

Go Smarter



Sustainable Travel Transition Year Revenue Competition 2016-17

March 2016

The biggest transport challenge in the North East is to provide good transport that creates economic growth and sustains jobs and communities. Transport needs to be easy to use, reliable, affordable and accessible and work for everyone. Go Smarter will support the local economy, boost economic growth and cut carbon emissions by reducing congestion through the promotion of sustainable travel options, and will create new opportunities for residents by making it easier for people to access jobs, training and education.

Sustainable Travel Transition Year Revenue Competition 16/17 - Application Form

Guidance on the Application Process is available

<https://www.gov.uk/government/publications/sustainable-travel-transition-year-revenue-competition-2016-to-2017>

Bids should be no more than 20 pages long (excluding any supporting documents listed as exempt in the Guidance document).

Applicant Information

Local transport authority name(s):

NORTH EAST COMBINED AUTHORITY

Durham County Council
Gateshead Council
Newcastle City Council – lead authority for transport
Northumberland County Council
North Tyneside Council
South Tyneside Council
Sunderland City Council
Nexus

If the bid is a joint proposal, please enter the names of all participating local transport authorities and specify the lead authority

Bid Manager Name and position:

Jessica Anderson, Acting Programme Manager for Go Smarter Tyne and Wear

Name and position of the official with day to day responsibility for delivering the proposed package of measures

Contact telephone number: 0191 211 6139

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When authorities submit a bid for funding to the Department, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within two working days of submitting the final bid to the Department. The Department reserves the right to deem the business case as non-compliant if this is not adhered to.

SECTION A - Project description and funding profile

A1. Project name: Go Smarter (across the North East)



A2. Headline description:

Enter a description of the package of measures in no more than 100 words, including the objective

Go Smarter combines the most effective elements from the LSTF *Go Smarter* programmes in Tyne & Wear and Northumberland, and the South Durham *Local Motion* LSTF programme, expanding the reach and impact to additional communities with co-ordinated delivery across the North East Combined Authority area. Go Smarter builds on the investment that has increased sustainable travel for businesses, schools and local communities. Go Smarter supports the local economy, boosts economic growth and cuts carbon emissions by reducing congestion through the promotion of sustainable travel options and creates opportunities for residents by making it easier for people to access jobs, training and education.

A3. Total package cost (£m): £2.6765m

A4. Total DfT revenue funding contribution sought (£m): £2.343m

Bids need to express a minimum interest of £350,000 and a maximum of £500,000 for an individual LA. Combined LAs may submit a joint bid with a cap of £2.5 million.

A5. Local contribution (£m): 0.3335m

A minimum of 10% match funding must be given for revenue-only bids, and 30% match funding for bids that required both capital and revenue funding. Please provide details of the source of any local contribution to the overall cost of the proposed package. Where the contribution is from external sources, you should provide a letter confirming their commitment to contribute to the cost of a specific package element(s).

Seven local authorities – £15k each from ‘in kind’ staff support = £105k
Seven local authorities – £20k each from the Local Transport Plan = £140k
Regional Transport Team / NCC – £38.5k from ‘in kind’ staff support
Regional Transport Team – £50k in software licences

A major programme of transport investment is under way across the North East Combined Authority (NECA) area, supported by Local Transport plans and the Local Growth Fund, which will complement the measures in this bid by supporting enhanced public transport, cycling and walking provision and urban realm improvements.

A6. Equality Analysis:

Has any Equality Analysis been undertaken in line with the Equality Duty?

Yes No Available upon request

A7. Partnership bodies:

Brief details of the partnership bodies (if any) you plan to work with in the design and delivery of the proposed package of measures. This should include a very brief description of the role and responsibilities of the partnership bodies such as Civil Society Organisations, Private Sector bodies and Transport Operators.

Letters of support attached in Appendix A. they include:

- Generation NE – upskilling of Business Advisors to raise awareness of the Go Smarter offer in their discussions with businesses.
- Go Ahead Group – for the provision of buses for Bus Induction project.

- Living Streets – previous delivery partner on Schools Go Smarter.
- ModeShift – provision of database for collection of Hands up Surveys.
- North East Combined Authority Directors of Public Health – joint working with transport colleagues to promote active, sustainable and healthy travel options.
- North East Freight Partnership – delivery and promotion of Safe Urban Driving courses to HGV operators and drivers, highlighting the needs of vulnerable road users.
- North East Local Enterprise Partnership – links with Local Growth Fund and delivery of capital schemes.
- Primary and Secondary schools from across the NECA area who have been actively engaged in previous LSTF programmes and are eager to continue.
- Employers of varying sizes covering all sectors from across the NECA area who have been actively engaged previous LSTF programmes and are eager to continue.

SECTION B – The Business Case

B1. The Strategic Case

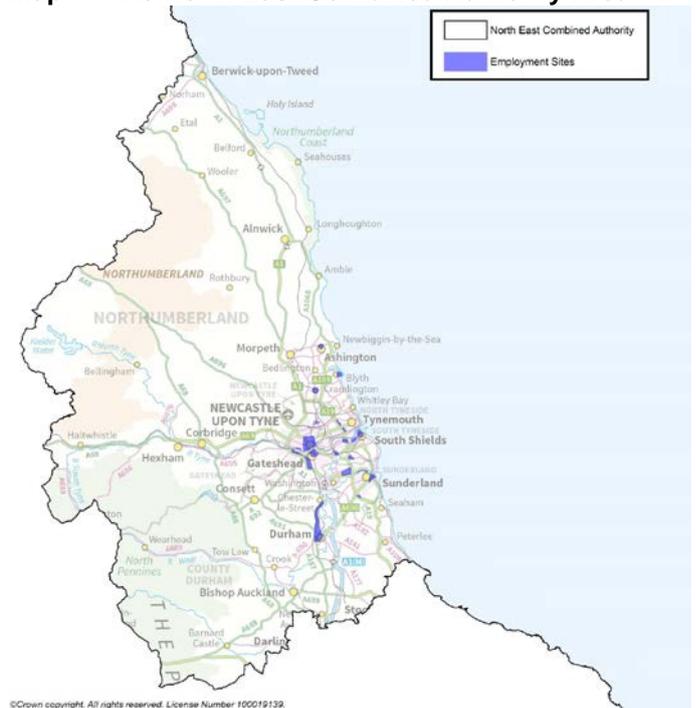
This section should set out the rationale for making the investment and evidence on the strategic fit of the proposal including a clear explanation of how it will meet the objectives of the fund. Be mindful of the criteria listed on pages 12-13 of the Guidance Document.

