



Local Sustainable Transport Fund 15/16 Revenue Application Form

Applicant Information

Local transport authority name(s):

Northumberland County Council

Bid Manager Name and position:

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SECTION A - Project description and funding profile

A1. Project name: Go Smarter Northumberland

A2. Headline description:

To enhance and develop the successful delivery of the existing Go Smarter Northumberland sustainable transport to work programme to; further improve sustainable travel to work; extend job search horizons; support local businesses and local economic development whilst contributing to an increasingly low-carbon travel culture. The current programme targets communities in south east Northumberland that have concentrations of key economic, social and environmental challenges but are areas where transport to work barriers can be addressed by encouraging greater use of sustainable travel modes. Our bid adds value to existing activity in key employment and development areas; it extends support for young adults to acquire new employability skills and addresses travel to work barriers in rural areas of Northumberland. It complements the NELEP's emerging Strategic Economic Plan. Beneficiaries will include job seekers, those seeking to acquire work skills, existing employees and people with additional needs or difficulties needing support to access employment.

A3. Geographical area:

The primary focus remains on communities within South East Northumberland see **Figure 1**. This area of Northumberland is closely connected with the Tyne and Wear conurbation and forms part of a wider housing and labour market with significant demand for cross boundary travel to work. Our analysis and evidence has identified a number of communities in this area where travel to work faces transport barriers which can be addressed through sustainable travel. These communities include the towns of **Ashington, Blyth and Cramlington**; the smaller settlements of **Bedlington, Lynemouth, and Newbiggin-by-the-Sea**; and the villages of **Seaton Sluice, Seaton Delaval, New Hartley and Seghill**. The locations of these communities are shown in **Figure 2**.

In addition similar transport barriers have been identified in adjacent rural areas and especially in more isolated areas of Northumberland.

Ashington, Blyth, Bedlington and Newbiggin have the greatest concentrations of multiple deprivation, unemployment and the most people claiming welfare benefits in Northumberland.

Ashington, Blyth and Cramlington are expected to support major commercial, residential and employment development in coming years. Blyth also hosts Enterprise Zone sites.

Cramlington, established as a New Town, acts as a dormitory town for Tyne & Wear whilst being home to a number of key employment sites making it an important target area for this bid. The older residential areas of Nelson Village and Beaconhill in West Cramlington also form one of the 10% most deprived Lower Layer Super Output Areas in England.

We aim to improve connectivity for people who live in these communities to access work and training opportunities both within the target communities as well as opportunities in neighbouring Tyne & Wear and rural areas. Employment sites within the area include business parks in Ashington and Blyth and industrial parks in Ashington, Blyth and Cramlington; Ashington also includes the main hospital and Northumberland College a large scale provider of training courses (over 200 staff; over 3,800 students and over 500 employer responsive trainees). A new major Emergency Care Hospital will open in Cramlington in June 2015. The wider travel to work area includes Cobalt, Quorum and Balliol business parks in North Tyneside as well as Newcastle City Centre. The location of key employment sites and training sites are shown in **Figure 3**.

All of these targeted communities are at the centre of our transport networks; the A189 runs through the centre of South East Northumberland linking onto the A19 in the South, this is an important commuter route into Tyne and Wear. The A19 is also a focus for Tyne & Wear's Go Smarter to Work strategy for 2015/16.

There is a railway station in Cramlington with services that run north to Morpeth and south to Newcastle, approximately once every hour in both directions. Proposals for the improvement of this station are expected to be brought forward as part of the rail franchise renewal process. The County Council is also developing proposals and the financial case for the reinstatement of passenger rail services on the Ashington-Blyth-Tyne line.

There is a comprehensive network of bus services within the target communities and which link this area with the wider North East region. The current Go Smarter Northumberland programme has contributed to the refurbishment of the bus station in Blyth town centre. Proposals for the future of Ashington town centre include the redevelopment of its bus station but this is unlikely to start during 2015/16. The key bus routes, train network and Tyne and Wear Metro network is shown in **Appendix 1**. There is a comprehensive cycle network in the area, as shown in **Appendix 2**. Together the transport networks create considerable potential for South East Northumberland to support and encourage increasingly sustainable travel behaviour amongst its residents and employees.

Figure 1: Position of South East Northumberland

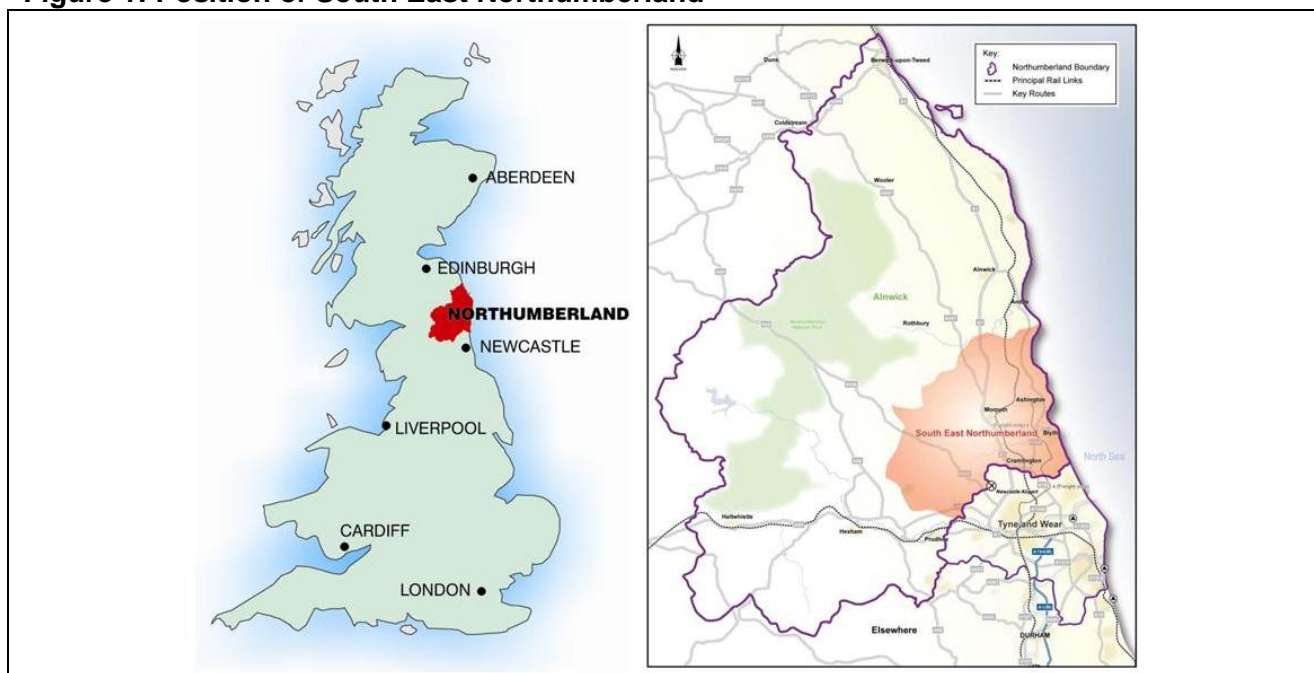


Figure 2 – Communities Targeted through this LSTF Bid

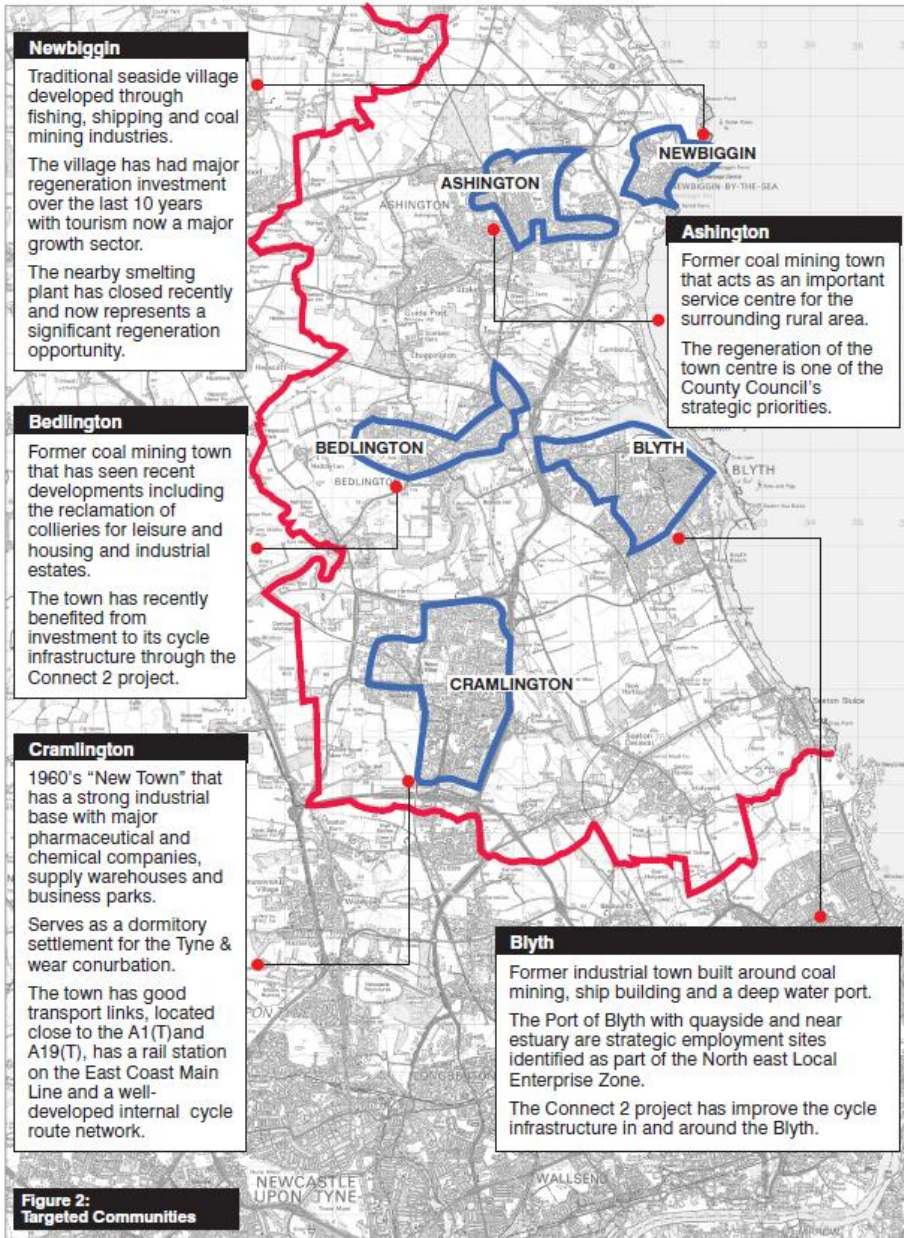
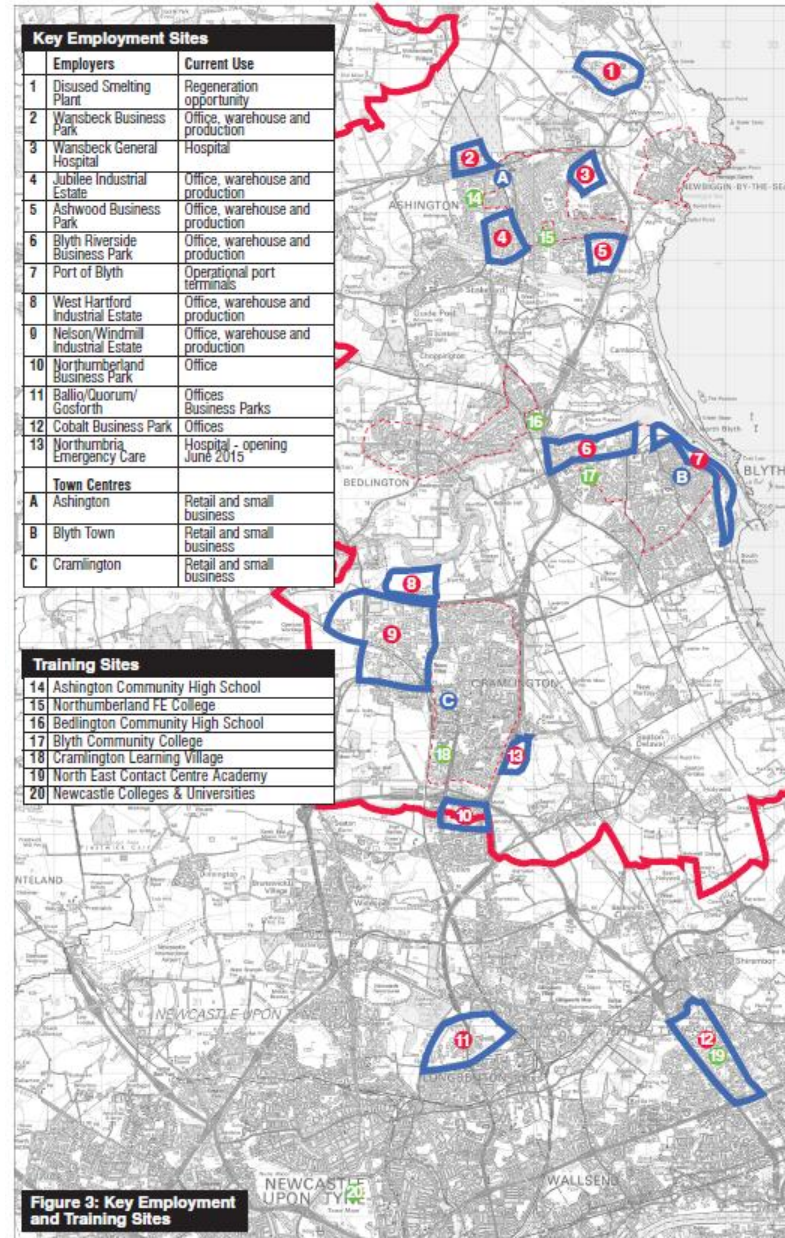


