



Local Sustainable Transport Fund

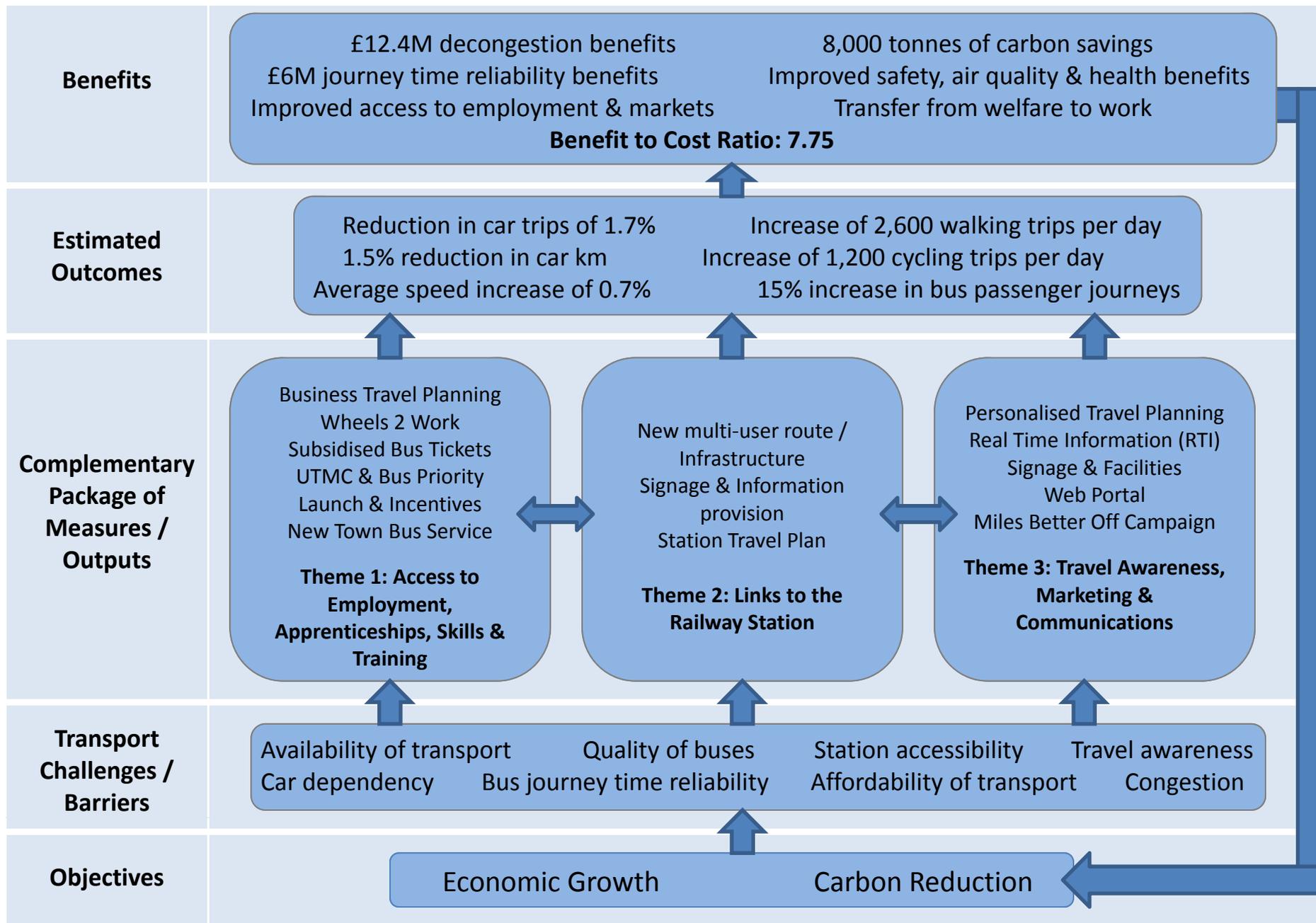
Full Application

www.cheshireeast.gov.uk/travel

Cheshire East
Council



Growing Smarter Travel Choices in Crewe – Bid Summary



Norman Baker MP
Parliamentary Under-Secretary of State for Transport
Department for Transport
Great Minster House
76 Marsham Street
London
SW1P 4DR

24th February 2012

Dear Mr. Baker,

Cheshire East's Full Application to the Local Sustainable Transport Fund

We are delighted to submit this application form to the Department for Transport's Local Sustainable Transport Fund (LSTF). The key objectives of the LSTF – economic growth leading to new jobs, but in a sustainable way – form the lynchpin of Cheshire East's third Local Transport Plan. Our bid for £3.509M will have immediate and long lasting effects on prospects for economic growth and sustainable travel behaviour.

Following the submission of our Expression of Interest, we have taken the opportunity to critically review each element of the bid to prioritise the location for investment, ensure an evidence-led approach and a strong business case consistent with the LSTF objectives. As a result, our bid is now targeted and focused in Crewe – the town in Cheshire East most in need of investment in sustainable transport in order to unlock the growth potential of the town. The total funding contribution sought from DfT has also reduced accordingly from £4.95M to £3.509M. We are therefore confident that any investment would fully realise the benefits anticipated.

"All Change for Crewe" sets out both the Council's and Local Enterprise Partnership's ambition to become a nationally significant economic centre by 2030. This bid is a key component of the "All Change for Crewe" programme and presents a "once in a generation" opportunity to facilitate more sustainable transport movements within the town.

The bid comprises three elements which are key to supporting the sustainable growth of the town:

- Theme 1: Access to Employment, Apprenticeships, Skills & Training
- Theme 2: Links to the Railway Station
- Theme 3: Travel Awareness, Marketing & Communications

The value for money appraisal has identified a Benefit to Cost Ratio of 7.75 – indicating very high value for money. The package will help people to help themselves by enabling modal shift, with substantial benefits from a reduction in car trips on the network and increasing public transport and active travel journeys.

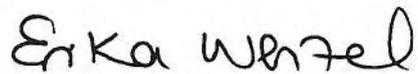
The DfT has already committed to help Cheshire East to achieve its ambitious economic growth targets through its support for the Crewe Rail Exchange Project and Crewe Green Link Road South. The LSTF will add significant value to investment in infrastructure and maximise the benefits of new investment levered in through the Growing Places Fund, Community Infrastructure Levy (CIL) and LTP3. Collectively these will unlock the growth potential of the town in a low carbon way.

We look forward to working with the Department for Transport to deliver sustainable growth through the LSTF, which will have both immediate impacts on growth and employment, as well as a legacy far beyond the funding period.

Yours sincerely,



Councillor Rod Menlove
Environmental Services Portfolio Holder



Erika Wenzel
Chief Executive

Local Sustainable Transport Fund - Application Form

Applicant Information

Local transport authority name:

Cheshire East Council

Senior Responsible Owner name and position:

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Bid Manager name and position:

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SECTION A - Project description and funding profile

A1. Project name: Growing Smarter Travel Choices in Crewe

A2. Headline description:

The bid is a key component of the “All Change for Crewe” regeneration programme to unlock the growth potential of Crewe in a low carbon way. The LSTF will deliver the sustainable transport element of that programme by enabling smarter travel choices for those who live and work in Crewe – focusing on the economic corridor between residential areas and employment sites. The complementary package of measures is tailored to local needs, supporting business investment and the creation of 2,500 jobs. The target population are commuters, unemployed and those Not in Employment, Education and Training (NEET), linking to wider Government initiatives such as Apprenticeship Schemes.

A3. Geographical area:

The bid is targeted and focused in Crewe – the town in Cheshire East most in need of investment in sustainable transport in order to unlock its growth potential. Crewe has the highest level of self containment and the greatest potential to influence travel behaviour for short journeys within the town.

A4. Type of bid (please tick relevant box):**Small project bids**

Tranche 2 bid

A5. Total package cost (£m): 6.673

A6. Total DfT funding contribution sought (£m): 3.509

A7. Spend profile:

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	0	578	876	782	2,236
Capital funding sought	0	403	410	460	1,273
Local contribution	0	340	290	2,534	3,164
Total	0	1,321	1,576	3,776	6,673

A8. Local contribution

The Council is committed to nearly **£2.9M** investment through its own capital and revenue resources, and contributions through signed Section 106 Agreements for major development sites in Crewe (e.g. Coppenhall East & Basford West).

The Council's own capital contribution includes LTP3 schemes to help create an attractive environment to encourage modal shift and improved traffic management through a new UTC control room.

The revenue contribution includes the Transport Policy & Accessibility Team who will have a key role in planning, delivering and monitoring the LSTF. This underlines the Council's commitment to using mainstream resources to deliver the smarter choices agenda and ensure the sustainability of LSTF measures.

The Council will continue to pursue what funding can be levered to bring additional benefits to the package, particularly the future Community Infrastructure Levy (CIL), which may help secure ongoing investment.

The external sources of local contribution reflected in Table A7 include the financial commitments from a number of major employers and colleges who are implementing travel plans and delivering modal shift. These organisations include Manchester Metropolitan University (MMU), Bentley Motors, South Cheshire College and Leighton Hospital – totalling **£270k**.

Other local investment not included in the Table A7 but indirectly supporting the overall objectives of the LSTF includes Arriva who are investing **£800k** in improving the quality of the buses operating in the area, and the Connect2 Lottery funding secured to deliver the Crewe to Nantwich Greenway (**£400k**).

A9. Partnership bodies (see letters of support at Appendix A)	
Partner	Role in the Delivery of Measures
Cheshire & Warrington Local Enterprise Partnership (LEP)	Strongly support and endorse the bid as a key component of the “All Change for Crewe” strategy to unlock the growth potential of the town and encourage sustainable transport movements.
All Change for Crewe Partnership Board	The private-sector led board promote the measures which will support businesses to recruit and retain the appropriate skilled workforce and enable growth.
South Cheshire Chamber of Commerce	Involved in the design of the bid based on genuine business need. A crucial delivery partner in engaging employers as part of the Smarter Travel Partnership.
Department for Work & Pensions / Job Centre Plus (JCP)	Growing unemployment is a big challenge in Crewe. JCP have provided evidence of transport barriers and are a key delivery partner in implementing the measures designed to support the transfer from welfare to work.
Connexions	The growing NEET population (16-19) is a significant challenge and Connexions support the focus to address transport challenges for young people.
Bentley Motors, Leighton Hospital,	Major employers will be crucial delivery partners in tackling the barriers to accessing employment sites and developing a Smarter Travel Partnership to promote joint working and collaboration on travel initiatives.
MMU, South Cheshire College	Students experience difficulties in the availability and affordability of transport – both organisations are committed to developing sustainable transport solutions which will reduce parking and congestion problems.
Taylor Wimpey – Coppenhall East (650 houses)	A developer committed to enabling smarter travel choices including £300k contribution to improving bus access and £10k towards a Travel Plan Co-ordinator.
Goodman Group – Basford West (Employment site)	A developer committed to enabling sustainable transport including a contribution towards improving public transport (£222k), a new foot & cycle path (£325k) and travel plan co-ordination (umbrella & individual).
Co-operative Estates & Messrs Whitter – Basford East	The joint landowners & developers are committed to working with the Council to promote the sustainability of the future development site.

D&G – Bus Operator	Bus operator committed to working in partnership with the Council in tendering for the cross town bus service pump-primed through LSTF & promoting bus access.
Arriva - Bus Operator	Potential delivery partner for the new tendered cross town bus service pump-primed through LSTF – commitment to partner the Council in delivery.
Virgin Trains or subsequent WCML franchise operator	Virgin is committed to developing a Station Travel Plan to improve accessibility between the station and the town centre which has been a long standing problem.
Crewe Christian Concern (CCC)	A local charity / social enterprise that have expressed an interest in the delivery of the Wheels 2 Work Scheme – linking to the existing cycle reuse project.
Sustrans	Sustrans support the themes of the bid and associated reduction in carbon emissions.
Connect 2 Stakeholder Group	The group supports the bid which seeks complementary outcomes and benefits as the Crewe 2 Nantwich Greenway project to enable increased active travel.

SECTION B – The local challenge

B1. The local context

Introduction

Crewe began as a railway town in the nineteenth century. Today, Crewe has a population of 80,000 and the railway station remains one of the largest in the country, functioning as a major interchange on the West Coast Main Line.

Economy

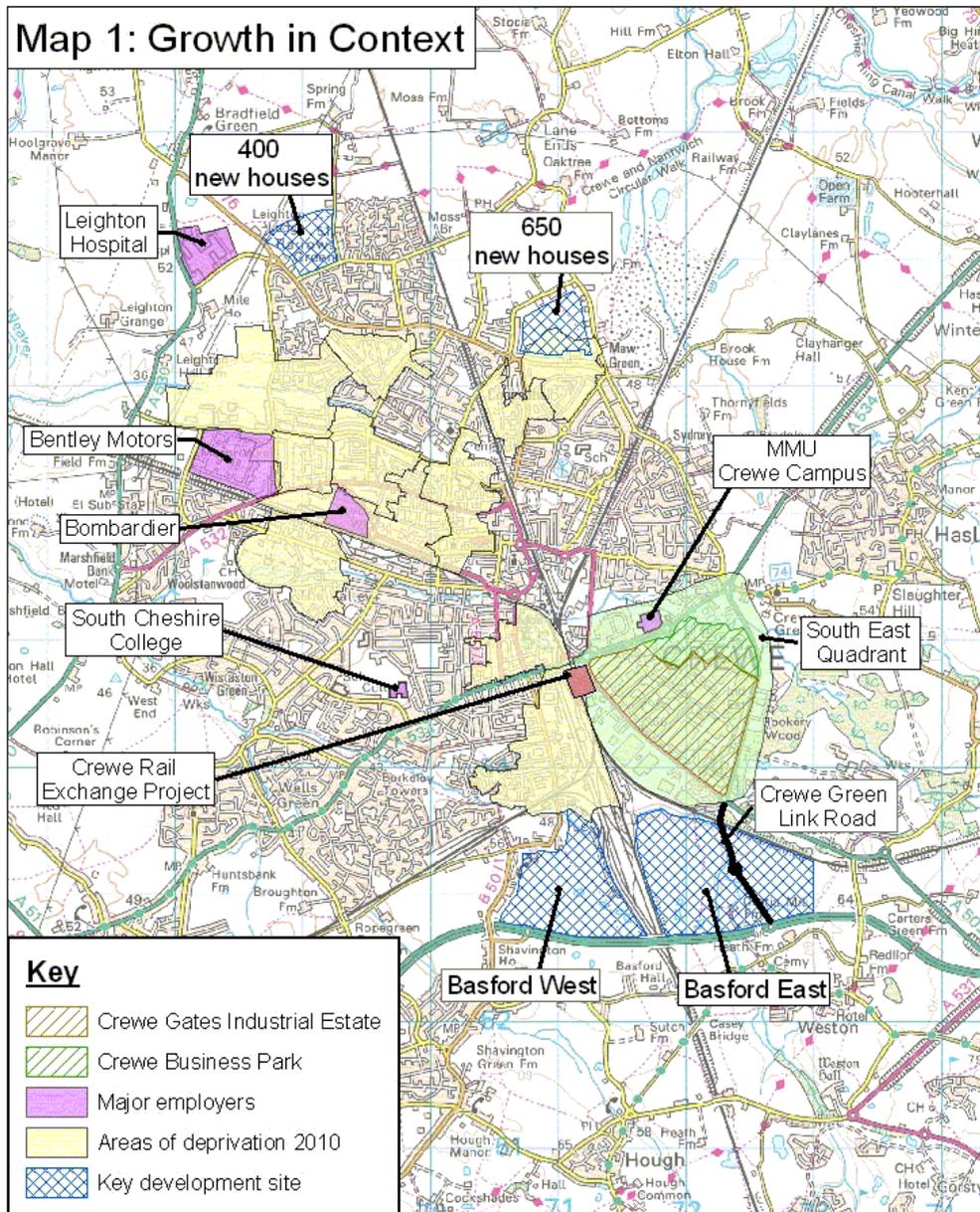
Crewe is a key economic driver of the Cheshire East area supporting 40,000 jobs and 2,200 business units. Major employers include Bentley, Bombardier, Air Products and Morning Foods, as well as public sector employment sites such as Manchester Metropolitan University (MMU) and Leighton Hospital.

However, Crewe is a town with huge potential that is untapped – as a major gateway to the North West and a thriving economic centre. “**All Change for Crewe**” is a new ambitious strategic framework to unlock the economic potential of the town and transform Crewe into a nationally significant economic centre by 2030 with a total population in excess of 100,000 people.

The emerging Local Plan for Cheshire East identifies major housing and employment growth in Crewe. A private-sector led partnership board is driving forward the vision that will deliver 15,000 new jobs and 10,000 new homes through targeted and sustained investment over the next 20 years.

The strategic employment sites at Basford are central to the plans for economic growth, as well as other employment sites within the south east quadrant (see Map 1). The recently announced DfT major scheme funding for Crewe Green Link Road South will unlock the strategic potential of the two Basford employment sites with a completion date of June 2015.

Map 1: Growth in Context



The Crewe Rail Exchange Project will develop the station into a high-quality and high-performing gateway in conjunction with the DfT, Network Rail and the bidders of the new West Coast Main Line (WCML) franchise. Crewe has secured funding through the Station Commercial Project Facility, which will deliver improvements in car parking and commercial activity by June 2013.

The LSTF will add value to these infrastructure schemes and maximise the benefits of new investment levered in through the Growing Places Fund, Community Infrastructure Levy (CIL) and LTP3, which collectively will unlock the growth potential of the town in a low carbon way.

Following the funding period, the package will continue to develop when extended to the new Basford employment sites – supporting the delivery of a further 12,500 jobs. The investment will have a legacy far beyond the funding period by pump-priming initiatives and building a platform from which the package will be self sustaining through continued growth.

Housing & Jobs Growth

10,000 new houses are required to accommodate the population growth by 2030, which equates to around 500 per year. During the LSTF period two new strategic housing sites will begin construction in the north, totalling 1,050 new dwellings (see Map 1). There are also further potential development sites in the north as identified in the Strategic Housing Land Availability Assessment.