SUMMARY

This funding bid outlines measures that are deliverable, offer excellent value for money and which are proven to work, making use of our established and well-recognised Go Smarter brand. With the assistance of transition year funding, we can continue to promote attractive sustainable alternatives to single occupancy car use, cutting congestion, improving health and enhancing the economy and wellbeing of the North East and its residents. We first introduce the NECA area, describe the proposed programme, and finally demonstrate how our proposals meet the objectives of the fund.

THE NORTH EAST COMBINED AUTHORITY

Map 1 – the North East Combined Authority Area



The North East Combined Authority (NECA) is a legal body established in April 2014, bringing together the seven local authorities in the north east of England - County Durham, Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside, and Sunderland (see Map 1). The Combined Authority has responsibility for areas such as transport, economic growth, job creation, and skills development. By working in unison and speaking with one voice for the area, our ambition is to create the best possible conditions for growth in jobs, investment and living standards as well as improving the health and wellbeing of our area.

The Combined Authority works in close partnership with the North East Local Enterprise Partnership (NELEP) and is actively involved in the Northern Powerhouse programme. The Authority is responsible for promoting efficient, integrated and sustainable travel across a region of nearly 2 million people, involving a mixture of built-up urban settlements and significant rural areas. The economy of the region has traditionally been dominated by heavy industries and has faced the challenge of major restructuring over the latter part of the twentieth century. Despite considerable progress over the last decade, there is still a significant productivity gap and shortfall in employment compared with the rest of England, with parts of the region experiencing deprivation, unemployment and poor access to better quality jobs.

The region has experienced major growth in the digital, low-carbon and advanced manufacturing sectors and is currently the only one in the UK with a consistent positive balance of trade. It benefits from a strong cultural reputation, with a rich industrial heritage and many tourist sites. However, despite the progress of recent years, there are still significant economic and employment issues. Work carried out early in 2016 for the Northern Powerhouse Independent Economic Review showed that just 28.5% of the working age population in the North East of England had NVQ4 or higher level qualifications, which compares with 34.5% in the rest of England minus London. There are a high proportion of lower value added service functions, with too few jobs in key parts of the service sector economy, notably Business and Financial Services. There has also been a traditional heavy reliance on public sector employment.

These issues are identified in the economic strategy for the area - the North East Local Enterprise Partnership's Strategic Economic Plan (SEP) (NELEP, 2014), which sets out ambitious plans for growth in employment but also recognises the challenges posed for the region by low levels of skills, significant problems with public health in some of our communities and the need for improvements in transport provision.

This bid sets out a series of proven, high-value measures to address these challenges by promoting connectivity and sustainable travel, complementing the work underway through the SEP, the Local Growth Fund (LGF) and the wider Transport for the North programme, with a common shared goal to realise the area's opportunities and potential. It supports the objectives of the Northern Powerhouse, and encourages people to increase the amount of walking or cycling they do. This will help to reduce the current excess rates of respiratory disease, cardiovascular disease and cancer.

In terms of local strategic fit, NECA has recently (February 2016) published a consultation draft Transport Manifesto. This is the precursor document to the Transport Plan for the North East which will, in 2017, replace the three existing Local Transport Plans (LTPs) within the area. The draft Manifesto identifies the following goals which the Bid will help to address:

- Transport needs to be easy to use, reliable, affordable and accessible (in order to promote access by sustainable transport to employment, training and other facilities)
- Transport should work for businesses that are located here, or are thinking of moving to the North East (in terms of accessing a wide pool of labour and ensuring the safe, prompt and reliable movement of goods)
- Transport needs to support economic growth, equality of opportunity, good access to workplaces and better air quality and reduced emissions

Our measures will:

- Assist economic growth - by providing better access to jobs, a larger pool of labour for employers and attractive alternatives to car use that reduce congestion and delays on key road corridors
- Cut carbon emissions and improve air quality – by reducing car journeys through encouraging the use of public transport, walking and cycling
- Improve public health – by encouraging healthy, active travel, reducing poor air quality and addressing health inequalities. It will also contribute to improving health through supporting access to good quality employment opportunities.
- Create opportunity – by helping people (whether or not they have access to a car) to access employment or training places

THE TRANSITION YEAR PROGRAMME

During the transition year of funding (2016-17) we will bring together a series of proven and successful revenue interventions from the three LSTF programmes within Durham, Northumberland and Tyne and Wear, measures which will also assist in supporting the extensive programme of capital infrastructure investment being carried out during the year. The work will also help to inform a clear vision for the future Access Fund, taking into account the guidance provided by the Cycling and Walking Investment Strategy (CWIS) which was published for consultation on 27th March. We will work in close partnership with Public Health colleagues and have already established a “Health and Transport Plan” group to progress our joint working arrangements, with representation from the NECA Regional Transport Team, local authority public health officers and Public Health England. The proposals developed for the Access fund are scaleable and based on evidence collected since 2011 on the effectiveness of the various projects.

This bid has three main themes (see Figure 1):

- Continuation of our current **Schools Go Smarter** programme, promoting sustainable travel for the school run;
- **Go Smarter Into Employment and Training** – Building on and developing previously successful work, targeting school leavers, sixth form college students as well as jobseekers, to support their access to jobs, education, skills and training;
- Continuation of our current **Go Smarter to Work** programme, encouraging commuters already in employment to choose sustainable modes of transport for their journeys to work.

