Extending choice and removing the barriers

These measures will be provided according to their deliverability in the next four years. This will be based on available funding, importance to delivering the outcomes required and relevant planning permissions and design work being ready. Maintenance will be provided through our ongoing LTP3 commitments.

PACKAGE FOUR: Managing the network more effectively

The research on the key congestion hot spots in the three areas will be completed in year one and a package of measures developed which will involve some capital over the next three years. The actual plan will become part of the day to day management of the network and provide learning to be applied elsewhere in Devon and Torbay.

In addition to the above we will be developing an innovative sponsorship concept where employers wishing to support community initiatives or achieve their corporate social responsibility objectives can help fund schemes e.g. Wheels to Work, adult cycle training or work buses.

SECTION E – Deliverability

E1. Implementation

A new dedicated Sustainable Travel Team has been created within Devon County Council to implement this project. This highly motivated team draws together staff with a proven track record of delivering behavioural change projects including workplace and school travel planning, Exeter's Cycling Demonstration Town project, and Travelwise promotion (which has delivered projects such as Carshare Devon). The team will also benefit from a full time finance officer, whose role will be dedicated to the delivery of the bid. This team will be enhanced by bringing in Sustrans as our principal delivery partner drawing in their national experience for promotion, marketing and infrastructure design. The team has already created a momentum with strong existing relationships within communities and with employers and schools. The diagram below shows the governance arrangements for managing the delivery of the bid.



We will also add value to our partnerships. In 2010 the Safer Travel Team completed a DfT funded project to develop and deliver Continuous Professional Development training to those with whom we partner. The original project focused on road casualty reduction but the facility will be used to support delivery of projects within this bid. Where we identify a need to train and inform our own personnel or our partners and contractors, we will develop and deliver appropriate training and support through our Academy. Examples of courses may include data and evidence gathering techniques and evidence appraisal; communications and marketing skills; negotiating and influencing; developing business cases for change; the role of techniques originally used in behavioural economics in positively influencing travel choices; influencing behavioural change in organisations.

E2. Output milestones

The development of our bid has been based on evidence, the judgement of professionals and indications from our workplace travel plan engagements regarding travel preferences. We recognise the importance of establishing our proposals based on a sound evidence base, in order to have the most impact and to evaluate success. We will continue to build up this evidence base in preparation for delivery in July 2011.

Our output milestones:

- 1. No growth in traffic on the key corridors in the three areas**

Automatic Traffic Count Data on the key corridors in Exeter has shown that every year since 2003 there has been a decrease in both average traffic flows and morning peak hour traffic in the City. It will be challenging to replicate this decrease across the three areas coupled with expected growth but we expect to see zero growth in traffic against a 2010 baseline.
- 2. Increasing the proportion of journeys made by bus and rail**

We expect to see the proportion of workplace journeys made by bus and rail rise over the project period. More specifically we expect to see a significant rise in bus and rail journeys, and these modal proportions, to the main employment centres, on which these measures are targeted.
- 3. Double the membership of Carshare Devon**

Almost 1,200 new people registered on carsharedevon.com during 2009, bringing the total number of people registered to over 7,200. With targeted promotion we expect to be able to double the membership over the period to 2015/16.
- 4. Offer an additional 400 people access to employment through Devon Wheels to Work**

Devon Wheels to Work has helped 603 people get access to employment since its inception in 2003. Investment in Wheels to Work and its expansion to include both standard and electric bicycles will help 400 people gain access to employment.
- 5. Major increases in cycling in the three areas**

Between 2006 -2009 there was a 40% increase in average daily cycle trips in Exeter's Cycling Demonstration Town area. We expect to replicate this figure in the other two areas against a 2009 baseline. In Exeter, we expect to double the number of average cycle trips from a 2005 baseline.
- 6. No increase in the rate of walking and cycling casualties**

As walking and cycling trips increase in the three areas we expect to see no corresponding increase in casualties for these modes.
- 7. Modal split / customer satisfaction will be collected and evaluated through Devon Travel to Work Tallies**

Devon County Council has been carrying out travel to work tallies to gather information on the barriers to sustainable travel and establish the key motivators to encourage people to switch modes. We will continue to use the travel to work tallies to do this and also understand whether attitudes and behaviour are changing, as well as the level of satisfaction with their travel choices.