Figure 3 – Key Employment and Training Sites



A4. Total package cost (£m): 0.830

A5. Total DfT revenue funding contribution sought (£m): 0.700

A6. Local contribution (£m): 0.132

Table 1 - Source of Local Contribution

Source	Scheme	Amount
Northumberland Adult Learning Service	Cycle Maintenance Training	£69,230
Northumberland County Council	Project Management	£59,000
Northumbria NHS	Northumbria Emergency Care Hospital	£3,500
Total		£131,730

A7. Equality Analysis

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

Yes No

A8. Partnership bodies:

Table 2 - Roles & responsibilities of Go Smarter Northumberland Partnership

Partnership Body	Responsibility
Delivery Co-ordinator	Steering & leading our LSTF programme
Northumberland County Council	Steering & leading the preparation, governance & delivery of the bid programme
Delivery Partners	Implementing our LSTF schemes
Jobcentre Plus	The largest UK Employment Service responsible for moving people off benefits & into work. This is done in partnership with employers as well as employability and skills support partners. We will work with the four Jobcentre Plus offices in our area to deliver “ Welfare to Work ” & “ Bus to Work ” schemes.
Avanta	Deliver Work Programme by commissioning the in-house Northumberland Employability & Skills Service to support residents back to work as part of the “ Welfare to Work ” scheme.
Ingeus	Deliver Work Programme in Northumberland, supporting residents back in to work & training as part of the “ Welfare to Work ” scheme.
Go North East	Bus operator responsible for operating services & discounted travel offers as part of the “ Bus to Work ” scheme.
Arriva North East	Bus operator responsible for operating services & discounted travel offers as part of the “ Bus to Work ” scheme.
North East Smart Ticketing Initiative (NESTI)	NESTI Programme will create a smart ticketing infrastructure that covers public transport network in the North East. Programme will offer discounted travel offers as part of the “ Bus to Work ” scheme.
Sustrans	Active travel charity providing guidance & support on sustainable transport measures & providing cycle loan offer as part of “ Cycle to Work ” and “ Behaviour Change ” schemes
Cycle Experience/TTC	Provider of road safety & cycling advice as well as operator of Dr Bike & the cycle skills & confidence boosting sessions as part of “ Cycle to Work ”.
Northumberland Adult Learning Service	In-house training service provider operating scooter loan & cycle maintenance training offers as part of “ Welfare to Work ” & “ Cycle to Work ” schemes.
Riverside Consulting	Social enterprise providing pathways to work advice & operating the TravelRight offers as part of the “ Welfare to Work ” scheme.
Cobalt & Quorum Business Parks	Private business parks with coherent promotion & management of sustainable travel options as part of existing workplace travel plans in support of the “ Behaviour Change ” scheme.
NCC IT & Communications Services	In-house support for development of improved interactive information services as part of the “ Behaviour Change ” scheme.

Stakeholders/ Supporters	Promoting & supporting the implementation of our LSTF programme
North East LEP	Partnership to enable local enterprise to develop, expand & Flourish
Go Smarter Tyne & Wear	Neighbouring LSTF partnership, joint work on strategic branding & awareness as well as co-ordinated work on the delivery of sustainable economic growth.
Northumberland Public Health	Northumberland County Council public health service leading health protection, population healthcare quality and health improvement activities. Cross-council and wider partnership working including commissioning lifestyle services. Development of a physical activity strategy with a shared message promoting walking and cycling as active travel
Northumberland Sport	Partnership responsible for developing & increasing participation in sport & building healthy & successful communities. Key partner in delivery physical activity strategy.

A9. Local Enterprise Partnership:

The North Eastern Local Enterprise Partnership published “More & Better Jobs” as its draft North East Strategic Economic Plan in Dec 2013. The evidence for support for sustainable transport projects can be found in the following texts in the Plan:

“F2 Enabling more people to access economic opportunities in the North East”. This focuses on two overriding challenges “worklessness” & “access to employment”.

The bullet point on access writes about “...addressing the wide range of barriers to employment ...” & particularly about connecting the unemployed with areas of employment growth (especially via public transport).

A priority action (page 23) mentions looking at addressing gaps “...around physical access to opportunities within former coalfield and more remote rural areas.”

Pg 23 The approach to “G3 Transport and digital connectivity” highlights the importance of improving access to priority locations for growth and getting people to jobs

Pg 28 identifies the following priority actions:

“Continue investment in improving sustainable transport options for commuters including cycling and walking infrastructure which supports the reduction in congestion.”

“Continue to develop a public transport system that meets the needs of new and existing customers through investment in infrastructure and a step change in information and ticketing provision.”

“Single network, multi-operator ticketing will be established with discounted ticket products for job seekers,...to assist in helping to get people into work.”

Pg 30 The Indicative Transport Investment Plans include £2m per year for “Sustainable Transport Programme”.

Pg 31 “H: Smart, sustainable and inclusive growth envisages that economic growth in the North East will be”:

Sustainable by building a “...competitive low carbon economy...”

Innovative (pg 32) by ensuring people have the “...skills to move towards and access employment” & by “...supporting individuals to find new employment... (&)...manage change in a fluctuating economy.”

Our proposal also contributes to the SEP Skill strategy; relevant link is

Pg 22 “F1 Moving towards a high skill labour market”. Within the underpinning skill improvement strategy there is recognition that “...apprentices are fundamental to the sustainability of many local businesses” consequently the Plan proposes action to double the number of apprentices by 2016.

Table 3 - Main themes of the North East LEP draft Strategic Economic Plan & *emerging Implementation plans* showing where current Go Smarter Northumberland measures are complementary

Strategic Themes/ <i>Objectives</i>	Delivery Themes	Actions	Complementary GSN Activity
Innovative, enterprising & creative businesses/ <i>Growing local business</i>	Innovation led growth – Fostering a more innovative & creative culture	Building innovation within the NE	
	Investing in & growing our businesses	The right environment for businesses to invest & grow	Workplace travel plans & support for employee sustainable travel
	North East International	Integrated approach to trade, inward investment & business tourism	
	Systematic approach to economic linkages & connectivity to secure new opportunities in the global economy	Airport (surface access & flights) & port links	
Skilled & inclusive communities that are great places to live in/ <i>Skills & inclusive economy</i>	Moving toward a high skill labour market	NE Schools Challenge	Travel planning & cycle training
		Skills system	Cycle Maintenance Training
		Apprenticeships	Cycle maintenance & related light engineering training
		Higher Education	Travel Planning & training
	<i>Enabling older people and people with disabilities to live independently in the community</i>	<i>Sustainable transport options to enable access to services</i>	<i>Travel planning and training</i>
	<i>Supporting social inclusion and ageing well of older people</i>	<i>Sustainable transport options to enable access to services</i>	<i>Travel planning and training</i>
Infrastructure that Serves & Connects/ <i>Access to Work Sustainable commuting</i>	Unlocking economic potential Commitment to housing growth Transport & Digital Connectivity	Advanced preparation & support for key development sites	Travel plans & infrastructure to encourage cycle & walking access
		Advanced preparation & support for key sites	Raising awareness of sustainable travel options
		Roads – reducing congestion through <ul style="list-style-type: none"> • Reliable strategic road links • Strategic road improvements • Key bottleneck improvements • Sustainable transport improvements for commuters) 	Extend Tyne & Wear UTMC into Northumberland (LSTF Capital proposal) Walk, bus & cycle infrastructure (e.g. Seghill-Cobalt Park cycle path)

		<ul style="list-style-type: none"> • New Wear crossing 	(LSTF capital proposal))
		Bus <ul style="list-style-type: none"> • Investment in infrastructure • Step change in information provision • Smart cards 	Bus Stop infrastructure improvements/Bus Station Interactive & real time information services Discount season tickets for travel to work
		Rail <ul style="list-style-type: none"> • Regional rail services, includes reinstatement Ashington-Blyth-Tyne rail link • Fast freight link • Faster journey times to other cities via ECML, CC and TPE 	Improved bus, walk & cycle access to stations. Interactive information services.
		Ports & airports <ul style="list-style-type: none"> • Improved air links from NIA • Invest in ports infrastructure • Integrated management of the River Tyne 	
		Off shore wind infrastructure Digital infrastructure	Interactive & real time information services
Implement <i>Growing local business</i> <i>Carbon reduction</i> <i>Skills Inclusive economy</i>	Smart, Sustainable & Inclusive Growth	Smart - the development of critical mass in specialist activities	
		Sustainable - the development of low carbon & green economies & skills	Travel training/support & infrastructure to encourage choice of cycle & walk based journeys
		Inclusive – the development of a high skill base to access employment	Travel planning training for job seekers Level 3 cycle maintenance training
	Implementation	Governance, accountability & LEP/CA interface	

SECTION B – The Business Case

B1. The Scheme – Summary

The Package of measures proposed within this bid seek to extend and develop the delivery of the current Go Smarter Northumberland (GSN) programme. The objectives of this bid are to continue to deliver the package of GSN measures but to do so in ways that increasingly contribute to the strategic and delivery themes of the North East Strategic Economic Plan.

The **objectives of the GSN programme** are to deliver measures that;

- Enable people to access a wider range of job opportunities by improving connectivity and creating sustainable transport links to jobs and training
- Encourage sustainable commuting by making it more attractive to use the bus, walk or cycle and by reducing traffic congestion to improve safety, health and air quality.
- Create a low-carbon travel culture by giving people a better understanding of available travel options to increase travel horizons and sustainable commuting.

To complement the Strategic Economic Plan delivery will also focus on:

- Growing local businesses.
- Ensuring that the local economy is inclusive.
- Improving access to work.
- Improving the skills of the local workforce & supporting apprenticeships

This bid retains the thematic structure of GSN to deliver a complementary package of measures to address the objectives identified. We will encourage people to take up more sustainable transport choices to access workplaces and training, by delivering measures that are tailored to meet the specific needs of each targeted community. This will include additional support for those with additional needs; including a focus on young people and older people aiming to access the labour market. This bid focuses on the delivery of key services combined with 'soft' measures such as marketing and information to lock in the benefits by changing attitudes and encouraging people to use sustainable travel modes. An overview of the themes and schemes is provided below. The places where they will be implemented and the people who will benefit are identified in Table 8.

Welfare to Work Package

Targeting people who are seeking work is the key focus of our bid; particularly where this will enable employers to reach a wider pool of labour. This package will help expand the travel horizons of those seeking employment or training opportunities, whilst contributing towards a low carbon travel culture. The package includes the following schemes:

- **TravelRight** – We will extend this acclaimed work with Jobcentre Plus and Work Programme Providers throughout Northumberland to ensure more job seekers are fully informed of the transport options available to access employment and training opportunities. We will deliver personalised travel planning and where appropriate include Travel Training and a Travel Buddy scheme to help people with their commute. Experience suggests that most people who have used this service are now able to manage sustainable travel to work. Where further assistance is required to work people will be referred to other schemes (see below).

- **Wheels to Work Scooter Loans** – We will expand the scooter loan scheme established by the current GSN programme to provide scooter loans for travel to work to people in rural areas in Northumberland particularly where public transport coverage is unable to support work requirements (shift working etc.). There is a clear demand for such support.

Cycle to Work Package

- **Cycle Centre** – We will offer a range of support including route information, sessions to improve cycle skills and confidence, Dr Bike and cycle loans to support those wishing to cycle to work. Experience indicates that the current offer of separately provided cycle loans and cycle training support is too fragmented for potential users and is discouraging uptake. To overcome this, the providers (Sustrans and Cycle Experience) contracts are being managed to encourage joint working to deliver a more holistic service. The impacts of this on service uptake will be assessed during July 2014. If 2015/16 LSTF funding is awarded this review will help determine how the service will be delivered (joint working or single provider). This scheme will continue to focus on SEN where existing cycle infrastructure and proximity of housing and employment offers the greatest potential for sustaining long term cycle to work. It will be available to job seekers and those in employment.

- **Cycle Maintenance Training** – We will maintain the popular service offered by the GSN cycle maintenance training workshop in Blyth. Training at this facility has focused on helping job seekers achieve “entry level and level 1 City & Guilds qualifications” and supporting apprentices. In order to improve the training offered and increase the number of apprentices supported we propose to expand this service by creating a **Cycle Maintenance Training Centre in Ashington**. This additional workshop will support the separation of the structured accredited Level 2 City & Guilds qualification and apprenticeship training programmes from the recreational and vocational programmes provided at Blyth. It will

allow further integration of apprenticeship training. NALS is able to use “Skills Funding Agency” grant to fund accredited training.

Bus to Work Package

Improving and promoting the network of local bus services (see Appendix 1) to improve access to major employment sites in SEN as well as cross-boundary journeys to job opportunities in Tyne & Wear. The package aims to promote bus travel as an attractive option for commuters:

- **Job Connector Bus Services** – We have supported the establishment of an extension of the ‘Cobalt Connect’ bus service between Ashington and Cramlington to provide access to Cobalt Park and destinations en route. This has helped to improve connectivity of these major employment sites. We will now support the provision of extra morning and late evening services to meet the needs of shift workers and to enable job seekers in SEN access new shift jobs at Cobalt.
- Through **Ticketing Multimodal Smart Card Provision** – We will work with the NESTi Pop card to offer job seekers a multimodal, multi operator smartcard. The Pop smartcard offered to jobseekers starting a job will contain credit making a significant contribution to initial travel costs before they receive their first salary payment. Once the credit is used the multimodal Smartcard will continue to offer through ticketing by top up purchase. For people in work, we will work with businesses to create opportunities for purchase of discounted Smartcards. Until the Pop card becomes operational we will continue to work with local bus operators to offer people starting a new job a discounted and prepaid season ticket to help their transition into work.