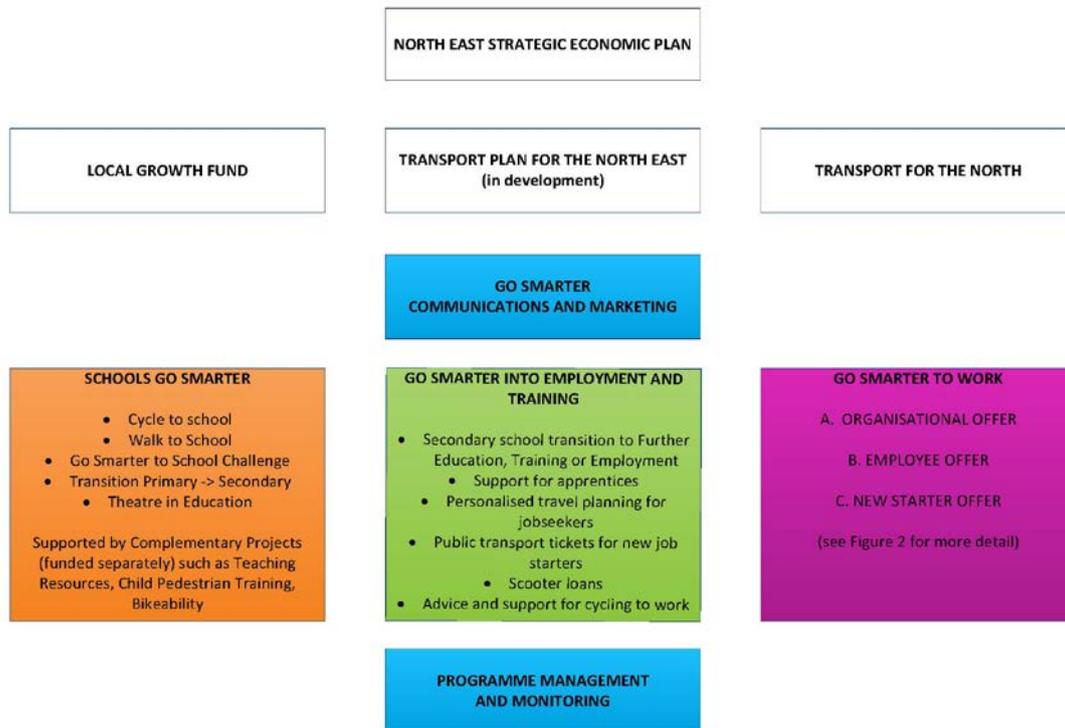
Our package of measures will be underpinned by a full communications strategy to ensure that the choices around travelling sustainably are widely and fully communicated. Every element of the programme requires communications in some form, whether this is a straightforward marketing campaign or stakeholder/partner management and engagement.

To date, communications has played a critical role in delivering the separate LSTF programmes within Tyne and Wear, Durham and Northumberland and, going forward, will have an even more important role in ensuring that an integrated programme is delivered on a NECA footprint. As the ‘Go Smarter’ brand has already built a strong identity within Tyne and Wear and Northumberland and is well-recognised and trusted, it has been agreed that the brand will be adopted for the region-wide programme we plan to deliver through this bid.

We have experience in delivering successful campaigns that contribute to the overall programme objectives of changing travel behaviour and promoting the use of sustainable transport – such as a recent high-level strategic campaign with Highways England called ‘Make the Switch’, which used traditional communication techniques and social media to

target our key employment areas and encourage the use of sustainable transport in order to avoid possible delays and congestion whilst the A1 roadworks were in place.

FIGURE 1: the Go Smarter programme in context



Schools Go Smarter

We will further develop and deliver our successful Schools Go Smarter programme to include existing and new target school communities in order to foster behaviour change - to promote more active and sustainable travel, helping to reduce traffic congestion and carbon emissions on selected road corridors where these problems are most acute. The ‘cycle to school’ and ‘walk to school’ projects funded through this mechanism will complement other projects that have already secured alternative sources of funding. The latter are briefly described here to set the context of the overall ‘offer’ to schools. School selection for individual SGS projects is based on various factors including proximity to strategic corridors, willingness to undertake the annual monitoring survey, current mode share, potential for mode shift towards sustainable modes, level of need, etc.

The report of the Royal College of Physicians and Royal College of Paediatrics “Every breath we take” outlines the importance of improving air quality around schools. Air pollution contributes to poor air quality both outside and inside schools increasing exposure to young children. Programmes of activity that reduce traffic around schools and increase physical activity will clearly have health benefits.

Cycle to School

Selected primary and secondary schools in the NECA area will continue to be offered a cycling promotion project which further develops the extremely successful design of the intervention that has been in place for the last five years of the Schools Go Smarter Programme. The project promotes and facilitates cycling in school communities using targeted activities to improve skills, confidence and interest in cycling. Schools receive

bespoke support from a dedicated officer based on their level of need (i.e. how well cycling has been established). The Cycling Officer will also offer targeted support to Year 6 pupils as part of a wider 'transition' theme ahead of their move to secondary school (a key intervention point in terms of travel behaviour change).

Walk to School

Using our existing resources developed as part of the Go Smarter programmes (for example the school-specific maps showing the areas within 20 minute walk of the school entrances) we will deliver a programme of walking activities and promotional activities at targeted schools, both primary and secondary.

We will use gamification techniques to introduce fun messaging combined with innovative technology to make the school run, engaging and entertaining for pupils. This will increase the attraction of walking (or cycling) to and from school, prompting more parents to replace their car journeys so that their children can join their classmates by getting active each day.

We will extend our reach and impact by delivering lighter-touch support at schools where we have worked in the past whilst providing more intensive support at schools in new target locations. The transition from primary to secondary school would also be covered, whereby pupils are taken on a guided journey from the 'feeder' school to the new secondary school, highlighting the use of the safest routes. Encouraging children to increase the amount of walking they do can have a big impact on long term health outcomes. It also encourages behaviour change which can be carried through into adult life.

Go Smarter to School Challenge

This is a promotional challenge campaign to reward and incentivise sustainable and active travel to primary school by pupils. This will be based on the successful South Durham Local Motion 'MEGA (Move Everyone Get Active) Motion' project with resources re-branded as Schools Go Smarter. The campaign would be promoted to all primary schools across the NECA area. MEGA (Move Everyone Get Active) Motion aims to encourage young people and families to achieve their 'Sixty Active Minutes' whilst on the journey to school. It is all about leaving the car behind for the school run for just one day a week – MEGA Fridays. Pupils are encouraged to choose to walk, cycle, scoot or use public transport. When this isn't possible, pupils are encouraged to 'Park & Stride' or consider car sharing. All primary schools in the NECA area will be offered the resources to take part in the Challenge.

Primary to Secondary School Transition

Through the 'Cycle to School' and 'Walk to School' projects we will encourage both cycling and walking as the preferred options for travel to secondary school where appropriate. The concept of the existing 'Bus Induction' project in Tyne and Wear (already funded for 2016-19) will be rolled out to the more rural areas of Durham and Northumberland. This project is targeted at Year 6 children where the journey to proposed secondary school would be more appropriate by public transport rather than walk or cycle, due to distance.

In Tyne and Wear the Bus Induction project targets Year 6 pupils as they prepare for transition to secondary school. It aims to promote bus travel for the secondary school journey at this key intervention point when new journeys are being planned for, and before the habit of expecting a 'lift' from parents may become established, through the use of Bus Induction mornings and Year 6 Journey plans for pupils about to transfer from primary to senior school. Schools chosen to participate in this project will be those with a high percentage of students where public transport is likely to be the most appropriate option for travelling to school. This project has already been developed for Tyne and Wear schools

and, if successful with this bid, we wish to roll out this offer to schools in Durham and Northumberland.

Theatre in Education

The Theatre in Education project will be continued through this bid in Northumberland and will also be introduced for the first time in Durham. Separate funding has already been secured for delivery of this project in Tyne and Wear and for a limited amount of activities in Northumberland.

