



Go Smarter to work

Our proposal to the Local Sustainable Transport Fund will help ease congestion on the A1 Western Bypass and improve access to the employment areas it serves.

**Small project bid from the Tyne and Wear ITA
August 2012**



TYNE AND WEAR
INTEGRATED TRANSPORT AUTHORITY

Preface



Go Smarter to Work - promoting sustainable transport to unlock economic potential

The Tyne and Wear region is a fantastic place to visit, live, work or base a business. We have vibrant cities, set in glorious countryside close to a beautiful coastline. Our communities are welcoming and hardworking, our universities and colleges are world leading, our industries are science based and cutting edge. We aspire to be a natural centre for economic growth, and much of what we have to offer is genuinely inspiring.

But we have a problem. Long-term decline in our traditional industries has left the economy of Tyne and Wear lagging behind other parts of the UK.

As a result, unemployment in our region is significantly higher than the national average and parts of our communities are amongst the most deprived in the country. This leads to considerable inequalities in health, wealth and quality of life.

This sustainable transport proposal must be seen in our wider context. Everything we do is designed to improve our economic prospects and unlock the potential in our communities. Easing congestion and encouraging more sustainable travel are worthy goals in their own right, but doing so in a way which unlocks economic growth and connects people to jobs is a much greater prize.

This proposal seeks to do just that. We will deliver economic benefits to the Tyne and Wear region and bring about improvement to air quality and health by getting traffic off our most congested road. The proposal complements a key commitment in the Newcastle City Deal which seeks to bring forward infrastructure improvements to the A1 Western Bypass.

Our ambitions are targeted and realistic. We know that much of the congestion on this important route is caused by too many people making short journeys to work or to the shops. We will make it easier for people to choose more sustainable alternatives.

We know that congestion has been a deterrent to potential investors and can prevent existing businesses from growing. We know that difficult journeys make it harder for some job seekers to take advantage of employment opportunities.

Through better public transport, more reliable services, improved information and marketing, easier interchange, more engagement with employees, we can make a difference.

David Wood
Chair, Tyne and Wear Integrated Transport Authority

Applicant Information

LOCAL TRANSPORT AUTHORITY NAME

Tyne and Wear Integrated Transport Authority
Participating members: Gateshead Council, Newcastle City Council, North Tyneside Council, South Tyneside Council, Sunderland City Council and Nexus (Tyne and Wear Passenger Transport Executive)

SENIOR RESPONSIBLE OWNER NAME AND POSITION

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Section A - Project Description and Funding Profile

A1. PROJECT NAME:

'Go Smarter to Work' – Tyne and Wear Sustainable Transport Package

A2. HEADLINE DESCRIPTION:

The biggest highway challenge in Tyne and Wear is congestion on the A1 Western Bypass. This manifests itself in increased delays and unreliable journey times which undermines our economic growth. Because of this, at least 8,000 homes and 4,000 new jobs are at risk. There is a constant threat of objection to any planning application which might worsen congestion by adding trips onto the road. To relieve congestion on the A1 Western Bypass and support access to employment, we propose to:

- Improve infrastructure: bus priority, cycle and pedestrian routes, and cycle parking at interchanges
- Improve travel information: Real Time Passenger Information and marketing
- Encourage behaviour change through a smarter choices toolkit
- Help job seekers access employment where accessibility is a real problem: through travel support and rural scooter hire

As well as contributing to economic recovery, these measures will also reduce carbon, encourage healthy active travel and promote social inclusion.

“Good transport equals good economics. That’s how you generate growth and put people back to work. That’s how you make Britain’s competitive edge razor sharp.”
- **The Rt Hon Justine Greening MP, Secretary of State for Transport, 18th January 2012**



A3. GEOGRAPHICAL AREA:

This bid focuses on existing employment areas served by the A1 Western Bypass, which skirts the western edges of Newcastle, Gateshead and Sunderland. The employment areas are Gateshead MetroCentre, the Team Valley Trading Estate, Newcastle City Centre and employment sites in Washington served by the A1 Western Bypass. A more detailed map showing the employment areas in relation to the A1 Western Bypass can be found in Appendix A1.

A4. TYPE OF BID:

Small Project Bid

A5. TOTAL PACKAGE COST:

£7.666 million

A6. TOTAL DFT FUNDING CONTRIBUTION

£4.995 million

A7. SPEND PROFILE

	£000	£000	£000	£000
	2012-13	2013-14	2014-15	Total
Revenue funding sought	640.3	1271.5	1412.0	3323.8
Capital funding sought	447.3	704.5	519.5	1671.2
Local contribution	613.5	1020.5	1037.5	2671.5
Total	1701.1	2996.5	2969.0	7666.5

A8. LOCAL CONTRIBUTION

The table below shows how local contributions are split between revenue and capital funding. The details of both internal and external local funding sources, some of which are from the private sector, are set out in the table in Appendix A2. All contributors have confirmed their commitment to contribute to the cost of a specific package element.

Type	£
Capital	£1,578,000
Revenue	£1,093,500
Total	£2,671,500

A9. PARTNERSHIP BODIES

Partnership working has been fundamental to the development of this bid and we have worked particularly closely with businesses and the third sector. Our primary partner is the Highways Agency but other key partners include:

- North East Local Enterprise Partnership – providing strategic leadership and support for our initiatives from Business and Council Leaders
- North East Chamber of Commerce – helping us to liaise with businesses in delivering our measures at the targeted sites
- Team Valley Links – a social enterprise that promotes sustainable travel to employers and staff on the Team Valley Industrial Estate and will help deliver our initiatives on this site
- UK Land Estates – developers of the Team Valley site who will provide financial support for travel planning activities on the Team Valley
- Capital Shopping Centres – owners of the MetroCentre, who will provide support for travel planning initiatives on the site and VMS signage to reduce road congestion
- Jobcentre Plus – helping to deliver our Job Seekers travel support

Key partners have submitted a letter of support for this LSTF bid. These letters are attached in Appendix A3.

The roles and responsibilities of our LSTF partners are shown in Appendix A4.

Section B - The Local Challenge

B1. THE LOCAL CONTEXT

A map showing the regional transport connections of Tyne and Wear is attached as Map B1¹. The strategic roads serving Tyne and Wear (A1 Western Bypass and A19) run north and south, whilst other key highways, A1058, A1231 and A690 generally run east to west. We focus this bid on the problems associated with the A1 Western Bypass whilst acknowledging the importance of the others to our economy. The justification for this approach is set out below.