E3. Summary of key risks

Risk	Likelihood	Impact	Actions to reduce this risk
Employers are unwilling/ or unable to commit time and resources to the bid.	Low	High	We have already established a good network of employers in Exeter, Newton Abbot and Totnes, where travel plans have been implemented or measures to support sustainable travel have been developed.
Low uptake in the Work Hubs	Low	Medium	DCC has carried out extensive research which indicates that work hubs have high potential and viability in Devon both via RedC and the more recent Transform studies. These are also backed up by research carried out by the National Work Hubs Network. Progress has already started in Totnes.
Unable to deliver capital measures – cycle and walking links within the timescale	Low	Medium	We already have a number of potential capital measures identified in the three areas which are ready to go if funding can be sourced.
The LSTF Fund begins midway through 11/12 financial year.	Medium	High	The programme has been prioritised and front loaded to achieve quick wins. We have an experienced and highly motivated sustainable travel team already in place who have established contacts to start work with or build upon existing work. We will be working up a detailed delivery plan after the submission date.

E4. Project evaluation

We will develop an evaluation toolkit to determine more specifically our success criteria. We will be pleased to cooperate with the Department in developing this to ensure we are clearly identifying the benefits achieved by our packages. Projects such as the Cycling Demonstration Town project and successive Local Transport Plans have already developed extensive programmes for monitoring and evaluation. We would like to continue this work and create better tools for evaluating the impact of smarter choices programmes. To date, much of the local evaluation for smarter choices has been qualitative and we see a greater opportunity to quantify the success and thus help the case for future revenue support.

Appendix

Appendix items for A9. Partnership bodies



Torbay is a unitary authority in Devon, delivering services to visitors and residents of Torquay, Paignton and Brixham. The population of the region is 134,000.



The bid will be delivered in partnership with Sustrans. Sustrans have been a key partner in steering the development of the bid and have been an essential partner in delivering sustainable travel projects over the past 10 years such as Bikelt, TravelSmart, Links to Schools, Connect2, Exeter Walking Project and the National Cycle Network. Sustrans will provide expertise and support to engage with employees and employers.

Devon and Torbay have produced a joint LTP that recognises the interdependence of Devon & Torbay. Devon County Council is submitting this bid in its own right because of the focus on the three towns however Devon and Torbay are committed to promote sustainable travel in partnership. One of the key schemes set out in the LTP3 that is of particular significance to unlocking economic potential in Torbay and the Exeter Sub region is the authorities proposed South Devon Link Road (Kingskerswell bypass). If the scheme is funded then the benefits of improved journey reliability will also be locked in by allowing the existing A380 corridor to be a sustainable travel corridor, with bus, cycling and walking priority. Working with employers and communities in Exeter, Newton Abbot and Totnes will be part of the toolkit need to lock in the benefits of the investment.

“Sustrans fully supports this bid by Devon County Council focussing on the journey to work in those towns and city in Devon where most growth of population is set to occur. The Cycle Exeter and Cycle Devon projects in the last 6 years have demonstrated the amazing progress that can be made in this mode of travel with concentrated promotion coupled with improved infrastructure. The County Council is also well placed to progress walking and public transport connections in towns as a combined approach to decreasing car dependency for short journeys. A large project thematic bid for sustainable travel in education led by Devon County Council and Sustrans will complement the proposals set out in this bid and together help to improve sustainable travel options to schools and colleges.”



Stagecoach are a major bus operator in Devon and therefore a key partner in delivering public transport improvements which will help to increase the proportion of passenger journeys undertaken by sustainable modes.

“The Stagecoach Group is leading the way in delivering greener, smarter bus and rail services, and sustainability is at the heart of our business. We all need to travel, but doing so sustainably has to be a partnership between the public, government and other stakeholders.

Stagecoach Devon has established strong links with Devon County Council over many years and so we welcome the opportunity to partner their bid to the Local Sustainable Transport Fund. Our collaborative work on the bid will see Stagecoach Devon investing in new and improved vehicles, smart ticketing, vehicle telematics, promotional work and targeted campaigns and support for workplaces”.

**Michelle Hargreaves, Managing Director
Stagecoach South West**



The Cycle to Work Alliance brings together a group of leading providers of the cycle to work scheme, including Cyclescheme, Cycle Solutions, Evans Cycles and Halfords, to together highlight the benefits of cycling in terms of health, the environment and employee engagement. 560 employers in Devon have already realised the benefits of running a cycle to work scheme.