Theatre in Education 1 is aimed at Y8/9 [13 & 14 year olds]. It seeks to promote safer and sustainable travel by raising a greater understanding of:

- Pedestrian safety - not just about walking (public transport)
- Distractions (iPods/mobile phone)
- Risk-taking and misadventure (near misses)
- Impaired decision making because of alcohol or substance misuse

Theatre in Education 2 is aimed at Y7 [12 year olds], including walking and cycling modes, with sustainability and safety as major themes. Year 7 (i.e. immediately post-transition) is an important time in the formation of safe and active travel choices. This production seeks to influence and motivate the audience and empower their decision making.

Complementary Projects

Schools-based projects delivered through this bid will be accompanied by a number of activities supported by a number of other funding streams, including:

- Modeshift STARS - accreditation and monitoring of the delivery of school travel plans, including collection of the schools hands up travel survey;
- BikeAbility – child cycle training funded by existing DfT grant. Delivery will be aligned with Schools Go Smarter projects in the target areas;
- BikeAbility Plus – modules funded by recently announced DfT grant. Delivery will be aligned with Schools Go Smarter projects in the target areas;
- Teaching Resources – website based resources developed through the LSTF Schools Go Smarter programme and available to all.

Go Smarter into Employment and Training

The proposals for this workstream build on and develop previously successful work in Northumberland which has targeted school leavers, sixth form college students, as well as jobseekers, to support their access to jobs, education, skills and training. We will help them by demonstrating the viability of travel by sustainable and active modes, then supporting their initial use of such modes. Enabling people to access good quality employment opportunities will also contribute to improving the health of the region.

Secondary School Transition to Jobs / Skills / Training / Education

We will expand the successful Northumberland Transition project to existing and new target schools across the NECA area. Focusing this work at secondary schools (Year 11) will ensure that young people are fully informed of transport options as they move on to further education, training or employment. Targeting young people at this key time will influence their behaviour, including their job search horizons, before new travel habits are

established. We will also offer this project to sixth form colleges and further education colleges as appropriate.

Jobseekers

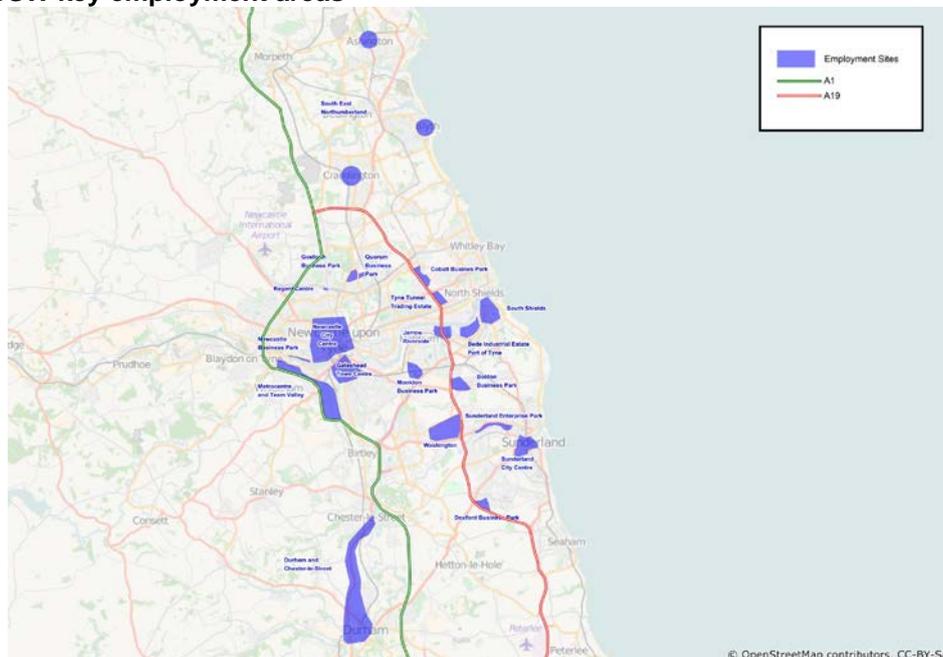
Jobseekers, identified through Job Centres, Training Providers and self-referrals, will be offered a personalised travel plan to show them how to extend their job search and to manage their sustainable travel to work options. Where assistance with travel to job interviews or travel to employment assessment is required, daily public transport tickets can also be offered. Where no public transport option is feasible, the jobseeker will be referred to the local scooter scheme, as described below.

At present in five of the seven NECA local authorities, Generation NE acts as broker between employers and apprentices. In the other two areas this role is taken by other providers. We will upskill the business advisors to address the transport barriers for apprentice placements, and provide POP Pay As You Go smartcards for peer mentors to enable buddying on public transport trips. The Skills Hub launched in Newcastle Central Library in February 2016 runs monthly workshops for jobseekers to improve CVs, IT skills, interview techniques. We will include a new module that explains how jobseekers can explore their travel options.

Go Smarter to Work

We will continue the successful delivery of our Go Smarter to Work (GSW) business engagement and behaviour change programme. The programme will be delivered across key employment sites served by the A1 Western Bypass and A19 corridor; key employment sites in Durham; and due to the rural geography of the county, the place of residence of employees in Northumberland (map 2).