The jobs growth over the next 3 years is centred on the employment sites in the south east quadrant, including Crewe Business Park, Crewe Gates Industrial Estate, Orion Park and University Way. It is estimated that approximately 2,500 jobs will be created by 2015 through new business formation, growth of existing businesses and attracting new inward investment.

The LSTF will deliver a package of measures to link residential areas in the north-west (NW) with employment sites in the south-east (SE). This will include working closely with developers and employers to deliver successful travel plans (residential & workplace) and encourage area-wide collaboration.

Environment & Climate Change

15% of the CO₂ emissions in the Crewe area are transport related. In addition, there are three Air Quality Management Areas (AQMA) in the town. The quality of the air is poor due to the amount of polluting nitrogen dioxide caused by congestion and queuing traffic. There is an inextricable link between emissions of nitrogen dioxide and CO₂ and as such reducing one will reduce the other.

The aim of our transport policies is to encourage people to make low carbon travel choices for shorter journeys. The target market is those who live and work in Crewe – creating the right conditions to act as a “nudge” and influence travel behaviour. Life changes such as moving house or starting a new job present the best opportunity to establish sustainable travel behaviour and this bid seeks to capitalise on those opportunities in Crewe.

Social Issues

Crewe has the highest unemployment rate in the borough (4.5%), particularly for 16-24 year olds (7.5%). The latest data shows an increasing trend in those Not in Employment Education & Training (NEET) – in Oct 2009, 8.8% of those aged 16-18 were NEET, rising to 9.1% in Oct 2010 and 10.2% in Oct 2011.

The Index of Multiple Deprivation (2010) identifies 11 areas of Crewe which are classified in the top 20% most deprived nationally (see Map 1). These areas have the highest rate of unemployment, lowest educational attainment, highest NEET figures (e.g. St. Barnabas is 17.1%) and worst health deprivation. These communities also have low levels of car ownership with the 2001 Census identifying up to 40% of households with no car available.

The aim is to tackle the transport barriers which prevent people accessing job, apprenticeship, skills and training opportunities focused on the south east quadrant, where there is an appropriate skills match. In addition, improving access to further education will facilitate the up-skilling of local people for higher-level jobs and future opportunities at the Basford sites.

B2. Evidence

A range of transport challenges constrain the growth of the town and its role as a main centre for employment, retail and key services. The town's location with good access to the strategic road (M6) and rail (WCML) networks presents significant opportunities to encourage new business investment. The main challenge to overcome is the constraints within the town for short journeys.

Self Containment:

Crewe is a highly self contained economy with 65% of residents living and working in the town. However, only 36% of local journeys to work are made by bus, cycle or foot – representing considerable potential to increase the use of sustainable modes for short journeys (< 5km). The topography is also relatively flat to encourage increased walking and cycling.

Historically there were high levels of cycling within the town – in 1981, 11% cycled to work, however by 2001 this figure had declined to 7%. Through LTP1, LTP2 and other external funding (e.g. Sustrans, developers) there has been significant capital investment in the cycle network, which will continue through the Connect2 lottery funded Crewe to Nantwich Greenway Project. The longer term 'Masterplan' for the Crewe cycle network is included at Appendix B, which is being pursued largely through developer contributions.

Local Bus Network

Crewe has the densest commercial bus network in Cheshire East (see Appendix C). However, only 4% of journeys to work less than 5km are made by bus. Congestion affects journey time reliability on major bus corridors, including those serving the railway station – operators are often reluctant to serve the station due to significant delays, particularly during peak periods.

Crewe's bus network has evolved over time rather than being planned strategically in order to respond to growth, or potential new demand. As a result, there are a number of "gaps" in the network which the Council is unable to fill with its own resources. In addition, the need for interchange in the town centre when travelling from the NW to SE acts as a deterrent to bus use for cross-town journeys to work. Finally, bus services do not penetrate the south east quadrant area resulting in significant distances to walk from the nearest stop into the Industrial Estate and Business Park.

Access to Employment Sites

Employers on the Industrial Estate are concentrated in manufacturing, warehousing and distribution, providing largely entry level employment and an appropriate match with the skills set of communities in the north-west. Survey data (2010) illustrates that 83% of businesses are aware of staff having difficulties in travelling to and from work and 50% feel the current level of provision of public transport creates a barrier to recruiting or retaining staff.

The Business Park has a high concentration of office-based staff. 89% of businesses feel the control of traffic movements is poor with significant on-street parking affecting the operation of the site. There are regularly 235 cars

parked outside designated spaces. 42% are aware of staff having difficulties in travelling to and from work and 32% feel that the current level of provision of public transport creates a barrier to recruiting and retaining staff.

This survey data is supported by the experience of the All **Change for Crewe Partnership Board** which is private sector led: *“As major employers we are concerned that businesses in Crewe are experiencing significant difficulty with local traffic congestion and public transport availability which does not make it easy for us to do business, or for our employees to have easy access to the workplace, which can affect our ability to recruit.”* John Lea, Board Chairman

Unemployment & NEET Population:

The NEET population and unemployment is a significant challenge in Crewe and this has led to a number of multi-agency events (including Jobcentre Plus & Connexions) to explore the barriers to employment, education and training in areas of deprivation. In the experience of partner organisations, lack of transport is a barrier for these groups:

“We know transport problems create a real barrier for local people in accessing employment and training opportunities, particularly the availability and affordability of transport.” Colin Billingsley, **Jobcentre Plus**

“Through our work with young people at Connexions we are aware that the lack of transport can be a problem for this group when accessing employment. Some of the main concerns highlighted by young people in the Crewe area are the cost and availability of buses.” Sarah Ramsey, **Connexions**

As much of the evidence is anecdotal, we have carried out a snapshot survey with jobseekers at the Crewe Jobcentre and NEET population at Connexions. Of the 280 we surveyed, 39% experience transport problems in accessing employment and training. Of those, 65% state lack of availability is a barrier and 42% cite cost as a barrier (rising to 55% amongst the NEET population). Currently many apprentices spend a significant proportion of their weekly pay on bus transport, which is prohibitive for some people. The expense of bus travel can make the difference between being better off on benefits, or being better off in work.

Railway Station Accessibility:

Crewe’s rail connectivity is a key component of the “offer” when selling the town as an attractive location for business investment. The station has a direct service to London Euston (journey time 1 hour 35 minutes), Liverpool, Manchester (including the Airport), Birmingham, Chester and many other towns and cities. The Crewe Rail Exchange Project aims to develop the station as a high-quality and high-performing gateway.

Currently 3 million people a year use the station and 3,800 people commute daily by rail into and out of Crewe. Of the passengers who commute daily, 64% originate from a local (CW) postcode, indicating the high level of local usage. Although the railway station is just over a kilometre from the town centre (15 minute walk), accessibility for pedestrians and cyclists is currently poor – the

existing routes to the town centre using Mill Lane and Edleston Road are unattractive, unsigned and potentially unsafe. In addition, the station entrance/exit via the A534 which is one of the busiest, most heavily congested routes in the town, affecting bus and car journey time reliability. The existing crossing points outside the station are poorly located and in need of upgrading.

Congestion:

The six rail lines that converge at the railway station only have road bridges across them in a few locations constraining the road network and creating a barrier to east-west movements across the town. Congestion causes significant delay on key corridors (see Appendix D), which gives rise to wider consequences including AQMA's and safety concerns for walkers and cyclists.

Tackling congestion is an important factor in creating an attractive location for businesses to locate and invest and recently completed research underpins its importance for Crewe. Survey data (2011) collected by the South Cheshire Chamber of Commerce has found that congestion is the top transport challenge affecting Crewe businesses. Congestion generates unreliable journey times, cost to businesses and acts as a substantial constraint on the ability of the Crewe's economy to achieve its potential.

B3. LTP Objectives

LTP3 has identified that the strategic priorities for transport in Cheshire East are to “ensure a sustainable future” and “create conditions for business growth”, which fully complement the main objectives of the fund.

The LSTF will support the delivery of the following LTP3 objectives in Crewe:

- **Objective 1** – Reduce **congestion** on key economic corridors which currently constrain the growth aspirations of the town.
- **Objective 2** – Improve **accessibility** to employment, apprenticeships, skills and training, particularly focused on the NW to SE corridor.
- **Objective 4** – Support **strong communities** through tackling NEET and unemployment concentrated in the NW of the town.
- **Objective 5** – Improve **health & wellbeing** by encouraging increased levels of walking and cycling for short journeys within the town.
- **Objective 6** – Reduce **carbon emissions** through modal shift and enabling low carbon travel choices.
- **Objective 7** – Improve **safety** through targeted infrastructure upgrades.

To illustrate the strong strategic fit between LTP3 and LSTF delivery, the objectives above have been mapped against the package bid themes and measures – see Appendix E.

SECTION C – The package bid

C1. Package description

Our complementary package of measures link directly to the transport problems and challenges identified above, as well as the opportunities in Crewe to deliver economic growth in a low carbon way. The package focuses on “tried and tested” solutions which have been proven to be effective elsewhere – whilst being transferable and tailored to local needs in Crewe.

Theme 1: Access to Employment, Apprenticeships, Skills & Training

1.1 New Town Bus Service

There is currently no direct, high frequency bus service which links residential areas in the north-west (NW) with employment sites in the south-east (SE). To encourage increased bus use, the LSTF will pump prime a new 15 minute frequency bus service which provides a direct route that is currently missing in the network. The buses will be high-quality and fully branded. It will be the only service to penetrate the south east quadrant employment area (see Map 1).

The bus service will be entirely new, not previously run by operators, or funded by the Council. The route is key to supporting the sustainable growth of the town and accommodating the increasing demand for travel between the NW and SE as part of “All Change for Crewe”. Local operators D&G and Arriva are both committed to working with the Council as a delivery partner. Following a procurement process, the launch date is expected to be November 2012.

In terms of future sustainability, 1,050 houses will be developed in the north-west area in the next 3-5 years which will increase the catchment for the service and help to secure its viability. Through continuous high profile marketing, promotion, employer and community engagement we expect the service to become commercially viable by 2015 or before.

1.2 Launch & Incentives

The bid will fund a trailer promotional campaign and a high profile launch of the new town bus service using local radio, local newspapers, bus backs and billboards (etc). A series of road shows will engage the business community on major employment sites, as well as local colleges. As an introductory incentive to encourage commuters and students to try the new bus service, promotional tickets will be distributed to those who sign up to use the service.

1.3 Enhanced Urban Traffic Management & Control (UTMC) & Bus Priority

To support the journey time reliability of the bus network, the bid will upgrade the existing traffic control system to UTMC and introduce GPS based bus priority to facilitate on time bus services linked to Real Time Information (RTI). The 12 proposed locations are consistent with congestion hotspots (see Appendix F). Combining UTMC and RTI will realise significant benefits in supporting bus journey time reliability without increasing overall congestion – UTMC enables the network to recover following the activation of bus priority managing demand proactively and ensuring the efficient use of the network.

1.4 Subsidised Bus Tickets

Affordability of transport has been identified as a barrier to unemployed people and the NEET population in taking up job and training opportunities. The LSTF will provide subsidised bus travel which matches the needs for different groups. For example, day tickets will be provided for job seekers attending interviews, 1 months travel to new employment, 6 months travel for apprentices and up to 3 months for training opportunities.

The proposed level of support will encourage skill development, which is a critical part of the “All Change for Crewe” programme. The aim is to effectively grow the economy and tackle worklessness. Evaluation of Workwise schemes have shown that 70% of beneficiaries are still in their new job after 6 months and 80% would have struggled to reach employment without support.

1.5 Wheels 2 Work (W2W) Scheme

Availability of transport has also been identified as a barrier to unemployed people in taking up job, apprenticeship or training opportunities. For some people bus travel is just not available, or early and late shift patterns are outside the operating hours for local bus services. The LSTF will fund 60 mopeds and 40 cycles, as well as compulsory basic training and personal protective equipment, to support young people from welfare into work.

Evaluation of nationwide W2W schemes has found that the moped loan can turn an individual around from being a recipient of welfare benefit, to being a contributor towards the economy, paying tax, national insurance and spending on goods and services. In terms of deliverability and financial sustainability, a local social enterprise has expressed an interest in operating the scheme and absorbing it into their charitable activities following the funding period.

1.6 Business Travel Planning

The major travel generators include large employers, health care providers, education providers and the retail park. Many of these organisations experience problems of accessibility, congestion and overspill car parking which hinder the operation of their sites. To address these challenges, the LSTF will facilitate partnership working and collaboration through a Smarter Travel Partnership enabling an area-wide approach to travel planning and critical mass to ensure the success of new initiatives and achieve modal shift.

The proposed partnership has the support of major organisations including **Manchester Metropolitan University (MMU)**: *“By sharing knowledge and experiences, undertaking joint initiatives and using economies of scale, will positively affect the sustainable travel options in Crewe.”* Ian Goodwin, MMU

The bid will fund a co-ordination role to manage and facilitate partnership working with the business community – leveraging additional funding secured through S106 (e.g. Basford developments). Following a period of pump priming, the partnership would become a membership organisation with associated annual subscription fees to ensure ongoing financial sustainability. The limited capital investment will deliver a range of online resources to support businesses to implement successful travel plan programmes.

Theme 2: Links to the Railway Station

2.1 Station Travel Plan

Working in partnership with Virgin Trains, a Station Travel Plan will be developed and implemented to encourage modal shift:

“Virgin Trains are committed to working in partnership with the Council to develop a Station Travel Plan for Crewe Railway Station and ensure the ongoing delivery beyond the funding period. There is significant scope to encourage and enable smarter travel choices, particularly for regular commuters and the high levels of local use of the station. Achieving modal shift would help tackle congestion on the A534, reduce carbon emissions and support the growth of the station as part of the Crewe Rail Exchange project.”
Chris Gibb, Chief Operating Officer, **Virgin Trains**

A travel survey will be carried out prior to implementation to establish a baseline against which to monitor the success of the travel plan. The survey data, together with a full access audit, will establish the measures which will be most effective in influencing travel behaviour of the different population segments that regularly use the station. The new town bus service will improve access between the residential areas, town centre and the railway station, which will be promoted through high profile marketing and communications.

This theme is fully integrated with the Crewe Rail Exchange Project to develop the station as a major gateway to the North West. The LSTF investment will add value to the funding secured through the Station Commercial Project Facility (SCPF) by enabling low carbon travel choices. Following the LSTF period, the Station Travel Plan will then be taken on by the new WCML franchise operator as part of the tender specification. The Council is working proactively with each of the short-listed bidders as we seek to maximise the SCPF scheme and travel planning opportunities.

2.2 Active Travel Infrastructure

The LSTF will improve accessibility between the railway station and the town centre through a new multi-user route that provides a safe, direct and for the most part, a traffic free path. This route is part of the Mill Street development (which has planning consent) and is scheduled for year 3 of the LSTF delivery plan. Two new toucan crossings would be required to link the route safely into the town centre and also to the existing cycle network. The LSTF will also upgrade the existing crossing to provide a direct, safe and intelligent crossing suitable for cyclists as well as pedestrians. This will address both the real and perceived safety concerns in using the existing access facilities.

2.3 Signage, Way-Finding & Information Provision

Although the railway station is only 1km from the town centre (15 minute walk) there is currently no information provision or signage to the town centre by any mode of transport. The LSTF will fund signage and way-finding at the station and along the new multi-user route to enable people to navigate their way to the town centre. An RTI commercial display will also be provided at the railway station, as well as interactive information displays.

Theme 3: Travel Awareness, Marketing & Communications

3.1 'Miles Better Off' Campaign & Web Portal

The DfT's segmentation model has informed the design of the package bid in developing effective, targeted, sustainable transport initiatives, which take account of the nature of the target population. The target segments are:

- Less affluent urban young families
- Less affluent older sceptics
- Urban low income without a car

A focused, well-targeted Marketing & Communications Plan will be developed based on the preferred choices and factors that will deliver most modal shift amongst the target socio-economic groups / segments. The plan will be based on the strong brand identity of '**Miles Better Off**' including:

- *Financial* benefits compared with rising fuel prices
- *Time* benefits where sustainable modes can be quicker than the car
- *Health* benefits of being more active by walking & cycling

The brand includes a strap line '*smarter ways to travel*' and is broken down into sub-logos to depict each mode of transport. These will then be used to promote mode-specific sub messages (e.g. *Take a short walk for a longer life*).



Promotional material will be developed and widely distributed using many outlets, including websites, door drops, local radio, local newspapers, bus shelters, billboards, bus backs etc. Events will be held at employment sites and colleges to engage the target population. Travel Information Packs will be issued to the occupiers of new housing to encourage sustainable travel patterns from day one of occupation in conjunction with housing developers.

A web portal (www.milesbetteroff.com) will be created to provide a one-stop-shop for all travel information in Crewe under the unifying brand of 'Miles Better Off'. This will bring all elements of the LSTF project together and demonstrate how the measures are mutually supporting.

3.2 Personalised Travel Planning (PTP)

The PTP programme will be targeted at key destinations and major travel generators, such as Jobcentre Plus, Connexions, employers, colleges, as well as through the Apprenticeship Scheme and St. George's Community Centre. PTP will also be targeted at new businesses relocating to Crewe and recruiting local people to ensure that any new employment is open to all members of

society, not just those with access to a private car, and at the same time promoting smarter choices measures to those with access to a car. The PTP programme will be delivered in conjunction with Jobcentre Plus to provide travel advice to job seekers, raising awareness of the support measures available (e.g. W2W) and confidence in the travel options.

3.3 Real Time Information (RTI) System

Through LSTF we will implement RTI across the Crewe bus network by investing in a central server where GPRS / AVL / GPS data feeds from bus operators will be stored centrally and converted into data appropriate for a range of outputs (e.g. online journey planner, UTMC). The vision is that RTI will be accessed via Smartphone and Internet data to respond to the rapid take-up of Smartphone, particularly amongst young people. In future this is likely to be the primary source for information. RTI will also be provided through 3 displays at the bus station, railway station and Leighton Hospital.