Behaviour Change Package

We currently engage with a number of local firms with an offer of a targeted programme of marketing, education, engagement and travel planning to encourage and consolidate changes in the travel behaviours of employees. This package focuses on helping commuters to choose sustainable travel making available opportunities and support to try alternative modes of travel to work. The package includes the following schemes:

- **Business Advice** – We will refresh our approach by focusing on supporting firms in Ashington, Blyth and Cramlington but also offering support to firms in Northumberland that employ more than 100 workers. We will provide advice and support to promote sustainable travel amongst employees as well as information and incentives to encourage greater use of sustainable travel to work. We will distribute an incentive based toolkit and help firms develop travel plans. We will also make use of techniques used successfully by Tyne & Wear’s Go Smarter to Work in Newcastle and will be deployed in the A19 corridor.
- **Workplace Activities** – We will expand our existing support to local firms by ensuring that support is in place to organise and co-ordinate business focused events and challenges. Where appropriate we will link with the “Better Health at Work Award” programme. This activity will concentrate on firms in Ashington, Blyth and Cramlington. The need for this has been identified through the monitoring and feedback on existing engagement. Providers have identified a need to increase the scale of their interaction with employees and employers have been looking for us to increase our challenge/event activity.
- **School Travel Plan** - We will extend and develop the scope of our successful work in secondary schools in SEN to all such schools in Northumberland. In particular we will introduce training to ensure that more young people leave school with knowledge of and information about planning and managing their independent travel and the use of sustainable travel to access work. This builds on the findings of existing TravelRight work that many new and especially young job seekers are unable to plan their travel to work which limits their job search horizons and hinders their success in finding jobs.

Project Management

We will support and co-ordinate the package to ensure that finances, outputs and key outcomes are consistently recorded, monitored and assessed as well as to integrate it with other strategies, plans and programmes. We will maintain, develop and update our web site (www.GoSmarterNorthumberland.co.uk) and make use of other communication and media channels (e.g. local press and social media) to promote the package including.

- **Strategic Marketing** – We will maintain joint campaigning around the “Go Smarter to Work” brand with the Tyne & Wear LSTF programme. We will ensure that a consistent message is received both by those in work and by job seekers.
- **New Initiative** -We will support the following new initiative
 - o **Northumbria Emergency Care Hospital**- this is a new Hospital that will open in June 2015. We will support local staff relocating to this site by providing personalised travel training to ensure that they are aware of, and encouraged to use, sustainable travel to the Hospital. We will also work with the Hospital Travel Plan team to develop sustainable transport measures for visitors and staff.

B2. The Strategic Case

South East Northumberland (SEN) has undergone significant economic and social change over the past 30 years. The once substantial coal mining industry has gone and there is now a broader-based economy with the majority of workers employed in services, manufacturing and retail. Despite significant economic development and regeneration over recent years, the area still faces a wide range of economic, social and environmental challenges. Unfortunately there has been little economic development in the area since 2011/12. Our approach therefore builds directly on the objectives of and schemes in the current GSN programme with expansions of service delivery to those locations facing similar transport problems which have existing facilities (e.g. the offices of Job Centre Plus and Work Programme Providers).

Economic Challenges

Economic performance of the area is poor with average wage and disposable income levels significantly lower than the national and regional figures. The combined effects of too few people in employment and low levels of productivity create a gap in prosperity compared to other parts of the country. GVA per head of population was only 59% of the English figure in 2009. A high proportion of the area's working age population is unemployed and claiming welfare benefits, as shown in **Table 3**. Unemployment in Northumberland remains higher now than it was in April 2011.

The delivery of the GSN programme was designed to contribute to lessening of the adverse transport consequences of the mismatch between the location of the supply and demand for labour; demand for low-skilled and semi-skilled employees concentrated in business parks and manufacturing plants, largely on the edge of towns within SEN; demand for higher skilled employees concentrated further afield in business parks in the Tyne & Wear conurbation. The lack of local jobs means that a significant proportion of the local workforce has to travel to work in Tyne & Wear. The majority of these journeys have been made by private car and this has contributed to traffic congestion and poor air quality at a number of locations on both the strategic and local road networks.

Economic Opportunities

The County Council Local Development Plan Core Strategy (2013) presents proposals aimed at supporting growth in the number and quality of Northumberland based jobs to help reduce the net outflow of commuters. It creates a framework that encourages sustainable economic development to create and retain jobs in Northumberland in order to improve the resilience of its economy and to reduce the impacts of car based commuting on communities and the environment. In particular future development of personal services, training, employment and regeneration will be focused in the main town centres (e.g. Ashington, Bedlington, Blyth & Cramlington). Smaller centres such as Newbiggin and Seaton Delaval will be encouraged to develop as local service centres for residents. Additional large scale development will be permitted only in Blyth, Cramlington & Ashington. Significant large scale development is expected in Blyth focused on the Blyth Estuary Renewable Energy Zone (BEREZ) and four sites included the North Eastern Enterprise Zone (NEEZ) located in Blyth. The BEREZ proposal covers over 200ha of employment

development land prioritised for development of low carbon and environmental goods manufacturing as well as for renewable and low carbon energy generation. Local Development Orders are in place for the NEEZ sites at East Sleekburn, and the Bates site, Blyth. Current plans favour office/research and development as well as light engineering uses on these sites. For the NEEZ sites at Commissioners Quay and Dun Cow Quay within the Port of Blyth development of new light engineering, renewable energy and port related activities are favoured. The rail served smelter at Lynemouth has closed and the plant represents a significant regeneration opportunity. Together with further growth at the National Renewable Energy Centre in Blyth these sites are expected to support the creation of a significant number of jobs. Alongside this significant growth in future employment is expected in Tyne & Wear, particularly around other parts of the NEEZ and at both Cobalt and Quorum business parks. Supporting sustainable travel to work to these sites will be essential to minimizing congestion and associated environmental impacts.

Carbon Challenges

Carbon emissions in Northumberland from road transport per head of population are higher than the regional and national figures and are concentrated in the urban areas of SEN and along the strategic road network. Reducing reliance on single car occupant journeys to work by increasing travel by sustainable modes of travel will help progress toward achieving regional carbon reduction targets.

Social and Accessibility Challenges

SEN has also undergone significant social change. This is directly connected with the decline in traditional industries and social problems linked to unemployment. The area is one of the most disadvantaged in England with 16 Lower Layer Super Output Areas (LSOAs) in the most deprived 10% of the Index of Multiple Deprivation 2010. These areas are characterised by high unemployment, low aspirations and limited local job opportunities. Residents are also affected by low car ownership, restricted travel horizons and poor accessibility to key services and opportunities resulting in high levels of social exclusion. A key factor contributing to this high level of unemployment is a low level of skills and qualifications **Table 3** shows that car ownership in all of the target communities is below the national average, this could restrict the choice of travel destinations as well as frequency of journeys, further adding to social exclusion for people without access to a car. Despite the low levels of car ownership, travel to work is highly dependent on car use ranging from 71% of journeys to work in and from Ashington to 77% for Cramlington and 79% for Bedlington. This bid seeks to ensure that access to employment and training opportunities are further opened up to those without access to a car and more people are encouraged and supported to travel to work by sustainable travel modes.

Youth employment is a significant problem, especially in South East Northumberland where the proportion of NEET is double the county average. The number of out of work youths remains at levels (8.7%) experienced during the worst of the financial crisis, with 2,005 18-24 year olds currently in receipt of Job Seekers Allowance, with the proportion unemployed for over 12 months (2%) remaining unchanged since April 2012

Table 4- Details of the proposals in the Go Smarter Northumberland application for LSTF revenue grant 2015/16

Bid Proposal	Description	Scale	Cost £	Objectives	Outputs during 2015/16
TravelRight	Personalised travel planning for job seekers	Extend to all Jobcentre Plus offices in the County	76,775	Access to work Carbon reduction Inclusive economy	Personalised travel planning for 700 job seekers to extend travel horizons, encourage use of sustainable travel modes with anticipated referral rate to other GSN scheme of between 20-25%.
Wheels2Work	Scooter loans	Extend to all of County	138,000	Access to work	37 scooter loans completed during year.
Cycle Skills & Loans	Joint working involving Sustrans, Cycle Experience & TravelRight to deliver more holistic cycle offer.	Retain focus on South East Northumberland (SEN)	68,000	Access to work Carbon reduction	300-380 cycle loans, promotion and marketing 268 cyclists having skills and confidence boost sessions 31 five hour Dr Bike sessions Dr Bike sessions for pre-school leavers
Cycle Repair Training	Set up costs for Cycle maintenance workshop at Ashington College.	Ashington College	48,855	Skills Apprentices Inclusive economy	
Cobalt Connect	Bus Service 19; extra journeys for shift workers.	Ashington-Cobalt BP	29,000	Access to work	Forecast patronage 7,500 additional passenger trips.
Bus 2 Work Tickets	Discounted season tickets/Pop Smartcard	Retain focus on SEN	29,000	Access to work Inclusive economy	Discounted bus operator season tickets/Pre- paid (£50) Pop smartcard made available to 500 people starting new jobs. Use of smartcards for journey to work can be tracked. .
Sustainable Transport Business Advice	Refresh existing approach by adopting similar methods as used in the T&W Go Smarter to Work strategy for City Centre & A19.	Engage with firms in SEN but also engage with 10 industrial firms which have more than 100 employees.	45,000	Growing local businesses Access to work Carbon reduction	Focus travel planning activities with 30 existing firms, approximately 2,000 employees. Engagement with up to 10 new firms engaged in manufacturing and distribution with 100-500 employees.
Workplace Activities	Officer to co-ordinate events etc. with firms to consolidate & embed engagement	Focus on firms in Cramlington, Blyth & Ashington	70,000	Access to work Carbon reduction Inclusive economy	Engage with up to 60 firms (including the 30 existing firms) to run monthly and 2 large scale events to promote and encourage trials and use of sustainable transport.
Secondary Schools	Engage with Year 11,12 & 13 pupils at all 16 Secondary Schools	County	30,000 10,000	Skills Inclusive economy	Raise awareness of sustainable transport opportunities amongst Year 11-13 pupils in Northumberland. Training to plan independent travel and especially sustainable travel to work. 10 School Bike Leaders trained.
Project Management	Co-ordination, monitoring, information PR & promotion	County	135,000		£20k earmarked for strategic campaigning with Go Smarter Tyne & Wear. Annual Output Report
Northumbria Emergency Care Hospital	Personalised travel training for local staff transferring to Hospital	SEN/Tyneside	20,500	Access to work Carbon reduction Inclusive economy	Personalised travel planning for 250 local staff to ensure new journeys to work are done sustainably

B2. The Strategic Case (continued)

Environmental Challenges

Northumberland is not known to have a particular air quality issue but road traffic from SEN communities also contributes to a number of AQMAs in Tyne and Wear. Noise pollution is centered around the main highway networks. Increases in local car ownership/use levels threaten deterioration in air quality and noise pollution in the future.

Safety and Health Challenges

The safety, security and health of residents are high priority and it is recognised that transport can play a big role in affecting this. Reducing road casualties, particularly pedestrian and cyclist casualties in urban areas, is a key issue identified in LTP3. Personal safety fears for pedestrians and cyclists have been highlighted as a key accessibility barrier in the target communities.

Poor health and sedentary lifestyles are a particular problem in SEN, with life expectancy lower than the national average; there are several 'hot spots' in terms of obesity and lack of physical activity; 27% of the adult population within the target communities are classed as obese, this is higher than the national average of 24%. Obesity and mental health have also been highlighted as one of the biggest barriers to employment in SEN. We will continue to work with health providers and commissioners, sharing responsibility to maximise the health benefits of sustainable transport.

Housing Growth

The changing distribution of housing land will also affect future demand for travel. The Council's Core Strategy (2013) aims to concentrate future population and housing growth in the main town centres. It plans to provide over 12,000 new dwellings in SEN by 2031. Over 75% are to be accommodated in Ashington, Bedlington, Blyth and Cramlington with major developments planned for Both Blyth and Cramlington (over 3,400 dwelling each) and 12% in the remaining towns and villages in SEN. The main areas are shown in **Figure 4**. Our challenge is to ensure that a sustainable transport system is established to support the increased number of houses.

Transport Challenge

We have reviewed our earlier analysis of available Census based data covering; Journey Patterns: Trip Distances; Travel to Work Mode share as well as data relating to Highway Congestion; Road Traffic Accidents and Accessibility to Employment & Training. Based on this we have concluded that this bid should continue to focus on the following transport challenges:

- Limited access to job opportunities for people without access to a car.
Addressing this will allow people to access jobs. It will allow businesses to recruit workers from a wider pool. It will also help attract inward investment.
- Unsustainable commuting to neighbouring areas.
Addressing this will encourage a switch to lower carbon travel alternatives, reduce journey time unreliability and help alleviate congestion hotspots
- Limited travel horizons and travelling to work by car
Addressing this will encourage travel by public transport, walking and cycling; create additional physical activity opportunities to contribute to health improvements.