Map 2 – GSW key employment areas

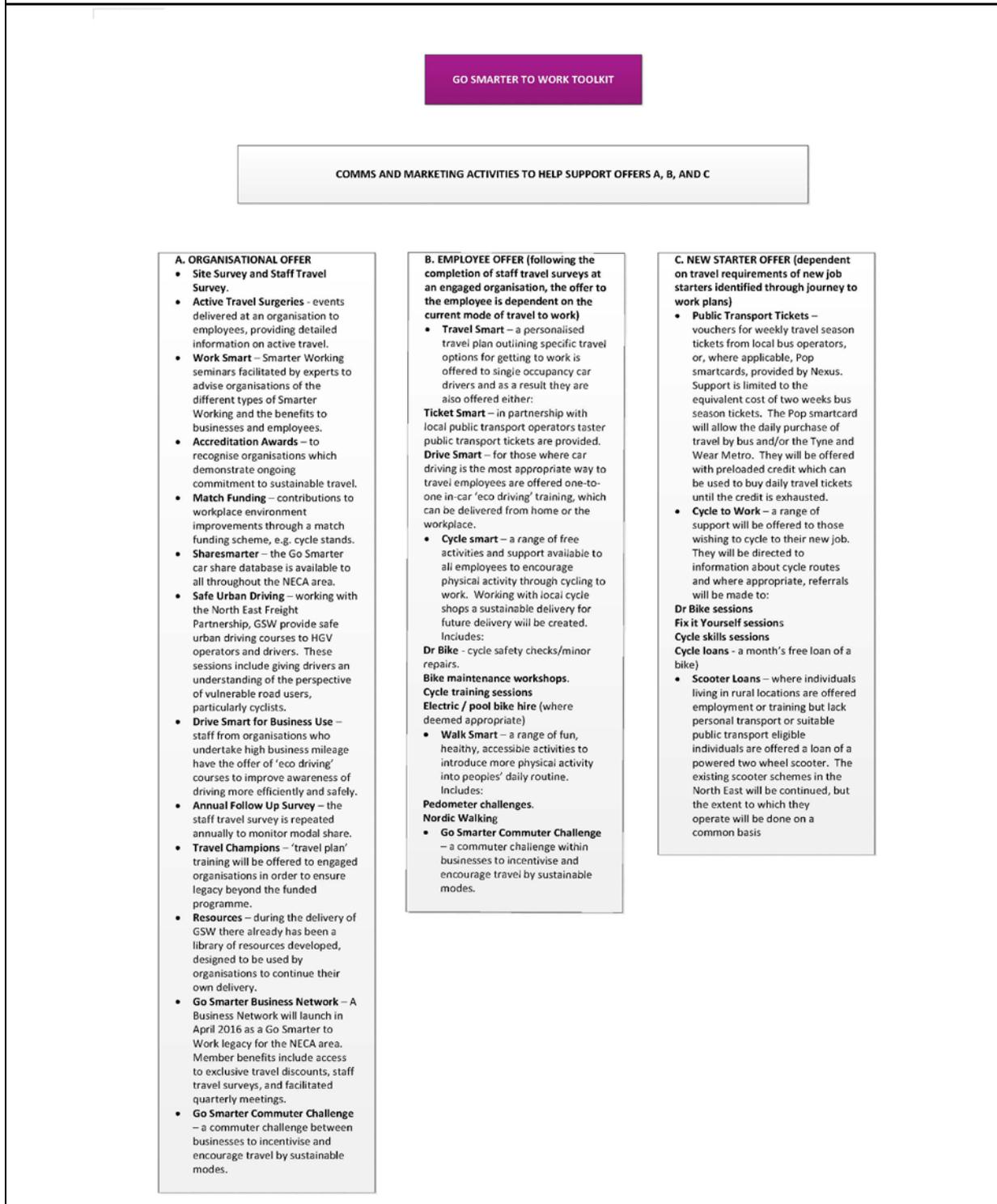


A 'Toolkit of Measures' has been developed and implemented across the NECA area as part of the business engagement programme. This toolkit comprises activities and initiatives that are designed to provide an attractive range of sustainable travel choices and alternatives to the car.

The activities are tailored to the needs of the organisation and the travel behaviour of their employees engaged with the programme. For businesses that are engaged in our target areas we will offer the toolkit (see Figure 2) at three levels:

- A. Organisational Offer
- B. Employee Offer
- C. New Starter Offer

Figure 2: the Go Smarter to Work Toolkit



HOW THE BID ADDRESSES THE OBJECTIVES OF THE FUND

The current challenges

The North East Strategic Economic Plan, The Northern Transport Strategy (HM Government Spring 2016) and the first Road Infrastructure Strategy for 2015-2020 (DfT, March 2015) identify congestion on the A1 and A19 (and routes linking to these) as key barriers to economic growth in the region. Journey times are significantly higher during school terms and, without remedial action, are likely to worsen as car ownership rises (although 36% of households in Tyne and Wear have no car available this is forecast to fall to 32% by 2021).

Growth in demand for flights from Newcastle International Airport, our main aviation gateway to the world, is also adding to pressure on the A1 whilst congestion is leading to delays in public transport, rising levels of carbon emissions that exceed the national average and levels of active travel that are much lower than the national average, as traffic volumes deter people from walk or cycle journeys. For residents of rural areas or those living away from main bus corridors, lack of available transport may limit their access to employment or training opportunities. Consultation with businesses, freight operators and the public reveals common concerns over journey time reliability, access to employment and other key services and the lack of attractive alternatives to car use.

A Transport Plan is being developed for the NECA area with a planned publication date in 2017. We are currently undergoing public consultation on a Transport Manifesto, which will inform the content of the Transport Plan. The contents of this bid will support and help to meet the draft guiding transport principles identified in the Transport Manifesto, which include supporting growth in economic activity; more sustainable travel; reduced road congestion; good access to workplaces; services, shops and leisure; healthy, active lifestyles; and better air quality and lower carbon emissions.

How will the bid address these challenges, support the local economy and remove barriers to growth?

By complementing Highways England based road improvements in the NECA area.

Highways England is implementing a number of road improvements on the A1 and A19 in the NECA area which will continue into the next decade, in order to address overcapacity at key times in certain areas, and to maximise the flow of traffic. The activities carried out through this bid, encouraging people to travel sustainably, will complement the infrastructure measures being delivered by Highways England and will help to reduce pressure on these key strategic corridors, especially whilst improvement work is underway.

By focusing measures on key employment areas served by the A1 and A19. Our bid proposals will focus on employment areas served by the A1 and A19 in Durham and Tyne and Wear, and due to its more rural nature, journey origins in Northumberland.

By complementing forthcoming transport improvements for all modes. The bid will support major highway improvement schemes being carried out through the Local Growth Fund, as well as our current LSTF Capital Programme that focuses on improving connectivity to and from key air and rail transport gateways, together with measures to improve road network management.

By promoting appealing alternatives to car use. Through the Local Transport Plan and government funding, extensive work is being carried out to modernise the Metro system, improve cycle and walking routes and introduce convenient region-wide Smart Ticketing provision. This bid will form part of an integrated programme that encourages a modal shift

from car use by promoting the availability of improved public transport, cycling and walking provision.

By making it easier for people to access jobs, training and education. The proposals outlined in this bid will make it easier for people to access jobs, training and education opportunities, which is one of the Strategic Economic Plan's (SEP) main priorities.

By tackling peak time road congestion through our Schools Go Smarter programme. Already between 2012 and 2014, as a result of school based LSTF work, the use of the car for the school run has dropped by 4% from 31% of total journeys to 27%.

