

## **ANNEX 1 – APPLICATION ASSESSMENT**

### **LSTF Business Travel Planning Grants**

#### **Alliance Disposables Ltd**

##### **Total Cost of Project - £6,199, Amount Requested - £4,999**

Alliance Disposables Ltd distributes non-food products nationally to hotels and restaurants from its central hub at Marshfield Bank in Crewe. It employs almost 200 people and well over 100 travel by car, despite a large proportion of its staff living in the Crewe area. There is regular double- and treble-parking in the car park and overspill onto the industrial estate spine road, despite the presence of (unenforced) double yellow lines. Marshfield Bank is not well served by public transport that coincides with shift patterns. Only 8 employees currently travel to work by bicycle and the company is keen to increase this number.

Alliance Disposables Ltd wishes to encourage more of its staff to cycle through the installation of secure, covered bicycle storage for 20 bikes. Additionally, the company recognises that many of its warehouse staff struggle financially and so it also wishes to purchase 17 pool bikes and associated personal protective equipment (PPE - helmets, waterproof clothing, locks and lights) to enable more employees to regularly cycle to work.

An increase in cycling is recognised to have several benefits, including improved car park arrangements, less nuisance impact on neighbouring businesses and improved health of employees. In addition, Alliance Disposables has recognised that many of its employees struggle financially and so would immediately benefit from the provision of the company pool bikes. This will enable staff members to reliably get to work on time without the outlay for a new bike, thus enabling them to stay in employment and reducing staff turnover, with its financial implications for the business.

The funding request is broken down to £3,763 capital value for the purchase of secure cycle storage and pool bikes and £1,236 revenue value for the purchase of cycling PPE. The company will provide match funding to the project through its time input to organise the purchase, installation and distribution of the funded equipment. The company is also currently using LSTF support to analyse employee home locations to inform the measures that are needed to make further changes to staff travel behaviours.

It is therefore recommended that Alliance Disposables Ltd is awarded the full amount requested and that the following condition is met:

- Free cycle safety checks are offered in connection with the LSTF support, delivered by Cheshire East Council's Leisure and Development team.

#### **CTC Physiotherapy Ltd (trading as CTC Healthcare)**

##### **Total Cost of Project - £7,000, Amount Requested - £4,000**

CTC Physiotherapy Ltd (trading as CTC Healthcare) is a physiotherapy and well-being specialist, working within businesses and local communities across Cheshire and Staffordshire, with its main hub on Crewe Business Park. Its aim is to reduce and prevent injury and promote health and well-being, working with a large number of organisations to cut sickness absence costs through innovative interventions and occupational health provision.

CTC Healthcare has previously received two LSTF grants in the 2013/2014 allocation, to enable the installation of secure cycle storage and a bench outside its premises on Crewe Business Park, together with a cycle to work scheme and promotional activities with staff and visitors, to encourage car sharing, public transport use, walking and cycling. CTC Healthcare has also organised, co-ordinated and widely promoted the 'Beat the Business Park' Challenge, which has encouraged and incentivised teams from businesses located on Crewe Business Park to increase their activity levels through walking and cycling, backed up with pre- and post-event health screening.

CTC Healthcare wishes to extend the benefits of the Beat the Business Park challenge to active participants by providing two further health screenings at six-monthly intervals. The Challenge will continue to be promoted to maintain and improve health benefits from the initial six-week pedometer challenge. It will include monthly events such as guided lunchtime walks and mini-active travel challenges to keep momentum. These measures will help to enhance the legacy of the LSTF support with businesses on Crewe Business Park.

The funding request is for revenue expenditure only. CTC Healthcare will provide £3,000 of matched funding through its time input to the project.

It is therefore recommended that CTC Physiotherapy Ltd is awarded the full amount requested and the following condition is met:

- Promotional material will reference LSTF (Smarter Ways to Travel) support.

**Kindertons Ltd (trading as Kindertons Accident Management)**

**Total Cost of Project - £5,499, Amount Requested - £4,999**

Kindertons Accident Management is a motor vehicle claims handler, helping people back on the road after an accident. It employs over 400 people at its Marshfield Bank base and has undergone significant expansion over the last few years. Its car park consistently operates in excess of capacity, with double- and treble-parking. The company also has an informal agreement with the local Premier Inn, allowing its staff to use the hotel's parking. Marshfield Bank is not well served by public transport that coincides with shift patterns. Kindertons Ltd has therefore recognised that a more significant change in travel behaviour is required, as they believe that staff will leave the company if they cannot conveniently get to work.