Key Facts about Tyne and Wear

Population	The population of Tyne and Wear is 1.104 million (Census 2011), a 1.7% increase from 2001 (district figures in Appendix B, Table B1)
Economy	Of the Northern City Regions, Tyne and Wear has the lowest GVA per capita and the lowest pay, as well as low levels of enterprise and economic activity ² .
Employment	Regional public sector employment in the North East stood at 268,000 in 2012 Q1 (23.9% of total employment), compared to 26.3% in 2011 Q1 (Appendix B, Table B2). The North East has the third highest regional figure (the highest being Northern Ireland on 28.5% and the lowest being East of England on 16.8%)
Unemployment	The North East had the highest unemployment rate in the UK over the period March to May 2012, at 10.9% of the economically active population (UK average 8.1%). (Appendix B, Table B3). Job Seekers Allowance claimants in Tyne and Wear rose from 7.0% of economically active in June 2011 to 7.7% in June 2012. (district figures in Appendix B, Table B4)
Deprivation	Three of the five districts in Tyne and Wear are ranked within the 50 most deprived districts in England (out of 326) for average IMD 2010 score (district figures in Appendix B, Table B5)
Carbon	Carbon emissions from transport are above the national average. Per capita emissions for the North East stood at 7.0 in 2009 (England 6.1, national total 6.4) (2005 – 2009 figures by district in Appendix B, Table B6)
Air Quality	An increasing number of AQMAs are being declared, particularly on our main arterial transport routes. AQMAs have been declared in Newcastle, Gateshead and South Tyneside due to NO2 levels (Map B2 in Appendix B)
Health	Tables B7 to B11 in Appendix B are health profile summaries for each district in Tyne and Wear. Life expectancy for males and females in all districts is less than the England average (indicators 26 and 27). Levels of physical activity in adults (indicator 15) are significantly worse than the England average in Gateshead and Newcastle upon Tyne.
Road Safety	347 KSI casualties and 3391 slight casualties in Tyne and Wear in 2010 (data in Appendix B, Table B12)
Travel to Work	The Tyne and Wear Journey to Work area has a large proportion of the workforce with a short travel to work distance (76% travelling less than 10 miles). Data from the Tyne and Wear household survey for all purposes (Table B13) shows 57.1% of all trips are undertaken by car. Of these 65% are less than 5km in length and 81% are less than 10km in length.
Car Ownership	Car ownership in the area is relatively low in UK terms – although rising at a faster rate than any other English region. The proportion of households without access to a car in Tyne and Wear is predicted to fall from 36% in 2011 to 32% by 2021 ³
Public Transport Use	In 2011/12 there were 139 million recorded passenger trips by bus in Tyne and Wear. Of these, 31% were to access employment or education, 40% were for shopping and trips to essential services and 29% for leisure reasons ⁴ . In 2011/12 there were 37.5 million trips by Tyne and Wear Metro.
Cycle Use	Cycling levels are the lowest in England in spite of typically short journey lengths. Only 1.7% people cycle to work ⁵ .

¹Taken from North East LEP Draft Transport Strategy 2012

²Economic Linkages in Northern City Regions, 2009

³Source: Temprow v6.2 using dataset v5.4

The Key Challenges and the links to the A1 Western Bypass

The key facts about Tyne and Wear confirm that unemployment and social deprivation are major issues for the region, together with a high dependence on public sector employment. This leads us to the twin challenges of developing new industries to replace traditional large employers and reducing the current reliance on public sector employment.

Delivering sustainable private sector-led growth is fundamental to addressing these issues. The main transport barrier to growth is congestion on the A1 Western Bypass, resulting in unreliable journey times. Our evidence shows that the main cause of this congestion is short trips on the A1 Western Bypass, many of which are being made to the key employment areas identified in Section A3. Therefore, this bid focuses on promoting low-carbon sustainable travel measures that provide attractive alternatives for journeys to the employment areas, concentrating on short trips, supplemented by public transport improvements for slightly longer journeys. For longer journeys we will also promote car sharing and home working.

By taking short single-occupant car trips off the A1 Western Bypass, we will address congestion, reduce delays and help to remove the barriers to development. The promotion of walking, cycling and public transport will have wider benefits for carbon reduction and the encouragement of healthy active travel. This will help to address some of the other challenges identified above, such as poor health, high levels of inactivity, deteriorating air quality and levels of carbon.

It is important to emphasise that this route is of more than just local, or even regional importance. Despite the fact that only 3% of traffic travels the entire length of the A1 Western Bypass⁶ the A1 is the principle strategic corridor leading to Edinburgh and the most congested section is a vital link from the North East Region's two main ports (Port of Tyne and Teesport) to Strathclyde and the West of Scotland.

Failure to resolve the congestion issues has a strong and worsening impact on strategic freight movements to and from Scotland, adding extra costs for operators and their customers at a time when they are already under severe cost pressures. There is evidence that, to ensure predictable journey times and avoid congestion on the A1 Western Bypass, local freight operators are directing their vehicles to use alternative roads, which can result in heavy traffic going through towns and villages,⁷ reinforcing the fact that our package will not only benefit the economy, but the wider quality of life in the area.

The route also serves Newcastle International Airport which, as well as being a key passenger hub (used by 4.3m passengers in 2011), handles around 200 tonnes of cargo to destinations worldwide every month, representing approximately 1% of total regional GDP.

⁴ Source Tyne and Wear Bus Strategy 2012

⁵ Census 2001, quoted by DaSTS Access to Tyne and Wear Study, Aecom 2010

⁶ Source: Highways Agency meso-model base year 2010, average of AM and PM periods

⁷ Source: e-mail from Managing Director of Elldis Transport, 7th August 2012

In identifying this highway as the main barrier to growth, we have taken account of the fact that it has the strongest links to 120,000 existing jobs and the potential to unlock many thousands more, whilst its current traffic problems are demonstrably the worst in Tyne and Wear.

We have also taken account of long-term changes to the region's spatial economy. Research carried out by Professor Alan Harding⁸ for the Tyne and Wear City Region Economic Review in April 2011 outlined that there has been a change in the spatial economy of the Tyne and Wear City Region, as employment has been re-orientated away from traditional industrial locations (city centres, riversides, coalfields) and towards key road corridors that are accessed most easily by private transport, such as the A1 Western Bypass.

This spatial change is reflected in the employment areas we are targeting (Table 1). The Team Valley Trading Estate was built in the 1930s to reduce unemployment and was originally dominated by industrial units. In recent years, there has been a shift towards more intensive uses such as business services, high tech research and educational facilities and a rise in car trips to the site, many using the A1 Western Bypass which forms the southern boundary to the estate. The MetroCentre, Europe's largest retail complex, was built in the 1980s and was targeted at car-borne shoppers with easy access from the A1 Western Bypass which again forms the southern boundary to the site. Washington is a 1960s new town, whose industrial estates were sited in close proximity to the highway network. Newcastle upon Tyne is a historic city traditionally oriented around the River Tyne, but the river is now of less economic importance and a growing number of commuter, shopping and leisure trips reach the city using the A1 Western Bypass.

Table 1: Employment areas

Employment Area	Size (ha)	Current Employees	Single Occupancy Car Use For Journeys to Work
Team Valley	2095	18,000	64%
MetroCentre	148	10,000	38%
Newcastle City Centre	325	80,000	39%
Washington	650	10,000	68%

These changes not only generate additional trips on the A1 but they also have major implications for residents in our most deprived areas, whose options to travel to work are limited. Often, when an employment offer is made, the cost or availability of travel can restrict the uptake of the lowest paid jobs in particular.

The rise in traffic volumes and carbon emissions from transport in Tyne and Wear are above the national average and are getting worse, especially on the A1 Western Bypass corridor.

A fit for purpose transport network is central to resolving our existing socio-economic problems and contributing to the national goals of economic recovery and carbon reduction.

“Transport infrastructure constraints are prohibiting development in areas of strongest demand” – **Gateshead Employment Land Review, July 2012**⁹.