3.4 Active Travel Signage & Facilities

The LSTF will fund additional secure and covered cycle parking at targeted locations in the town centre. There will also be investment in improved signage of the existing cycle network at targeted locations, as well as town centre way-finding maps to help anyone new to the town (e.g. students) to navigate their way using the sustainable transport networks. The scale of new development also provides the opportunity to extend the active travel infrastructure.

C2. Package costs

Package Costs	2012 - 13		2013 - 14		2014 - 15		Total
	Cap	Rev	Cap	Rev	Cap	Rev	
Theme 1 – Access to Employment, Apprenticeships, Skills & Training							
New Town Bus Service		100		283		204	587
Launch & Incentives		50		75		75	200
Enhanced UTMC & Bus Priority	178	10					188
Subsidised Bus Tickets		40		100		100	240
Wheels 2 Work (W2W) Scheme		20	70	50	70	50	260
Business Travel Planning	50	60	25	60	25	60	280
Total	228	280	95	568	95	489	1755
Theme 2 – Links to the Railway Station							
Station Travel Plan		25		25		10	60
Signage, Way-Finding & Info Provision			40	10	40	10	100
Active Travel Infrastructure			100		235		335
Total	0	25	140	35	275	20	495
Theme 3 – Travel Awareness, Marketing & Communications							
Miles Better Off Campaign	45	120	45	120	45	120	495
Miles Better Off - Web Portal	25	15		15		15	70
Personalised Travel Planning	20	100		100		100	320
Active Travel Signage & Facilities			45		45		90
Real Time Information (RTI) System	85	38	85	38		38	284
Total	175	273	175	273	90	273	1259
OVERALL PACKAGE	403	578	410	876	460	782	3509

C3. Rationale and strategic fit

The objectives of the LSTF are entirely consistent with our strategic transport priorities set out in LTP3 to “ensure a sustainable future” and “create conditions for business growth”. All the measures proposed contribute towards delivering growth in a low carbon way.

The **Cheshire & Warrington LEP** strongly support and endorse the bid as a key component of the “All Change for Crewe” programme: *“The LSTF will deliver the sustainable transport element of the overall programme.....the package will add value and “lock-in” the benefits of transport infrastructure schemes, such as Crewe Rail Exchange and Crewe Green Link Road South, to enable future housing and employment growth by providing travel choice, delivering modal shift and reducing congestion.”* Christine Gaskell, Chair

The **South Cheshire Chamber of Commerce** state: *“The successful delivery of our ambitious plans for significant housing and employment growth within the All Change for Crewe objectives will depend on having smarter travel choices for people who live and work in Crewe, particularly the economic corridor between the residential areas in the North West of the town and the employment sites in the South East.”* John Dunning, Chief Executive

The package of measures are complementary, mutually supporting and are largely co-dependent. For example, the new high quality town bus service is supported by bus priority, promotional ticketing incentives and high profile marketing and promotion. Together these measures address the challenges of availability, quality, reliability, awareness and affordability of bus travel – tackling the barriers to increased use. The combined effect of these measures will create the right “nudges” to encourage modal shift.

All of the measures support each other and work together to tackle the challenges identified. Links between the problems, solutions, outcomes and benefits are visualised in the “Bid Summary” (see front of application form). The package should have no negative impacts on any particular groups within the community or geographical locations – rather the measures promote fairness and equality by targeting those most disadvantaged.

C4. Community support

A wide range of partners and community groups have been involved in helping us to identify the challenges, design the package bid and are committed to be involved in the delivery – see support letters at Appendix A. Quotes include:

“We have served the community for 25 years and have a close relationship with people seeking work or on the journey back to work from sickness or long-term unemployment. It is our experience that affordable sustainable transport options for those on low paid work or returning from long periods of unemployment are an important part of sustaining employment.....you are seeking to fund some exciting and potentially transforming changes for sustainable transport in the area.” Rob Wykes, **Crewe Christian Concern**

“We believe that the package of measures included in the bid will help to meet local business needs and provide a sustainable solution that will increase future investment in economic growth and job creation.” John Lea, **All Change for Crewe Partnership Board**

“Jobcentre Plus is committed to working in partnership with Cheshire East Council to deliver the measures designed to address transport barriers and support people back to work.” Colin Billingsley, **Jobcentre Plus**

“The College support the bid and look forward to taking part in future development as an effective partner.” Peter Swift, **South Cheshire College**

“Mid Cheshire Hospitals NHS Foundation Trust support the bid... and are keen to work in partnership with the Council and other partners to promote smarter travel choices.” James Whittall, **Leighton Hospital**

“We fully support concentrating this on Crewe and basing it around the three themes of access to employment, links to the station and travel awareness.” – North West Regional Director, **Sustrans**

SECTION D – Value for money

D1. Outcomes and value for money

The package of measures will deliver a number of significant outcomes relating to the key and supporting objectives of LSTF. The estimation of these outcomes is based on evidence from monitoring of similar measures, primarily in the Sustainable Travel Towns. This was applied through the utilisation of a multi-modal model previously used in 2011 for a successful major scheme bid in Crewe, and processing of outputs using **DfT’s own TUBA software**, as well as a number of post-model processes and qualitative assessments. The high level outcomes and benefits are quantified in the “Bid Summary” (see front of application form).

The appraisal was carried out over the period 2013-2029, and all figures reported below are summed over this period, and prices discounted to 2002. The impacts of the LSTF programme are assumed to increase linearly in 2013 and 2014 and to be full in 2015 and level beyond this. All comparison figures reported below compare a scenario with LSTF measures implemented against a scenario with no LSTF measures. Further details of the modelling and appraisal approach are included at **Appendix G**.

The majority of benefits are derived from the reduction in car trips on the network. The overall reduction in car trips is 1.7%, with a reduction in total vehicle trips of 1.4%. Within the Crewe urban area this translates to a 1.5% reduction in car kms and a 1.2% reduction in all vehicle kms. Average speed across the network increases by 0.7% from 38.4 to 38.7kph. These impacts occur in 2015 and for the purposes of the value for money assessment are assumed to be level from 2015 to 2029.

Supporting the Local Economy & Facilitating Economic Development

The package will support the local economy and facilitate development by increasing public transport and active mode journeys and reducing car journeys. This provides journey time and vehicle operating cost savings to freight and business road traffic of £4.0m together with journey time reliability benefits of £2.7m. There will be an increase in local public transport operator fare revenue of £9.3m. Agglomeration benefits have been estimated at £1.2m. The package will provide businesses with improved access to both markets and potential workforce, with accessibility to employment areas greatly improved by the proposed new bus service and W2W scheme.

Reducing Carbon Emissions

The package will reduce carbon emissions by increasing public transport and active mode journeys and reducing car journeys. This produces a reduction of 8,000 tonnes of carbon over the appraisal period which is valued at £0.8m (calculated using TUBA software).

Wider Social & Economic Benefits

The package produces wider social and economic benefits from a combination of reducing car use and providing improved alternatives and targeted interventions. Consumer travelers experience £8.4m of travel time and vehicle operating cost benefits, together with journey time reliability benefits of £3.3m.

Access to employment opportunities is the main focus of the package. The package provides a direct and frequent bus link from the deprived residential areas in north-west to the employment areas in south-east thereby improving access to employment for these areas. Targeted bus discounts and the W2W scheme will both contribute to removing barriers to accessing employment.

The new bus service will also improve access between the town centre and NW and SE Crewe. The provision of an attractive and largely traffic-free route for pedestrians and cyclists between the station and the town centre will also enhance accessibility between the two areas.

Improving Safety

The reduction in car trips will reduce accidents on the road network. Accident analysis has been undertaken using COBA software that shows the package will reduce the number of accidents by 4.8 per year and the number of casualties by 7.4 per year (0.1 fatal, 0.6 serious, and 6.7 slight). This equates to a monetary value of £4.6m over the 17 year appraisal period.

Improving Air Quality

Local and regional air quality impacts are small, with benefits in reductions of NOx and PM10 estimated at £0.02m. While this figure is low, it is expected that the package will improve air quality over a wide area of urban Crewe through the reduction in vehicle journeys.

Promoting Increased Levels of Physical Activity

The package contains a number of measures targeted at increasing active modes through marketing, W2W cycles, provision of the traffic-free station-

town centre link, and active travel signage and facilities. These measures, together with the personalised travel planning and business travel planning activities lead to a projected increase in walking of 2,600 trips per day and in cycling of 1,200 trips per day in Crewe. The value of this level of increase of activity in reducing mortality over the appraisal period, calculated using the World health Organization’s Health Economic Assessment Tool, is £13.6m.

Value for Money

The appraisal has monetised the impacts using TAG guidance and compared the benefits with costs. The summary outputs are as follows and indicate that the package demonstrates **very high value for money**:

Present Value of Benefits:	£41.5m
Present Value of Costs:	£5.4m
Net Present Value:	£36.2m
Benefit to Cost Ratio:	7.75

The NPV and BCR reported in the Analysis of Monetised Costs and Benefits (AMCB) Table are £15.3m and 3.86 respectively (see Appendix G). These are lower as the AMCB excludes wider impacts, reliability and walking/cycling benefits. In terms of sensitivity, the NPV and BCR reported are robust to changes in costs and benefits. An increase in costs of 50% leads to an NPV and BCR of £33.5m and 5.16 respectively. A reduction in benefits of 50% leads to NPV and BCR figures of £15.4m and 3.87 (see Appendix G).

D2. Financial sustainability

An outline of how the benefits will be sustained without the need for ongoing financial support, or the basis for provision to be sustained, is provided below:

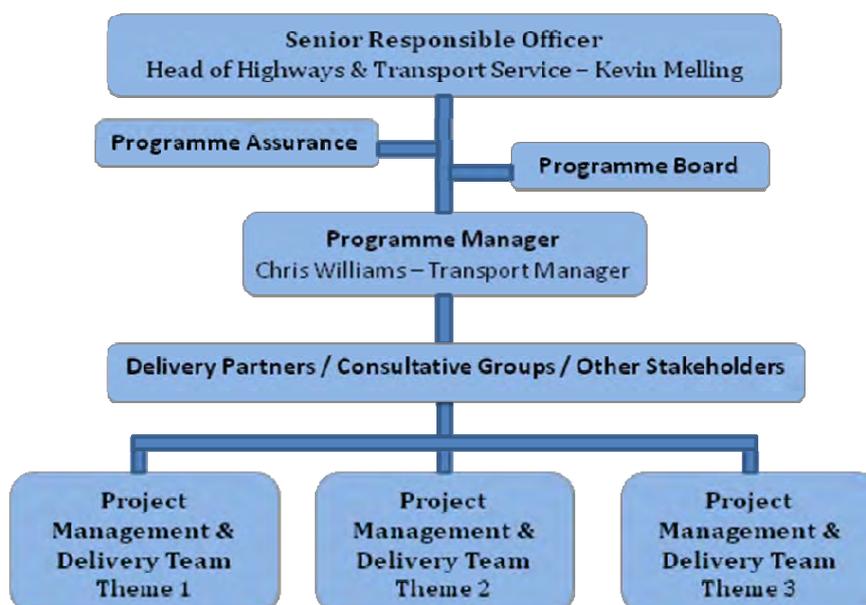
Theme 1 – Access to Employment, Apprenticeships, Skills & Training	
New Town Bus Service	Expected to be commercially viable by 2015 with no ongoing revenue costs. Potential to utilise developer contributions secured through signed S106 for Coppenhall East & Basford to extend the service to future housing and employment sites.
Launch & Incentives	Short term investment to launch the new bus service with ticketing incentives to encourage patronage. No ongoing costs – benefits will be sustained through increased bus patronage.
Enhanced UTMC & Bus Priority	The annual maintenance of UTMC (£750) and bus priority equipment (£2,000) will be absorbed into the Council’s mainstream funding.
Subsidised Bus Tickets	Short term investment to support NEET population, unemployed and apprentices to access work and training while the economy recovers – no ongoing costs.
W2W Scheme	A local social enterprise would operate the scheme as part of the core activity of the organisation – absorbing the £40k p/a revenue costs through fundraising and grants.
Business Travel Planning	Annual membership subscriptions would sustain the Smarter Travel Partnership with the Council's Travel Options Officer providing a support role to the business community.

Theme 2 – Links to the Railway Station	
Station Travel Plan	The plan is a requirement of the tender specification for the WCML franchise which will ensure the ongoing sustainability. The Council is working proactively with all short-listed bidders.
Signage, Way-Finding & Info	Ongoing costs will be met Virgin Trains and the Council. There may be future opportunities to seek sponsorship from local businesses for additional signage.
Active Travel Infrastructure	The new multi-user route will be maintained by the Council and upgraded as part of the Mill Street development proposals.
Theme 3 – Travel Awareness, Marketing & Communication	
Miles Better Off Campaign	The Council will maintain the momentum of the campaign, albeit at a much smaller scale. In addition, local community groups will be key partners in the ongoing delivery.
Miles Better Off Web Portal	The cost of updating the web portal and extending it to other parts of the borough following the LSTF period will be absorbed by the Council as part of the transport publicity team.
PTP	The aim is for JCP advisors to continue to give travel advice to jobseekers following the end of the funding period.
Active Travel Signage & Facilities	Ongoing maintenance costs will be met by the Council with an opportunity to improve and extend the signage and facilities as part of a town centre redevelopment.
RTI System	Ongoing revenue cost (£38k) for the server will be charged to operators on a per bus basis with contribution from the Council.

SECTION E – Deliverability

E1. Implementation

The LSTF will be managed by a dedicated team within Cheshire East Council with demonstrable experience of delivering behavioural change projects, including workplace and school travel planning. The LSTF will be managed as a programme of interrelated and interdependent projects. The chart below illustrates the governance arrangements for managing the delivery of the bid.



The Programme Board will include Cllr Rod Menlove, Environmental Services Portfolio Holder, to ensure the political ownership. The Programme Manager and Project Managers will plan and ensure delivery of all aspects of the LSTF so that the agreed outcomes and benefits can be realised within the specified time, cost and quality requirements. Partner organisations, stakeholders and community groups will be critical to the delivery teams.

E2. Output milestones (taken from the Delivery Plan)

	12/13	13/14	14/15	Total
Theme 1 – Access to Employment, Apprenticeships, Skills & Training				
Launch of Smarter Travel Partnership (STP)	Sep '12	-	-	-
Number of new major employers on STP	5	10	10	25
Proportion of major employers delivering TP	20%	60%	100%	100%
Full implementation of UTMC & bus priority	Nov '12	-	-	-
Number of bus road show events held	10	4	2	16
High profile launch of new bus service	Nov '12	-	-	-
Number of promotional incentive tickets issued	5,000	7,500	7,500	20,000
Passenger journeys on new bus service	10,251	102,510	143,500	256,261
People supported through W2W scheme	0	140	140	280
Number of subsidised bus tickets issued	500	1,250	1,250	3,000
Theme 2 – Links to the Railway Station				
Station access audit completed	Oct '12	-	-	-
Baseline survey of station users undertaken	Oct '12	-	-	-
Installation of RTI displays	Nov '12	-	-	-
Completion of improved information provision	-	Apr '13	-	-
Launch of Station Travel Plan	-	Apr '13	-	-
Opening of new crossing outside station	-	Oct '13	-	-
Opening of new signed multi-user route	-	-	Sep '14	-
Monitoring survey of station users undertaken	-	Oct '13	Oct '14	-
Theme 3 – Travel Awareness, Marketing & Communication				
Develop Marketing & Communications Plan	Jun '12	-	-	-
Implement Marketing & Communications Plan	50%	75%	100%	100%
Launch Miles Better Off campaign & web portal	Sep '12	-	-	-
Deliver promotions (bus backs, billboard)	Sep '12	-	-	-
Number of promotional material distributed	15,000	15,000	15,000	45,000
Number of community road show events held	4	6	6	16
Number of web portal hits	3,500	10,000	20,000	33,500
Launch of RTI system (in line with bus launch)	Nov '12	-	-	-
Number of people issued with PTP advice	2,500	2,500	2,500	7,500
Number of locations with new signage	0	15	15	30
Capacity for secure & covered cycle parking	0	50	50	100
Provision of new way-finding maps	0	2	2	4

E3. Summary of key risks

Risk	Mitigation
Time delay in tendering new town bus service	Proposed route and launch date identified in discussion with procurement team & operators.
Lack of uptake and use of the new town bus service	Increase the publicity, promotion and incentives. Utilise secured developer contributions to extend the service to support low carbon growth.

Commercial decisions by bus operators to cut or reduce services	A Memorandum of Understanding will be signed with the largest operators to work in partnership to build strong patronage for commercial services.
Employer lack of willingness to engage in travel planning	Partnerships with the major employers already exist and work will focus on selling the business benefits of the package bid.
Abuse of the subsidised tickets	Close working with JCP, Connexions and the bus operators to check and validate entitlement.
Securing the financial sustainability of W2W	Work with social enterprise organisations to absorb W2W into their core charitable work.
Potential change of WCML franchise operator	The Council will continue positive dialogue with each of the short listed bidders.
Negative publicity	The project team includes the Communications Team to manage the relationship with the media.

E4. Project evaluation

The Council is committed to working with DfT to evaluate the impact of delivering the “Growing Smarter Travel Choices” package. The key outcomes to monitor are listed below along with an example of performance measures which would be applied. The measures focus on the high impact initiatives which will be most effective in achieving the estimated outcomes and benefits. Other initiatives (e.g. marketing campaign, web portal) are supportive – contributing towards the effectiveness of the main proposals. Prior to implementation we will ensure that we have the necessary baseline data against which to compare the success of the programme.