Table 5 – Demographic Data for Targeted Communities (Census 2011 based)

	Ashington	Bedlington	Newbiggin	Blyth	Cramlington	SEN	The County	England
Population (16-64) 2011	13,315	9,252	5,856	24,021	22,875	144,529	198,858	34,329k
% Unemployed (May 2011)	6.0	3.8	5.0	4.5	3.3	5.6	4.4	4.4
% No Qualifications	25.3	20.8	25.3	23.4	18.7	27.1	23.9	22.5
% Economically Inactive	25.6	21.9	26.5	24.4	23.0	32.5	32.1	30.1

% No car	35.1	24.3	28.3	29.9	20.3	27.3	22.0	25.8
% JSA Claimants	5.2	4.1	4.9	5.7	2.7	6.3	4.4	3.3
% DWP Benefit Claimants	17.2	15.5	16.4	20.5	11.1	23.4	17.5	13.2
% car to work	71.0	79.0	77.0	75.2	77.0	76.5	72.8	63.4
% bus to work	8.3	8.0	8.0	8.7	9.6	8.7	7.0	16.9
% bike to work	2.3	1.2	2.1	2.3	2.0	1.9	1.5	3.0
% walk to work	15.4	7.7	8.9	10.2	7.7	9.2	11.5	10.7
% work at home	2.2	3.3	3.0	2.7	2.9	2.9	6.3	5.4
		Above national proportion				Below national proportion		

Fig 4 SEN Growth Points

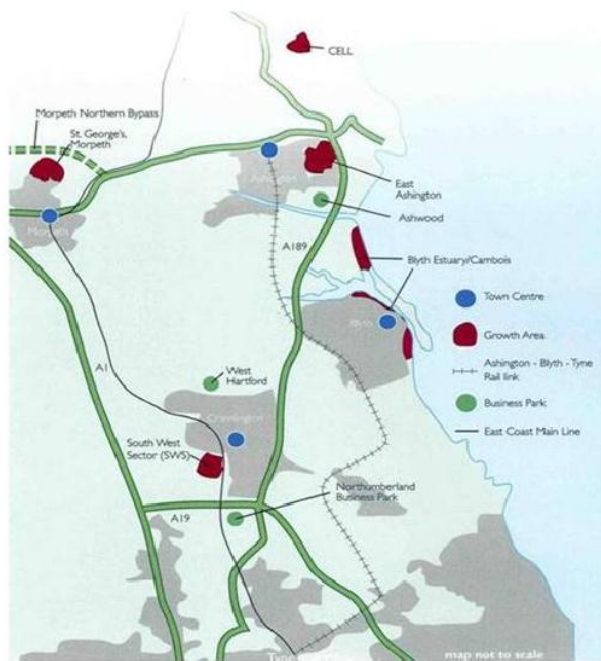


Fig 5 NEEZ Sites

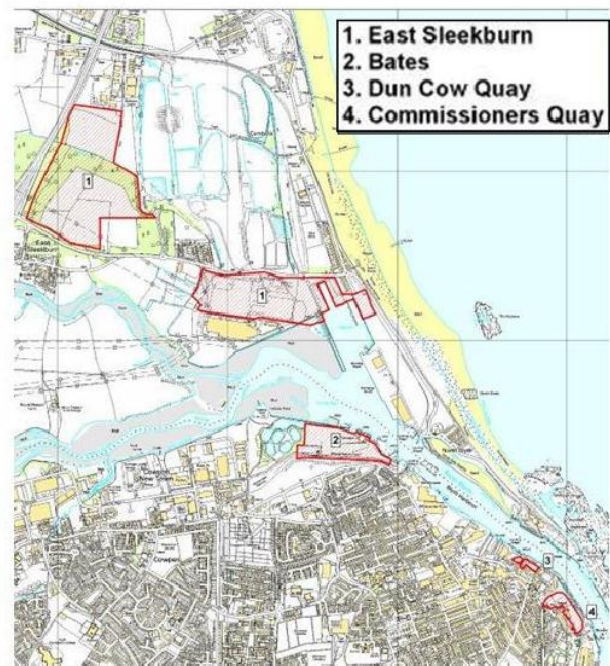


Table 6 - Contribution of measures to delivery LSTF objectives

Measure	Key o output	Access to jobs	Sustainable travel to work	low-carbon travel
Travel Right	Job Seekers aware of sustainable travel to work choices & widened travel to work horizons	√	√	√
Wheels to Work	People able to access job opportunities	√		
Cycle Loans & Skills Boost	People able to access job opportunities sustainably	√	√	√
Cycle Repair Training	People with accredited skills & apprenticeships	√		
Enhanced Bus Services	People able to access shift working & other job opportunities	√	√	
Discounted Bus Tickets	People travelling to work by bus	√	√	
Business Advice	More people aware of how to travel to work sustainably	√	√	√
Workplace Challenges	More people trialling alternative means of travel to work	√	√	
Secondary Schools	School leavers aware of tools to manage independent travel & sustainable travel to work	√	√	√
PR, Marketing	More people aware of how to travel to work		√	

& information	sustainably			
New Hospital Support	Existing local staff more aware of sustainable travel to work choices		√	√

B3. The Economic Case – Value for Money

The proposed schemes are expected to have a sizeable impact on mode shift, reducing the levels of car use in favour of other modes. Furthermore, not only do the schemes target those currently in work they seek to increase the numbers in employment, a key factor in a location historically experiencing detrimental levels of unemployment.

Each scheme has been assessed in the context of recognised economic, environmental and social and distributional impact guidance documentation. The results and methodology are reported in Appendix 5 (Scheme Proformas) and Appendix 6 (the technical note). The results in Table 7 below identify the monetised benefits associated with the implementation of all proposed schemes.

Table 7 - Monetised benefits of the LSTF revenue grant funded scheme 2015/16

Benefit	
<i>Economic</i>	
Decongestion Benefit (MEC)	£1,207,928.30
Infrastructure (MEC)	£8,852.83
Accidents (MEC)	£157,299.82
Indirect Taxation (MEC)	-£425,637.07
Absenteeism	£661,083.52
Physical Fitness Walking (HEAT)	£4,567,000.00
Physical Fitness Cycling (HEAT)	£2,090,000.00
Accidents (Increased Cycling)	-£112,744.00
<i>Environmental</i>	
Local Air Quality (MEC)	£5,451.96
Noise (MEC)	£8,852.83
Carbon Benefits (DfT Carbon Tool)	£76,684.47

B4. The Financial Case – Project Costs
Figures are entered in £000s (i.e. £10,000 = 10).

Table A: Funding profile (Nominal terms)

£000s	2015-16	2016-17	2017-18	2018 - 19	2019 - 20	2020 - 21	Total
DfT funding sought	700						700
Local Authority contribution	60						60
Third Party contribution including LGF	70						70
TOTAL	830						830

B5. Management Case - Delivery

A delivery plan is attached as Appendix 3.

All the key activities relate to the procurement of the professional services needed to deliver each of the proposed schemes in this bid.

The critical activity will be a GSN Project Meeting in August 2014 at which a project implementation plan supported by any LSTF revenue grant allocated to GSN will be identified. Approvals for activating this implementation plan will include our programme for the procurement of professional services. We plan to have all our service delivery contracts for 2015/16 in place by end February 2015 to allow for any transitions between providers.

B6. Management Case – Statutory Powers and Consents

No statutory powers and consents are required for any of the schemes in this bid package

B7. Management Case – Governance

Northumberland County Council leads the project being;

- responsible for co-ordinating and directing partner organisations;
- allocating resources; and
- managing all financial elements.

It works with partners that are; providing local contributions; delivering specific projects sponsored by GoSmarter; promoting sustainable transport and work related projects in SEN

The key roles within the organisational structure are as follows:

- Project Sponsor – Barry Rowland, Corporate Director of Local Services
- Project Executive/SRO – Ruth Bendell, Head of Sustainable Transport
- Project Manager – Andy Chymera, LSTF Project Manager

Decision Making

Membership of the Project Board is the senior managers of the authority that have staff working with the GoSmarter team to deliver the LSTF project. The Board is responsible for:

- Determining the project strategy and integration with other strategic initiatives (e.g. Strategic Economic Plan, LTP, LDF, Health & Wellbeing)
- Approving the initiation of measures required to deliver the project
- Deciding on the monitoring for the project
- Monitoring the project and resolving issues arising
- Approving the submission of annual outputs reports
- Overseeing project management requirements; particularly financial and risk management

- Overseeing any visits requested by the Department for Transport (DfT).
- Liaison with members of the County Council, Local Councils and other representative bodies.

The Project Board meets twice a year; dates of meeting are arranged to fit with the rhythm of the project in response to DfT requirements for financial management, submission of an annual outputs report and bids for further funding.

Project Delivery

Routine project management is the responsibility of NCC's Strategic Transport Manager (Stuart McNaughton) and the Go Smarter Northumberland (GSN) Project Manager. The GSN Project Manager oversees the delivery of the project including the co-ordination of external organisations to deliver agreed scheme elements and outputs to achieve the aims of the project. The Project Manager is supported by the GSN team hosted within the authority's Transport Projects Team. The team comprises four officers; the project manager, school travel plan officer, project co-ordinator and business adviser.

The GSN team is supported by a Working Group comprising key NCC officers responsible for managing the delivering of GSN schemes. Representatives of contractors working on individual schemes may be invited to attend the Working Group as required from time to time. This Group has generally been meeting on a monthly basis.

Delivery is also supported by a Stakeholder Group. This meets regularly at two month intervals. Attendees include scheme contractors as well as other bodies with an interest in the progress of the scheme such as Job Centre Plus, Work Programme & Employment Skill providers; Health and Physical activity campaigners.

Table 8 - Project Organisation Structure

Go Smarter Northumberland Project Board Strategic Guidance, monitoring and approvals			
GSN Working Group Managing the delivery of the project Key Inputs delivered by			
GSN Stakeholder Group Co-ordination and review of the delivery of the project			
Welfare to Work	Bus to Work	Cycle to Work	Behaviour Change
Northumberland CC Job Centre Plus, Avanta, Ingeus, NALS Riverside Consulting	Northumberland CC NESTI, Go North East, Arriva, Cobalt Business Park	Northumberland CC Sustrans, Cycle Experience,	Northumberland CC Sustrans, Go Smarter Tyne & Wear; Local Business

B8. Management Case - Risk Management

Risk management is embedded within the Northumberland approach to project management. Execview is now used to track progress and to manage projects and programmes. The GSN Project Manager is responsible for identifying and managing risks and for maintaining a risk log. The risk log is reported to the Project Board where ownership and responsibility for reducing any risk can be identified. Our initial risk matrix is attached as Appendix 4.

B9. Management Case - Stakeholder Management

GSN stakeholder management focuses on

Stakeholder Group Meetings – provide advice on reports consider by Working Group and provide progress updates and shared commentaries on performance of schemes. Joint meeting of members of both the Working & Stakeholder Groups are not manageable. But

two joint workshops were held to discuss the content of the Strategic Economic Plan and of this bid for LSTF revenue grant 2015/16.

Contract Management meetings - GSN project co-ordinator is responsible for this liaison about progress and is primarily used to collect information about spending and delivery of outputs on monthly basis. Generally involve one to one meetings between GSN co-ordinator and the contract manager.

Partner Liaison - GSN project manager regularly meets lead representative(s) of our GSN partners to talk about wide range of development issues and other matters of concern, including specifics arising from performance monitoring

Table 9 – Analysis of Stakeholder roles & areas of influence

Stakeholder	Project	Influence/Knowledge/Experience
Riverside Consulting	TravelRight	Job seekers & the voluntary sector
Sustrans	Cycle Loans	Wide range of activity supporting cycling as sustainable mode of travel. Business engagement
Cycle Experience	Cycle Skills & Confidence Boost. Dr Bike	Provider of road safety & cycle training
Go North East	Cobalt Connect bus service Smartcards	Local bus operator
Arriva Bus	Smartcards	Operator of most of the local bus services in SEN
Northumberland Employability & Skills Service	Work Programme	Job seekers, apprentices & people needing employability skills training
Jobcentre Plus		Job seekers
Ingeus	Work Programme	Job seekers & people needing employability skills training
Northumberland Adult Learning Service	Scooter Loans Cycle Maintenance Training	Job seekers, apprentices, people needing & employability skills training. Provider of employability skills training
Northumberland Public Health		Public Health assessments and commissioning of healthy lifestyle services and programmes including exercise on referral, weight management and physical activity promotion
Northumberland Sport		Promotion of physical activity

- a) Can the scheme be considered as controversial in any way?
 Yes No
- b) Have there been any external campaigns either supporting or opposing the scheme?
 Yes No

B10. The Commercial Case

All of the measures included in this bid are either a continuation of what GSN is currently delivering or an extension to address problems in the rest of the County of transport barriers to travel to work that can be addressed by encouraging more use of sustainable modes of travel to work. For the most part the measures have been previously procured.

NCC uses a category management approach to procurement with the aim of choosing the option that offers the optimum combination of whole life costs and benefits to meet the requirements of the buyers of services etc. The proposed measures included in this bid have previously been procured via our Professional Services category. Consultation with NCC Procurement category specialist confirms that it will be possible to complete all necessary procurement procedures in time to ensure that schemes are mobilised to deliver at the start of 2015/16.

Table 10 - Procurement status of Proposed Measures

Service	Current Contractor	Procurement
Travel Right	Riverside Consulting	Extension of professional service
Wheels to Work	Northumberland Adult Learning Service	In-house provider
Cycle Loans	Sustrans	One year extension of existing contract
Cycle Skills & Confidence Boost	Cycle Experience	One year extension of existing contract
Dr Bike	Cycle Experience	One year extension of existing contractor
Cycle Maintenance Training	Northumberland Adult Learning Service	In house provider
Bus service subsidy	Go North East	Standard bus service contract
Workplace Challenges	New	Service specification needed for procurement
School Travel Training	New	Service specification needed for procurement

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

Monitoring, Evaluation and Benefits Realisation

Monitoring for these bid proposals will be consistent with the requirements of the LSTF Monitoring & Evaluation Framework (Dec 2012) in that it will concentrate on monitoring the outputs delivered by each scheme. However, for promotional and service improvement purposes some qualitative and quantitative monitoring and evaluation will be included in our approach.

Our professional service contact specification includes a requirement that each provider supplies 'output returns' on a monthly basis via a proforma report sheet or via an online form. The reported progress will be assessed against an annual "expected" profile to identify issues for concern and any emerging risks and need for prompt action. A summary report will be prepared for consideration at the regular working and stakeholder group meetings and if necessary escalated to the Project Board. The information will also be transferred to our internal project management system "ExecView" which, in turn links to the risk management system.

Ultimately the returns are used to compile the output information presented in the Annual Output Report

We also carry out qualitative evaluation, by way of conducting case studies with both suppliers and end users. This enables assessment of both delivery and benefit. Case Studies with individual clients have been useful in developing improvements in service highlighted as shortcomings/elements of dissatisfaction in the results of client feedback/experience surveys.

SECTION D - Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for Go Smarter Northumberland I hereby submit this request for approval to DfT on behalf of Northumberland County Council and confirm that I have the necessary authority to do so.