Looking ahead

Our development plans for the future and the agreements we have reached with central government will place greater strain on the A1 Western Bypass. The draft joint Local Development Framework (LDF) for Newcastle and Gateshead predicts a significant increase in housing construction. All of these plans will generate additional trips on the route, for access to jobs, retail and leisure opportunities. Specific locations where development plans will impact on the A1 Western Bypass include:

Team Valley - As a result of demand, the developers wish to re-shape the land use pattern on the site to more office-based uses; however, Highways Agency concerns about additional congestion has meant that even relatively minor developments on the estate have faced delays in gaining planning approval. Congestion also affects the reliability of bus services, making it more difficult to promote public transport as an alternative to car use.

“As the company responsible for master-planning commercial property development on the Team Valley, we have seen at first hand the effect of transport-related planning restrictions imposed on commercial property development over the past eight years. Not investing in the A1 corridor would therefore be a critical mistake in securing the future path for our region's economy and we see it as crucial for funding to be allocated to this”.

John Seager, Associate Director (Development), UK Land Estates, 30th July 2012

MetroGreen - Through Newcastle and Gateshead's joint Local Development Framework, there are plans to develop new housing at MetroGreen (on the MetroCentre site), stimulating the local economy, regenerating former industrial land and providing much-needed new family housing. It is clear that without intervention to improve the A1 Western Bypass, a development on this scale is unlikely to go ahead.

“Congestion problems on the A1 threaten the ability to achieve the identified need for significant growth in the supply of housing in the corridor. This is seen as a major constraint in bringing forward a number of major sites, including a possible development area for 3,000 homes on land close to the Metrocentre. In addition, available land in the Team Valley area suggests this has the potential to increase employment by a further 4,000 jobs if existing problems relating to access can be overcome.”

Roger Kelly, Chief Executive, Gateshead Council, 8th November 2011

⁸ Director of the Institute for Political and Economic Governance at the University of Manchester

⁹ <http://www.gateshead.gov.uk/DocumentLibrary/Building/PlanningPolicy/Evidence/ELR/Gateshead-Employment-Land-Review-Update-and-Office-Capacity-Study-July-2012.PDF>

Other Housing Growth Sites - In addition to MetroGreen, there are plans for further housing development in Newcastle and Gateshead, with new housing starts of 6,475 planned.

Newcastle City Centre (and Gateshead Quays) - The city of Newcastle already accommodates some 80,000 jobs and, in July 2012, the government agreed to the creation of an Accelerated Development Zone (ADZ) for Newcastle and Gateshead, worth an estimated £1billion in total and covering 80 hectares of land on the following sites:

- Science Central at Gallowgate,
- Central Station and Stephenson Quarter (behind Central Station),
- East Pilgrim Street,
- Gateshead Quays and Baltic Business Quarter (along the banks of the Tyne).

Map B3 in Appendix B illustrates the relationship between the A1 Western Bypass and the growth sites.

“Congestion on the A1 Western Bypass is likely to remain a key constraint to the economic growth of the Borough” – **Gateshead Employment Land Review, July 2012**¹⁰

The ADZ formed part of the City Deal for Newcastle (with Gateshead), concluded with Ministers in July 2012, which recognised that progress on resolving the congestion problems on the A1 Western Bypass was essential to prevent this acting as a barrier to economic growth on the above sites and other planned locations for development. The City Deal therefore identifies the need for the Highways Agency to develop an investment programme to minimise congestion on the A1 Western Bypass. This includes an updated business case for the Lobley Hill scheme, ahead of the next spending review.

The measures in this bid aim to complement that programme. Even if the Highways Agency are unable to bring forward their highway interventions, the measures in this bid will make a valuable contribution in their own right to the relief of congestion.

In summary, reducing the pressure on the A1 Western Bypass is crucial to securing the jobs and new housing that will help regenerate the local economy and contribute to the UK emerging from recession. By providing sustainable alternatives to car use, there will be associated benefits in the form of reduced carbon emissions, improved air quality, fewer road accidents and health benefits from active travel.

B2. EVIDENCE

The Department for Transport’s 2010 Access to Tyne and Wear City Region Study states that congestion on the A1 Western Bypass is the most important transport-related challenge for the local economy:

The corridor suffers significant peak period congestion that should be addressed. The route is of high economic importance to the City Region for internal and external connectivity, and congestion affects economically important sections of the travel market. Congestion is forecast to grow as a result of growing car ownership and further development¹¹.

¹⁰ Ibid

¹¹ Access to Tyne and Wear City Region Study, Aecom 2010.

The study identified that the main causes of congestion on key links of the A1 Western Bypass are journey to work trips to the Team Valley, Gateshead MetroCentre and Newcastle (see Appendix B, Maps B4 and B5). We have studied these commuter trips through investigating travel plans and postcode analysis (for example Map B6 in Appendix B) of the employment areas served by the A1 Western Bypass. Our studies demonstrate that this congestion is mainly the consequence of a large number of short trips to employment areas along the route, as shown in tables 2 and 3.

Table 2. Proportion of car trips using A1 to the employment areas:

Area	Proportion of car trips using A1 to the targeted employment areas (source Census 2001)	
	A1 between the A692 and A695 junctions	A1 between the A194(M) and A692 junctions
Team Valley	15.5%	44.8%
MetroCentre	26.8%	15.1%
Newcastle City Centre	8.3%	8.3%
Washington	5.1%	11.6%

Table 3. Average trip distance by mode to the employment areas:

Area	Average trip distance (km) by mode (source Census 2001)							
	Car Driver	Car Share	Walk	Pedal Cycle	Metro	Bus	Train	Motor Cycle
Team Valley	9.3	6.9	2.8	4.3	8.9	5.8	10.8	7.9
MetroCentre	8.3	6.8	2.1	9.5	10.9	6.1	13.2	9.5
Newcastle City Centre	9.3	7.7	2.5	4.6	8.0	6.1	16.2	10.5
Washington	8.7	6.4	2.2	5.0	11.5	5.3	8.0	8.2

Network stress maps (Appendix B, Maps B7 and B8¹²) which analyse hourly flow against link capacity in 2008 and projected to 2014 demonstrate that some roads are congested for more than the morning and evening peak hour. In these cases, stress levels can be ‘more than 100%’. Note these maps show average for entire link and therefore do not highlight problems at junctions. High daily stress levels are seen at:

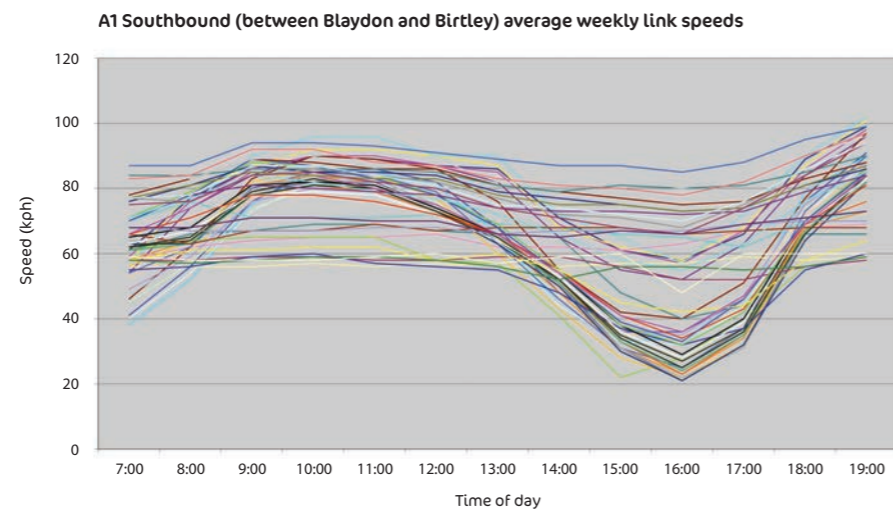
- A1 northbound junction 65 A1(M) to A1056
- A1 southbound A1056 to A696
- A1 southbound A69 to junction 65 A1(M)

¹² Source: DaSTS North East Strategic Connections Report, Aecom, 2010

This heavy volume of short trips, combined with other longer journeys, has created considerable strain on the route. As a result, the Lobley Hill to A184 section of the A1 Western Bypass was reported in 2009 as being the third most congested link on the national strategic road network, and the most congested regional link in terms of delay¹³.