Outcome	Key Performance Measures
Modal Shift	Reduce single occupancy car trips and increase journeys by bus, cycle, walk & car share to employment sites – monitored through annual staff travel surveys.
	Reduce the proportion of car trips to the railway station and increase the mode share of bus, cycle & walk – monitored through annual travel surveys of rail users.
	Increase in journeys by bus, cycle & walk following the provision of PTP – monitored through follow-up surveys 3 months after.
Reduce congestion	Reduce the proportion of car trips and increase average speed of traffic – monitored through DfT Trafficmaster data analysis on select links and junctions (aggregated annual data).
	Increase the bus journey time reliability on key corridors – monitored through the RTI system on a twice yearly basis.
	Monitor cycle trips through short period manual counts on cordons and screen lines around Crewe urban area annually.
Increase bus patronage	Increase in bus passenger journeys across the town bus network – monitored through operator patronage data.
	Attract passengers to the new town bus service in line with demand forecasting estimates – monitored monthly.
	Monitor bus satisfaction through annual survey of users.
Welfare to work	Monitor the impact of W2W and subsidised bus tickets by contacting recipients 3 months after provision.

Better Bus Fund Application

Cheshire East Council is applying for both the Local Sustainable Transport Fund (bid value £3.5M) and the Better Bus Area Fund (bid value £1.9M) – both bids are targeted and focused in Crewe. The BBAF application includes the bus based elements of the LSTF bid, as well as enhancements to a number of existing bus routes identified in partnership with local bus operators.

The bids are mutually exclusive and can be delivered independently – the successful delivery of LSTF is not dependent on BBAF. The table below illustrates the components of the LSTF bid which are duplicated in the BBAF application.

LSTF Measures	Also in BBAF
Theme 1 – Access to Employment, Apprenticeships, Skills & Training	
New Town Bus Service	√
Launch & Incentives	√
Enhanced UTMC & Bus Priority	√
Subsidised Bus Tickets	√
Wheels 2 Work (W2W) Scheme	x
Business Travel Planning	x
Theme 2 – Links to the Railway Station	
Station Travel Plan	x
Signage, Way-Finding & Info Provision	x
Active Travel Infrastructure	x
Theme 3 – Travel Awareness, Marketing & Communication	
Miles Better Off Campaign	x
Miles Better Off Web Portal	x
Personalised Travel Planning	x
Active Travel Signage & Facilities	x
Real Time Information (RTI) System	√

List of Appendices

- A. Letters of Support & Commitment from Partner Organisations
- B. Cycle Network Masterplan
- C. Bus Network Map
- D. Congestion Map
- E. Strategic Fit – LTP3 Objectives & LSTF Delivery
- F. Locations for UTMC & Bus Priority
- G. Value for Money Assessment – Technical Modelling Note

Appendix A – Support Letters

The partnership bodies we have worked with on the design of the bid and will continue to work with in the delivery of the package of measures are listed below:

- Cheshire & Warrington Local Enterprise Partnership (LEP)
- All Change for Crewe Partnership Board
- South Cheshire Chamber of Commerce
- Department for Work & Pensions / Jobcentre Plus
- Connexions
- Bentley Motors
- Leighton Hospital
- Manchester Metropolitan University
- South Cheshire College
- Taylor Wimpey - Developer for Coppenhall East
- Goodman Group – Developer for Basford West
- Co-operative Estates – Developer for Basford East
- D&G Bus Operator
- Arriva Bus Operator
- Virgin Trains
- Sustrans
- Crewe Christian Concern
- Connect 2 Stakeholder Group

The following support letters provide confirmatory evidence of their willingness to participate in delivering the bid proposals.

13th February 2012

Mr Kevin Melling
Head of Highways and Transport
Cheshire East Council
Westfields
Middlewich Road
Sandbach CW11 1HZ

Dear Kevin

Re: Cheshire East Local Sustainable Transport Fund Bid

The Cheshire and Warrington Local Enterprise Partnership (LEP) strongly support and endorse Cheshire East's Local Sustainable Transport Fund (LSTF) bid as a key component of the All Change for Crewe regeneration programme.

"Growing Smarter Travel Choices in Crewe" will deliver the sustainable transport element of the overall programme to unlock the growth potential of the town in a low carbon way. The package of measures will add value and "lock-in" the benefits of transport infrastructure schemes, such as Crewe Rail Exchange and Crewe Green Link Road South, to enable future housing and employment growth by providing travel choice, delivering modal shift and reducing congestion.

I do hope the bid is successful; please keep me informed of progress.

Yours sincerely



Christine Gaskell
Chair, Cheshire and Warrington Local Enterprise Partnership



Mr Chris Williams
Transport Manager
Cheshire East Transport
Delamere House
Delamere Street
CREWE
CW1 2LL

Lyme Building
Westmere Drive
Crewe Business Park
Crewe
Cheshire
CW1 6ZD

3rd February 2012

Dear Mr Williams

Local Sustainable Transport Fund

I am writing on behalf of the All Change for Crewe Partnership Board to support the Local Sustainable Transport Fund bid being submitted by Cheshire East Council.

The Board is a private sector led partnership comprising major local business organisations including Mornflake Cereals, Bentley Motors, Air Products, Leighton Hospital and the University, which is responsible for giving strategic leadership and direction to the All Change for Crewe regeneration project.

As major employers, we are concerned that, we, and businesses generally in Crewe are experiencing significant difficulty with local traffic congestion and public transport availability which does not make it easy for us to do business or for our employees to have easy access to the workplace which can affect our ability to recruit.

Achieving smarter travel choices for people who live and work in Crewe will be an essential element in the successful delivery of our ambitious plans for significant housing and employment growth which underpins the All Change for Crewe objectives.

This is particularly important in the corridor between the residential areas in the North West of the town and the employment sites in the South East.

We believe that the package of measures included in the bid will help to meet local business needs and provide a sustainable solution that will increase future investment in economic growth and job creation.

We therefore strongly support this bid.

Yours sincerely

John Lea
Chairman All Change for Crewe Partnership Board and
Managing Director Morning Foods Ltd

Mr Chris Williams
Transport Manager
Cheshire East Transport
Delamere House
Delamere Street
CREWE
CW1 2LL

3rd February 2012

Dear Mr Williams

Local Sustainable Transport Fund

I am writing on behalf of the South Cheshire Chamber of Commerce to support the Local Sustainable Transport Fund bid being submitted by Cheshire East Council.

The Chamber is fully engaged in the All Change for Crewe regeneration project and is keen to ensure that the needs of businesses are fully met particularly in relation to transport which is vital to their successful operation.

Businesses in Crewe are currently experiencing significant difficulty with local traffic congestion and public transport availability which does not make it easy for them to do business or for their employees to have easy access to the workplace which is also affecting their ability to recruit.

The successful delivery of our ambitious plans for significant housing and employment growth within the All Change for Crewe objectives will depend on having smarter travel choices for people who live and work in Crewe, particularly in the economic corridor between the residential areas in the North West of the town and the employment sites in the South East.

The package of measures included in the bid will provide sustainable solutions to the issues that are being faced at the moment and will help towards achieving increased investment in economic growth and job creation in the future.

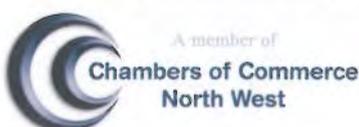
The bid is strongly supported by the business community and we therefore give it our full endorsement.

Yours sincerely



John Dunning
Chairman & Chief Executive

Chamber Patrons:





jobcentreplus

Department for
Work and Pensions

Jenny Marston,
Policy & Accessibility Manager
Cheshire East LA

Nolan House
Mersey Street
Warrington
WA1 2BL

Phone: 01925 785553
www.dwp.gov.uk

Date: 15th February 2012

Dear Jenny

Local Sustainable Transport Fund

I would like to offer Jobcentreplus support to Cheshire East Council's Local Sustainable Transport Fund (LSTF) bid – "Growing Smarter Travel Choices in Crewe". The growing levels of youth unemployment are of a particular concern, especially in Crewe.

We know transport problems create a real barrier for local people in accessing employment and training opportunities, particularly the availability and affordability of transport.

Jobcentreplus are committed to working in partnership with Cheshire East Council to deliver the measures designed to address transport barriers and support people back to work.

Yours sincerely

Colin Billingsley
External Relations Manager Cheshire & Trafford
Greater Manchester Central and Cheshire District

Email colin.billingsley@jobcentreplus.gsi.gov.uk



Chris Williams
Transport Manager
Cheshire East Transport
Delamere House
Crewe, CW1 2LL

24th January 2012

Dear Chris,

Thank you for the information you gave me yesterday and meeting about the LSTF bid that you will be submitting.

I would like to offer support to that bid, as I understand you will be looking at the following areas:

- A new high frequency (15 minute) bus service linking residential areas (north-west) with key employment sites (Crewe Business Park & Crewe Gates Industrial Estate)
- A time limited, subsidised bus ticket scheme for young people on apprentice schemes
- A Wheels 2 Work scheme providing mopeds and cycles for people who have difficulty accessing public transport to get to and from work.
- An improved bus priority measure system for public transport around Crewe (without slowing down the traffic)
- The provision of Real Time Information (where is my next bus) in key locations around Crewe
- A Personalised Travel Planning service to local business supporting this initiative
- Improved walking and cycling routes in order to make it easier and safer to travel from the railway station to the town centre, Crewe Business Park and Crewe Gates Industrial Estate
- A promotion and marketing campaign for sustainable transport for the people who work and live in Crewe

Connexions - Cheshire &
Warrington Limited

The HUB @ Connexions
23/25 Market Street
Crewe, Cheshire
CW1 2EW

Tel: 01270 253633
Fax: 01270 251003



Registered Office: Connexions - Cheshire & Warrington Limited, Partnership Office, No.2 The Stables,
Gadbrook Park, Northwich, Cheshire CW9 7RJ. Tel: 01606 305200 Fax 01606 49158
Email: info@connexions-cw.co.uk www.connexions-cw.co.uk Company Registration No. 4171781

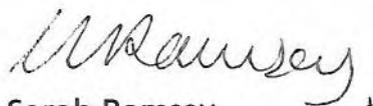
Email: crewehub@connexions-cw.co.uk
www.connexions-cw.co.uk

I am supportive of the measures to engage and consult with young people in the area, and in particular the most deprived areas of the Crewe wards. I believe that consulting with young people to gain their views and priorities is very important and we are very happy to support you with this work.

As you are aware Connexions contract in Cheshire East will be delivered via Cheshire East Council from March 31st 2012.

Through our work with young people at Connexions, we are aware that the lack of transport can be a problem, for this group, when accessing employment. Some of the main concerns, highlighted by young people trying to access employment in the Crewe area, are the cost and availability of buses and the limited number of buses operating into the business parks in the south east areas of the town. We are also aware, that the lack of training on the use of public transport is also a barrier and would welcome additional support through education and publicity on this area of work.

I wish you well in this venture to secure improved travel support and links for young people to access in the Crewe area, and in turn to support the young people who are seeking employment and training, or who have just begun their journey via an apprenticeship.



Sarah Ramsey
Area Delivery Manager



BENTLEY

Mr Chris Williams
Transport Manager
Delamere House (Floor 6)
Delamere Street
Crewe
CW1 2LL

Dear Mr Williams,

Re: Cheshire East Local Sustainable Transport Fund Bid

I am writing to you to provide in principle support from Bentley Motors Limited for investment in sustainable travel options in Cheshire East through the Local Sustainable Transport Fund (LSTF). In particular, we support the 'All Change for Crewe' and 'Employer Engagement' themes of the bid and are interested in developing a business travel alliance to work collaboratively with other employers and education providers in Crewe.

As a business we are committed to sustainable transport and over the past seven years have been developing and implementing our own "Green Travel" plan to encourage our Associates to consider sustainable modes of transport for their daily commute, along with looking at ways to reduce our carbon emissions with regard to business travel.

Since the inception of our travel plan we have invested in the region of £500,000 in improving the facility's for both cyclists and motorcyclists and providing dedicated Green parking space and an Internet based Car Sharing tool matching Associates with potential partners.

We have also provided financial incentives for those who Walk, Cycle, Motorcycle or Car Share their daily journey to work, and continue to promote alternative modes of travel.

We look forward to hearing about the success of the LSTF expression of interest and continuing to work in partnership to improve sustainable travel options in Cheshire East.

Yours sincerely,

Mark Taylor
Green Travel Co-ordinator
Bentley Motors Limited

Leighton Hospital
Middlewich Road
Crewe
Cheshire
CW1 4QJ

1st February 2012

Tel: 01270 255141
Fax: 01270 587696

Dear Jenny

Mid Cheshire Hospitals NHS Foundation Trust would like to offer support to the Local Sustainable Transport Fund (LSTF) bid – “Growing Smarter Travel Choices in Crewe”.

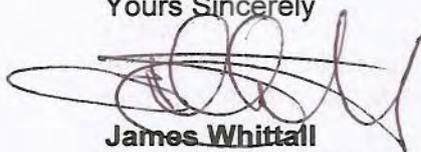
As an edge of town location, the Hospital experience accessibility problems for the 3,200 staff and patients / visitors. The aspects of the bid which benefit the Leighton Hospital as a major employer and travel generator include the new town bus service, business travel planning, travel awareness campaign and the Real Time Information (RTI) commercial display, which is proposed to be installed at the hospital site.

The Trust annually invests approximately £30,000.00 (Green Travel Development Co-ordinators post and Travel Plan promotions) in delivering the travel plan for the site and are keen to work in partnership with the Council and other partners to promote smarter travel choices.

The Trust will unfortunately be unable to give any assurances about any future financial investment outside of our core activity (delivering healthcare to the local community).

Many thanks for including us in this project and we look forward to working with you in the future.

Yours Sincerely



James Whittall
Security Development / Green Travel Co-ordinator
Leighton Hospital
Middlewich Road
Crewe
Cheshire
CW1 4QJ

Tel: 01270 27(3374)
Email: james.whittall@mcht.nhs.uk

CC : Mike Babb – Estates and Facilities Director

Facilities

Environment Team

Mr Chris Williams
Transport Manager
Delamere House (Floor 6)
Delamere Street
Crewe
CW1 2LL



Dear Mr Williams,

Re: Cheshire East Local Sustainable Transport Fund Bid

I am writing to provide Manchester Metropolitan University's support for investment in sustainable travel options in Cheshire East through the Local Sustainable Transport Fund (LSTF). All three of the key themes, Theme 1 '*Access to Employment, Apprenticeships, Skills & Training*', Theme 2: '*Link to the Railway Station*' and Theme 3: '*Travel awareness, Marketing & Communications*' will aid our Travel Plan Strategy aspirations and help the University to remain competitive and attractive in retaining and recruiting students.

As a major employer in the area with over 500 staff and 4000 student's accessibility to our campus is a major issue. We attract students from a wide geographical area and offer many part-time, foundation and evening courses, when public transport frequency declines.

One of the key challenges we face is accessibility to the bus station and town centre. Many bus services run into the town centre and passengers have to interchange to a further service to access the campus. This adds time and expense onto their journey. A single fare bus journey from the bus station to the campus, which is less than a few miles away, is £1.80. Many students living in Halls of residence also feel isolated due to the expensive and infrequent buses that link the campus to the town centre. Many students have to pay for taxis for socialising or shopping within the town centre.

It is therefore not surprising with have relatively low bus usage in our 2010 Travel surveys, 7% staff and 12 % of students.

The proposed new town bus service included in Theme 1 would have many benefits not just to the University but also the local business parks and town centre retail. It would also provide a vital missing link in public transport service provision which is a low cost / high frequency link to the South East Quadrant and major proposed housing and business/industrial developments.

Facilities

Environment Team



A business travel alliance to work collaboratively with other employers and education providers in Crewe to promote and improve sustainable travel options for the conurbation would also be very useful, a further initiative within Theme 1.

Manchester Metropolitan University takes Sustainability seriously and is working hard to improve its environmental credentials at every opportunity. As part of this strategic approach, a Travel Plan strategy for the Crewe Campus is in place, along with a Travel Plan Manager who covers all campuses, including Crewe. The Travel Plan strategy aims to increase the numbers of staff, students and visitors travelling sustainably and, in addition to related capital project expenditure, an annual budget of **£20,000** is spent on sustainable travel initiatives. This budget can be seen as 'match funding' to help achieve Cheshire East's aims as part of the LSTF bid.

Encouraging MMU staff and students to select sustainable travel modes will not only reduce congestion and ease car parking issues but will also improve the health of individuals and reduce carbon emissions. Theme 3 of the bid will help to raise awareness of these critical issues through better marketing under the banner of '*All Change for Crewe.*' Raising awareness will also help to sustain the progress that has already been made in reducing car travel and increasing journeys through smarter choices promotion.

The rail station provides key linkages to our campus for many staff (5%) and a large proportion (18%) of students. This high usage from students can again be understood by the large catchment area the University recruits from and the fact many students are living at home with the increases in tuition fees, thus creating greater travelling distances to campus. Theme 2: '*Improving links to the Station*' should encourage greater use of the train station by staff and students and provide better passenger fare and train time information, specially aimed at the younger generation through social media, web and mobile messaging.

The proposals outlined in the LSTF bid are vital to future success in this area, and in particular the potential to work in partnership with local employers is key to further increasing access to public transport, cycling, walking and car sharing. By sharing knowledge and experiences, undertaking joint initiatives and using economies of scale, will positively affect the sustainable travel options in Cheshire East.

We look forward to hearing about the success of the LSTF bid and continuing to work in partnership to improve sustainable travel options in Cheshire East.

Yours sincerely,

Ian Goodwin
Travel Plan Manager

27 January 2012.

Dear Mr Williams,

Please find below a statement of support from South Cheshire College regarding your bid proposals local sustainable transport in Crewe.

South Cheshire College is fully committed to the development of effective transport options for the staff and those who learn at, or use the facilities of the college. We recognise the importance of such developments to the future sustainable development of the town and surrounding areas which we serve.

South Cheshire College is a large employer with some 400 staff and is a leading Further Education establishment serving around 3,000 students. The college also has significant community provision with a theatre, restaurant, hairdressing and beauty therapy and sport facilities open to the public.