I confirm that Northumberland County Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: Ruth Bendell

Signed:

Position: Head of Sustainable Transport



D2. Section 151 Officer Declaration

As Section 151 Officer for Northumberland County Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Northumberland County Council

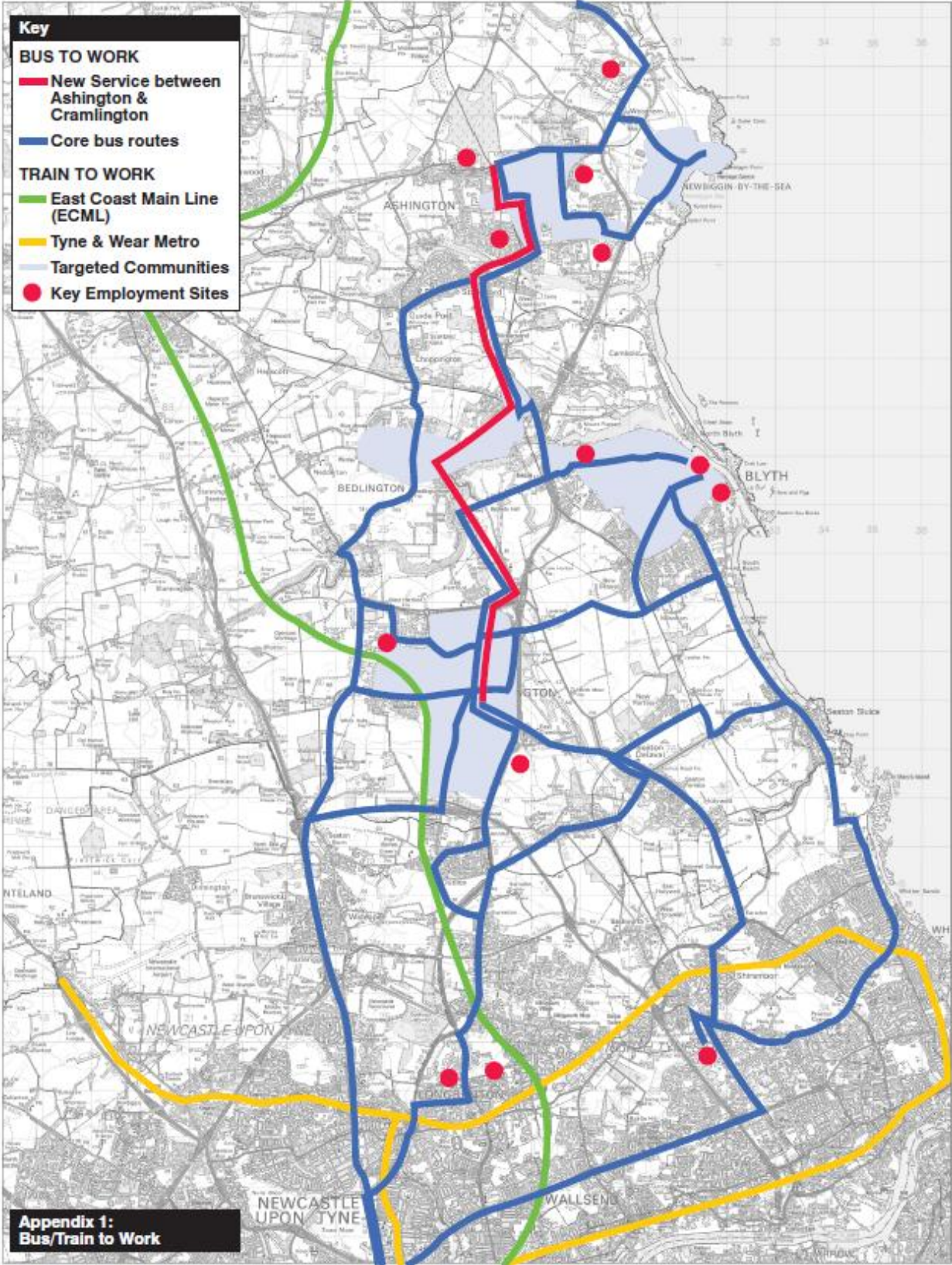
- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third 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 2015/16;
- 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: Steven Mason

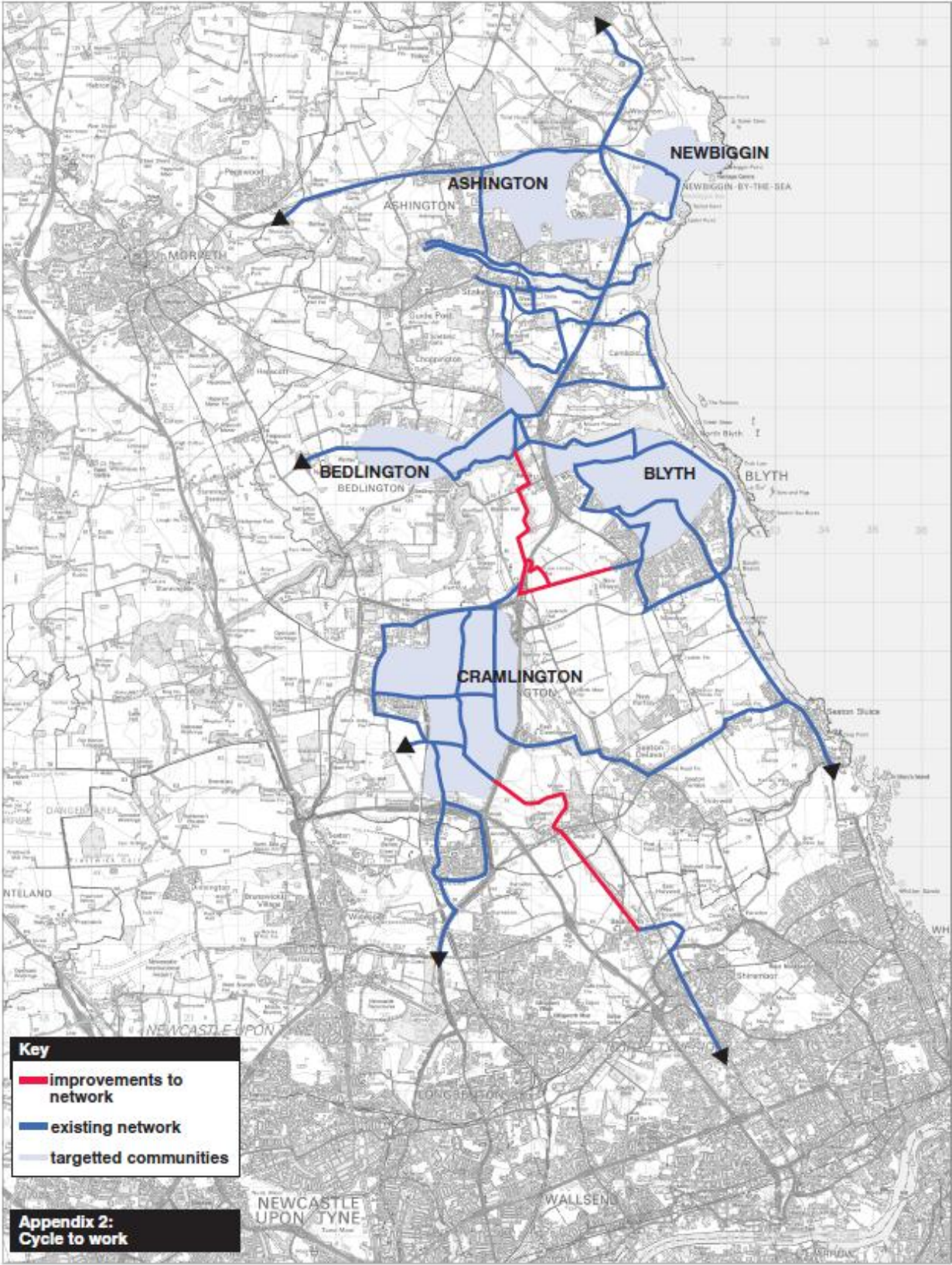
Signed:



Appendix 1: Bus Routes



Appendix 2: Cycle Route Infrastructure



		Advert Period			
		Bid Assessment			
		Contract award			
		New Contract			
Cycle Maintenance Contract	47,000	Existing contract – NALS (inhouse)			
		Delivery arrangements agreed			
		Contract roll forward			
Cobalt Connect	29,900	Existing Bus Service Contract- GoNE			
		New contract specification & contract particulars prepared			
		Advert Period			
		Bid Assessment			
		Contract award			
		New Contract			
Workplace Challenge & Events Co-ordination	70,000	New contract specification & contract particulars prepared			
		Advert Period			
		Bid Assessment			
		Contract award			
		New Contract			
In School Travel planning training	10,000	New contract specification & contract particulars prepared			
		Advert Period			
		Bid Assessment			
		Contract award			
		New Contract			
Personalised Travel Planning for local staff moving to new Hospital	20,500	New contract specification & contract particulars prepared			
		Advert Period			
		Bid Assessment			
		Contract award			
		New Contract			

Appendix 4: Risk Matrix

RISK LOG

The purpose of the risk log is to contain all information about the risks, their analysis, countermeasures and status

Project Name:	Go Smarter Northumberland LSTF revenue Grant 2015/16 Bid	Project Manager:	Andy Chymera
Project Sponsor/ Executive	Barry Rowland/Ruth Bendell	Date:	20/03/2014

Risk	Impacts	Gross Risk Without any controls			Controls	Status	Effect	Current Net Risk With controls at current status			Control Owner	Assurance Source
		Likelihood	Impact	Grade				Likelihood	Impact	New Risk Grade		
Cost estimates inaccurate	Grant misallocation	4	3	14	Robust cost estimates. Market testing	in Progress	High	2	1	2	A.Chymera	Estimates from Current providers
	Programme budget inaccuracies	4	3	14	Quarterly financial monitoring	in place	High	1	1	1	L.Jackson	Procurement process
Local contributions not realised	Delivery programme reduced	2	2	6	LSTF grant is agreed maximum value	Grant bid submitted 31/03/14	High	2	1	2	A.Chymera	A.Dunn – quarterly finance monitoring
		2	2	6	Written confirmation in bid	in place	Medium	2	2	6	A.Chymera	Bid document Stakeholder Liaison
Schemes not delivered as planned	Outputs reduced	3	3	12	Contract conditions	in progress	High	1	1	1	T.Luck	Monthly output monitoring

	Programme budget inaccuracies	3	2	8	Stakeholder Liaison Promotion	To be completed	Medium	1	1	1	A.Chymera	A.Dunn quarterly financial monitoring
	Lack of client uptake or referrals	3	2	8	Bid developed through engagement with Jobcentre, WPP and TravelRight	In place	High	1	2	3	H.Runnacl esGoodridge	Stakeholder Liaison & Communications Plan to support PR, press, social media promotion
Lack of support for schemes	Delivery undermined by lack of support or co-operation from partners or stakeholders	3	3	12	Project Board enables strategic & detailed dialogue about schemes	In place	Medium	2	2	6	R.Bendell	Project Board members
Lack of political support	Scheme delivery undermined by changes in priority	3	3	12	Project Board & communication Strategy to support progress reports to Members & local councils	In place	Medium	2	2	6	R.Bendell	B.Rowland

Appendix 5: Scheme Proformas

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma - TravelRight

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	No Information - Not expected to change	No Information - Not expected to change	<i>No Information - Not expected to change</i>
Route length (km)	4	4	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average trip length (km)	4	4	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average cycling speed (kph)	14	14	<i>Due to the lack of any local information, this value is taken from the HEAT guidance on average cycling speeds, based on studies done in Copenhagen and Stockholm</i>
Number of users (per day)	73	92	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Percentage of additional users that would have driven a car otherwise.	N.A.	1	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area	1449	1333	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Traffic levels (Vehicle hours) in the affected area	42	38	
Average Speed in the Morning Peak	35	35	
Mode share (in person trips)			
Car Driver	366	337	
Car Passenger	36	34	
Bus passenger	29	37	
Rail Passenger	10	13	

Cyclist	8	10
Walking	65	82

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips	29	37	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average trip distance (km)	4	4	
Average wait time (mins)	No Information - Not expected to change	No Information - Not expected to change	
Average fare per trip (£)	No Information - Not expected to change	No Information - Not expected to change	
Average in-vehicle time (mins)	No Information - Not expected to change	No Information - Not expected to change	
Description of your intervention	<i>Personal Travel Planning to encourage more sustainable modes of transport</i>		

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma - Wheels to Work

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	N/A	N/A	N/A
Route length (km)	N/A	N/A	N/A
Average trip length (km)	N/A	N/A	N/A
Average cycling speed (kph)	N/A	N/A	N/A
Number of users (per day)	N/A	N/A	N/A
Percentage of additional users that would have driven a car otherwise.	N.A.	N/A	N/A

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area	133	0	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Traffic levels (Vehicle hours) in the affected area	4	0	
Average Speed in the Morning Peak	35	35	
Mode share (in person trips)			
Car Driver	37	0	
Car Passenger	0	0	
Bus passenger	0	0	
Rail Passenger	0	0	
Cyclist	0	0	
Walking	0	0	

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips	N/A	N/A	N/A
Average trip distance (km)	N/A	N/A	
Average wait time (mins)	N/A	N/A	
Average fare per trip (£)	N/A	N/A	
Average in-vehicle time (mins)	N/A	N/A	
Description of your intervention	N/A		

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma - Cycle Skills and Loans

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	No Information - Not expected to change	No Information - Not expected to change	<i>No Information - Not expected to change</i>
Route length (km)	4	4	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average trip length (km)	4	4	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average cycling speed (kph)	14	14	<i>Due to the lack of any local information, this value is taken from the HEAT guidance on average cycling speeds, based on studies done in Copenhagen and Stockholm</i>
Number of users (per day)	190	552	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Percentage of additional users that would have driven a car otherwise.	N.A.	1	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area	4662	3318	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Traffic levels (Vehicle hours) in the affected area	134	95	
Average Speed in the Morning Peak	35	35	
Mode share (in person trips)			
Car Driver	1162	827	