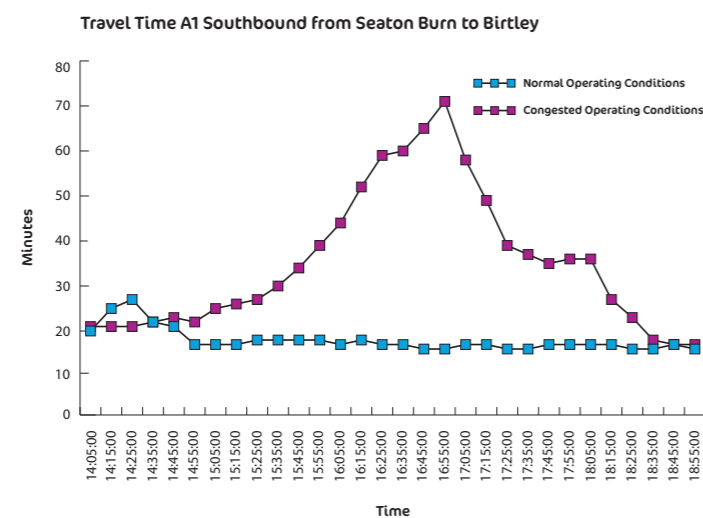
Because of the high traffic flows, those travelling on the A1 Western Bypass suffer from unpredictable journey times, arising from the variation in link speed during the day (Figure 1¹⁴). Appendix B, Map B9 shows the congestion defined as ratio of slowest speed to highest speed per link for all links in Tyne and Wear.

Figure 1: Variation in speed for A1 southbound links



As a consequence, the journey time from Seaton Burn to Birtley via the A1 (a distance of some 16 miles) ranges from 20 minutes in normal operating conditions to over 70 minutes in congested conditions (Figure 2¹⁵). Consultation with businesses shows that this journey time unreliability is a significant concern.

Figure 2: Travel time A1 southbound from Seaton Burn to Birtley



¹³ Source: Problem Profile A1 NGWB March 2009, Highways Agency

¹⁴ Source: TrafficMaster data for 2011 supplied by DfT

¹⁵ Data supplied by Tyne and Wear UTMC (source Highways Agency)

Between 2005 and 2009, the A1 Western Bypass had the highest accident rate of any section of the North East road network. Many of these accidents related to low-speed collisions amidst queuing traffic. Appendix B, Map B10 shows the location of accidents and accident cluster analysis for the study area. Reducing congestion on the route through the measures in this bid should contribute to addressing this accident record.

In section B1, we state how important this road is locally, regionally, and nationally for connections to other regions. Our evidence shows that:

- The A1 Western Bypass is congested
- The congestion leads to significant journey time unreliability
- Many of the journeys being made on the route are short trips to our targeted employment areas

Table 4 gives details of current travel patterns for our targeted employment sites, which are generating a large volume of short single occupancy car trips involving employees travelling to and from work. Analysis of the origins of these trips indicates that many are being made along the A1 Western Bypass (See Appendix B, Map B11). This is why the main focus of this bid is to reduce the number of these short single occupancy car trips by encouraging and promoting attractive low-carbon alternatives, such as walking and cycling, supplemented by public transport for slightly longer journeys where available (for longer journeys we will also promote car sharing and home working).

We believe that the results of the Sustainable Travel Towns programme demonstrate that such an approach, if well-designed and targeted, has a high probability of success. This is reinforced by our data in Table 4 which shows that, for those employers in Newcastle city centre, who introduce travel planning measures, their single occupancy car use modal share was 26%, well below the city centre average of 43%. This demonstrates that, where attractive alternatives exist, travel planning can be a powerful tool in achieving modal shift and this bid aims to provide such alternatives at all our targeted employment areas.

Table 4: Modal split for journeys to work to employment areas:

Area	Modal Split (%)								Source
	Car	Car Share	Walk	Cycle	Metro	Bus	Train	M'cycle	
Team Valley	64%	13%	3%	1%	3%	13%	2%	1%	2011 ARUP Travel Plan Monitoring Report
MetroCentre	38%	8%	3%	0.5%	6%	42%	1%	0%	2011 Travel to Work Survey
Newcastle City Centre	39%	9%	6%	2%	14%	27%	2%	1%	Hybrid of 20% using iTrace TP data & 80% using Census
NCC with Travel Plan	26%	13%	7%	4%	18%	28%	2%	2%	iTRACE data
NCC without Travel Plan	43%	8%	6%	1%	13%	27%	2%	0%	2001 census
Washington	68%	12%	7%	2%	0%	10%	0%	1%	2001 Census Average for Washington wards

Whilst promoting walking and cycling will help to address short trips, for longer commuting journeys the region's integrated and well-used public transport network is a key asset, and one which lends itself well to "Smarter Choices"-type promotional activities. The North East has the highest number of trips taken on local bus per person outside London (in 2009/10 this equated to an average of 74 trips on local buses for each person) so there is already a clear willingness to use public transport. Table 5 shows that public transport accessibility to the employment areas is generally good and our various initiatives to improve service reliability will make it even better. We believe that, by implementing a strategic marketing campaign, the number of people willing to take an alternative mode of travel by choice will increase.

Table 5: Accessibility by public transport to employment areas ¹⁶

Area	Households within 50 minutes of employment area by Public Transport
Team Valley (North) ¹⁷ (map B12)	328,809
Team Valley (South) (map B13)	279,790
MetroCentre (map B14)	286,536
Newcastle City Centre (map B15)	479,792
Washington (map B16)	284,793

Postcode mapping shows that there are a number of employees at our targeted sites who live close to Metro stations (See Appendix B, Map B17). By improving cycle parking at, and access to, Metro stations and selected bus interchanges, we can make journeys faster and easier, simplify interchange process, and expand the catchment area of Metro and bus stations.

Whilst focusing on existing employees, we have not overlooked those who are seeking work; so we have incorporated measures designed to assist those who have the opportunity of employment at one of our targeted sites but who might be prevented from doing so by transport barriers, either the initial cost of travel or the lack of suitable public transport. Although public transport accessibility, as stated above, is generally good, the one exception is rural Western Gateshead (See Appendix B, map B13) where we will introduce a 'scooters to work' scheme for those who need assistance to reach the employment sites.