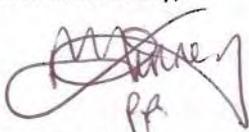
South Cheshire College attracts students from across Cheshire and into Staffordshire and Shropshire. It is committed to working to improving access for all its staff, students and community while encouraging and supporting safe, sustainable transport options. The college has developed an 'eco' travel plan to ensure progress is made against agreed targets with measurable outcomes. The college currently provides 9 subsidised coach services for students and provides financial support for those who choose to access the college via public or county transport options. The cost is significant, currently around £300,000 per academic year plus the college employs a transport co-ordinator and support staff to manage the whole process. Approximately 800 students currently access the services and support available.

Increased cycling provision has been included in the design of the new campus, with cycle shelters, with lockers and shower/ changing facilities for those who cycle or walk to college.

It is useful to note that the young people we serve are developing transport habits as they experience independence from parents. It is a time when appropriate investment will shape the travel habits of the next generation of potential car users and should not be missed!

South Cheshire College is happy to support the Cheshire East bid for Sustainable transport funding and looks forward to taking part in future developments as an effective partner.

Yours sincerely,



Peter Swift
Principal
South Cheshire College.



Principal & Chief Executive:
Peter Swift BA, MBA

Dane Bank Avenue • Crewe
Cheshire • UK • CW2 8AB

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Email: info@s-cheshire.ac.uk



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and Paralympic Values



FS34803



Access to SCC via sustainable modes of transport – Observations of the main problems experienced by students attached.

With regard to the improvement of local access, the following areas are offered for consideration:

- Bus routes do not currently provide easy access to the college, unless via the bus station, particularly from the CW 1 postcodes. The college currently provides a dedicated coach service from these areas to improve participation, particularly from those areas with a high NEET population. If bus services were to be improved, the need for this extra service would be removed.
- Buses from outside the town (Except from Nantwich direction) tend to come onto Nantwich road, but turn down Edleston. This does not encourage student use, particularly when the timing of services does not allow time for the students to walk into college.
- Bus service timings, particularly AM, should be considered. If services from outside the town were to allow easy access to college for a 9.00am start, this would improve usage. Again the college currently provides services from areas not currently offering alternatives. If these areas were addressed then the need for extra services to be provided would be removed. This would also potentially make public services more viable through increased usage.
- Cycle routes are being developed, but there are still gaps in access from some areas. Where pathways have been provided, students are unwilling to use them due to lack of lighting and poor grade surfaces. South Cheshire College has invested significant amounts in providing cycle facilities on the new campus.
- Students and staff travelling in by train have no option but to walk from the railway station due to the congestion on Nantwich road. Alternative routes / access could be considered to improve the situation, although this is not easy!
- Dane Bank Ave. has significant disruption due to the number of educational establishments in the area. Bus / coach access is difficult at these peak times. This is not helped by inconsiderate parking. For a pedestrian point of view the lack of crossing points and despite a 20mph limit crossing safely can be quite a challenge!
- Access by foot for students that live within a mile or so of the college is reasonable, but this is a small proportion of students overall. Adequate lighting at some times of the year would improve the safety of students as they walk to home, bus stops etc. Lunt avenue is a good example.
- The potential impact of students accessing the college from other authorities will become more apparent as County services are potentially withdrawn or fees increased to such an extent as to encourage the use of car journeys. This will in turn add to the congestion locally.

Principal & Chief Executive:
Peter Swift BA, MBA

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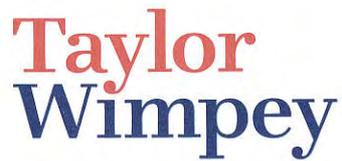


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FS34803





Mr Chris Williams
Cheshire East Council
Transport Manager
Delamere House
Floor 6
Delamere Street
Crewe
CW12LL
Date 10 January 2012

Taylor Wimpey UK Limited
Strategic Land
Taylor Woodrow House
The Beacons
Warrington Road
Birchwood, Warrington
Cheshire WA3 6XU

T: 01925 849500
F: 01925 849501

www.taylorwimpey.co.uk

Dear Mr Williams

Local Sustainable Transport Fund: Cheshire East Council Bid for Crewe: Sustainable Transport Measures at Coppenhall East, Crewe

We understand that Cheshire East Council [CEC] is currently preparing a bid for funding from the Government's Local Sustainable Transport Fund [LSTF]. The package bid is focused on the Crewe urban area and will be in the region of £3.5 million, spread out over a three year period.

Taylor Wimpey UK Limited would like to express their support for the Council's LSTF bid for funding, which will seek to assist in unlocking the potential of Crewe.

As you will be aware, Taylor Wimpey UK Limited recently secured a resolution to grant outline planning permission (subject to the completion of legal agreement) to provide 650 dwellings, new public house, local shop and associated landscaping and access on land at Coppenhall East, Crewe [LPA ref: 11/1643]. We are currently in the process of finalising the Section 106 Agreement with the Council.

Taylor Wimpey UK Limited supports the measures included with CEC's bid so far including:-

- 1 A new high frequency (15 minute) bus service linking residential areas (north-west) with key employment sites (Crewe Business Park & Crewe Gates Industrial Estate).
- 2 A time limited, subsidised bus ticket scheme for young people on apprentice schemes.
- 3 A Wheels 2 Work scheme providing mopeds and cycles for people who have difficulty accessing public transport to get to and from work.
- 4 An improved bus priority measure system for public transport around Crewe (without slowing down the traffic).
- 5 The provision of Real Time Information (where is my next bus) in key locations around Crewe.

Taylor Wimpey UK Limited
Registered Number:
1392762 England and Wales.
Registered Office:
Gate House, Turnpike Road
High Wycombe, Buckinghamshire
HP12 3NR

- 6 A Personalised Travel Planning service to local business supporting this initiative.
- 7 Improved walking and cycling routes in order to make it easier and safer to travel from the railway station to the town centre, Crewe Business Park and Crewe Gates Industrial Estate
- 8 A promotion and marketing campaign for sustainable transport for the people who work and live in Crewe.

We envisage that the above measures will be of benefit to the proposed residents of the Coppenhall East development.

Our Proposed Sustainable Transport Schemes

As part of the development proposals at Coppenhall East we are supporting sustainable transport schemes in order to minimise car use and encourage the use of sustainable modes of transport in accordance with the Council's Local Transport Plan, The Sustainable Community Strategy 'All Change for Crewe' and emerging Cheshire East Local Development Framework.

Green Travel Plan Framework

An Indicative Travel Plan Framework was provided in support of a proposed development of the site. The Travel Plan aims to identify the opportunities and measures that can be realistically employed to minimise single occupancy car use within the new development. The Travel Plan sets out a number of measures that should help to encourage sustainable travel behaviour and support the wider aspirations of the local highway and planning authority.

In order to maximise benefits from the Travel Plan, Taylor Wimpey will appoint a Travel Plan Co-ordinator. As with most residential developments there is no identifiable body that will remain associated with the scheme into the future and it is difficult to place 'ownership' of the Travel Plan. Taylor Wimpey recognises the importance of driving forward the plan and the role of Travel Plan Co-ordinator in this process. We have therefore offered a sum of **£10,000** to CEC to take on responsibility for undertaking the function of Travel Plan Co-ordinator.

Measures to Encourage Walking

Taylor Wimpey UK Limited is committed to encouraging walking at the site. The existing Public Right of Way which traverses the site from north to south will be integrated within the public realm. We will incorporate pedestrian crossing facilities into the proposed development with access arrangements at the Remer Street Roundabout providing access to local shops and bus stops on Broad Street and North Street.

New residents will be made aware of the Monks Coppenhall Primary School Travel Plan which seeks to encourage parents to walk or cycle to school with their children.

Measures to Encourage Bus Travel

Taylor Wimpey UK Limited is committed to improving public transport by providing funds to help kick-start a new bus service between the Coppenhall East site and Crewe town centre. This

service will be complimentary to the existing bus services that already operate in the vicinity of the development (Remer Street and Broad Street). The service will operate two return trips per hour, 12 hours a day, 6 days a week and complement existing buses that currently operate along Remer Street. Taylor Wimpey will provide a S106 contribution of **£222,606** in order to help fund the service for three years.

To promote bus use to residents, timetables and route maps will be included in a 'Residents Pack' to be given to each new household. Subject to agreement with local operators, it may also be possible to obtain a number of free bus tickets to encourage new residents to try out the services.

Measures to Encourage Cycling

There are currently no dedicated cycle facilities along Remer Street or Broad Street. On-road cycle lanes are available the length of Elm Drive which runs towards the town centre and provides a link to Coppenhall High School. A new Crewe to Nantwich Greenway was funded by the Sustrans Connect2 scheme and is located in close proximity to the site.

National Cycle Network 74 and 75 also run through the Crewe area. NCN 74 runs to the south of the site between Wrenbury and Sandbach. NCN 75 runs to the west of Crewe from Audlem to Chester and Winsford.

It is proposed that cycle route signing within the site will tie in with any local route signing that is provided on adjacent highways by Cheshire East Council (in accordance with the LTP policies S8, H2, H3 etc).

Measures to Reduce Single Occupancy Car Travel

Prior to occupation of the first dwellings, a 'Residents Travel Pack' will be produced and provided to each new household. This will contain information about public transport, walking, cycling and car sharing. The pack will seek to make it as easy as possible for people to try other modes of travel by providing information, and where available, incentives such as discount vouchers.

Please contact me via email andrew.thorley@taylorwimpey.com or telephone 01925 849574 should you have any queries or require any further information to support your bid.

Yours sincerely

Andrew Thorley
Strategic Land and Planning Manager



19 January 2012

Ms J Mills
Transport Policy Officer
Cheshire East Council
Delamere House
Delamere Street
Crewe
CW1 2LL

Our Ref: IP/MW/TOK

Dear Janet

RE: LOCAL SUSTAINABLE TRANSPORT FUND – CHESHIRE EAST COUNCIL BID

We understand that Cheshire East Council are currently preparing a bid for funding from the Government's Local Sustainable Transport Fund (LSTF). The package bid is focused on the Crewe urban area and will be in the region of £3.5 million, spread out over a 3 year period.

We understand that the bid will focus on the key economic corridors between the residential areas in the north west of Crewe linking them with the employment sites in the south east quadrant of the town. Cheshire East Council have evidence which suggests affordability and availability of transport are a problem for the unemployed, not in training or education and some of the measures proposed are designed to address these issues.

The Goodman Group are an integrated commercial and industrial property group that own and manage real estate including warehouses, large scale logistics facilities, business parks and offices globally. The Goodman Group own and control the Basford West site at Crewe.

Basford West along with Basford East have been identified as sub regional employment priorities for which Development Briefs were adopted by Crewe and Nantwich Borough Council in April 2004. Similarly, Cheshire County Council commissioned a Highway Delivery Study prepared by Atkins Transport Planning when assessing the sites for employment uses. This concluded that a phased strategy based on traffic thresholds was required to enable partial development of the Basford sites and assist with the delivery of the Crewe Green Link Road. As a result of this work, outline planning permission (ref P03/1071) was approved by the Council on 7 February 2008 in respect of the Basford West site, which included a requirement to contribute to the Crewe Green Link Road secured through a Section 106 Agreement which amounted to £3.2 million which was index linked to 2008. Goodman also intend to support a sustainable transport network in and around the site and encourage employees and visitors to travel by sustainable modes of transport. To that end, Goodman have agreed to contribute to:-

- A new foot and cycle path - £325,703
- A public transport contribution of £300,000 (index linked) over a 5 year period



- The development of an umbrella travel plan for the site and individual travel plans for the occupants
- The appointment of a travel plan co-ordinator whose responsibilities will include promotion, monitoring and review of the travel plan

Goodman have already undertaken significant ecological and technical mitigation work on the site. The first reserved matters scheme for the first employment building (40,000 sq m) for use within use classes B8 and B2, with ancillary offices has been approved and we are actively pursuing occupier interests in this site. We are in discussion with Cheshire East Council to integrate the scheme proposals within the wider "All Change for Crewe" regeneration framework and to that end are addressing the opportunities for higher value uses along strategic gateways and corridors. In line with the Highway Delivery Strategy, such higher value uses could reinforce the developer contribution from Basford West towards the Crewe Green Link Road.

The development of the Basford West site represents a major investment project both within the locality and for the Goodman Group. It will result in a wide range of economic benefits including direct employment in the constructional and operational phase and also in terms of indirect job creation. We understand that the bid will focus on helping local businesses by making it easier to travel around Crewe and together with the existing successful bids of the Crewe Green Link Road and improvements to Crewe Railway Station will make real progress on unlocking the potential of the town. The delivery of the Crewe Green Link Road will play a key role in the delivery of the Basford West site and in the realisation of the regeneration of Crewe. Goodman are therefore committed to supporting this initiative and support Cheshire East Council's bid.

Yours sincerely

A handwritten signature in blue ink, appearing to read "Ian Pritchard".

Ian Pritchard
Development Director
ian.pritchard@goodman.com

Ref: EW/23012012

23 January 2012

Janet Mills
Transport Policy Officer
Cheshire East Council
Delamere House
Delamere Street
Crewe
CW1 2LL

Dear Janet

Re: LOCAL SUSTAINABLE TRANSPORT FUND – CHESHIRE EAST COUNCIL BID

We understand that Cheshire East Council are currently preparing a bid for funding from the Government's Local Sustainable Transport Fund (LSTF). The package bid is focused on the Crewe urban area and will be in the region of £3.5 million, spread out over a 3 year period.

We understand that the bid will focus on the key economic corridors between the residential areas in the north-west of Crewe linking them with the employment sites in the south east quadrant of the town. Cheshire East Council have evidence which suggests affordability and availability of transport are a problem for the unemployed, not in training or education and some of the measures proposed are designed to address these issues.

The Co-operative Estates & Messrs Whitter own and control the Basford East site at Crewe which is a major component of the proposed Crewe Green Link Road Bid to DfT. The Landowners / Developers are working together to deliver a high quality form of development of this site and are also working in close collaboration with Cheshire East Council to facilitate both the development of the site and the delivery of the Crewe Green Link Road.



Basford East along with Basford West have been identified as sub regional employment priorities for which Development Briefs were adopted by Crewe and Nantwich Borough Council in April 2004. The Basford East site is a key strategic development opportunity and is allocated within the adopted Local Plan under Policy E.3 as a regional and strategic employment allocation.

Cheshire County Council commissioned a Highway Delivery Study prepared by Atkins Transport Planning when assessing the sites for employment uses. This concluded that a phased strategy based on traffic thresholds was required to enable partial development of the Basford sites and assist with the delivery of the Crewe Green Link Road.

The Landowners have agreed heads of terms for a Collaboration / Developer Agreement and are progressing this to a formal Agreement. The Landowners have agreed to the dedication of the land needed for the completion of the Crewe Green Link Road and confirm that this land will be made available at the appropriate time.

As both Landowners and Developers, the partners are committed to realising this land asset and delivering a new gateway into Crewe to take advantage of the strategic locational advantages of the location. In the light of the current economic circumstances, the joint Landowners are working collaboratively with the Council to progress the delivery of a more mixed use scheme on the site which will include a significant Employment Zone comprising a mix of offices, manufacturing, logistics and knowledge based campus uses. This will be complemented by a neighbourhood centre and supporting residential development. The final mix of land uses will be determined through the formal planning process as part of the emerging LDF Core Strategy and is the subject of on-going discussions with Cheshire East Council.

This mixed use scheme would promote sustainable development by locating new homes in close proximity to both new and existing employment opportunities to start to re-dress the imbalance in the location of current houses in relation to the existing employment areas of Crewe. In addition the "higher value" housing development would assist in funding the infrastructure improvements necessary to realise the full economic benefits of the employment development. As a whole, the site can provide a comprehensive strategic,



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mixed use, sustainable urban extension to Crewe and could contribute towards the delivery of the Crewe Green Link Road which is noted as a fundamental objective in achieving the Crewe Vision known as "All Change Crewe".

The joint Landowners, through the Crewe Green Link Road Project Board, are working with Cheshire East Council to finalise the Crewe Green Link Road proposal and ensure that it is the most cost effective solution. Consequently, the joint landowners of Basford East are all committed to working with Cheshire East Council and therefore support the bid for the Local Sustainable Transport funding.

Yours sincerely



Emily Wentworth
Planning Manager



THE QUEEN'S AWARDS
FOR ENTERPRISE:
SUSTAINABLE DEVELOPMENT
2007



INVESTOR IN PEOPLE

Mr Chris Williams
Transport Manager
Cheshire East Council
Floor 6
Delamere House
Delamere Street
Crewe
CW1 2LL

24 January 2012

Dear Chris

Support for Cheshire East's bid for Local Sustainable Transport Funding
and Better Bus Area Fund

Thank you for the information about Cheshire East Bids for LSTF and BBAF. D&G have been a major bus operator in the Crewe area for over seven years and are keen to become a committed delivery partner in these bids, and we support the proposed improvements to the bus network.

We have identified three main problems that hinder an increase of patronage of the local bus services, namely:

- Town centre congestion at peak times leading to increased journey times at this time of day.
- Reduced level of services offered to the commuter at peak hours.
- An older fleet of buses which whilst offering a safe and reliable journey are not high specification and because of their appearance do not attract new customers.

Continued.....

**26 The Meadows
Kingstone
Uttoxeter
Staffordshire
ST14 8QE**

The logo for D&G Bus, featuring the text "D&G Bus" in a bold, yellow, sans-serif font on a red rectangular background.

Phone: **01889 569319** for Accounts and Bus Network or **01889 568954** for David Reeves and Heidi Pugh

Fax: **01889 562756**

Web: **www.dgbus.co.uk**

E-mail: **info@dgbus.co.uk**

As delivery partners for the LSTF and BBAF we would expect to commit to the following aspects of the bid:

- In return for the capital investment for the purchase of five high specification, fully branded quality buses over a two year period, D&G would build on their existing network to increase the peak time frequencies on Services 44, 44A, 45, 45A, 16, 16A and 7, for a five-year period. The new buses, which would set the standard for all new Crewe buses, would be limited to the local area.
- To actively support the Crewe town centre bus publicity campaign and support the benefits of the cost and time savings a passenger can make by using an efficient service.
- To engage in a competitive dialogue regarding the delivery of a new high frequency service linking the North-West residential areas of the town with the South-East business park of Crewe.
- To ensure that all drivers are trained to the highest standard, allowing them to offer a professional service to customers, and to drive with courtesy and consideration.