By encouraging healthy active travel and by reducing congestion, the bid will contribute to cleaner air and a healthier population, cutting costs for businesses and the NHS. The NECA is supportive of recent Government recognition of a joined-up approach for dealing with transport and health. We are already working in close co-operation with Public Health colleagues and recognise the mutual benefits from promoting active travel alternatives to shorter-distance car journeys. According to a report from the Chief Medical Officers (Start Active, Stay Active, DHSSPS, The Scottish Government, Welsh Government, Department for Health, 2011) "inactivity places a substantial cost burden on health services, through the treatment of long-term conditions and associated acute events such as heart attacks, strokes, falls and fractures, as well as the costs of social care arising from the loss of functional capacity issues". This bid will also help to address the current poor levels of public health, obesity, and life expectancy in the region.

By upskilling the workforce, and improving educational achievement this bid programme is aligned to, and will help achieve the economic aspirations of the area identified in the SEP, with a core target of creating 100,000 new jobs by 2024. It will also help to achieve the Government's ambition for a vibrant and growing economy across the north of England (Northern Transport Strategy Spring Report, HM Government, March 2016).

By promoting low carbon travel this bid is also aligned to the aspiration of the SEP to be "an exemplar of environmental sustainability, resource efficiency and sustainable transport systems which drive economic growth." The SEP highlights the need to reduce carbon emissions from transport and to promote cycling, walking and public transport use, all of which are addressed in this bid.

Evidence that the bid builds on past successes, and evidence that these previous interventions contributed to building the economy

The bid comprises measures from the current Durham, Northumberland, and Tyne and Wear LSTF programmes, which have demonstrated their success with target user groups and proven deliverability. We will seek to build on and expand these popular programmes.

Schools Go Smarter: through analysis of mode share collected from schools in Tyne and Wear since 2011, it is possible to distinguish schools participating in any activity offered from the SGS programme (intervention schools) and those schools which did not participate (control schools). Using data up to 2014 proportion of car trips in intervention schools declined from 34% to 30%; whereas car use increased by a similar level in control schools, from 32% to 36%. Walking mode share declined from 54% to 48% in control schools throughout the period while the proportion increased slightly in intervention schools from 55% to 56%. Cycling mode share increased slightly by 2% in intervention schools whereas it remained roughly similar in control schools. In summary, the schools participating in the SGS programme **demonstrated a reduction in car trips and an increase in walk/cycle trips.**

Go Smarter to Work: Results from our Travel Smart project follow up surveys have been very encouraging, for example 19% of respondents have reduced the miles travelled by car and awareness of sustainable travel modes has increased (public transport 56% -> 65%; walk 53% -> 57%; cycle 47% -> 51%). Half the organisations contacted for follow up surveys in Washington have indicated **a modal shift reduction in single occupancy car use** after involvement with Go Smarter to Work.

"I used to drive every day, on my own, and now I cycle both ways, ALL (and completely) as a result of this program. I love this new lifestyle, and can't thank you enough!" (Go Smarter to Work participant).

Demonstration of an understanding around how transport contributes to carbon emissions and air quality levels, and provision of clear solutions

All of our seven local authorities are signatories to the EU's Covenant of Mayors on sustainable energy, which requires local authorities to reduce their carbon emissions by 20% by 2020 based on 2005 levels. The Covenant has also launched a more ambitious 2030 target of at least a 40% reduction based on 2005 levels. Transport is one of the main contributors to carbon emissions and the activities delivered through this bid will reduce fossil fuel based travel, and therefore reduce carbon emissions, helping to address air quality concerns across the NECA area and cut the volume and severity of lung diseases affecting the residents of the region.

In order to further reduce transport based carbon emissions the NECA recently submitted a proposed programme of actions to the Office for Low Emission Vehicles Go Ultra Low City funding opportunity. The proposed programme would significantly increase ultra-low emission vehicle use in the area by 2021, and result in infrastructure being in place to support the sector's further expansion. Some of the proposals have received government grant funding. The NECA has developed strong working relationships with organisations based in the low carbon vehicle innovation and manufacturing fields to progress these NECA is committed to deliver the Go Ultra Low programme subject to the availability of funding.

Newcastle City Council has recently formally committed to become a 'green city' by 2050, including having zero carbon emissions from transport. Furthermore, the NECA also intends to have a low carbon plan in place by approximately 2022, which will include measures to reduce transport based carbon emissions. Initiatives through this Sustainable Travel Transition Year bid have direct synergy with these ambitions, contributing to a low carbon travel culture.

There are a number of zones in the NECA which exceed the EU air quality objective for annual mean nitrogen dioxide (NO₂), with transport being a significant contributor. The link between transport based air pollution and poor health is recognised and activities in this bid will support actions highlighted in our Air Quality Management Area Action Plans in order to reduce NO₂ emissions and therefore improve health.

Evidence that the bid will connect people to jobs, learning and skills, and articulation of a vision for a future around access to opportunities for those not in employment, education or training

The bid will build on and develop previously successful work, which targets school leavers, sixth form college students, as well as jobseekers, to support their access to jobs, education, skills and training. It will also demonstrate the viability of travel by sustainable and active modes, and support the use of such modes. We will also upskill the employment

agency business advisors to address the transport barriers for apprentice placements. Residents with no available private or public transport for their journey to work will have access to low-cost scooter loans.

Incorporation of measures that support cycling and walking, and that will bring about an increase in numbers of people cycling safely.

The proposals align with the Cycling and Walking Investment Strategy (CWIS) which notes that "we will support individuals in the travel choices they make – from supporting parents who walk to school with their children to ensuring the next generation of young adults have the skills and confidence to cycle via locally led programmes such as Bikeability....providing working age adults with the skills and information to integrate cycling and walking into their daily commute."

The bid includes promotion of walking and cycling to school and workplaces. Schools Go Smarter includes cycle training for pupils (in addition to that provided through BikeAbility). Go Smarter to Work includes Cycle Smart, one element of which is adult cycle training. It will build upon existing promotional based cycling and walking activities, as well as recent and future infrastructure investment.

B3. The Economic Case – Value for Money

This section should set out the full range of impacts – both beneficial and adverse – in relation to the economic, environmental, social and distributional impacts of a proposal.

A cost-benefit analysis has been undertaken to assess the Value for money (VfM) of the proposals. A summary of the scheme over a five year appraisal period is shown in Table 1, which reports a **Present Value of Benefits of £8.98m**.

Table 1: scheme summary

Benefit	
Physical Fitness	£7,343
Absenteeism	£788
Decongestion	£837
Environmental (inc accidents)	£327
Indirect Tax	-£336
Jobseekers impacts	£15
Present Value of Benefits (PVB)	£8,975

All values in £000s – in 2010 prices

The methodology used for the appraisal is outlined in summary form in this section, with more detailed information provided in the Economic Appraisal Report (Appendix B). The Scheme Impact Proforma is included in Appendix B.