All of the above measures, taken in combination, represent a comprehensive set of interventions that we feel can make a real difference to congestion on the A1 Western Bypass, and thus unlock the barriers to growth.

B3. OBJECTIVES

The primary and secondary objectives for our "Go Smarter to Work" LSTF programme are consistent with the objectives of our LTP strategy, in that they support growth, create jobs and cut carbon. Our specific objectives in LSTF are:

Primary:

- Remove trips from the A1 Western Bypass, minimise congestion and remove this barrier to growth

¹⁶ Public Transport network 2010, up to two interchanges allowed.

¹⁷ Due to size of Team Valley, two destinations have been used to demonstrate accessibility by PT

- Promote sustainable and healthy travel for shorter journeys to employment sites served by the A1 Western Bypass
- Increase the pool of employees available to businesses on employment sites served by the A1 Western Bypass by improving the range and quality of transport links

Secondary:

- Reduce carbon emissions by the promotion of sustainable modes of transport
- Improve road safety by developing safe and attractive pedestrian and cycle routes to employment sites and key interchanges
- Improve our strategic Intelligent Transport Systems infrastructure, ensuring accurate data and information is openly available to businesses and commuters to enable the best trip to be made
- Improve air quality by reducing congestion and vehicle movements
- Promote healthy active travel, through our measures to encourage cycling and walking and their interchange with other strategic transport network infrastructure
- Reduce inequalities and enhance social inclusion by widening travel horizons and enabling residents without cars to more easily access employment opportunities.

Section C - The Package Bid

C1. PACKAGE DESCRIPTION

We have developed four packages of activity to reflect our priorities and interventions. The packages are mutually reinforcing and, together, help to make low-carbon travel options a much more attractive and viable alternative, especially for short trips to employment sites served by the A1 Western Bypass. Our packages of measures are as follows:

1. Infrastructure Investment, incorporating:

- Enhancing cycle and pedestrian facilities at Team Valley to encourage more walk/cycle trips (Appendix C, Figure C1);
- Bus priority investment at Team Valley to encourage modal shift to public transport (Appendix C, Figure C2);
- Improving sustainable access to interchanges, in order to extend the catchment area of public transport and encourage interchange at key stations (Appendix C, Map C1)

We will implement the physical infrastructure work necessary to make cycle, walking and public transport trips a more attractive alternative, thereby assisting our Travel Plan Co-Ordinators (see Package 3) in "selling" these modes to employers and employees.

2. Improved Information, consisting of:

- Use of open data sources and Real Time Passenger Information to enable the transport user to access more reliable and up to date details about transport services; and
- Through the marketing and communication toolkit we will identify users most likely to change modes and provide them with viable alternatives to single occupancy car use

Better information to enable people to make more informed travel choices will support the work of Travel Plan Co-Ordinators under Package 3 whilst our marketing campaign will identify and promote the improved facilities being delivered under Package 1. As an example, by using open data sources, we will enable commuters to compare journey speeds by car on the A1 Western Bypass with travel by sustainable alternatives; and RTPi will provide immediate information about bus running times.

3. Encourage behaviour change through a smarter choices package, consisting of:

A Go Smarter to Work Toolkit (See Appendix C3), which consists of various Smart initiatives that are tailored to reflect different modes appropriate to different types and lengths of journeys. This toolkit will be delivered by Travel Plan Co-Ordinators taking into account the needs and demands of the employment area being targeted and the interventions utilised to identify and nudge employees' travel behaviour

In promoting behaviour change, Travel Plan Co-Ordinators will be able to highlight the improved walking, cycling and public transport facilities being delivered through Package 1 and will be able to draw on the information and marketing resources in Package 2.

4. Enable job seekers to access employment: we will provide help with travel costs for job seekers to enable them to access employment opportunities at our targeted employment sites. To do this, we have developed two schemes; Job Seekers Travel Support and Green Light for Work. These schemes will support job seekers with travel costs and transport options to access work opportunities as appropriate.

Whereas Packages 1, 2 and 3 focus on existing employees, Package 4 provides travel support to help those who are seeking work.

Our interventions will take account of journey length to work, directing people to the sustainable transport options most suitable for their journey, as described in the following tables.

Project	Preparatory/Survey Work Already Undertaken	What are we bidding for?	Which challenges will this address?	What are the benefits?
For journeys of less than 5km we will deliver:				
Enhancing Sustainable Access at Team Valley	Working alongside Team Valley Links CIC, we have identified locations where infrastructure improvements are needed to increase uptake in sustainable travel modes. Gateshead Council has already carried out design work and have produced some indicative costings.	Infrastructure investment: An extensive set of cycle improvements will be introduced, including new Toucan crossings, dropped kerbs and shared-use paths, and extra signage. (Figure C1 in Appendix C)	We are aware of considerable suppressed demand for cycle travel, with potential cyclists deterred by concerns about safety and security. Team Valley is not particularly cycle-friendly at present due to the infrastructure design. These improvements would make cycling safer and easier and, in particular, will provide a much improved link at the southern end of the site.	Anyone wishing to travel to, or within, the Team Valley by bike. The improved crossings will also benefit pedestrian trips throughout the site and will help to address road safety concerns, making the site a less car-dominated environment.
Cycle Hire and Parking at Team Valley	We have identified opportunities for small scale cycling investments which will improve the offer of cycling to employees at Team Valley	Infrastructure Investment: Low cost cycle hire facilities and cycle parking facilities across the Team Valley.	Provide employees with the relevant training and support to enable them to cycle to work. Currently Tyne and Wear has the lowest levels of cycling in England in spite of typically short journey lengths that are suitable for cycling.	Employees travelling to the employment sites currently making single occupancy car journeys of less than 5km.
CycleSmart*	Through postcode analysis, we have identified a significant number of journeys which can be undertaken by cycling. Partners have already made initial investments in cycle training and map development.	Funding for a series of training and support initiatives designed to promote cycling to work, including work based adult cycle training, electronic cycle maps and loaning of bikes.	Provide employees with the relevant information and support to help them to walk to work.	
WalkSmart*	Through postcode analysis, we have identified a significant number of journeys which can be undertaken by walking.	Funding for a series of initiatives to encourage walking to work including walking maps focusing on employment and visitor sites.		
For journeys of between 5 and 10km we will deliver all of the above, and:				
Improving Public Transport to our employment sites: Bus Priority	Working with Gateshead Council, we have identified the need for new bus priority measures to make services more reliable. Gateshead Council have already carried out design work and have produced some indicative costings.	Infrastructure investment: A new bus priority lane at the north end of Team Valley will benefit users of the main bus route serving the estate, the 93/94 "Loop" service, making the service more reliable and appealing to commuters. (see Figure C2 in Appendix C)	Traffic congestion at the north end of the Team Valley makes existing bus services unreliable at peak times and therefore less attractive to employees.	Existing bus users and employees we are encouraging to switch to bus, as well as employers on the Team Valley whose staff will benefit from reduced travel delays.