Kindertons Ltd wishes to implement and promote an incentivised car share scheme, with priority parking for car sharers. This will be complemented by improved cycle storage and shower facilities.

The funding request is broken down to £4,500 of capital value for the purchase, installation and implementation of improved cycle storage, shower facilities and a car sharing database, and £500 for the promotion and advertising of the car share scheme. The company will provide match funding through its time input, although this has not been quantified in the application, to organise the purchase, installation, implementation and promotion of the funded equipment.

It is therefore recommended that Kindertons Ltd is awarded the full amount requested.

## **Manchester Metropolitan University**

### **Total Cost of Project - £3,661, Amount Requested - £3,161**

In its last Staff Travel Survey (2010), it was found that only 6% of Manchester Metropolitan University (MMU) staff based in Crewe cycled to work, compared to 57% single occupancy car journeys, meaning that there is significant opportunity for change in travel behaviour. MMU has previously received two LSTF grants in the 2013/2014 allocation. These enabled the installation of two 10-space cycle storage facilities at strategic locations on campus and a new footway close to the main entrance, which has improved pedestrian safety and internal footpath network connectivity. Following the successful installation of improved cycle facilities, discussions have been held with cyclists using those facilities to inform this application.

MMU wishes to install a public bike repair rack and public bike pump. These will be available for staff and students on the Crewe Campus and will also be made publically available for staff at the nearby Crewe Business Park and Crewe residents. Equipment that is heavy duty and therefore vandal resistant has been selected, as most suitable for a publically available location to help ensure the longevity and usefulness of the bike pump. The new facility will be widely promoted.

MMU believes that the installation of these facilities will help to address one of the concerns/excuses often associated with not travelling by bike by enabling people to undertake general repairs (including punctures). It will therefore encourage a modal shift towards cycling and help to improve the health and wellbeing of staff, students and visitors.

The funding request is for capital expenditure only. MMU will match fund the application through its Travel Planning budget and time input. It is therefore recommended that Manchester Metropolitan University is awarded the full amount requested and that the following conditions are met:

- The new facilities are widely promoted beyond MMU's Crewe Campus.
- Promotional material will reference LSTF (Smarter Ways to Travel) support.

## **Community Recycle Cycles**

### **Total cost of project - £7,595, Amount requested £4,895**

Community Recycle Cycles (CRC) is a small Community Interest Company that accepts bicycle donations from the local community, which are then refurbished by a qualified mechanic and volunteers and sold on at affordable prices back into the local community. In addition, CRC run a repairs service both in the shop (Wednesdays to Saturdays) and as Dr Bike sessions at events in the local area, in support of the Smarter Ways to Travel (SWTT) programme.

Whilst providing an excellent service to the SWTT programme at both community and business events, the shop has had to close in order to have the Level 2 qualified mechanic on-site. This has negative implications for the running of the existing business. Through its current mobile delivery service, it has identified a clear demand for its bike maintenance service and believes that it offers benefits to businesses and individuals, encouraging safer cycling.

CRC wishes to train one of its volunteers (currently Level 1 trained) to achieve the nationally recognised Level 2 qualification to enable the company to continue the work in the shop and expand its mobile service. CRC wishes to purchase a complete set of tools

to deliver the service and additionally equipment that will provide shelter and advertising of the service, in order to maximise the potential reach of the service.

The mobile service will initially run in partnership with the SWTT programme but with additional advertising and promotion, the service would extend the legacy of SWTT. The mobile service would encourage employees to cycle to work, secure in the knowledge that should their bike need a repair to enable them to get home, it can be delivered by CRC. The expansion of the mobile repairs service would also enable CRC to offer paid employment to one current volunteer and offer further volunteering opportunities for interested local residents to build skills and access future work.

The funding application is revenue expenditure only. CRC will provide match funding through its time input and the purchase of a cargo bike. It is therefore recommended that Community Recycle Cycles is awarded the full amount requested and that the following condition is met:

- Promotional material will reference LSTF (Smarter Ways to Travel) support.