“Through engagement with workplaces we will be providing employers will practical advice and support about how to make sustainable travel work. The cycle to work scheme is a powerful employee engagement tool. In a recent survey 98% of scheme users said they would encourage other colleagues to take part in the cycle to work scheme and 89% of employers believe the scheme is an important means of improving employee engagement. At a time when businesses are tightening their belts, cost effective employee engagement strategies have become increasingly important. The cycle to work scheme clearly plays an important role in creating a more productive and engaged workforce, while at the same time reducing companies’ and individuals’ carbon foot prints. There are so many positives to cycling for the individual but also in terms of targeting short trips or making it possible to integrate cycling with other modes. The Cycle to Work Alliance will provide in kind commitment through its ability to offer guidance on the scheme and promotional support. This will assist DCC to engage more employers to take up the cycle to work scheme, offer practical advice on how to do it and increase the number of people cycling to work.”



The University of Exeter has over 17,000 students registered and over 3,000 staff. Their annual turnover is over £200 million and they are ranked 6th in the UK according to the 2010 National Student Survey. Two of the three main study sites are located in Exeter. In 2009, Devon County Council produced a cycling strategy for the University, a comprehensive and prescriptive approach which has increased the levels of cycling and become an example of national best practice.

"The University is near to completion on a £275 million investment programme for the main campus, resulting in transformed campus heart, with a number of new prestigious academic buildings, as well as new student residences, which draw on the latest sustainable living technology. We recognised that this was a crucial opportunity for facilitating more sustainable travel and could form one of our many strengths as an internationally acclaimed University. As a result, the access and transport issues were considered within the Master Plan, and we strived to ensure that designs would support and enable sustainable travel. This attention to detail has resulted in the inclusion of cycle parking spaces for over 1,200 bikes in the construction of the new buildings.

We have developed a strong partnership with other transport partners, including Stagecoach and Carshare Devon, investing in both an improved bus service for the main campus and a private car sharing group. Over the next four years, the University plans to invest £480,000 on sustainable travel facilities and measures, led by our Sustainability Manager. Between 2009 and 2011, we invested £60,000 to increase and improve our cycle parking facilities on both of our Exeter campuses. We are currently developing proposals for our next phase of cycle parking to build on the success of the first phase. This will improve and increase cycling facilities for both academic and residential buildings, with the aim of providing capacity for an additional 400 bikes. In 2010, we appointed a permanent, full-time Travel Plan Coordinator, and in support of Devon's Local Sustainable Transport Fund bid, we intend to extend this role outside of the University remit, to lead on developing a travel planning network for organisations across the county, with the aim of sharing best practice and enabling others to learn from our successes.

We fully support the aspirations of Devon County Council's bid to promote and enable more trips by sustainable transport modes, whilst supporting and strengthening the local economy. We intend to fortify our working relationship with the County Council as partners in delivering the proposals set out within their bid".

**Mark Overton, Deputy Vice-Chancellor (External Affairs)
University of Exeter**



The First Group are a major bus operator in Devon and therefore a key partner in delivering public transport improvements which will help to increase the proportion of passenger journeys undertaken by sustainable modes.

"First Great Western is committed to facilitating closer integration between all sustainable transport modes. A strong partnership already exists with Devon County Council which has delivered;

- *A station travel plan at Digby and Sowton stations in Exeter - which included new linking paths and lighting,*
- *An improved shelter and cycle lockers Cycle parking facilities across our franchise stations - including doubling capacity at Exeter St David's*
- *Working closely with Devon County Council to understand the potential for cycle – rail integration and bike hire at stations along the Exe Estuary Trail.*

Our continued involvement with Devon through the LSTF process can help to make further sustainable transport improvements at our stations and look to working with other transport providers to make interchange a seamless process. Plans are already under development at Exeter St David's and Exeter Central and there is potential to explore further improvements in the key towns. We are also looking at round robin ticketing on the Exe Estuary working with a local ferry company."

**Andy Saunders, Integrated Transport & Partnerships Manager
First Great Western**



Exeter City Council

Exeter City Council is the council and local government of the city of Exeter, Devon, population 118,000. The City Council provides a range of services within the city including housing, planning, economic development, tourism, leisure and arts facilities and activities.

"I welcome the inclusion of Exeter and its surroundings as one of the areas that would benefit from this bid. Devon County Council has an excellent track record in relation to cost-effective sustainable travel schemes, such as the impressive increase in cycling achieved during Exeter's time as a Cycling Demonstration Town. Exeter suffers from significant traffic congestion, and we at Exeter City Council have worked effectively with Devon County Council to encourage use of sustainable travel modes to promote the city's economy. Use of bikes, buses and trains is increasing to a greater extent than elsewhere in the UK and we are well placed to build on this success. We wholeheartedly support this bid and, if it is successful, we will continue to work with the County Council to ensure that maximum benefit is gained from this money."