* Part of the Go Smarter to Work Toolkit

Project	Preparatory/Survey Work Already Undertaken	What are we bidding for?	Which challenges will this address?	What are the benefits?
For journeys of between 5 and 10km we will deliver all of the above, and:				
TicketSmart*	As part of the NESTI (North East Smart Ticketing Initiative), Tyne and Wear ITA has worked with local authorities across the region to commit £10m in establishing a region-wide smart ticketing infrastructure. Nexus have developed the POP card, a Tyne and Wear public transport smart ticket that will be integrated into NESTI.	Consists of a public transport ticketing trial using tickets preloaded onto POP cards. These will be targeted at employees who are identified as travelling to the employment areas by single occupancy car from areas well served by public transport.	The provision of this service will complement other elements of this LSTF bid, particularly RTPI, bus priority, and provision of personalised information, as well as the NESTI investment currently being delivered across the North East.	A reduction in car occupancy from areas well served by public transport to the identified employment areas.
For journeys of over 10km, we will deliver all of the above, and:				
DriveSmart*	Postcode analysis for employees at Team Valley, has identified 67% of commuting trips are by single car occupancy, of which 36% travel over 10km (Figure C3 in Appendix C). Analysis of postcode data for employees at the MetroCentre, has identified that 39% of commuting trips are by single car occupancy, of which 37% travel over 10km (Figure C4 in Appendix C).	This scheme consists of training and support initiatives designed to promote efficient and safe driving styles, reduce fuel consumption and minimise emissions. It also promotes and facilitates car sharing opportunities.	This will help address the carbon challenge where there is no alternative to car use as a result of relatively high trip distances.	A reduction in single occupant car journeys accessing the identified employment areas. Employers wishing to reduce the cost of fleet operations.
WorkSmart*	88% of workers in the North East do not work from home, even occasionally. This is the highest percentage of all English regions and compares with 81% across England.	Funding to promote initiatives for employers, designed to facilitate home and remote working.	This will help address the carbon challenge where there is no alternative to car use as result of the relatively high trip distance. Congestion on A1 Western Bypass.	A reduction in single occupant car journeys accessing the identified employment areas.

* Part of the Go Smarter to Work Toolkit

Project	Preparatory/Survey Work Already Undertaken	What are we bidding for?	Which challenges will this address?	What are the benefits?
We will deliver a number of Tyne and Wear wide Initiatives:				
Improved Information: Real Time Passenger Information and Open Data	By installing smart electronic ticket machines on all buses, it will enable the development of an RTPI system covering the whole of Tyne and Wear, trials of which have already been undertaken with Go North East on two routes. We are working with the three major bus operators, Go North East, Stagecoach North East and Arriva North East, through our Better Bus Area programme. Tyne and Wear ITA has also reacted to the DfT's Open Data Strategy by directing officers to liaise with local developers to seek improvements to the use and dissemination of transport and traffic information.	Improved Information: Under the system, over 1,700 buses will be equipped with GPS technology, enabling real-time information to be delivered to users. In-line with our commitment to the principles of open data this funding will enable the information to be delivered to users through whichever personalised format they desire.	Research carried out for the ITA's Bus Strategy in June 2012 stated that: "The belief held by customers and non-users that buses are unpunctual and unreliable is likely to be a significant barrier to use." The take up and implementation of Real Time Information will also complement other elements of this LSTF bid, particularly in the provision of information and a personalised service. There will be particular benefits on Team Valley as it exhibits high levels of car-borne journeys, and the buses which serve the site are vulnerable to the impacts of congestion. RTPI, combined with our bus priority measures here, will make bus travel to the site a much more attractive option.	More reliable and up-to-date information about bus running will be available to the travelling public, to inform choice. Services will be more punctual and provide a more attractive alternative for car-based commuters, reducing congestion. SMEs such as software / application developers will benefit from the opportunity to create products from the information released. Businesses will benefit from the opportunity for applications to be targeted specifically at their workforce.

Project	Preparatory/Survey Work Already Undertaken	What are we bidding for?	Which challenges will this address?	What are the benefits?
Improving Sustainable Access to Interchanges	In Nexus's 2011 passenger survey, a majority suggested that if provision was enhanced then they would use the cycle parking at stations. Audits have been carried out of cycle facilities at Metro stations. Currently only half of stations (30) have cycle parking facilities, and some of these are in need of improvement. User consultation demonstrates the need for a better and safer infrastructure for cyclists to access these locations.	Provide cycle parking at all our Metro stations, and improve facilities where they currently exist. Where demand is forecast to be high or security is a major concern, secure cycle lockers will be installed, capable of holding a large number of cycles. New or enhanced cycle parking will be installed at five bus interchanges (see Map C1 in Appendix C). Alongside this, additional highways works will be undertaken on the approach routes to stations and bus interchanges.	Only around half of Metro stations have any cycle parking, and few of the bus stations outside the city centres, limiting the potential for interchange between cycle and public transport. There are concerns over cycle security and, in some locations, safe access to the station on the local road network.	By extending the catchment area of Metro stations and bus interchanges from 1km to 4km, this doubles the number of residents within reach of the stations, from 39% to 80%, with consequent benefits for public transport patronage. Highway improvements on the approach routes to stations and bus interchanges will produce road safety benefits for both pedestrians and cyclists. Health benefits from an increase in active travel.

Project	Preparatory/Survey Work Already Undertaken	What are we bidding for?	Which challenges will this address?	What are the benefits?
Marketing and Communication Toolkit	We have researched, invested and tailored our activity under our 'Go Smarter' brand. This brand has been adapted to work for businesses / commuters (Go Smarter to work). We have used data we hold to undertake profiling of the travelling population (consistent with the DfT's segmentation and behavioural insights toolkit).	Develop the ability of our website to deliver personalised outputs to various different media channels. Enable end-users (be they the public / businesses / others) to get the information they want in any format / through any medium they want – providing accurate and personalised travel planning and comparators of modes through the mechanism that is most appropriate or desired by the person requesting it. We will run competitions that provide funding for applications that use our data to address the problems identified in this bid – while not precluding the use of that data by developers to address other problems elsewhere on the network.	Market research for the ITA's Bus Strategy has identified confusion and uncertainty over routes and ticketing as key deterrents to bus use. Public perceptions of bus punctuality are also much worse than the reality. We will deliver a twin-track marketing campaign that promotes our sustainable travel improvements and addresses common misperceptions – while delivering this information in the ways that people most want to receive it. By using the profiling we have undertaken we will target marketing streams at those most likely to change their travel behaviour so we can reduce trips on the Strategic Road Network – focusing on the those using the A1 for short journeys. This initiative will support most of the primary and secondary objectives listed in Section B3.	Users in our targeted employment sites will benefit from a coherent marketing package with access to information about a wide range of sustainable transport measures and will be able to access it by various different mechanisms. Our approach will create a stimulus to the creative and digital agencies in the area, as businesses will be able to create and deliver innovative personalised products that respond to market needs; in the manufacturing industries businesses will benefit from applications and information designed specifically for them that can be used in their planning of deliveries and freight operations.