Car Passenger	134	95
Bus passenger	128	136
Rail Passenger	22	23
Cyclist	33	384
Walking	158	168

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips	128	136	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average trip distance (km)	4	4	
Average wait time (mins)	No Information - Not expected to change	No Information - Not expected to change	
Average fare per trip (£)	No Information - Not expected to change	No Information - Not expected to change	
Average in-vehicle time (mins)	No Information - Not expected to change	No Information - Not expected to change	
Description of your intervention	<i>Joint working involving Sustrans, Cycle Experience & TravelRight to deliver more holistic cycle offer to job seekers</i>		

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma - Cobalt Connect

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	N/A	N/A	N/A
Route length (km)	N/A	N/A	N/A
Average trip length (km)	N/A	N/A	N/A
Average cycling speed (kph)	N/A	N/A	N/A
Number of users (per day)	N/A	N/A	N/A
Percentage of additional users that would have driven a car otherwise.	N.A.	N/A	N/A

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area	258	0	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Traffic levels (Vehicle hours) in the affected area	7	0	
Average Speed in the Morning Peak	35	35	
Mode share (in person trips)			
Car Driver	15	0	
Car Passenger	0	0	
Bus passenger	0	15	
Rail Passenger	0	0	
Cyclist	0	0	
Walking	0	0	

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips	0	15	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average trip distance (km)	17	17	
Average wait time (mins)	No Information - Not expected to change	No Information - Not expected to change	
Average fare per trip (£)	No Information - Not expected to change	No Information - Not expected to change	
Average in-vehicle time (mins)	No Information - Not expected to change	No Information - Not expected to change	
Description of your intervention	<i>Service 19 extra journeys to help shift workers; by Go North East.</i>		

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma - Bus to Work

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	N/A	N/A	N/A
Route length (km)	N/A	N/A	N/A
Average trip length (km)	N/A	N/A	N/A
Average cycling speed (kph)	N/A	N/A	N/A
Number of users (per day)	N/A	N/A	N/A
Percentage of additional users that would have driven a car otherwise.	N.A.	N/A	N/A

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area	1799	1349	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Traffic levels (Vehicle hours) in the affected area	52	39	
Average Speed in the Morning Peak	35	35	
Mode share (in person trips)			
Car Driver	500	375	
Car Passenger	0	0	
Bus passenger	0	125	
Rail Passenger	0	0	
Cyclist	0	0	
Walking	0	0	

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips	0	125	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average trip distance (km)	4	4	
Average wait time (mins)	No Information - Not expected to change	No Information - Not expected to change	
Average fare per trip (£)	No Information - Not expected to change	No Information - Not expected to change	
Average in-vehicle time (mins)	No Information - Not expected to change	No Information - Not expected to change	

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma - Sustainable Business Advice and Workplace Activities

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	No Information - Not expected to change	No Information - Not expected to change	<i>No Information - Not expected to change</i>
Route length (km)	4	4	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average trip length (km)	4	4	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average cycling speed (kph)	14	14	<i>Due to the lack of any local information, this value is taken from the HEAT guidance on average cycling speeds, based on studies done in Copenhagen and Stockholm</i>
Number of users (per day)	692	1102	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Percentage of additional users that would have driven a car otherwise.	N.A.	1	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area	13798	11314	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Traffic levels (Vehicle hours) in the affected area	396	325	
Average Speed in the Morning Peak	35	35	

Mode share (in person trips)		
Car Driver	3488	2860
Car Passenger	347	284
Bus passenger	280	446
Rail Passenger	95	152
Cyclist	78	124
Walking	614	978

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips	280	446	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average trip distance (km)	4	4	
Average wait time (mins)	No Information - Not expected to change	No Information - Not expected to change	
Average fare per trip (£)	No Information - Not expected to change	No Information - Not expected to change	
Average in-vehicle time (mins)	No Information - Not expected to change	No Information - Not expected to change	
Description of your intervention	<i>Refresh Workplace Solutions approach based on Tyne & Wear Go Smarter to Work experience; by County Council GSN team.</i>		

LSTF 15/16 Revenue Competition - Schemes Impact Pro-Forma - Northumbria Specialist Emergency Care Hospital

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	No Information - Not expected to change	No Information - Not expected to change	<i>No Information - Not expected to change</i>
Route length (km)	4	4	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average trip length (km)	4	4	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average cycling speed (kph)	14	14	<i>Due to the lack of any local information, this value is taken from the HEAT guidance on average cycling speeds, based on studies done in Copenhagen and Stockholm</i>
Number of users (per day)	35	55	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Percentage of additional users that would have driven a car otherwise.	N.A.	1	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Traffic levels (Vehicle km) in the affected area	690	566	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Traffic levels (Vehicle hours) in the affected area	20	16	
Average Speed in the Morning Peak	35	35	
Mode share (in person trips)			

Car Driver	174	143
Car Passenger	17	14
Bus passenger	14	22
Rail Passenger	5	8
Cyclist	4	6
Walking	31	49

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Annual number of passenger trips	14	22	<i>See chapter 2 of the Technical Note included with the LSTF submission</i>
Average trip distance (km)	4	4	
Average wait time (mins)	No Information - Not expected to change	No Information - Not expected to change	
Average fare per trip (£)	No Information - Not expected to change	No Information - Not expected to change	
Average in-vehicle time (mins)	No Information - Not expected to change	No Information - Not expected to change	
Description of your intervention	<i>Transfer of local staff to new Hospital during spring/summer 2015</i>		

Appendix 6; Technical Note on Methodology prepared by Aecom

Project:	Northumberland 2015/2016 LSTF Bid	Job No:	60282779
Subject:	Economic Case		
Prepared by:	Simon Fradgley	Date:	21st March 2014
Approved by:	Gary MacDonald	Date:	28th March 2014

1. Introduction

This note details the methodology and results for calculating the benefits of the LSTF schemes being put forward by Northumberland Country Council (NCC) for 2015-2016 revenue funding. The note details all of the benefit assessments which have been undertaken and the methodology for calculating each of them. The note also details the individual schemes and how the impacts of each have been calculated in terms of mode shift etc. Finally, the quantitative and qualitative assessments for each of the schemes are presented as well as an overview of the combined benefits

2. LSTF Schemes

This section details the schemes which have been assessed as part of the LSTF bid and also any assumptions which have been made in order to quantify their impact on the current transport network. The list of the schemes to be assessed and some basic information on each is detailed below in **Table 2.1**:

Table 2.1: Northumberland LSTF Scheme Overview

Name of Scheme	Mode Influenced	Cost (£)	Description
Welfare to Work			
TravelRight	All	76,772	Personalised travel planning for job seekers; provided by Riverside consulting.
Wheels to Work	Scooters	138,000	Scooter loans for travel to work; by Northumberland Adult Learning Services.
Cycle to Work Package			
Cycle Skills & Loans	Cycling	68,000	Joint working involving Sustrans, Cycle Experience & TravelRight to deliver more holistic cycle offer to job seekers.
Cycle Repair Training	Cycling	47,000	Support for cycle maintenance training.
Bus to Work Package			
Service 19 Cobalt Connect	Bus	29,000	Two new services in the morning and two in the evening are proposed on the Service 19, operated by Go North East. The service connects Ashington and Cramlington, with the proposed services helping shift workers.
Bus 2 Work Tickets	Bus	29,000	In conjunction with Nexus, the provision of Pop Smartcards for people starting new jobs.

Behaviour Change Package			
Sustainable Transport Business Advice	All (Behaviour Change)	45,000	Refresh Workplace Solutions approach based on Tyne & Wear Go Smarter to Work experience; by Northumberland County Council GSN team.
Workplace Activities	All (Behaviour Change)	70,000	Officer to co-ordinate events etc. with firms to consolidate & embed engagement initiated by Business Adviser; to be procured.
Northumbria ECH	All (Behaviour Change)	20,500	Transfer of local staff to new hospital during spring/summer 2015.
Secondary Schools	All (Behaviour Change)	40,000	Engage with Year 11, 12 & 13 pupils at all 16 Secondary Schools; by GSN team. Travel training; to be procured.
Project Management			
Project Management	N/A	135,000	Governance, monitor output & finance, co-ordination, website, local promotion & press etc.; by GSN team.
Health & Active Travel initiatives	N/A	In Project Management	Cycling & walking are travel modes involving physical activity; by GSN team.

For each of the above schemes, the impact on the travel network needs to be estimated in terms of shift to sustainable modes and reduction of highway traffic. This allows an economic assessment of the scheme to be undertaken (as detailed in the next section) in order to provide an indication of the monetary benefits. **Table 2.2** below details the available information provided by Northumberland County Council and any assumptions which have been made.

Table 2.2: Northumberland LSTF Scheme Detail

Name of Scheme	Information/Assumptions	
	Without LSTF	With LSTF
Welfare to Work		
Travel Right	700 job seekers across the county will be assisted in finding employment, of which this measure will directly target 75% (25% will be captured by other proposed schemes and have therefore been discounted to omit double counting). County-wide mode share data has been used (Method of Travel to Work, Census 2011) to determine the number of car trips. The calculated number of car trips is assumed to be new to the network given the target of job seekers who haven't previously travelled. The average distance travelled is taken as 3.60km, based on 1131 miles travelled per person per year for commuting purposes in the North East (NTS 2011-2012) and 506 commuting trips undertaken per person per year.	Once the number of new car trips to the network has been determined, the impact of Smarter Choices (TAG Unit M5.2, January 2014) has been applied to this figure. In this case it is reasonable to assume an 8% reduction in car trips in association with targeted marketing. The calculated figure for the reduction in the number of car trips as a consequence of the scheme has then been applied proportionally to the available sustainable mode choices. The numbers of cars with the revised mode share associated with Smarter Choices are considered to be new trips on the network. The reduction associated with Smarter Choices is considered to be retained throughout the five year assessment period.

Wheels to Work	<p>The scheme facilitates 37 scooter loans per year for job seekers (the duration of the loan is considered to be for 6 months, hence influencing the mode choice of up to 74 people. The loan period could be extended to cover a one year period; as such 37 cycle loans have been assumed for the annual period). Given the target of job seekers there will be 37 new car trips on the network in the without LSTF scenario to account for the fact that any advertised job would have been taken by a car driver in the case where those being targeted by scooters would not have been able otherwise to make the trip. The 37 car trips would be new to the network given the focus on job seekers. Distance travelled is 3.60km, based on NTS 2011-2012 data.</p>	<p>With the scooter loan scheme available 37 people will be able to travel to work using this mode. These are considered to be new trips on the network but will have a lesser impact than the car. It has been assumed that over the appraisal timeframe, these trips continue to be by scooter and will not revert back to car trips on account of the person becoming employed not having access to a car.</p>
Cycle to Work Package		
Cycle Skills & Loans	<p>This scheme, alongside the Secondary Schools scheme, primarily targets school leavers in South East Northumberland (as such the schemes have been assessed in combination) There are 1850 school leavers per annum and this figure has then been adjusted to account for youth unemployment. Mode share data for the South East Northumberland (Method of Travel to Work, Census 2011) to identify the number of car trips. All car trips are considered to be new to the network given the focus on school leavers. Distance travelled is 3.60km, based on NTS 2011-2012 data.</p>	<p>Once the number of new trips on the network has been established, the impact of Smarter Choices is applied to reflect the travel planning guidance given to students. This has been set to a 10% reduction in car users (TAG Unit M5.2, January 2014). In addition cycle loans are to be provided to 340 people, whereby the number of car drivers has been reduced to this extent with a corresponding uplift in the number of cyclists. The remaining car trips are considered to be new to the network. The impact of the scheme is considered to be continuous over the 5 year appraisal period.</p>
Cycle Repair Training	<p>This scheme is complementary to the other cycle schemes. The scheme details indicate there will be limited transport related economic benefit, and as such no assessment in this respect has been undertaken.</p>	
Bus to Work Package		
Service 19 Cobalt Connect	<p>New services on the route Service 19, Cobalt Connect, operating between Ashington, Cramlington and Cobalt Business Park are to be funded through LSTF. Patronage figures highlight that the new services will attract 15 new passengers per day. In the without LSTF case these trips will be via car. Distance travelled in this instance is calculated as the distance travelled between Ashington and Cobalt and Cramlington and Cobalt (15 miles and 7 miles respectively) weighted by the population of these two areas (46%, 54% respectively)</p>	<p>With LSTF funding 15 people per day will transfer from car use to bus patronage. The impact of the scheme is considered to be continuous over the 5 year appraisal period.</p>

Bus 2 Work Tickets	500 bus tickets are to be provided to encourage mode change. Without LSTF these 500 will be car users. Distance travelled is 3.60km, based on NTS 2011-2012 data.	The bus tickets enable one month of public transport travel. Assuming careful targeting of resource all tickets will be used for one month, reducing the number of car trip by 500 during one month of 2015/16. The longer term uptake and consequential mode change to bus use is expected to be 25%. As such this scenario is reflected in 11 months of the 2015/16 assessment and the subsequent four years of assessment.
Behaviour Change Package		
Sustainable Transport Business Advice	The scheme provides targeted travel planning activity through the workplace. 5000 individuals are to be targeted. Cycle loans will be taken up by people in work or about to start a new job. Here we make the assumption that without LSTF, county-wide mode share is applied to the 5000 employees (Method of Travel to Work, Census 2011). Distance travelled is 3.60km, based on NTS 2011-2012 data.	The number of car users is reduced by the Smarter Choices influence to reflect the nature and anticipated outcome of the scheme. Car users have been reduced by 18% to reflect Workplace Travel Planning (TAG Unit M5.2, January 2014). The reduction in car trips has been proportionally to sustainable modes. The impact of the scheme is considered to be continuous over the 5 year appraisal period.
Workplace Activities	Complementary to the above scheme, assessed in combination.	
Northumbria Specialist Emergency Care Hospital	Personalised Travel Advice and guidance is to be provided to 250 staff members, transferring to the new hospital from their existing workplace. We make the assumption that without the LSTF scheme in place, the county-wide mode share has been applied to the 250 staff members (Method of Travel to Work, Census 2011). Distance travelled is 3.60km, based on NTS 2011-2012 data.	The number of car users in the without LSTF scenario is adjusted to reflect a Smarter Choices reduction of 18% to reflect Workplace Travel Planning (TAG Unit M5.2, January 2014) associated with the new hospital. The impact of the scheme is considered to be continuous over the 5 year appraisal period.
Secondary Schools	This scheme complements the Cycle Skills and Loans Scheme – as such the schemes are assessed collectively.	
Project Management		
Project Management	Project Management complements all schemes, but will have limited impact in terms of isolated quantifiable benefits; as such no assessment has taken place.	
Health & Active Travel initiatives	This scheme is complementary to the Project Management scheme; as such no assessment has been undertaken.	