Value for Money Assessment

For the purpose of the appraisal a 5 year assessment has been carried out which shows that the package is forecast to deliver a 'very high' level of VfM, with a Benefit to Cost Ratio (BCR) of **3.45:1**.

A breakdown of the benefits of the scheme demonstrates that the largest proportion of the scheme benefits are from Physical Fitness (80% of the total), followed by Decongestion (10% of the total).

Table 2 presents a summary of the forecast monetised costs and benefits of the scheme, which report a Net Present Value (NPV) of £6.37m and a Benefit to Cost Ratio (BCR) of **3.45:1**.

Table 2: summary of the forecast monetised costs and benefits

Noise	£13
Local Air Quality	£3
Greenhouse Gases	£80
Accidents	£224
Physical Fitness	£7,343
Infrastructure	£7
Absenteeism	£788
Decongestion	£837
Revenue (Jobseekers)	£15
Wider Public Finances (Indirect Tax)	-£336
Present Value of Benefits (PVB)	£8,975
Broad Transport Budget	£2,602
Present Value of Costs (PVC)	£2,602
Net Present Value (NPV)	£6,373
Benefit to Cost Ratio (BCR)	3.45

(all values in £000s in 2010 prices)

B4. The Financial Case – Project Costs

Before preparing a scheme proposal for submission, bid promoters should ensure they understand the financial implications of developing the scheme (including any implications for future spend and ongoing maintenance and operating costs), and the need to secure and underwrite any necessary funding outside the Department's maximum contribution.

Please complete the following tables. **Figures should be entered in £000s** (i.e. £10,000 = 10).

Table 3: Funding profile (Nominal terms)

£000s	2016-17
DfT funding sought	2,343.0
Local Authority contribution	333.5
Third Party contribution including LGF	0.0
TOTAL	2,676.5

Notes:

- 1) Department for Transport funding must not go beyond 2016-17 financial year.
- 2) Bids must identify a local contribution (local authority and/or third party) towards the project costs. The local contribution should be at least 10% of the DfT revenue, or at least 30% match funding for bids that require both capital and revenue funding.

B5. Management Case - Delivery

Deliverability is one of the essential criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

- a) A project plan (typically in Gantt chart form) with milestones should be included, covering the period from submission of the bid to scheme completion. The definition of the key milestones should be clear and explained. The critical path should be identifiable and any key dependencies (internal or external) should also be explained.

Resource requirements, task durations and contingency should be detailed and easily identifiable. See **Appendix C**

- b) **Where relevant**, if delivery of the project is dependent on land acquisition, please include a letter from the respective land owner(s) to demonstrate that arrangements are in place in order to secure the land to enable the authority to meet its construction milestones. **Not applicable**
- c) **Where relevant**, please provide summary details of your construction milestones (at least one but no more than 5 or 6) between start and completion of works. **Not applicable**

B6. Management Case – Statutory Powers and Consents

- a) Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan. **Not applicable**
- b) Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them. **Not applicable**

B7. Management Case – Governance

Please name who is responsible for delivering the scheme, the roles (Project Manager, SRO etc.) and responsibilities of those involved, and how key decisions are/will be made.

See for **Appendix D** for organogram and overview of governance, roles and responsibilities.

The LSTF Programme Board discusses and monitors performance, outcomes, milestones and the risk register. It identifies potential issues and takes steps to avert or minimise any potential impact on the terms of the Funding Letter. The group makes decisions on the direction and delivery of the projects, makes any necessary variations (including identifying new opportunities) and is responsible for the strategic performance and development of the projects against key deliverables as well as strategic responsibility for the marketing and communications plan. We will continue to use the Project Vision programme management software, which has already been used successfully for existing LSTF programmes in the area. Each project manager of each project completes a monthly update report and a dashboard report taken to Programme Board for discussion.

B8. Management Case - Risk Management

All schemes will be expected to undertake a thorough risk assessment and a detailed risk register should be included in the bid. The risk assessment should be proportionate to the nature and complexity of the scheme.

See **Appendix E** for risk register

B9. Management Case - Stakeholder Management

- a) Can the scheme be considered as controversial in any way?
 Yes No

If yes, please provide a brief summary (in no more than 100 words)

b) Have there been any external campaigns either supporting or opposing the scheme?

Yes No

If yes, please provide a brief summary (in no more than 100 words)

B10. The Commercial Case

Please provide *evidence* that you are able to mobilise and begin to deliver at the start of the funding period if successful.

See Table 4 for the current status of proposals. This demonstrates that we are ready to deliver at the start of the funding period.

Most of the contracts we have in place for delivery of Go Smarter to Work in 2015/16 can be extended. Where this is not possible due to already reaching the limit of the contract value we will go through a competitive procurement process to select a framework of contractors of suitable knowledge, practical experience and resource availability for delivery of projects through the three workstreams, ensuring value for money. We have already started this procurement process so that if successful in May we can start delivery immediately.

For the Schools Go Smarter projects we have until September 2016 to arrange for providers to be procured as some of the projects have secured external funding and others namely 'cycle to school' and 'walk to school' are to be delivered during the summer term using existing resources.

Table 4: Current Status of Initiatives Proposed

Element	Scheme	Current Status
Schools Go Smarter	Cycle to School	Continued delivery of successful existing LSTF projects since 2011. Uses existing resources to deliver a programme of cycling activities and promotional activities at target schools. Arrangements already in place to continue existing delivery (Sustrans Bikelt) until July 2016. New contractual arrangements will be established where required for delivery from September 2016.
	Walk to School	Continued delivery of successful existing LSTF projects since 2011. Uses existing resources to deliver a programme of walking activities and promotional activities at target schools. Arrangements already in place to continue existing delivery (Living Streets and local authority staff) until July 2016. New contractual arrangements will be established where required for delivery from September 2016.
	Primary to Secondary Transition	Continued delivery of successful Tyne and Wear LSTF project. Development of project in 2016/17 to expand into Durham and Northumberland as part of Access Fund.
	Theatre in Education	Expansion of successful Tyne and Wear LSTF. Existing resources and specification for delivery to be used. New contractual arrangements will be established where required for delivery in Durham and Northumberland from September 2016.
	Go Smarter to School Challenge	Expansion of successful MEGA Motion project established in South Durham and Darlington as part of LSTF 'Local Motion'. Existing resources to be re-branded as 'Schools Go Smarter' and promoted across the NECA area from September 2016.
	Complimentary Projects	Schools Go Smarter projects to be supported by established and on-going activities supported by other funding streams. Includes teaching resources, accreditation and monitoring (Modeshift