Yours sincerely

Tim Jeffcoat
Bus Network Manager
D & G Coach & Bus Ltd

D&G Coach and Bus Ltd

Registered in England no. 3528882 VAT registration no. 706 4615 45

Registered office: D&G Coach and Bus Ltd, 26 The Meadows, Kingstone, Uttoxeter, Staffordshire, ST14 8QE.

Chris Williams
Transport Manager
Cheshire East Council
Floor 6 Delamere House
Delamere Street
Crewe
CW1 2LL

**Arriva North West
Greeba Road
Roundthorn Industrial Estate
Wythenshawe
Manchester
M23 9ET**

Customer Services 0844 800 44 11
traveline 0871 200 22 33
Tel +44 (0)151 955 3286
Fax +44 (0)151 922 0357
www.arrivabus.co.uk

16th January 2012

Dear Mrs Mills

Local Sustainable Transport Fund/ Better Bus Fund

As the main Public Transport operator in the Cheshire East Area, Arriva North-West supports the council in their bids for the Local Sustainable Transport Fund and Better Bus Area Fund. We welcome the opportunity to work in partnership with Cheshire East Council on a number of projects, including; Real time information and traffic light bus priorities, which should improve journey times and customer satisfaction.

We are investing approx £800 000 in new vehicles later this year, along with Local Transport Marketing; we will raise the profile of public transport and provide the links our customers require. We will also be investing in new ticket machines, worth £81,600, for all vehicles in Winsford/Crewe areas.

As a major Public Transport Operator in the Crewe area our main area of concern is town centre congestion at peak time which leads to increased journey times at this time of the day. This is a particular issue with Arriva buses using Nantwich Road

Arriva Manchester is the trading name of
Arriva North West Ltd
Registered in England 523376
Registered Office: Admiral Way
Doxford International Business Park
Sunderland SR3 3XP
A Subsidiary of Arriva plc

We would be happy to be a committed delivery partner for the BBAF and LSTF and would expect to commit to the following aspects of the bid

- To actively support the Crewe town centre bus publicity campaign and support the benefits of the cost and time savings a passenger can make by using an efficient service.
- To engage in a competitive dialogue regarding the delivery of a new high frequency service linking the North West residential areas of the town with the South East business park of Crewe.
- To ensure that all drivers are trained to the highest standard, offering a professional service to customers and who drive with courtesy and consideration.
- To improve our service delivery & security for our customers we would consider fitting 10 outstanding vehicles with CCTV & ECO systems at the approximate costs of £5,000 each.

Yours sincerely



Rick Halsall
Head of Operations
Arriva Manchester



ADDRESS

1st Floor West
Meridian
85 Smallbrook Queensway
Birmingham
B5 4HA

TELEPHONE

0121 654 7189

21 February 2012

Jenny Marston
Policy & Accessibility Manager
Cheshire East Council
Delamere House,
Floor 6,
Delamere Street,
Crewe
CW1 2LL

Dear Jenny

Re: LSTF Bid

I write to confirm that Virgin Trains are fully supportive of Cheshire East's LSTF bid which includes investment in better links to the railway station.

Virgin Trains are committed to working in partnership with Cheshire East Council to develop a Station Travel Plan for Crewe Railway Station and ensure the ongoing delivery beyond the funding period. There is significant scope to encourage and enable smarter travel choices, particularly for regular commuters and the high levels of local use of the station. Achieving modal shift would help tackle congestion on the A534, reduce carbon emissions and support the growth of the station as part of the Crewe Rail Exchange project.

We look forward to working with you to deliver the benefits.

Yours sincerely

A handwritten signature in black ink that reads "Chris Gibb". The signature is written in a cursive style and is positioned above a horizontal line.

Chris Gibb
Chief Operating Officer



PF/JB



JOIN THE MOVEMENT

Midlands

St Paul's Community Centre
Hightown, Crewe CW1 3BY
T: 01270 211030
F: 01270 250683
Information: 0845 113 0065
www.sustrans.org.uk

Jenny Marston
Principal Transportation Officer
Cheshire East Council
Delamere House
Delamere Street
Crewe, CW1 2LL

26 January 2012

Dear Jenny

Re: LSTF Application from Cheshire East

Thank you for confirming the outline of the Cheshire East Council's application.

We fully support concentrating this on Crewe, and basing it on the three themes of access to employment, links to the station and travel awareness. We are pleased to see that carbon reduction is one of the two objectives along with economic growth for the town.

If we can help further with the development of these practical projects for Crewe please let us know.

Yours sincerely

Peter Foster
North West Regional Director
peter.foster@sustrans.org.uk



Christian Concern

Janet Mills
Transport Policy Officer
Cheshire East Council
Delamere House
Crewe

St Paul's Centre, Hightown, Crewe, CW1 3BY
Tel. 01270-586186; Fax 01270-250683
Email: admin@christianconcern.org.uk; www.christianconcern.org.uk

Monday, 30 January 2012

Dear Janet

I am writing in my capacity as director of Christian Concern a local charity based and working in the Crewe and Nantwich area.

We have served the community for 25 years and have a close relationship to people seeking work or on the journey back to work from sickness or long-term unemployment. It is our experience that affordable sustainable transport options for those on low paid work or returning from long-term periods of unemployment are an important part of sustaining employment.

In recent months we have begun to plan the establishment of a cycle reuse project based at St Paul's Centre. For over 20 years we have successfully run a furniture reuse project moving up to 10,000 items of furniture each year. Our experience and infrastructure lend themselves well to the development of Cycle Recycling hub for Crewe. We aim to promote cycling through low cost options and maintenance support including the hire of bikes.

It is therefore an encouragement that on behalf of the people of Crewe you are seeking to fund some exciting and potentially transforming changes for sustainable transport in the area. Broadly speaking the themes of the Cheshire East Council bid to the Government's Local Sustainable Transport Fund are commendable.

Hope

For us as a community, improvements to walking and cycling route will be essential if we are to mobilise and resource affordable and safe travel around the town. Clear signage and the development and promotion of key routes from the train station into town and to the outlying employment hubs will be a most appropriate use for funds designed for sustainability.

As a charity and local agency supporting local people we support the intention of your bid and hope for success.

Dignity

Yours Sincerely

Rob Wykes
Director

Confidence

Opportunity

Councillor Arthur Moran
Connect2 Stakeholder Group
16 Gerard Drive
Nantwich
Cheshire
CW5 5JR

Jenny Marston
Policy and Accessibility Manager
Cheshire East Highways
Delamere House (Floor 6)
Delamere Street
Crewe
CW1 2LL

27th January 2012

Dear Jenny



Cheshire East Local Sustainable Transport Fund Bid

I am writing to you to provide the Connect2 Crewe-Nantwich Greenway Stakeholder Group's support in principle for investment in sustainable travel options in Crewe through the Local Sustainable Transport Fund (LSTF).

We support the "Growing Smarter Travel Choices in Crewe" application and in particular the themes of links to the railway station and travel awareness, marketing and communications, both of which are closely aligned with the objectives of our organisation.

The outcomes and benefits of the complementary package of measures are those on which the Connect2 Crewe to Nantwich Greenway Project is also focused, with the added benefits of improved health and wellbeing.

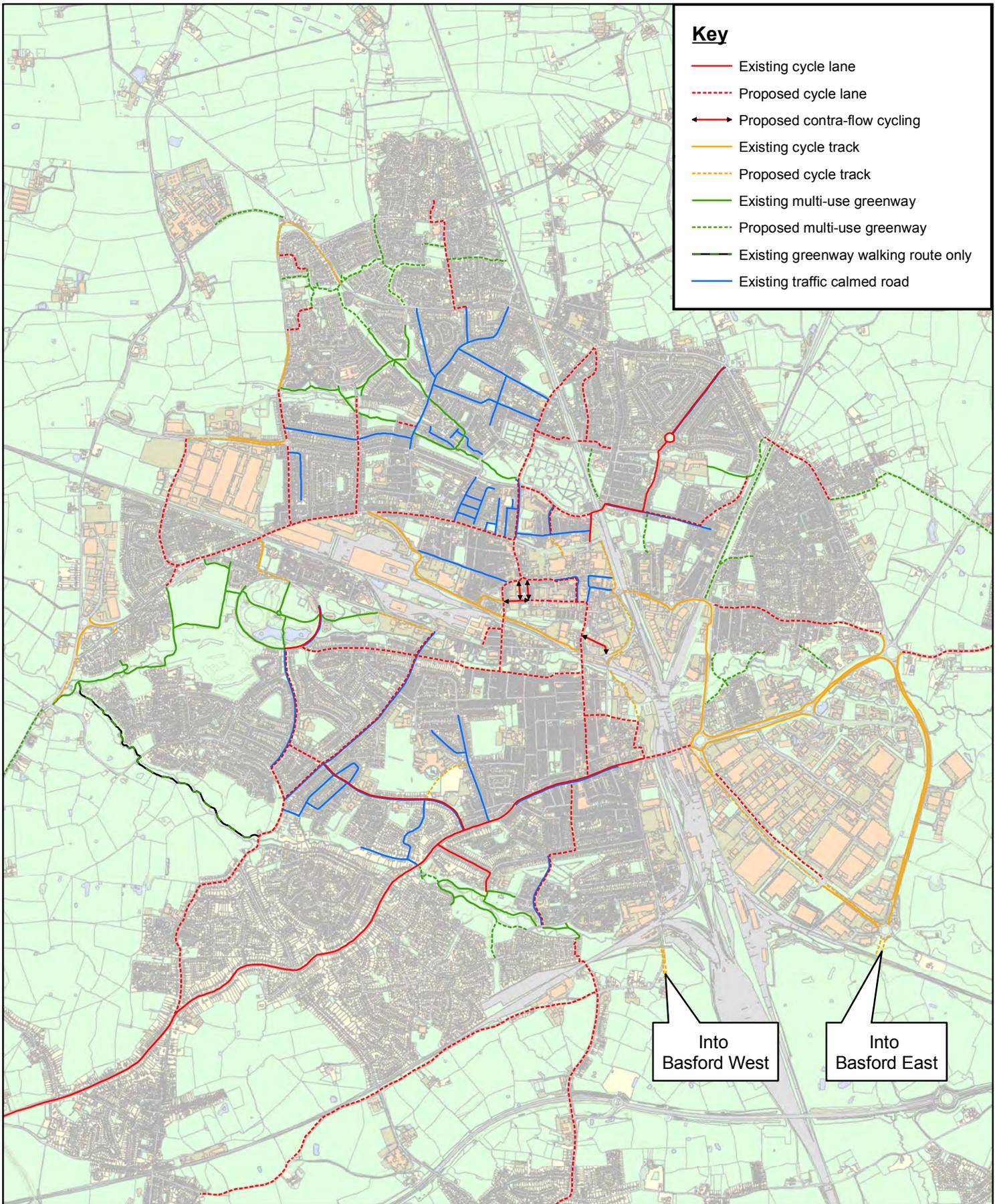
The Connect2 Greenway in the Crewe to Nantwich corridor will be beneficial link for both leisure and commuting purposes. The proposal to build on this project with further infrastructure and promotion of active travel will enhance the uptake of walking and cycling in the area.

We look forward to hearing about the success of the LSTF application and continuing to work in partnership to improve sustainable travel options in Cheshire East.

Yours sincerely



Councillor Arthur Moran
Chair
Connect2 Stakeholder Group

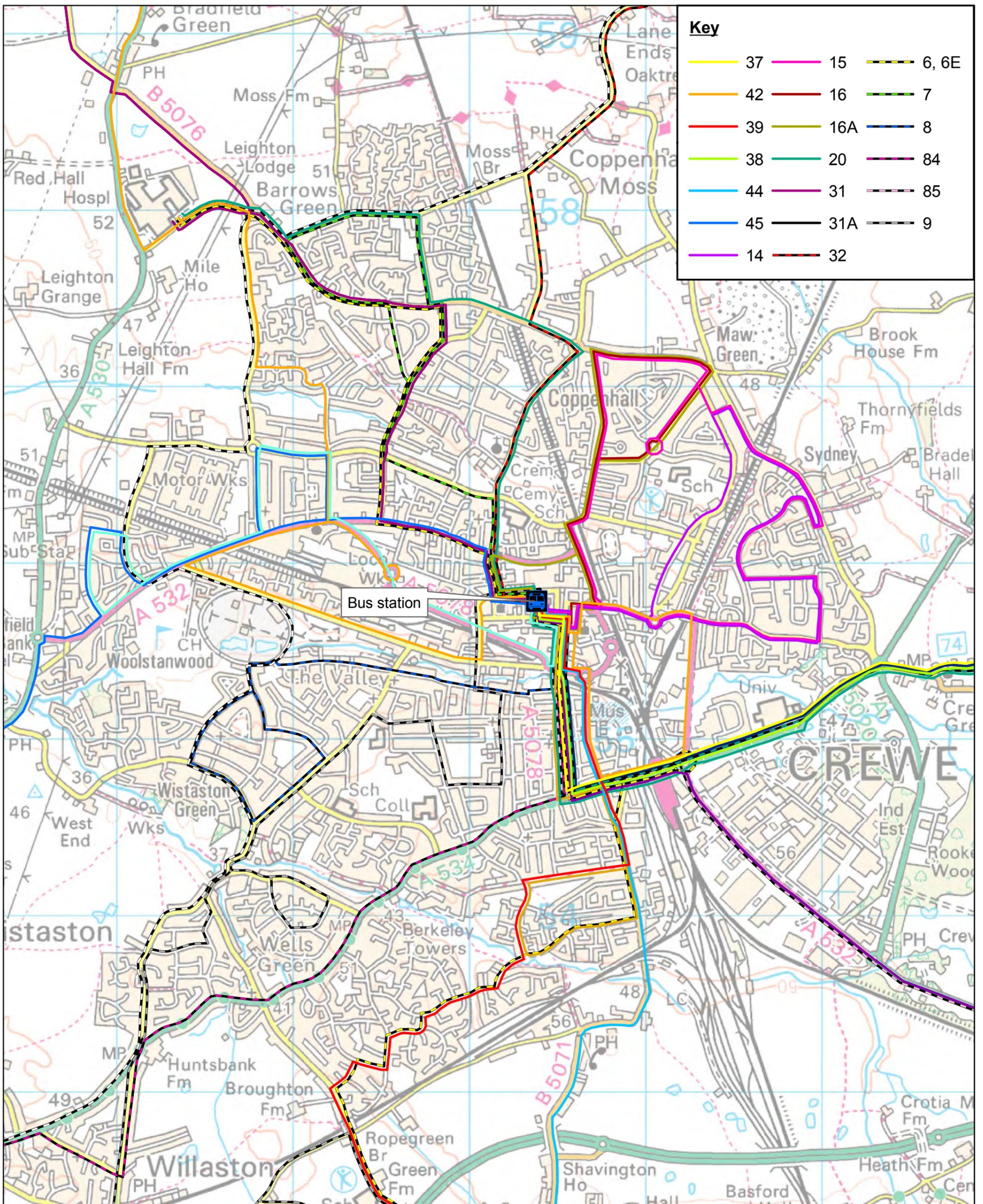


Key

- Existing cycle lane
- - - Proposed cycle lane
- ↔ Proposed contra-flow cycling
- Existing cycle track
- - - Proposed cycle track
- Existing multi-use greenway
- - - Proposed multi-use greenway
- Existing greenway walking route only
- Existing traffic calmed road

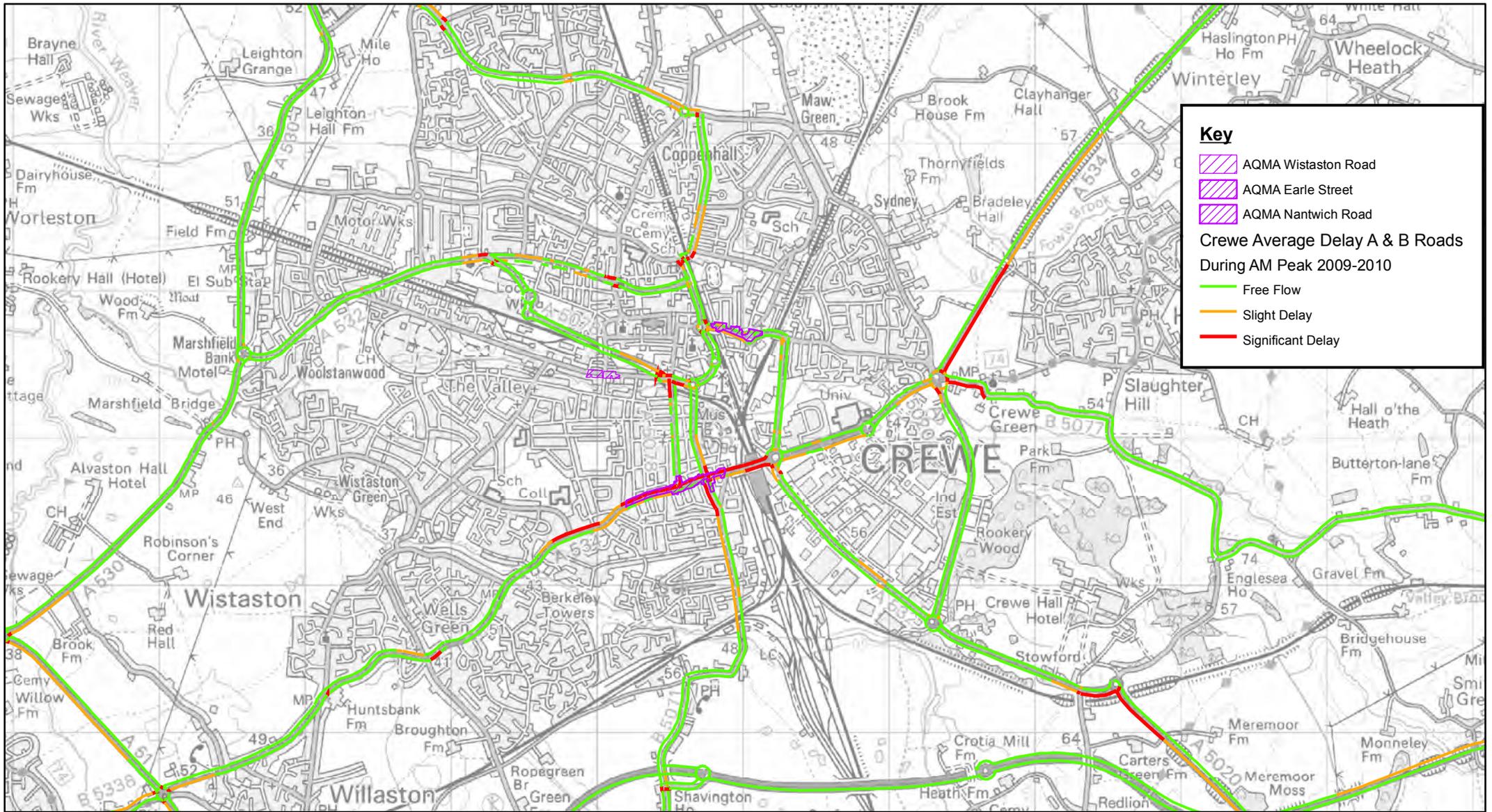
Into
Basford West

Into
Basford East



Appendix C: Crewe Bus Network





Appendix E – Strategic Fit of LTP3 Objectives & LSTF Delivery

The table below illustrates the strong strategic fit between LTP3 objectives and LSTF delivery through the complementary package of themes and measures.