Councillor Rachel Sutton

Portfolio Holder for Sustainable Development and Transport

Exeter City Council

Appendix items for C4. Community support



"I feel passionate that the County Council has a responsibility to help provide the workforce of Devon with more sustainable travel choices. Not only does it help maintain our fantastic local environment but also creates a happier and healthier population freeing people from congestion and the stresses it can bring.

As Cabinet Member for Highways and Transportation, I have been impressed by the enthusiastic efforts of our staff, partners and the business community, coming together to promote sustainable modes and help drive economic growth and reduce the County's carbon output. There is a real momentum locally that has been generated by projects such as Carshare Devon and our work on cycling in both Exeter and across the County. There is also a cross party support for these initiatives which dates back to the late 80's as we recognise that this is for the long term commitment. The LSTF process is a fantastic opportunity to spread the success of some of these initiatives but also to work more closely with the community and take advantage of this appetite for change. I introduce to you a number of supportive statements from our community showing their support for the proposals set out in this bid. We will continue to engage with them to make our programme a success - but don't take my word for it, take theirs!"

Councillor Stuart Hughes
Cabinet Member for Highways & Transportation

Devon and Cornwall Business Council

"The Devon and Cornwall Business Council (DCBC), is a private sector led, sub regional economic partnership, representing some 40,000 businesses - from micro to large enterprises across the two counties. In my role representing both the DCBC and as Chair of the Heart of the South West LEP, I fully support this bid by Devon County Council to the Local Sustainable Transport Fund and welcome the fact it focuses on the journey to work in those parts of Devon with high growth potential. We are particularly supportive of the work hubs and digital mentoring elements of the project and believe that these will help towards achieving a step change in journey to work patterns, business productivity and the reduction of carbon emissions in Devon. Devon is a county we believe has great potential to be a highly productive and sustainable business location and we wish to support Devon County Council in helping to achieve this.

Jeremy Filmer-Bennett

Royal Devon and Exeter Hospital, NHS Trust

"As the largest organisation in the UK, the NHS is aware of its social and environmental responsibilities, and as part of this, is committed to supporting the targets of the Climate Change Act to cut carbon emissions. In 2009, the NHS launched their Carbon Reduction Strategy, requiring all organisations to implement measures to cut carbon. The Royal Devon & Exeter Foundation Trust has been working closely with Devon County Council for many years on sustainable transport measures, and as a major employer, we take seriously our contribution to the efforts to reduce the traffic on our roads, to reduce pollution, ease congestion and encourage more people towards active travel modes. We are keen to extend our commitment by fully endorsing Devon County Council's Local Sustainable Transport Fund bid and will work together to deliver the proposals to achieve mutually beneficial results."

Paul Honey, Service Manager, Facilities

Ashfords, Exeter ~ Major UK law firm, with 5 offices in the South West, Exeter office employs 270 staff

"We have benefited greatly from the work of Devon County Council's sustainable travel team, in promoting alternative and sustainable travel. As a result, we have not only seen a reduction in car use, but also an enjoyment by our staff of alternative means of transport with the associated health and well being benefits they offer. We enjoy a strong working relationship with the County Council having worked with them, in particular, on a number of cycling based initiatives and are keen to continue to support and partner them in the delivery of their proposals set out in their Local Sustainable Transport Fund bid."

Tim Heal, Partner

Devon and Cornwall Police ~ the largest geographical police area in England, representing 6,500 staff

"Devon and Cornwall Police are keen to partner Devon County Council to promote and enable more trips by sustainable travel modes, for staff and visitors. We have a strong working relationship with the sustainable travel team and have benefited from improved travel facilities and access to sustainable travel information. We intend to continue working with the County Council in order to help deliver the proposals set out within their Local Sustainable Transport Fund bid."

Assistant Chief Constable Sharon Taylor

Exeter Chamber of Commerce and Industry ~ Membership of over 400 companies, from a wide cross-section of industry and commerce from Exeter and the surrounding area

"Exeter Chamber of Commerce & Industry are pleased to support Devon County Council's Local Sustainable Transport Fund bid. Exeter Chamber are leading the Business Improvement Districts proposals, which include improvements to public service and other transport initiative. We fully support the aspirations of the bid to promote and enable more trips by sustainable travel modes, whilst supporting and strengthening the local economy. We are keen for more local businesses in the city to reap the benefits of promoting sustainable transport, demonstrated by a reduction in car use and car parking pressure, improvements to local pollution and congestion levels, teamed with improvements to the health and well being of employees in Exeter. We intend to strengthen our working relationship with the County Council in order to help deliver the proposals set out within their Local Sustainable Transport Fund bid."