Once all of the relevant input information has been collected then the scheme benefits can be assessed. The methodology of which is detailed in the next section.

3. Assessment Methodology

Each of the LSTF schemes have been assessed across a range of impact categories, this section details the methodology which has been employed in each case.

3.1 Decongestion/Air Quality/Greenhouse Gases/Noise

In order to quantify the various benefits which stem from the removal of highway car trips from the network, the guidance in *TAG Unit A5.4* for measuring marginal external costs has been used. The TAG databook (version 1.1) provides marginal external costs for transport in pence per car per kilometre in 2010 prices. The relevant cost for each of the appraisal years has been extracted from the guidance for the study area. The key inputs to this calculation are the reduction in highway trips, as calculated from the predicted mode shift for each scheme, and the average journey distance travelled. Different marginal external costs are provided for the following:

- Decongestion
- Air Quality
- Greenhouse Gases
- Noise

Multiplying these by the vehicles removed from the network and the distance gives us the benefit in 2010 prices which then needs to be discounted to a base year of 2010. It has been assumed that one scooter is equal to 0.5 cars for each of these elements for the Wheels to Work scheme.

3.2 Carbon Benefits

The carbon benefits for each of the schemes are assessed via the DfT's carbon calculator. The carbon calculator tool assesses the carbon impacts of an intervention. Details are entered into the carbon calculator both pre and post intervention. Details required for the carbon tool are:

- Year
- Road Type
- Distance
- Speed
- Vehicle Mix
- Modes the highway traffic are diverted to

From these inputs the tool calculates the emissions both pre and post intervention and details the difference between the two. As this tool has not been updated since 2011, the carbon costs were updated to match the latest WebTAG values.

The following assumptions have been made when using the carbon calculator:

1. The road types affected will predominantly be Major Urban roads.
2. The average speed on roads affected is 34.8 km/h (National Average)

3.3 Absenteeism Benefits

The calculations for benefits from reduced absenteeism involved calculating the number of absent days expected to be saved per new cyclist/walker. To calculate the absentee benefits the following assumptions have been made:

- 30 minutes exercise per day reduces short term absenteeism by 6-32%
- UK average absence duration per person is 6.5 days per year
- 95% of absences are short-term meaning short absences relate to approximately 6.5 days' worth of absences per person per year.

An average absenteeism saving has been assumed to be 19%, although this can be varied.

Therefore the calculation for the number of days per new cyclist/pedestrian that can be expected to be saved per year is $0.19 * 6.5 = 1.24$ with assumed values.

The value of time per hour for cyclists/pedestrians has been extracted from *TAG Data book v1.1 Table A1.3.1* and multiplied by 8 to get a value for the whole working day. This then has appropriate VOT growth factors applied for each year (taken from *TAG Data book v1.1 Table Annual Parameters*). This is multiplied by the number of new cyclists/pedestrians and the number of days which can be saved (as detailed above) for each year to generate a total benefit. It is implicitly assumed that the new walkers/cyclists would not have otherwise got 30 minutes exercise per day.

3.4 Health Benefits

This category of benefits has been assessed using the World Health Organisation's (WHO) Health Economic Assessment Tool (HEAT), which assesses the economic health impact of a change in volume of walkers and cyclists. This tool is recommended within *TAG Unit A5.1* as an assessment of physical activity impacts. To use this tool, the WebTAG statistical value of a life as per *TAG Data Book V1.1 Table A4.1.1* was grown according to GDP growth expectations from 2010 in order to obtain a value for 2015. This, alongside values for the increases in people cycling/walking and the average journey distance calculated previously, was used as an input into HEAT.

The cycling tool allows for entry of the average distance cycled per day and the number of days cycled per year, however the walking tool only allows for the average distance per day. Hence, the calculated journey distance had to be scaled by 253/365 for use in the walking tool.

It has been assumed that the age of school leavers is close enough to the recommended age ranges for HEAT for cycling (20-64) and walking (20-74) for the results to be reasonable (specifically for the Cycle To Work scheme, which is aimed at school leavers)

3.5 Cycling Accident Impacts

In order to assess the accident impact of introducing more cyclists onto the network, a further assessment was undertaken to highlight any disbenefits occurring from increasing numbers of cyclists. STATs 19 accident data was extracted for the relevant areas of Northumberland for 2008-2012 inclusive from the DfT website. The specific pedal cycle accidents were then isolated from each area to provide the total cycle accidents.

Information was extracted from the National Traffic Survey (NTS) to show the average distance travelled by mode in the UK. This was taken from Table NTS0305, which shows miles per person per year information from 1995 to 2012. Due to the lack of any more disaggregated information, the average distances by mode in this table were used to represent Northumberland.

The 2011 census population for Northumberland was then extracted from the NOMIS website. This allows the estimation of the current accident rate per cycle km via the following calculation

*Average number of cycle accidents / (Total Cycle Km (Population * Average Cycle Distance))*

Once we have the accident rate, the mode shift as calculated for each scheme can be used to estimate the number of new cycle trips on the network. Adding this to the total number of annual cycle km allows us to calculate a new number of annual accidents via the accident rate, this is then multiplied by the average accident value as detailed in *TAG Data Book V1.1 Table A4.1.1*. to give a monetary benefit.

3.6 Social and Distributional Impacts (SDI) Appraisal

DfT also requires an appraisal of the social and distributional impacts of the scheme, in the context of TAG Units A4.1 and A4.2. This assessment has been undertaken qualitatively in the context of the following headings:

Social Impact Assessment

- Accident Impacts
- Physical Activity Impacts
- Security Impacts
- Severance Impacts
- Journey Quality Impacts
- Option Values and Non-Use values
- Accessibility Impacts
- Personal Affordability Impacts

:

Distributional Impact Assessment:

- User Benefits
- Noise
- Air Quality
- Severance
- Security
- Accessibility
- Personal Affordability

4. Results

This section details the results of the assessments for each of the schemes; it also details the estimated inputs for each scheme which feeds into the calculation process. This is outlined below on a scheme by scheme basis and also as a combined result for all of the LSTF schemes combined.

4.1 Welfare to Work - TravelRight

The estimated impacts of this scheme, in terms of yearly net change across the different modes, are detailed below in **Table 4.1.1**. This information feeds into the economic assessments in order to calculate the benefits.

Table 4.1.1: Estimated Scheme Impacts

Year	Yearly net change in trips				Average journey distance (km)
	Car trips	Cycling trips	Walking trips	Bus trips (vehicle)	
2015	-14824	1085	8592	0	4
2016	-14824	1085	8592	0	4
2017	-14824	1085	8592	0	4
2018	-14824	1085	8592	0	4
2019	-14824	1085	8592	0	4

Table 4.1.2 below details the results of the various assessments for this scheme. This is split into economic/environmental benefits, which have been quantified by calculating a monetary value, and the Social and Distributional Impacts, which are assessed qualitatively.

Table 4.1.2: TravelRight Scheme Benefits

Benefit	
<i>Economic</i>	
Decongestion Benefit (MEC)	£28,652.90
Infrastructure (MEC)	£209.88
Accidents (MEC)	£3,730.14
Indirect Taxation (MEC)	-£10,088.80
Absenteeism	£15,615.33
Physical Fitness Walking (HEAT)	£190,000.00
Physical Fitness Cycling (HEAT)	£10,000.00
Accidents (Increased Cycling)	-£601.77
<i>Environmental</i>	
Local Air Quality (MEC)	£128.82
Noise (MEC)	£209.88
Carbon Benefits (DfT Carbon Tool)	£1,872.20
<i>Social and Distributional Impacts</i>	
Accident Impacts	Accident benefits are derived given the reduction in car use, conversely the economic assessment identifies an increase in the number of accidents associated with cycling given the increased number of cyclists. The distributional impact of this is widespread throughout Northumberland given the scheme's target.
Physical Activity Impacts	The scheme demonstrates a positive impact on physical activity with an increase in the walking and cycling trips due to the Smarter Choices influence. As a direct impact of improvements in health, we will also see a positive impact on the economy through a healthier and more active workforce.
Security Impacts	n/a
Severance Impacts	Providing travel information to, and working with, job seekers provides the tools to enhance an individual's travel horizons.
Journey Quality Impacts	Making individuals more informed about their travel options will enhance an individual's journey experience. Furthermore, working with job seekers and enabling them to take up employment will result in new journeys being made by individuals which were not previously undertaken.
Option Values and Non-Use Values	n/a
Accessibility Impacts	There are clear benefits derived from increased accessibility on account of an individual finding employment and no longer seeking benefits such as JSA. On a personal level, travel planning advice provides an expansion in travel horizons and people are undertaking journeys that they would not have done previously.
Personal Affordability Impacts	Provision of advice can enable the understanding of relevant mode choice affordability.
Distributional Impacts	The target focus of this scheme is job seekers, therefore this demographic will be influenced by the scheme. The scheme is Northumberland wide; therefore the impact will be seen amongst the unemployed population county wide.

4.2 Welfare to Work - Wheels to Work

The estimated impacts of this scheme, in terms of yearly net change across the different modes, are detailed below in **Table 4.2.1**. This information feeds into the economic assessments in order to calculate the benefits.

Table 4.2.1: Estimated Scheme Impacts

Year	Yearly net change in trips				Average journey distance (km)
	Car trips	Cycling trips	Walking trips	Bus trips (vehicle)	
2015	-9361	0	0	0	4
2016	-9361	0	0	0	4
2017	-9361	0	0	0	4
2018	-9361	0	0	0	4
2019	-9361	0	0	0	4

Table 4.2.2 below details the results of the various assessments for this scheme. This is split into economic/environmental benefits, which have been quantified by calculating a monetary value, and the Social and Distributional Impacts, which are assessed qualitatively.

Table 4.2.2: Wheels to Work Scheme Benefits

Benefit	
<i>Economic</i>	
Decongestion Benefit (MEC)	£18,093.93
Infrastructure (MEC)	£132.54
Accidents (MEC)	£2,355.53
Indirect Taxation (MEC)	-£6,370.95
Absenteeism	£0.00
Physical Fitness Walking (HEAT)	£0.00
Physical Fitness Cycling (HEAT)	£0.00
Accidents (Increased Cycling)	£0.00
<i>Environmental</i>	
Local Air Quality (MEC)	£81.35
Noise (MEC)	£132.54
Carbon Benefits (DfT Carbon Tool)	£1,182.27

<i>Social and Distributional Impacts</i>	
Accident Impacts	Accident benefits are derived given the reduction in car use. The distributional impact of this is widespread throughout Northumberland given the scheme's target.
Physical Activity Impacts	There will be no impact on the levels of physical activity through the introduction of scooters.
Security Impacts	n/a
Severance Impacts	Providing the scooters enables people to travel to work who previously would have been unable to do so. Furthermore, the provision of the scooters enables scheme participants to travel further than they previously might have been able to.
Journey Quality Impacts	Working with job seekers and enabling them to take up employment will result in new journeys being made by individuals which were not previously undertaken.
Option Values and Non-Use Values	n/a
Accessibility Impacts	There are clear benefits derived from increased accessibility on account of an individual finding employment and no longer seeking benefits such as JSA. People are undertaking journeys that they would not have done previously and thus enhancing their travel horizons.
Personal Affordability Impacts	Provision of the scooters enables people to the access employment and use modes of transport they couldn't previously.
Distributional Impacts	The target focus of this scheme is job seekers, therefore this demographic will be influenced by the scheme. The scheme is Northumberland wide; therefore the impact will be seen amongst the unemployed population county-wide.

4.3 Cycle to Work Package - Cycle Skills and Loans

The estimated impacts of this scheme, in terms of yearly net change across the different modes, are detailed below in **Table 4.3.1**. This information feeds into the economic assessments in order to calculate the benefits.

Table 4.3.1: Estimated Scheme Impacts

Year	Yearly net change in trips				Average journey distance (km)
	Car trips	Cycling trips	Walking trips	Bus trips (vehicle)	
2015	-169492	177777	5209	0	4
2016	-169492	177777	5209	0	4
2017	-169492	177777	5209	0	4
2018	-169492	177777	5209	0	4
2019	-169492	177777	5209	0	4

Table 4.3.2 below details the results of the various assessments for this scheme. This is split into economic/environmental benefits, which have been quantified by calculating a monetary value, and the Social and Distributional Impacts, which are assessed qualitatively.