	LTP3 Objectives						
	Congestion	Accessibility	Strong communities	Health & Wellbeing	Carbon Emissions	Safety	
LSTF Package of Measures	Theme 1: Access to Employment, Apprenticeships, Skills & Training						
	New Town Bus Service	✓	✓	✓		✓	
	Launch & Incentives	✓	✓	✓		✓	
	Enhanced UTMC & Bus Priority	✓	✓			✓	
	Subsidised Bus Tickets	✓	✓	✓		✓	
	Wheels 2 Work Scheme		✓	✓	✓	✓	
	Business Travel Planning	✓	✓	✓	✓	✓	✓
	Theme 2: Links to the Railway Station						
	Station Travel Plan	✓	✓	✓	✓	✓	✓
	Active Travel Infrastructure	✓	✓	✓	✓	✓	✓
	Signage, Way-finding & Info	✓	✓	✓	✓	✓	✓
	Theme 3: Travel Awareness, Marketing & Communications						
	Campaign & Web Portal	✓	✓	✓	✓	✓	✓
	Active Travel Signage & Facilities	✓	✓	✓	✓	✓	✓
	Personalised Travel Planning	✓	✓	✓	✓	✓	✓
	Real Time Information (RTI)	✓	✓	✓		✓	



Appendix G - Technical Note

Project Title:	Cheshire East Local Sustainable Transport Fund
MVA Project Number:	c3A810
Subject:	Modelling Approach, Assumptions, Inputs, and Results
Note Number:	01 Version: 1
Author(s):	Nick Smith
Reviewer(s):	Nick Benbow
Date:	06 January 2012

1 Introduction

1.1 Cheshire East Council (CEC) submitted an expression of interest to the Department for Transport (DfT) for a Local Sustainable Transport Fund (LSTF) (Tranche 2) small project in June 2011. The original programme of four themes each containing a number of schemes has been reviewed and revised in the light of DfT further guidance and feedback from the DfT. The revised programme contains three themes and is entirely focused and targeted in Crewe as this is the town in Cheshire East most in need of investment in sustainable transport in order to unlock the growth potential of the town.

1.2 Following this introduction this note includes sections on:

- a brief description of the LSTF programme;
- summary description of the model and the approach to modelling different elements of the scheme;
- economic appraisal;
- programme costs;
- public accounts;
- headline value for money outputs; and
- sensitivity test outputs

2 The LSTF Programme

2.1 As mentioned above, the programme has been comprehensively revised since the expression of interest stage and is now targeted and focused entirely on travel in Crewe. Full details of the programme are included in the application form and supporting documents; what follows here is a short summary to allow this note to be read in isolation.

2.2 The programme consists of three themes containing a total of 14 schemes. The three themes are:

- access to employment, apprenticeships, skills, and training;
- links to the railway station; and
- travel awareness, marketing, and communications.

2.3 The following sub-sections deal with each of the themes and their constituent schemes in turn.

Theme 1. Access to Employment, Apprenticeships, Skills, and Training - £4.1m

- 2.4 **A - A New Town Bus Service** is proposed that links deprived residential areas in Northwest Crewe with employment areas in Southeast Crewe. This service will be run with a 15 minute headway during the daytime.
- 2.5 **B -** There will be a high publicity **Launch and Incentives** for the new bus service including advertising, events, local engagement, and distribution of free weekly tickets.
- 2.6 **C -** Installation of **Enhanced Urban Traffic Control and Bus Priority** will allow priority for late running bus services with no increase in congestion for other traffic.
- 2.7 **D - Subsidised Bus Tickets** will be issued to support unemployed and Not in Employment, Education, or Training (NEET) into employment, apprenticeships, and training.
- 2.8 **E - A Wheels 2 Work** scheme will provide 60 mopeds and 40 bicycles to young people from welfare to work (for those without access to PT services), including training and protective equipment.
- 2.9 **F -** Coordination of the setting up of Smarter Travel Partnerships to promote **Business Travel Planning**. £25k p.a. match-funding to implement site-specific measures.

Theme 2. Links to the Railway Station - £7.7m

- 2.10 **G -** In conjunction with the West Coast Mainline TOC, a **Station Travel Plan** will be developed to encourage walking, cycling, and bus access to the station.
- 2.11 **H - Signage, Way-finding, and Information Provision** will be provided at the station, in the town centre, and along the route between the two, to indicate routes, distances and times.
- 2.12 **I - Active Travel Infrastructure** will be provided in the form of improved pedestrian and cycle access to the station entrance on Nantwich Road, a new multi-user route, adjacent to the rail line, between the town centre and station, and new crossings to access the town centre.

Theme 3. Travel Awareness, Marketing, and Communications - £1.3m

- 2.13 **J & K -** The **Miles Better off Campaign** and **Web Portal** will look to promote non-car modes by market the benefits of walking, cycling, and PT in the form of potential financial, time, and health benefits. Promotional events and targeting of materials based on socio-economic segmenting of populations, and targeting of those segments with the greatest propensity to change.
- 2.14 **L -** Personalised **Travel Planning** targeted at key destinations and delivered from Job Centres and Community Centres. Also targeted at businesses re-locating to Crewe and job-seekers.

- 2.15 **M** - Improved **Active Travel Signage and Facilities** will be provided in the form of secure and covered cycle parking in the town centre, and signage of the existing cycle network.
- 2.16 **N** - A **Real Time Information System** will be implemented across the Crewe bus network providing data for the upgraded UTMC, and real time information displays at the bus station, railways station, and Leighton Hospital.

3 The Model and Modelling Approach

- 3.1 This section includes a brief overview of the model and details the approach and assumptions that underpin the following appraisal.

The Model

- 3.2 The model used is based on that used previously for the appraisal of Crewe Green Link Road, reported in the Best and Final Funding bid submitted to DfT in September 2011. This model is a DIADEM demand model utilising a SATURN highway model and PT demand and fixed costs from the PT element of a sub-regional strategic model of Cheshire.
- 3.3 The demand model responds in changes to generalised costs of travel in line with TAG as follows:
- trip distribution – a change in origin or destination;
 - mode choice – a change in mode between car and public transport; and
 - trip frequency – a change in total trip numbers.
- 3.4 The DIADEM model has been calibrated to reproduce observed responses to changes in fuel costs and PT fares as per TAG realism testing guidance. Goods vehicle demand remains fixed for each future year.
- 3.5 Car demand within the demand model is split into 10 segments based on purpose and direction (from home and to home) as follows (the directionality allows constraining of trip end totals):
- Car business:
 - Home to employers business
 - Employers business to home
 - Non-home based employers business
 - Car commute:
 - Home to work
 - Work to home
 - Car other:
 - Home to education
 - Education to home
 - Home to shopping

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- Shopping to home
 - Home to other
 - Other to home
 - Non home based other
- 3.6 The assignment and demand models are run for three time periods:
- AM peak hour (0800-0900)
 - Average Interpeak hour (average 1000-1600)
 - PM peak hour (1700-1800)
- 3.7 **Base year highway model validation** remains as reported for the Crewe Green Link South (CGLS) BAFFB model and can be summarised as:
- Link Counts: 89%-93% of counts with GEH<5
 - Cordon/Screenline Counts: -6%-+1% difference, GEH values 0.1-4.0
 - Journey Times: 86%-95% of routes within DMRB criteria
- 3.8 The validation exceeds the requirements of DMRB and was judged to be fit-for-purpose by DfT for the appraisal of CGLS.
- 3.9 For the purposes of this work we do not have access to the PT model. In any case it is highly likely that the strategic nature of the model would mean that reliable data would not be available at the level of spatial detail that we require for this work.
- 3.10 The **model version to be used** is that used for the **2015 Crewe Green Link South** with scheme scenario. This includes Crewe Green Link Road (which has now been approved by DfT, secured funding, and obtained planning consent) and some of the housing developments around the northwest of Crewe but no development on the Basford employment sites.
- 3.11 The **appraisal period** is 15 years following completion of the programme 2012-2015. There is an assumption of ramping up of benefits in the period 2013-2014 with 2013 benefits being 1/3 of 2015 levels and 2014 benefits being 2/3 of 2015 levels. A single modelled year of 2015 has been used and benefits, in terms of journey time savings and other direct model outputs, are assumed to be constant in the period 2015-2029. This is likely to be an underestimation as benefits might be expected to be larger in later years due to increasing levels of congestion in the network.

Modelling Approach

- 3.12 A review of the schemes within the programme has been carried out. The schemes which are considered most important in producing transport economic benefits are:
- the new bus service;
 - upgraded UTMC and bus priority;
 - business travel planning;
 - station travel plan; and

- personalised travel planning.
- 3.13 Of the schemes not explicitly mentioned above, wheels 2 work is considered to not have a significant transport economic impact, while the remainder all contribute to significantly improving the impacts of the five schemes outlined above.
- 3.14 The methods for modelling each of the five identified schemes are outlined in the following paragraphs. The methods are based on factoring or modifying the existing highway matrices, in most cases to reproduce observed or estimated impacts of similar measures implemented elsewhere. Some of the PT scheme methods are based on a spreadsheet approach with national average values, and local values for Crewe where available.
- 3.15 The method for **modelling the impact of the New Bus Service** may be summarised as:
- movements in the car matrix which are within the catchment of the proposed bus service were identified and trip numbers reported on an OD sectorised basis along the route;
 - Mode share of journey to work from Census data for movements was identified – PT mode share for typical direct good PT service movements and current PT mode share for movements along the route were compared and a potential shift calculated.
 - A 2.3% reduction in car trips (figures based on above analysis) for movements newly served by direct bus service was applied. Bus trips increased by 4.6% of car demand to allow for shift to bus from both car and active modes;
 - Fare revenues calculated based on average fares in Crewe for a day ticket.
- 3.16 The PT data available from the strategic county model does not provide enough spatial detail to be useful for this purpose.
- 3.17 The method for **modelling the impact of Bus Priority** may be summarised as:
- Bus routes (and their frequencies) identified that pass through each junction with additional priority;
 - delays output from highway model at junctions and assume 15% of delay reduced for bus – based on UTC-SCOOT evidence from trials in Camden, London 1996;
 - average bus occupancy output from TAS bus occupancy figures for areas excluding London as 8.5 passengers per bus; and
 - total time savings calculated based on default TAG purpose splits and values of time.
- 3.18 Again, the strategic county model is not detailed enough for this purpose. The approach has been implemented in a spreadsheet to allow for easy testing of alternative assumptions. The mode shift effects from increased bus reliability and potentially reduced journey times are assumed to be included in adjustments to highway matrices made elsewhere.
- 3.19 The method for **modelling the impact of Business Travel Planning** may be summarised as:
- employer locations where travel planning is to be targeted were identified by using model commute trip ends for the non-home end;
 - number of employees that could be targeted based on available budget was estimated – this is 75% of total employees within Crewe;

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- The zones within the Crewe urban area with the most employment representing 75% of total employment were selected as the target area;
 - A 2.25% reduction was applied (9% reduction for 25% of businesses in targeted zones that produce an effective travel plan) to non-home end of home-based commute and employers business trips;
 - car trips were redistributed to PT:carshare:walk:cycle in ratio 50:35:10:5.
- 3.20 This is based on evidence on costs of targeting employers and success rates and impacts from the sustainable travel towns reports. This work indicated that the reduction in car trips due to successful implementation of a travel plan was around 9%, while an effective travel plan is only produced in approximately 25% of those businesses targeted. The evidence for the mode to which journeys are transferred is based on sustainable travel towns data.
- 3.21 The method for **modelling the impact of the Station Travel Plan** may be summarised as:
- zones around the station that act as the station parking area were identified;
 - 2% reduction to non-home end of all home based trips to these zones was applied; and
 - car trips were redistributed to PT:walk:cycle in ratio 60:15:25.
- 3.22 There is little evidence available on the impacts of station travel plans. The proposed modification is based on a level of impact around 2/3 of that estimated for the personalised travel planning scheme. This is reduced due to the difficulties of targeting rail travellers, and is only targeted at a limited number of zones local to the station.
- 3.23 The method for **modelling the impact of Personalised Travel Planning** may be summarised as:
- the scope of the programme based on spend per head of population in Crewe was reviewed;
 - The budget per household (£320,000 total or £11.70 per HH) is around 40% of that for the sustainable travel towns.
 - a 3.2% reduction to all home end home-based trips from the Crewe urban area was applied; and
 - car trips were redistributed to PT:walk:cycle:suppressed in ratio 15:60:20:5.
- 3.24 The sustainable travel towns showed reductions in car trips of around 7.5% based on a budget per household of approximately £25 per household targeted. This was total spend on personalised travel planning over the five year period of the sustainable travel towns programme. Additional supporting schemes were also present in these towns, as they are in Crewe. The level of spending proposed for personalised travel planning in Crewe averages at £11.70 per household in the Crewe urban area. Allowing for inflation, this relates to around 40% of the level in the sustainable travel towns, which produces a 3.0% reduction.
- 3.25 The above approach will introduce an element of adding impacts and double counting of benefits in some cases. The impact of personalised travel planning plus business travel planning on one movement would not be expected to be the sum of each of the two measures as there will be some overlap of people targeted. However the overlap will not be complete, as the PTP 3.0% reduction is based on an average across Crewe, where in reality the PTP reductions will be

concentrated on only 40% of the population. To allow for this, an approach has been used that takes the 3% PTP reduction as a baseline, and any further impacts on movements are halved.

4 TUBA Inputs and Output Processing

Annualisation Factors

- 4.1 The annualisation factors used are the same those used for CGLS. They are based on traffic flows recorded at a number of sites around Crewe over a year, with unit user benefits directly proportional to flow and therefore total benefits proportional to the square of the flow. For impacts that are more directly related to flow, such as accidents and greenhouse gases, a straight flow-based annualisation has been used. The annualisation factors used are shown in Table 4.1.

Table 4.1 Annualisation Factors – User Benefits and Flow-based Benefits

Benefets	Morning Peak (0800 to 0900)	Inter-peak (Average hour 1100 to 1400)	Evening Peak (1700 to 1800)
User Benefits	492	2984	629
Flow-based Benefits	598	3708	685

TUBA post Processing

- 4.2 The economy appraisal is based largely on model outputs processed through TUBA to calculate levels of benefits. The model was run through both with and without the adjustments outlined above for 2015. The resulting demands and time and distance skims were input to TUBA for 2015 with identical demand and time and distance skims input for 2029. The outputs were used to inform the economy and social appraisal.
- 4.3 Table 4.2 summarises the processing and additional alterations carried out following the initial TUBA runs as part of the post processing.

Table 4.2 Appraisal post-TUBA processes

Description	Impacts on
Ramping of benefits for 2013-2014	All TUBA output benefits
Separate TUBA Greenhouse Gases run with flow-based annualisation	Greenhouses gases benefits
Bus Delay Reduction Benefits	PT User time benefits
Fare revenue from additional bus users	PT private sector provider revenue benefits

Description	Impacts on
Accident benefits pro-rated to CGLS accidents	Accidents
Noise – using TAG process	Noise
Air Quality – using TAG process	Air Quality
Wider impacts assumed to be 10% of user benefits	Wider impacts
Reliability process using TAG equation	Reliability
Walk/Cycle Health Benefits using model outputs and HEAT website	Health Benefits

5 Economy Appraisal

5.1 The economy appraisal is largely based on transport model outputs using the approach specified above. All figures used in this section are over the 17 year appraisal period (2013-2029) and in 2002 prices discounted to 2002.

Business Users and Transport Providers

5.2 Business users and transport provider impacts are output by TUBA using model demand, times, distances, and fares, and the annualisation shown above. The impacts are in the form of changes in journey times, vehicle operating costs, and charges or PT fares. Changes to a charge can impact both users and the body to which the charge accrues. The outputs from TUBA for business users and transport providers can be summarised as:

- Total Business Users and Transport Provider Impact of £11.5m of which:
 - Personal business user benefits of £2.4m (times, vehicle operating costs)
 - Freight user benefits of £1.6m (times and vehicle operating costs)
 - Transport provider benefits of £9.3m (increase in PT fare revenue calculated outside of TUBA)
 - Developer contributions of £1.8m (this is a cost to the private sector)

Reliability Impact on Business Users

5.3 Reliability impacts have been calculated in line with TAG Unit 3.5.7. The reliability benefit has been estimated using the equation in section 3.3 of the guidance and has been implemented using a TUBA process that takes modified time skims and demands as input.