Derek Phillips, Vice President, Exeter Chamber of Commerce and Industry

Community Council of Devon

"The Community Council of Devon supports Devon's LSTF bid to encourage more sustainable trips to work, in particular improved information in a variety of formats, flexible car sharing and integration of transport modes will be particularly important in providing solutions to people who live in rural areas. The Community Council of Devon are pleased to support Devon County Council in engaging communities and raising awareness about sustainable transport."

Greg Davies, Senior Manager

Pynes Hill Travel Group

"The Pynes Hill Business Park in Exeter is occupied by over 40 organisations, with a total of approximately 2000 employees 75% of whom drive to work. As the estate sits on the Exeter ring road, this impacts the local and strategic road network and has significant environmental impacts. In order to manage demand and widen travel choices, the Highways Agency and Devon County Council instigated an area wide Travel Plan for Pynes Hill, driven through an active steering group. This has resulted in a coordinated focus on promoting sustainable travel choices as well as leading to many individual companies producing their own travel plans. The Pynes Hill Travel group supports Devon County Council's bid to the Local Sustainable Travel Fund and is keen to continue working with them in the delivery of the bid proposals."

John Vessey, Liverpool Victoria, representative of the Pynes Hill Travel Group

Highways Agency ~ operating, maintaining and improving the strategic road network in England

"We understand that Devon County Council are submitting a bid for funding under the Local Sustainable Transport Fund and that this will include a programme of measures focussing on areas adjacent to M5 junctions 29,30 and 31 Exeter.

These junctions are close to capacity and additional pressure is anticipated particularly as a result of growth to the east of Exeter. Measures which help to reduce demand at these junctions are likely to be beneficial to the efficient operation of the strategic road network in and around the Exeter area. We are confident that Devon County Council has the skill and knowledge to take forward effective sustainable travel measures."

Michael Ginger, Highways Agency

Centrax ~ major employer in Newton Abbot

"Centrax are pleased to support Devon County Council's Local Sustainable Transport Fund bid. As a large organisation we recognise the impact our staff travel to work trips have on the environment and are working to promote alternative and sustainable travel. We understand the health, wellbeing, pollution and congestion benefits that arise from this work and we support the aspirations of the bid to promote and enable more trips by sustainable travel modes, whilst supporting and strengthening the local economy. Centrax are happy to strengthen our working relationship with the County Council in order to help deliver the proposals set out within their Local Sustainable Transport Fund bid."

Jeremy Rawley, Health, Safety and Environment Manager

Totnes Traffic & Transport Forum ~ forum for discussion and action on issues relating to traffic and transport in Totnes and the surrounding area

"Through Transition Town Totnes and many other initiatives the Totnes community has demonstrated its commitment to sustainability, and we recognise the urgent need to bring about changes in behaviour which support more sustainable ways of life without adverse impact on economic development. The Totnes Traffic & Transport Forum recently submitted a response to Devon County Council's draft Local Transport Plan 3 in which we requested that Totnes be nominated as a pathfinder project to develop a sustainable, low-carbon, energy-efficient Market Town transportation strategy. We are delighted that this request has been granted and we wholeheartedly support DCC's bid to the Local Sustainable Transport Fund."

Julian Wright

EDF Energy ~ major employer in Exeter

"We have a long history of working with Devon County Council to support more sustainable transport, acting as key partners in the area-wide travel plan work for Exeter Business Park. We recognise the need to contribute towards reducing congestion – good for the local road network and the health and well being of our staff, and so are keen to continue working with Devon County Council in support of their Local Sustainable Transport Fund bid."

Louise Rowe, Green Travel Manager

Newton Abbot Hospital

"Newton Abbot Hospital are pleased to support Devon County Council's Local Sustainable Transport Fund bid. We support the aspirations of the bid to promote and enable more trips by sustainable travel modes, whilst supporting and strengthening the local economy. We also recognise the benefits of reductions in pollution and congestion. We are happy to strengthen our working relationship with the County Council in order to help deliver the proposals set out within their Local Sustainable Transport Fund bid."

Diane Freame, Hospital Business Manager