Project	Preparatory/Survey Work Already Undertaken	What are we bidding for?	Which challenges will this address?	What are the benefits?
Job Seekers Travel Support	Nexus has worked with employment agencies to understand the transport barriers to employment opportunities. A scheme is in place with employment agencies to assist job seekers to access employment where they do not have funds to pay for transport in their first month of employment	Extension of the existing scheme to a wider number of participants who are currently seeking employment opportunities.	Supports economic growth, by ensuring that jobseekers who have been offered employment are not disadvantaged by being unable to afford transport. Carbon emissions are reduced in the first month of their employment compared to driving. Reduces inequalities and enhances social inclusion.	Jobseekers that have been successful at obtaining work but are finding it difficult to pay for transport to access the workplace. Opens up opportunities to employers for access to a wider workforce. There are wider social benefits as initial use of public transport by jobseekers establishes a pattern for them to continue using it in the future.
Green Light For Work¹⁸	Accessibility mapping work (see maps B12 to B16 in Appendix B) demonstrates that there are significant areas of rural Western Gateshead where there is no viable public transport provision for travel to work. In addition, some jobs (especially on the Team Valley) require shift working and, whilst there may be a daytime bus service in operation, this may not be available when shifts start or finish.	Employment agencies will identify residents who have been offered employment at one of the sites targeted in this bid, but are unable to access it because they (i) do not possess private transport (ii) have no suitable public transport link (iii) live too far away for walking or cycling to be feasible. 20 scooters, both electric and petrol-driven, will be made available for hire periods of up to 3 months for individuals who fall into the above categories and who have undertaken the necessary training.	Access to employment for those who suffer from poor accessibility to the public transport in rural areas of Gateshead. Reduces inequalities and enhances social inclusion.	Jobseekers in Western Gateshead who experience lack of transport as a barrier to employment. Employers at the targeted sites who have access to a wider pool of labour.

¹⁸ A scheme currently in operation in Northumberland has helped to support such individuals in accessing employment and the operator, ADAPT (a registered social enterprise) see considerable potential for a similar scheme targeted on rural Western Gateshead.

C2. PACKAGE COSTS

Scheme elements	Funding Type	£000	£000	£000	£000
		2012-13	2013-14	2014-15	Total
Package 1 Infrastructure Investment	Revenue	0.0	0.0	0.0	0.0
	Capital	266.0	300.0	300.0	866.0
	Local Cont	175.0	250.0	255.0	680.0
Package 2 Improved Information	Revenue	50.0	200.0	150.0	400.0
	Capital	150.0	400.0	216.0	766.0
	Local Cont	158.0	370.0	370.0	898.0
Package 3 Enabling people to change mode of travel to work	Revenue	440.3	946.5	1062.0	2448.8
	Capital	31.3	4.5	3.5	39.2
	Local Cont	80.5	200.5	212.5	493.5
Package 4 Enabling jobseekers to access employment	Revenue	75.0	50.0	50.0	175.0
	Capital	0.0	0.0	0.0	0.0
	Local Cont	50.0	50.0	50.0	150.0
Programme management and monitoring	Revenue	75.0	75.0	150.0	300.0
	Capital	0.0	0.0	0.0	0.0
	Local Cont	150.0	150.0	150.0	450.0
Total		1701.1	2996.5	2969.0	7666.5

C3. RATIONALE AND STRATEGIC FIT

This bid sets out a coherent package of measures designed to promote sustainable travel to the key employment areas served by the A1 Western Bypass, complementing the highway interventions proposed for this route in Newcastle's City Deal and fully consistent with the priorities set out in our current LTP.

The toolkit of measures will be deployed as appropriate to reflect the journey distances of employees travelling to the employment areas, incorporating the infrastructure investment improvements and improved information packages to support organisations and individuals in changing their behaviour.

Most of these measures are focused on existing employers and employees but we are also conscious that we need to address the challenges faced by jobseekers that are unable to access employment opportunities due to lack of suitable transport. We will therefore work with Jobcentre Plus to provide assistance with travel costs for residents who have been offered work but find the cost of fares prohibitive; and for residents of Western Gateshead, the most rural part of Tyne and Wear, we will introduce a scooter hire scheme to help them access work where there is no available public transport option. These schemes will be focused on our targeted employment sites and, as well as benefiting the unemployed, they will also widen the labour pool for employers.

Our site-specific measures are complemented by a small number of more generic measures, which will not only benefit our targeted employment sites but also the wider local population.

A Tyne and Wear wide RTPI system will provide benefits across and beyond the conurbation, helping to address the reliability issues that deter people from bus use, and reinforcing the public transport measures we are introducing at our targeted employment sites. RTPI will be delivered in conjunction with our separately-funded NESTI smart ticketing initiative and together, both measures should greatly improve the user experience of bus travel.

We also recognise that Tyne and Wear's integrated transport system is a key asset in encouraging the sort of modal shift we wish to promote, but more needs to be done to facilitate interchange between cycling and public transport, especially given our bold targets for growth in cycling. By improving cycle parking, access and security at Metro and bus stations, we can widen the catchment area and target population for these stations, promote active travel and enhance road safety. This will be combined with improved ticketing products for journeys to our target employment sites, designed to simplify the interchange process.

All of the interventions we have identified above will be valuable in their own right, and will provide a useful 'nudge' to encourage modal shift to more sustainable forms of transport. However, delivered in combination we expect them to deliver considerable synergistic benefits. For example, our RTPI programme, extra bus priority measures, ticketing incentives and cycle improvements at bus interchanges all produce specific benefits for the travelling public but, taken as a whole, they represent a powerful package of measures to make public transport a much more convenient, reliable and appealing option for current car users, underpinned by our proposals for enhanced bus partnerships (or Quality Contracts).

We have studied the example of successful interventions used elsewhere in the UK, especially in the Sustainable Travel Demonstration Towns, to help inform our bid. We also recognise that if we improve services or introduce new facilities, we need to ensure that the public knows about them; so Tyne and Wear's LSTF programme will be underpinned by a targeted marketing campaign based on our established 'Go Smarter' brand and designed to maximise the synergies and lock-in the benefits of LSTF, LTP and Better Bus Area measures, to ensure a consistent and integrated message.

In addition, we are currently in discussion with our neighbours in Northumberland about their adoption of the same brand for their sustainable transport initiatives to enable consistency for the travelling public across boundaries.

Outwith the LSTF proposals, we have a number of other plans that will help us meet the challenges we face on the A1 Western Bypass. These include major scheme bids, Urban Traffic Management Control and improving the reliability of public transport with the Metro Reinvigoration and Better Bus Area Programmes, targeted at improving journey reliability. We will also pursue a business case together with the Highways Agency for a highway scheme at Lobley Hill on the A1 and are currently collaborating with the Agency on the Pinch Point programme.

Tyne and Wear has a strong record in promoting sustainable transport and the measures in this bid form a close strategic fit with the initiatives we are currently progressing through our Local Transport Plan, our LSTF key components programme and the Better Bus Area fund. Although focused on economic growth, they will also deliver significant benefits for the environment, air quality and safety, as well as promoting social inclusion and a better quality of life for our communities.

C4. COMMUNITY SUPPORT

In putting together this revised bid, we have considered the views made by a wide range of organisations at a number of consultation events in Tyne and Wear. These were not all directly relevant to the LSTF bid, but the issues raised were pertinent to the problems and issues highlighted earlier in the bid about the A1 Western Bypass. The consultation events were, as follows:

- a business focused stakeholder workshop event in Gateshead (November 2009)
- a breakfast briefing and workshop for the Tyne and Wear City Region Transport Strategy in December 2010,
- the public consultation for the third Tyne and Wear LTP between October and December 2010 (which included over 1,000 responses from the general public),
- workshop events for our initial LSTF large bid submission in December 2011, and
- a briefing for potential providers/suppliers for our LSTF large bid in March and April 2012.