			STARS), child pedestrian training and cycle training (BikeAbility, BikeAbility Plus).
Go Smarter into Training and Employment	Secondary School Transition		Expansion of successful Northumberland LSTF delivered since 2012. Resources are currently being developed to expand this project to existing and new target secondary schools and colleges in Durham and Tyne & Wear from May 2016.
	Job Seekers		Co-ordination of existing arrangements for delivering personalised travel plans established as part of LSTF programmes. To be delivered to job seekers through Job Centres and training providers from May 2016.
Go Smarter to Work	Organisations and Employees		Continuation of successful business engagement and behaviour change programmes established as part of LSTF Tyne & Wear and Northumberland 'Go-Smarter' and South Durham 'Local Motion' projects. Framework and toolkit of measures has been delivered on a consistent basis across NECA area since 2014. All resources, specifications for delivery and partnership working are established. Contracts to be extended where possible for delivery from May 2016. New contractual arrangements will be established in April 2016 where required for delivery from May 2016.
	Wheels to Work		Continuation of existing scooter loan schemes in Northumberland and Tyne & Wear for new job starters. Arrangements are well advanced to establish a new Wheels to work scheme in Durham from May 2016. This is being set up with confirmed capital funding from the Local Growth fund and will be supported with local revenue funding.
	Go Smarter Business Network		Launch of Go Smarter Business Network for the NECA area. Successfully piloted across Tyne & Wear in 2015. The contract for delivery of this initiative is already in place for delivery from April 2016 and funded for the first two years.
Communications and Marketing	Go Smarter Brand		The 'Go Smarter' brand has a strong identity within Tyne & Wear and Northumberland and has been a vital part of our LSTF programmes and success since 2011. The existing communications and marketing strategy will be revised to include Durham as part of the Go Smarter brand in 2016/17. This will create one common brand identity for all sustainable travel programmes across the NECA area. All resources, specifications for delivery and partnership working are already in place to extend the reach and benefits of this work into Durham and across the NECA area from May 2016. Contracts to be extended where possible for delivery in 2016/17. New contractual arrangements will be established in April 2016 where required for delivery from May 2016.
Programme Management	Delivery Monitoring Reporting		Continuation of our established governance and organisational structure that has already proven successful through delivery of our LSTF 'Go Smarter' and 'Local Motion' programmes since 2011. Our strong management and governance arrangements will provide decision making and strategic steer, co-ordinate and direct partner organisations, allocate resources and manage all financial elements.

Key:

	Established and ready to go now
	In development and ready to go in May 2016

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

Evaluation is an essential part of scheme development and should be considered and built into the planning of a scheme from the earliest stages. Evaluating the outcomes and impacts of schemes is important to show if a scheme has been successful. See page 11 of the Guidance document for more information.

By submitting this bid, I agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and evaluation of impacts.

Yes No

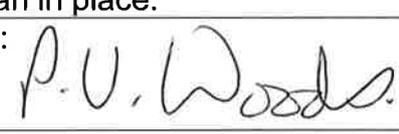
Table 5 identifies the outcomes /impacts of the scheme(s) we propose to monitor, the measures of success / indicators, and the data sources that we propose to use in the analysis. This builds on the Monitoring Plans we have in place for Go Smarter to Work and Schools Go Smarter.

Table 5: monitoring and evaluation

Outcome	Measures of success	Proposed data source / analysis
Reduced congestion on strategic routes	Changes in congestion and journey time reliability	Quarterly TrafficMaster data supplied by DfT
Reduced propensity to use the private car for journeys to work	Frequency of car trips relative to other modes	Annual travel to work survey for engaged organisations via iTRACE
Reduced propensity to use the private car for journeys to school	Frequency of car trips relative to other modes	Annual hands up survey for all schools in NECA area
Increased satisfaction with transport options	Changes in satisfaction with sustainable transport modes	Annual NHT survey
Increased walking	Walking rates for journey to school; Walking rates for journey to work	School hands up survey Organisation iTRACE survey Before and after questionnaires for participants in walking projects (attitudinal questions to be included)
Increased cycling	Cycling rates for journey to school; Cycling rates for journey to work Cycling levels on key corridors	ATCs / camera counting School hands up survey Organisation iTRACE survey Before and after questionnaires for participants in cycling projects (attitudinal questions to be included)
Improved access to employment, education and skills.	Change in impact of transport as a barrier to employment	We would continue to undertake 'before' and 'after' surveys with 'job seekers' to assess the impact of the scheme in terms of changes in transport as a barrier to employment.

SECTION D - Declarations

D1. Senior Responsible Owner Declaration	
As Senior Responsible Owner for Go Smarter I hereby submit this request for approval to DfT on behalf of North East Combined Authority and confirm that I have the necessary authority to do so. I confirm that North East Combined Authority will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.	
Name: George Mansbridge	Signed: 
Position: Head of Development Services, South Tyneside Council	

D2. Section 151 Officer Declaration	
As Section 151 Officer for North East Combined Authority I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that North East Combined Authority:	
<ul style="list-style-type: none"> - has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution; - accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties; - accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme; - accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2016/17; - Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place. 	
Name: Paul Woods	Signed: 

Appendices

- A. letters of support from partnership bodies
- B. scheme impact pro-form and supporting scheme appraisal summary note
- C. project plan (delivery timetables)
- D. governance organogram
- E. risk registers

Appendix A

Letters of Support

General:

- Go Ahead Group
- Living Streets
- ModeShift
- North East Combined Authority Directors of Public Health
- North East Freight Partnership
- North East Local Enterprise Partnership

Schools:

- Biddick Hall Junior School (South Tyneside)
- Duchess High School, Alnwick (Northumberland)
- Heworth Grange Comprehensive School (Gateshead)
- King Edward VI School, Morpeth (Northumberland)
- Milecastle Primary School (Newcastle)
- Ravenswood Primary (Newcastle)
- St. Joseph's Catholic Junior School (Gateshead)
- St. Mary's RC Primary School (South Tyneside)
- St. Oswald's RC Primary School (South Tyneside)
- West Jesmond Primary School (Newcastle)

Employers:

- Atlas Copco
- Durham University
- EDF Energy
- Gateshead NHS Foundation Trust
- Highbridge Business Parks Ltd
- Hitachi Construction (UK) Ltd
- HMRC Waterview Park
- Intu Eldon Square and intu Metrocentre
- NCG (Newcastle College)
- Newcastle University
- NHS Sunderland Clinical Commissioning Group
- Nissan Motor Manufacturing (UK) Limited
- North East Business and Innovation Centre
- Siemens (by email)

Appendix B

Scheme impacts

Appendix C

Project plan

Appendix D

Governance

Appendix E

Risk registers