5.4 The reliability benefits for business users can be summarised as:

- Total £2.7m of which:

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- Personal business user benefits of £1.7m
- Freight user benefits of £1.0m

5.5 These figures are at a level of around 25-60% of total user benefits (including ramping but excluding any other post-processing). The figures are a result of the approach as specified in TAG, although such an approach requires an assumption of no re-routing of traffic effects.

Regeneration

5.6 There are no regeneration areas within Crewe and therefore regeneration has not been assessed as part of this appraisal.

Wider Impacts

5.7 Previous analysis of wider impacts in Crewe using the DfT's own WITA programme have resulted in implausible results. The approach used here has been to estimate the wider impacts to be equal to 10% of business and consumer user benefits. This approach is the same as that used by DfT when calculating a BCR for schemes to inform the Comprehensive Spending Review in 2010.

5.8 This results in wider impacts of £1.2m.

6 Environmental Appraisal

6.1 The environmental appraisal is based on the environmental objectives included in the Appraisal Summary Table. The methodologies followed are those set out in the TAG units in section 3.3.

Noise

6.2 Noise impact has been calculated using the methodology outline in TAG unit 3.3.2 using the highway model outputs. This leads to a benefit of £0.6m.

Air Quality

6.3 Air quality impact has been calculated using the methodology in TAG units 3.3.3 and 3.3.4 using the highway model outputs. This leads to a benefit of £0.02m.

Greenhouse Gases

6.4 Greenhouse gases impact has been calculated for the main package using the model outputs. The (April 2011) TUBA economics file containing current values of carbon has also been used. The calculation of the greenhouse gases impact required an additional run of TUBA using the flow based annualisation factors, rather than the user benefit based annualisation factors. TUBA greenhouse gas outputs are £0.8m benefit

Landscape

6.5 Landscape relates to impact on the rural landscape. As the package has no infrastructure schemes included and will result in relatively small but widespread changes (typically

reductions) in traffic flows, particularly outside the Crewe urban area, the impact on landscape has been assessed as neutral.

Townscape

- 6.6 Significant parts of the LSTF programme relate to improvements in public realm to promote walking and cycling as well as to facilitate interchange between modes. No detailed assessment has been carried out of the townscape impacts, but in line with TAG unit 3.3.8 it could be expected that the LSTF would have a moderate beneficial impact on townscape in targeted areas leading to a slight positive impact overall.

Heritage of Historic Resources

- 6.7 The LSTF programme is targeted at a number of areas and includes some public realm improvement schemes but no major infrastructure so no direct impact on historic buildings or sites is expected. No detailed assessment of heritage of historic resources has been undertaken in line with TAG unit 3.3.9, but it is expected that such an assessment would lead to a neutral impact as the nature of the programme would be designed and implemented to mitigate any potential impacts.

Biodiversity

- 6.8 The programme does not include any major infrastructure schemes, with some local public realm improvements. These will be designed to mitigate any impact on biodiversity both during construction and when complete. The assessment in line with TAG unit 3.3.10 leads to a neutral impact.

Water Environment

- 6.9 Again, the programme does not include any major infrastructure schemes, with some local public realm improvements. These will be designed to mitigate any impact on water environment both during construction and when complete. The assessment in line with TAG unit 3.3.11 leads to a neutral impact.

7 Social Appraisal

- 7.1 The social appraisal includes impacts on users of the transport system who are not travelling during working time, and impacts on society as a whole. This therefore includes time and vehicle operating cost impacts on journey purposes other than employer's business, and other social impacts such as journey quality, physical activity impacts. The impacts are described in a mixture of monetised and non-monetised impacts.

Commuting and Other Users

- 7.2 Commuting and other users experience impacts in the same way as those for business users, using input demands, time, distance, and fare skims processed through TUBA. The impacts can be summarised as:

- Total Commuter benefits of £3.7m of which:

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- £1.6m are time benefits
- £2.1m are vehicle operating cost benefits
- Total Other purpose benefits of £4.7m of which:
 - £2.8m are time benefits
 - £1.9m are vehicle operating cost benefits

Reliability for Commuting and Other Users

- 7.3 As for employers business and freight, reliability impacts have been calculated in line with TAG unit 3.5.7. The reliability benefit has been estimated in line with the equation in section 3.3 of the guidance and has been implemented using a TUBA process that takes modified time skims and demands as input.
- 7.4 The reliability benefits for non business users can be summarised as:
- Commuting reliability benefits of £0.9m
 - Other purpose reliability benefits of £2.4m

Physical Activity

- 7.5 The modelling approach used has estimated the switch to and from walking and cycling as a result of the measures in the LSTF programme. A further number of the measures which are aimed at increasing walking and cycling, have not been assessed directly in the modelling approach, but will contribute towards the mode switch modelled at targeted locations. Qualitative assessment of these would lead to a moderate positive impact alone.
- 7.6 The value of the modelled increase in cycling has been calculated using the World Health Organisation's Health Economic Assessment Tool (HEAT). This uses model output for increase in numbers of walking and cycling trips, average walking and cycling trip distances from the National Travel Survey, UK mortality rates and EU average values of mortality, to calculate a benefit in terms of reduced mortality. This leads to a value of benefit of £13.6m of which £6.1m is from walking and £7.5m from cycling. The impact is based on an increase in walking and cycling trips of around 3,800 in the modelled area per day.

Journey Quality

- 7.7 Journey Quality has been assessed in line with TAG unit 3.3.13. This includes assessment against traveller care, traveller views, and traveller stress. The general reduction in traffic and delay, increased journey time reliability, and the measures put in place to improve journey quality and journey time reliability for PT users leads to a slight positive impact.

Accidents

- 7.8 Accidents have been assessed using the previous Crewe Green Link South COBA-based assessment. This process takes output flows from the SATURN model, processed through a spreadsheet to give 12 hours flows, and then uses DfT's COBA program with the standard accident rates and traffic growth rates to calculate accident impacts.

- 7.9 The values of total accidents in the CGLS do something is used as a base from which to factor the value of accidents in proportion to changes in total vehicle kms within the detailed modelled area. This factoring of previous accident analysis produced the data in Table 7.1. The changes in accidents reported in the table equates to a benefit over the 17 year appraisal period of £4.6m.

Table 7.1 Accident and Casualty Numbers and Costs (2013 - 2029) Main Model

	DM	LSTF	Impact
Injury Accidents	7,040	6,943	-86 (1.2%)
Casualties – Fatal	119.3	117.7	-1.5 (1.2%)
Casualties – Serious	884.5	872.4	-10.8 (1.2%)
Casualties – Slight	9,899.9	9,764.5	-121.1 (1.2%)

Security

- 7.10 The LSTF programme looks to improve public realm to promote walking and cycling as well as PT and as part of this improvements to security for all users will be implemented.
- 7.11 The impact on PT users is judged to be slight positive, while the impact on road users will be neutral. The overall impact is therefore judged to be neutral.

Access to Services

- 7.12 Access to services, described in TAG unit 3.6.3 concerns access to the transport system and to facilities. The full approach, including an accessibility analysis and audit has not been carried out. The criteria to be judged include access to locations such as health facilities, employment locations, educational establishments, recreational and social facilities and amenities, and shopping areas.
- 7.13 The programme is largely targeted at improving access for those with current problems. These measures include personalised travel planning and information/marketing to remove perceived barriers, provision of discounted PT travel, access to loan cycles and mopeds for access to education and employment and a number of cycling and pedestrian improvements. Overall the impact on access to services is considered to be moderate positive.

Personal Affordability

- 7.14 Personal affordability concerns the financial costs of using the transport system. Measures to improve accessibility above will also impact on personal affordability and are targeted at unemployed and NEET groups where the impact will be moderate positive, but overall the impact on personal affordability is judged as slight positive.

Severance

- 7.15 Severance is specifically the barriers to movement by pedestrians, cyclists, and other slow modes. One of the main themes of the scheme is to provide improved links to the railway station from the town centre. The scheme provides a more attractive and traffic-free route between the two, as well as improved crossings of busy roads near the station and town centre. This scheme will result in a localised moderate beneficial impact and leads. Overall the impact on severance is judged to be slight positive.

Option Values

- 7.16 The LSTF programme provides an additional bus service but, in the strict sense of assessment of option values, it does not provide any significant additional services beyond those existing, as an indirect bus service already exists for almost all destinations. The proportion of journeys for which it represents an entirely new option is very small. The assessment against option values is therefore judged to be neutral.

8 Local Sustainable Transport Fund Costs

- 8.1 What follows in this section is a summary of the costs, and their processing for input to, and after output from, the TUBA process.

LSTF Programme Costs

- 8.2 The LSTF programme outturn costs are summarised in Table 8.1. The total costs are £6.7m in 2011 Q4 prices, with a DfT contribution of £3.5m and a local contribution of £3.2m. The costs are spread over the three financial years (4 calendar years) 2012/13 to 2014/15.

Table 8.1 Main Bid Costs Summary (£000s 2011 Q4 prices)

	Source	2012/13	2013/14	2014/15	TOTAL
Theme 1: Access to Employment, Apprenticeships, and Training	DfT	388	629	738	1,755
	Local	238	191	1,662	2,090
	Total	626	820	2,400	3,845
Theme 2: Links to the Railway Station	DfT	50	208	237	495
	Local	9	29	793	832
	Total	59	237	1,030	1,327
Theme 3: Travel Awareness, Marketing, and Communications	DfT	458	443	358	1,259
	Local	93	70	79	242
	Total	551	513	437	1,501

	Source	2012/13	2013/14	2014/15	TOTAL
TOTAL	DfT	896	1,280	1,333	3,509
	Local	340	290	2,534	3,164
	Total	1,236	1,570	3,867	6,673

Ongoing Costs

8.3 There is a need for some level of ongoing cost to maintain the LSTF impacts at the modelled level. The ongoing annual costs have been estimated as £0.28m of which:

- Theme 1 Access to Employment: £0.18m
- Theme 2 Links to the Railway Station: £0.02m
- Theme 3 Travel Awareness: £0.08m

Optimism Bias

8.4 Optimism bias has been applied at varying rates for differing cost items depending on the potential risks of the items. For example a cost item considered to be mostly driven by staff time might be expected to be well controlled and understood and optimism bias has been assumed to be relatively low, while outline infrastructure and information technology items have a higher optimism bias level. The levels applied are shown in Table 8.1.

Table 8.2 Optimism Bias Levels Applied

Cost Type	Optimism Bias Level
Staff	10%
Maintenance	10%
Equipment	15%
Bus Service	20%
Infrastructure	44%
Information Technology	66%

8.5 The resulting aggregate levels of optimism bias implied are 25%, (25% for DfT costs and 26% for local contributions).

8.6 Optimism bias is also applied to ongoing costs at a rate of 16% (based on distribution of cost types). This results in ongoing costs increasing from £0.28m p.a. to £0.33m p.a. or £4.85m during the appraisal period.

Table 8.3 Main Bid Optimism Bias Impacts (£000s in 2011 Q1 prices)

Source	No Optimism Bias	Including Optimism Bias	Implied Optimism Bias Level
DfT	3,509	4,372	25%
Local	3,164	3,981	26%
Total Programme	6,673	8,353	25%
Ongoing Costs	4,185	4,853	16%

Cost Inflation Assumptions

- 8.7 It has been assumed that costs will increase in line with RPI and hence no further adjustment is required before the costs are input to TUBA.

Costs Input to TUBA

- 8.8 The LSTF programme costs do not readily fit the categorisation of costs used for input to TUBA (land, construction, supervision, operating etc). The approach used has been to identify all DfT contribution costs as being construction costs and locally funded costs as supervision costs, with ongoing costs defined as maintenance costs and private contributions identified as developer contributions. TUBA treats all costs the same so this does not have any impact on the calculated values from TUBA, but it does allow different cost time profiles for the DfT, locally funded, and developer contributions costs to be input. Table 8.4 shows the total input costs on the top line and yearly profile of those costs over the period 2012-2029.

Table 8.4 Total Scheme Costs and Profiles Input to TUBA (£000s in 2011 Q4 prices)

	DfT	Local	(of which) Dev Contrib	Ongoing	Total
TOTAL	4,372	3,981	3,097	4,185	13,104
2012	18.8%	7.9%	1.9%		8.4%
2013	33.7%	9.2%	2.5%		13.7%
2014	37.9%	62.7%	71.8%		31.6%
2015	9.6%	20.2%	23.8%	5.1%	11.2%
2016	-	-	-	6.8%	2.5%
2017	-	-	-	6.7%	2.5%
2018	-	-	-	6.8%	2.5%

	DfT	Local	(of which) Dev Contrib	Ongoing	Total
2019	-	-	-	6.8%	2.5%
2020	-	-	-	6.8%	2.5%
2021	-	-	-	6.8%	2.5%
2022	-	-	-	6.7%	2.5%
2023	-	-	-	6.8%	2.5%
2024	-	-	-	6.8%	2.5%
2025	-	-	-	6.8%	2.6%
2026	-	-	-	6.8%	2.5%
2027	-	-	-	6.7%	2.5%
2028	-	-	-	6.8%	2.5%
2029	-	-	-	6.8%	2.5%

9 Public Accounts Impacts

- 9.1 The Public Accounts impacts concern the costs to the broad transport budget and the impact on overall indirect tax revenues to central government.

Cost to Broad Transport Budget

- 9.2 The cost to the broad transport budget includes investment costs, and maintenance and operating costs less any changes in revenues relating to transport provision that accrue to local government operated services. Local contributions from the private sector have been included as developer contributions.
- 9.3 The costs and cost profile as described in the previous section are input to TUBA and the program outputs costs discounted and re-based to 2002 prices and adjusted to the market unit of account. The output costs to broad transport budget are summarised in Table 9.1. The main programme costs have been included as investment costs while the ongoing costs are presented as operating costs.

Table 9.1 Cost to Broad Transport Budget

Cost Item	60 year appraisal period £000s (2002 prices discounted to 2002)
Local Government Funding	
Operating Costs	2,214
Investment Costs	2,381
Developer Contribution	-1,838
Central Government Funding	
Investment Costs	2,604
TOTAL	5,361

Indirect Tax Revenues

- 9.4 The calculation of indirect tax revenues is carried out by TUBA using the same inputs and annualisation as for user benefits. The outcome of the TUBA analysis is that indirect tax revenues decrease by £3.3m over the 17 year appraisal period (2002 prices discounted to 2002). This is because of reduced car use and hence reduced fuel duty. Further analysis of the additional PT journeys mentioned above leads to an increase in PT fare revenue. As PT fares are zero-rated for VAT this is assumed to lead to a decrease in indirect taxes calculated as £2.0m.

10 Headline Value for Money Outputs

- 10.1 The full details of the output of the economic analysis is included in the Transport Economic Efficiency and Analysis of Monetised Costs and benefits tables, and summarised in Table 10.1.

Table 10.1 Headline Economic Outputs (£m in 2002 prices discounted to 2002)

Business User and Provider Benefits	11.5
Business Reliability Benefits	2.7
Consumer (Commuter) User Benefits	3.7
Consumer (Other Purpose) User Benefits	4.7
Consumer Reliability Benefits	3.3
Greenhouse Gases	0.8
Accidents	4.6
Air Quality	0.0
Noise	0.6
Walking and Cycling Health Benefits	13.6
Wider Impacts	1.2
Wider Public Finances	-5.2
Present Value of Benefits	41.5
Local Government Impacts	2.8
Central Government Impacts	2.6
Broad Transport Budget	5.4
Net Present Value	36.2
Benefit to Cost Ratio	7.75

10.2 The scheme exhibits very good value for money with a **Net Present Value** of **£36.2m** (2002 prices discounted to 2002) and a **Benefit to Cost Ratio** of 7.75. N.B. The NPV and BCR figures reported here are not the same as those in the Analysis of Monetised Costs and Benefits (AMCB) Table as the AMCB does not include Reliability, walking and cycling health benefits, or wider impacts. The NPV without these items is £15.3m and the BCR is 3.86.

11 Sensitivity to Changes in Costs and Benefits

11.1 The NPV and BCR reported are robust to changes in costs and benefits. Table 11.1 shows the impacts of increasing costs or reducing benefits by 50% on the NPV and BCR. The package remains very high value for money in all scenarios.

Table 11.1 Cost and Benefit Level Sensitivity (2002 prices discounted to 2002)

	Core	Costs + 50%	Benefits – 50%
Present Value of Benefits (£m)	41.5	41.5	20.8
Present Value of Costs (£m)	5.4	8.0	5.4
Net Present Value (£m)	36.2	33.5	15.4
Benefit to Cost Ratio	7.75	5.16	3.87

Analysis of Monetised Costs and Benefits

Noise	611	(12)
Local Air Quality	18	(13)
Greenhouse Gases	773	(14)
Journey Ambience	not monetised	(15)
Accidents	4580	(16)
Economic Efficiency: Consumer Users (Commuting)	3713	(1a)
Economic Efficiency: Consumer Users (Other)	4732	(1b)
Economic Efficiency: Business Users and Providers	11479	(5)
Wider Public Finances (Indirect Taxation Revenues)	-5221	- (11) - sign changed from PA table, as PA table represents costs, not benefits
Option Values	not monetised	(17)
Present Value of Benefits ^(see notes) (PVB)	20686	(PVB) = (12) + (13) + (14) + (15) + (16) + (1a) + (1b) + (5) + (17) - (11)
Broad Transport Budget	5361	(10)
Present Value of Costs ^(see notes) (PVC)	5361	(PVC) = (10)
OVERALL IMPACTS		
Net Present Value (NPV)	15325	NPV=PVB-PVC
Benefit to Cost Ratio (BCR)	3.86	BCR=PVB/PVC

Note : This table includes costs and benefits which are regularly or occasionally presented in monetised form in transport appraisals, together with some where monetisation is in prospect. There may also be other significant costs and benefits, some of which cannot be presented in monetised form. Where this is the case, the analysis presented above does NOT provide a good measure of value for money and should not be used as the sole basis for decisions.

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