Organisations involved in the various events are listed in Appendix C4.

Across Tyne and Wear we have had a number of best practice travel planning examples at employment sites in areas such as Quorum and Cobalt in North Tyneside and Team Valley Links. The business community welcome the proposed investment in travel planning and look forward to working with us on the development of a Go Smarter to Work toolkit (see Appendix C3).

Team Valley Links, the travel planning service for those who work and visit Team Valley, has strong community and business support through its status as a Community Interest Company. This was established to reflect the community support it enjoys and to lock in the benefits of travel planning investment on the Team Valley. We will work in partnership with Team Valley Links to increase its travel planning resource and presence on the site.

Section D - Value for Money

D1. OUTCOMES AND VALUE FOR MONEY

Headline figures are inserted here and detail is found in Appendix D1.

Taken across the Tyne & Wear region the proposed measures are forecast to achieve the following:

- Reduction of 7,411 one-way car trips per day during travel to work periods up to 2015,
- Increase in cycling trips of 1,942 per peak period each day (doubling this would give the daily total) across the region in 2015,
- Increase in walking trips of 570 per peak period each day (doubling this would give the daily total) across the region in 2015,
- Reduction in personal injury accidents of 24 per annum.

Specific benefits for the A1 up to 2015 are forecast to be:

- Reduction in daily flows over each peak period on the most congested sections of the A1 of:
 - 803 vehicles - between the A692 and A695 junctions
 - 1,270 vehicles - between the A194(M) and A692 junctions
- Travel time savings on the A1 of approximately 2 ½ minutes per vehicle

	£000
PVC	£3,287
PVB	
Decongestion benefits	£33,216
Accident savings	£10,649
Carbon reduction	£0.880
Health benefits	£9,570
Total PVB	£54,315
BCR	16.52

The above figures are 2002 prices and discounted to a 2002 base year. The appraisal period is ten years. Costs are those incurred by Central Government – i.e. the DfT contribution to overall scheme costs.

D2. FINANCIAL SUSTAINABILITY

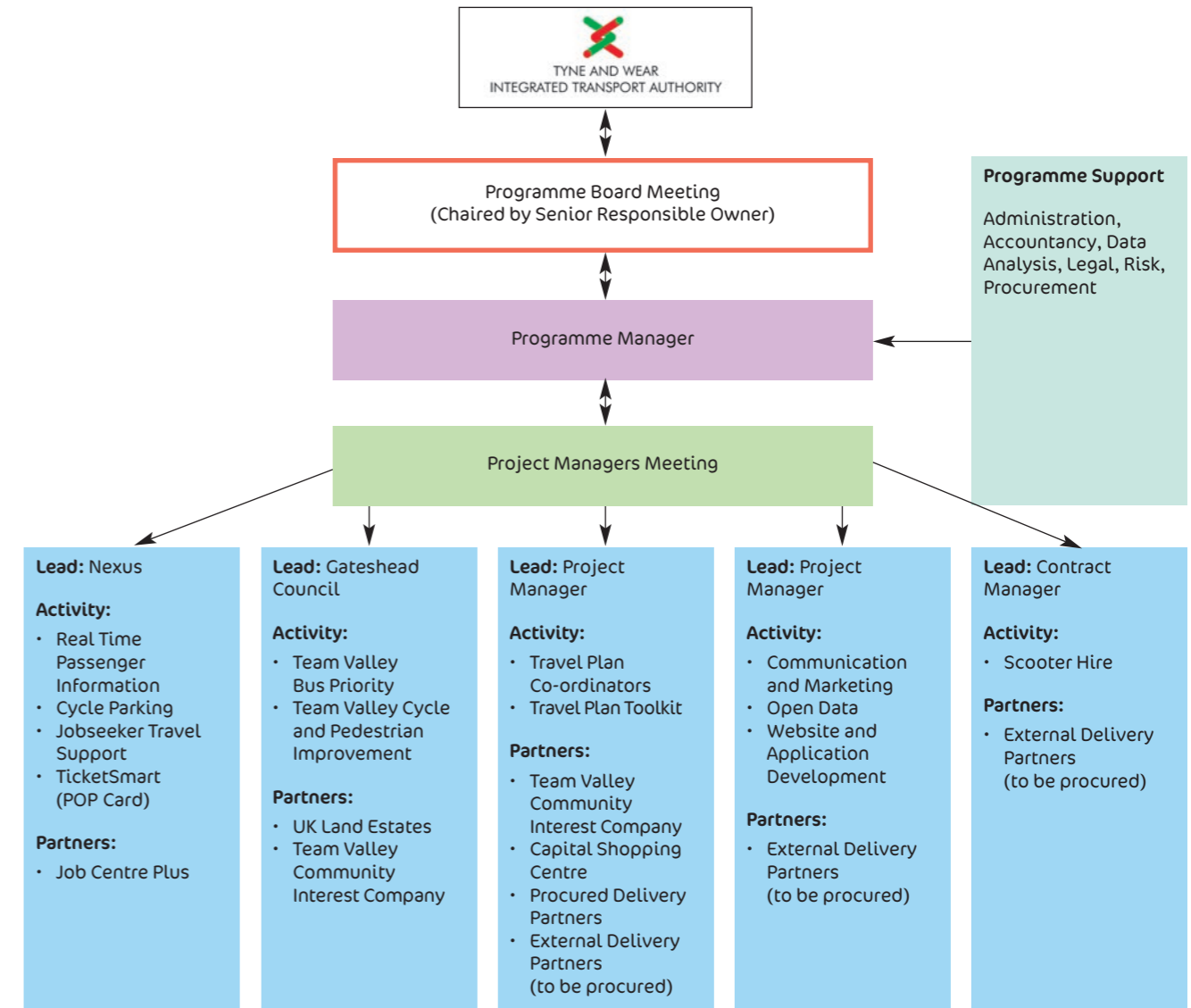
The table in Appendix D2 highlights the key opportunities for ensuring the continuing and financial sustainability of the core elements of the programme.

Section E - Deliverability

E1. IMPLEMENTATION

The Programme Manager for Tyne and Wear's LSTF bid is Sally Herbert. The Programme Manager will have day to day control over the implementation of the LSTF package elements, managing the project team, chairing the LSTF project managers meetings and reporting to the LSTF Programme Board, consisting of the five Tyne and Wear districts and the PTE.

The LSTF Programme Board will be chaired by the Senior Responsible Owner, Nick Clennett and will oversee the project management and implementation. The SRO will be responsible for the successful delivery of the bid within agreed tolerances with respect to time, budget and risk, ensuring the project meet its objectives and delivers the anticipated benefits while providing value for money.



E2. OUTPUT MILESTONES

The Gantt chart in Appendix E1 shows the key milestones in terms of defined output measures.

E3. SUMMARY OF KEY RISKS

The risk register in Appendix E2 outlines the key risks for delivery and planned measures for managing the risks.

E4. EVALUATION

Tyne and Wear ITA and their partners will cooperate with the Department for Transport in evaluating the benefits of the LSTF programme. Evaluation will be undertaken throughout the time span of the programme.

Tyne and Wear LTP Partners have invested in the nationally recognised iTRACE system for monitoring workplace travel planning activity and will use this as a key tool for evaluating the success of workplace based interventions.

Go Smarter Tyne and Wear