Table 4.3.2: Cycle Skills and Loans Scheme Benefits

Benefit	
<i>Economic</i>	
Decongestion Benefit (MEC)	£327,611.45
Infrastructure (MEC)	£2,399.76
Accidents (MEC)	£42,649.65
Indirect Taxation (MEC)	-£115,353.33
Absenteeism	£294,123.32
Physical Fitness Walking (HEAT)	£112,000.00
Physical Fitness Cycling (HEAT)	£1,830,000.00
Accidents (Increased Cycling)	-£98,602.42
<i>Environmental</i>	
Local Air Quality (MEC)	£1,472.86
Noise (MEC)	£2,399.76
Carbon Benefits (DfT Carbon Tool)	£21,406.38
<i>Social and Distributional Impacts</i>	
Accident Impacts	Accident benefits are derived given the reduction in car use, however the sizeable increase in the number of cyclists leads to greater accident disbenefits.
Physical Activity Impacts	Use of the HEAT tool demonstrates benefits to both walking and cycling The substantial increase in the number of cyclists on account of the loan provision leads to activity being incorporated into an everyday routine. The increases in levels of activity are also shown to reduce the levels of absenteeism.
Security Impacts	n/a
Severance Impacts	Providing travel information to, and working with, school leavers provides the tools to enhance an individual's travel horizons.
Journey Quality Impacts	Making individuals more informed about their travel options will enhance an individual's journey experience. Furthermore, working with school leavers and enabling them to take up employment will result in new journeys being made by individuals which were not previously undertaken.
Option Values and Non-Use Values	n/a
Accessibility Impacts	Provision of cycle loans immediately improves accessibility options as does the provision of the travel planning advice. Making individuals aware of the transport options available to them will improve accessibility.
Personal Affordability Impacts	Provision of advice can enable the understanding of relevant mode choice affordability. Cycle loans also impact upon this.
Distributional Impacts	The target focus of this scheme is school leavers within the South East Northumberland area, therefore targeting the young person group. With unemployment figures and low levels of active travel amongst those in South East Northumberland, the scheme is clearly targeted.

4.4 Cycle to Work Package - Cycle Repair Training

This scheme has not been assessed in a quantitative manner due to it being complementary to other schemes and focused on sustaining mode shift; there are assumed to be no direct benefits in terms of mode change associated with providing maintenance training.

4.5 Bus to Work Package - Service 19 Cobalt Connection

The estimated impacts of this scheme, in terms of yearly net change across the different modes, are detailed below in **Table 4.5.1**. This information feeds into the economic assessments in order to calculate the benefits.

Table 4.5.1: Estimated Scheme Impacts

Year	Yearly net change in trips				Average journey distance (km)
	Car trips	Cycling trips	Walking trips	Bus trips (vehicle)	
2015	-7590	0	0	1012	17
2016	-7590	0	0	1012	17
2017	-7590	0	0	1012	17
2018	-7590	0	0	1012	17
2019	-7590	0	0	1012	17

Table 4.5.2 below details the results of the various assessments for this scheme. This is split into economic/environmental benefits, which have been quantified by calculating a monetary value, and the Social and Distributional Impacts, which are assessed qualitatively.

Table 4.5.2: Service 19 Cobalt Connection Scheme Benefits

Benefit	
<i>Economic</i>	
Decongestion Benefit (MEC)	£60,730.56
Infrastructure (MEC)	£444.85
Accidents (MEC)	£7,906.13
Indirect Taxation (MEC)	-£21,383.48
Absenteeism	£0.00
Physical Fitness Walking (HEAT)	£0.00
Physical Fitness Cycling (HEAT)	£0.00
Accidents (Increased Cycling)	£0.00

<i>Environmental</i>	
Local Air Quality (MEC)	£273.03
Noise (MEC)	£444.85
Carbon Benefits (DfT Carbon Tool)	£1,682.94
<i>Social and Distributional Impacts</i>	
Accident Impacts	Accident benefits will be seen in the South East Northumberland area in the vicinity of Ashington and Cramlington due to the reduction in car trips.
Physical Activity Impacts	The transfer of the trips from car to bus has no quantifiable benefits in terms of the economic assessment, however all journeys using public transport will include an element of walking, more so than when car trips are considered.
Security Impacts	n/a
Severance Impacts	The extra bus services will increase the ability for people to undertake shift work at Cobalt Business Park without the need for car ownership.
Journey Quality Impacts	The services will enable people to transfer from car use to the use of public transport. With this brings potential for improved journey experience associated with public transport use in comparison to use of the car.
Option Values and Non-Use Values	n/a
Accessibility Impacts	As referred to in the severance discussion the new services will enhance the levels of accessibility to Cobalt Business Park for those living in Ashington and Cramlington with access to the Service 19.
Personal Affordability Impacts	The provision of additional services will provides an alternative to car use for those working or seeking work at Cobalt, understanding of the costs of travelling in this respect is critical.
Distributional Impacts	Benefits are associated with residents of Ashington and Cramlington. Whilst not assessed in this case, the provision of additional bus services will enable people to take jobs at Cobalt which require shift working where the employee does not have access to the car.

4.6 Bus to Work Package - Bus 2 Work Tickets

The estimated impacts of this scheme, in terms of yearly net change across the different modes, are detailed below in **Table 4.6.1**. This information feeds into the economic assessments in order to calculate the benefits.

Table 4.6.1: Estimated Scheme Impacts

Year	Yearly net change in trips				Average journey distance (km)
	Car trips	Cycling trips	Walking trips	Bus trips (vehicle)	
2015	-79063	0	0	0	4
2016	-63250	0	0	0	4
2017	-63250	0	0	0	4
2018	-63250	0	0	0	4
2019	-63250	0	0	0	4

Table 4.6.2 below details the results of the various assessments for this scheme. This is split into economic/environmental benefits, which have been quantified by calculating a monetary value, and the Social and Distributional Impacts, which are assessed qualitatively.

Table 4.6.2: Bus to Work Tickets Scheme Benefits

Benefit	
<i>Economic</i>	
Decongestion Benefit (MEC)	£128,149.11
Infrastructure (MEC)	£943.44
Accidents (MEC)	£16,730.22
Indirect Taxation (MEC)	-£45,442.39
Absenteeism	£0.00
Physical Fitness Walking (HEAT)	£0.00
Physical Fitness Cycling (HEAT)	£0.00
Accidents (Increased Cycling)	£0.00
<i>Environmental</i>	
Local Air Quality (MEC)	£597.54
Noise (MEC)	£943.44
Carbon Benefits (DfT Carbon Tool)	£8,416.11
<i>Social and Distributional Impacts</i>	
Accident Impacts	Accident benefits will be seen county wide where car trips are removed from the network.
Physical Activity Impacts	No change in the level of physical evidence is shown, however those using public transport are likely to be more active in their travel to work trip compared to car users.
Security Impacts	n/a
Severance Impacts	Transfer from car to bus trips will not impact upon the level of severance
Journey Quality Impacts	The public transport tickets will enable people to transfer from car use to the use of public transport. With this brings potential for improved journey experience, including more transport choices whereby better use of time can be made using public transport in comparison to car use.
Option Values and Non-Use Values	n/a
Accessibility Impacts	Car users transferring to the use of the bus will have no direct impact on levels of accessibility, given that the tickets are provided for journeys to work where a public transport alternative for this journey is available
Personal Affordability Impacts	Provision of bus tickets will influence perceptions of affordability in the context of comparative costs to car use
Distributional Impacts	Impacts of the scheme are considered to be county wide.

4.7 Behaviour Change Package - Sustainable Transport Business Advice

The estimated impacts of this scheme, in terms of yearly net change across the different modes, are detailed below in **Table 4.7.1**. This information feeds into the economic assessments in order to calculate the benefits.

Table 4.7.1: Estimated Scheme Impacts

Year	Yearly net change in trips				Average journey distance (km)
	Car trips	Cycling trips	Walking trips	Bus trips (vehicle)	
2015	-317652	23249	184123	0	4
2016	-317652	23249	184123	0	4
2017	-317652	23249	184123	0	4
2018	-317652	23249	184123	0	4
2019	-317652	23249	184123	0	4

Table 4.7.2 below details the results of the various assessments for this scheme. This is split into economic/environmental benefits, which have been quantified by calculating a monetary value, and the Social and Distributional Impacts, which are assessed qualitatively.

Table 4.7.2: Business Advice and Workplace Activities Scheme Benefits

Benefit	
<i>Economic</i>	
Decongestion Benefit (MEC)	£613,990.80
Infrastructure (MEC)	£4,497.49
Accidents (MEC)	£79,931.56
Indirect Taxation (MEC)	-£216,188.67
Absenteeism	£334,614.16
Physical Fitness Walking (HEAT)	£4,064,000.00
Physical Fitness Cycling (HEAT)	£240,000.00
Accidents (Increased Cycling)	-£12,895.06
<i>Environmental</i>	
Local Air Quality (MEC)	£2,760.35
Noise (MEC)	£4,497.49
Carbon Benefits (DfT Carbon Tool)	£40,118.63

<i>Social and Distributional Impacts</i>	
Accident Impacts	Accident benefits will be seen county wide due to the reduction in car users. However the increase in the number of cycling trips will result in accident disbenefits, albeit the benefits are greater than the disbenefits.
Physical Activity Impacts	Smarter choices reduction in car users and the rise in walking and cycling trips results in clear physical fitness benefits. The increased levels of physical activities in turn results in reduced levels of absenteeism.
Security Impacts	n/a
Severance Impacts	n/a
Journey Quality Impacts	Reducing the number of vehicles on the network and the associated uptake in use of sustainable modes has the potential to influence journey quality, for example reduced congestion reduces journey times and for non-car modes the journey can be less stressful in comparison.
Option Values and Non-Use Values	n/a
Accessibility Impacts	Travel planning work will not directly improve accessibility compared to car use; however those targeted will be more aware of their journey options.
Personal Affordability Impacts	n/a
Distributional Impacts	Impacts are county-wide

4.8 Behaviour Change Package – Workplace Activities

This scheme has not been assessed in a quantitative manner due to it being assessed as part of the business advice scheme.

4.9 Behaviour Change Package - Secondary Schools

This scheme has not been assessed in a quantitative manner due to it being assessed as part of cycle skills and loans.

4.10 Behaviour Change Package - Northumberland Specialist Emergency Care Hospital

The estimated impacts of this scheme, in terms of yearly net change across the different modes, are detailed below in **Table 4.10.1**. This information feeds into the economic assessments in order to calculate the benefits.

Table 4.10.1: Estimated Scheme Impacts

Year	Yearly net change in trips				Average journey distance (km)
	Car trips	Cycling trips	Walking trips	Bus trips (vehicle)	
2015	-15883	1162	9206	0	4
2016	-15883	1162	9206	0	4
2017	-15883	1162	9206	0	4
2018	-15883	1162	9206	0	4
2019	-15883	1162	9206	0	4

Table 4.10.2 below details the results of the various assessments for this scheme. This is split into economic/environmental benefits, which have been quantified by calculating a monetary value, and the Social and Distributional Impacts, which are assessed qualitatively.

Table 4.10.2: Northumberland Specialist Emergency Care Hospital Scheme Benefits

Benefit	
<i>Economic</i>	
Decongestion Benefit (MEC)	£30,699.54
Infrastructure (MEC)	£224.87
Accidents (MEC)	£3,996.58
Indirect Taxation (MEC)	-£10,809.43
Absenteeism	£16,730.71
Physical Fitness Walking (HEAT)	£201,000.00
Physical Fitness Cycling (HEAT)	£10,000.00
Accidents (Increased Cycling)	-£644.75
<i>Environmental</i>	
Local Air Quality (MEC)	£138.02
Noise (MEC)	£224.87
Carbon Benefits (DfT Carbon Tool)	£2,005.93
<i>Social and Distributional Impacts</i>	
Accident Impacts	Accident benefits will be seen county wide due to the reduction in car users. However the increase in the number of cycling trips will results in accident disbenefits, albeit the benefits are greater than the disbenefits.
Physical Activity Impacts	Smarter choices reduction in car users and the rise in walking and cycling trips results in cleat physical fitness benefits. The increased levels of physical activities in turn results in reduced levels of absenteeism.
Security Impacts	n/a
Severance Impacts	n/a
Journey Quality Impacts	Reducing the number of vehicles on the network and the associated uptake in use of sustainable modes has the potential to influence journey quality, for example reduced congestion reduces journey times and for non-car modes the journey can be less stressful in comparison.
Option Values and Non-Use Values	n/a
Accessibility Impacts	Travel planning work will not directly improve accessibility compared to car use; however those targeted will be more aware of their journey options.
Personal Affordability Impacts	n/a
Distributional Impacts	Impacts are county-wide

4.11 Project Management

This scheme has not been assessed in terms of economics even though it is an essential component of successful delivery; the management of Go Smarter Northumberland is not quantifiable in terms of directly impacting upon mode share.

4.12 Project Management - Health and Active Travel Initiatives

This scheme has not been assessed in a quantitative manner due to it being a promotional scheme only and its impacts being captured as part of other initiatives and the Project Management.

5 Combined Schemes

Table 5.1 below details the total combined monetary benefits of all of the LSTF schemes.

Table 5.1: Combined LSTF Scheme Benefits

Benefit	
<i>Economic</i>	
Decongestion Benefit (MEC)	£1,207,928.30
Infrastructure (MEC)	£8,852.83
Accidents (MEC)	£157,299.82
Indirect Taxation (MEC)	-£425,637.07
Absenteeism	£661,083.52
Physical Fitness Walking (HEAT)	£4,567,000.00
Physical Fitness Cycling (HEAT)	£2,090,000.00
Accidents (Increased Cycling)	-£112,744.00
<i>Environmental</i>	
Local Air Quality (MEC)	£5,451.96
Noise (MEC)	£8,852.83
Carbon Benefits (DfT Carbon Tool)	£76,684.47

6 Summary

The schemes proposed by Northumberland County Council have been assessed in the context of Economic, Environmental and Social and Distributional Impacts. The appraisal has been aligned with relevant guidance documentation and the results demonstrate the package of schemes proposed is clearly beneficial to those currently working or looking for work in Northumberland, with a focus of the South East Northumberland area.

7 Schemes Proformas

The proformas associated with the proposed schemes, as required by the DfT are appended.

Appendix 7: Letters of Support

List

- Avanta Ltd
- Cycle Experience
- Go North East Ltd
- Highbridge Business Park Ltd
- iBase Ltd
- Jambusters
- North Eastern LEP
- Sustrans
- NHS
- Healthwatch
- Northumberland Sport
- Northumberland Health
- Asda
- Northumberland Adult Learning Service
- Tyne and Wear Integrated Transport Authority
- Northumberland Clinical Commissioning Group
- Jobcentre Plus
- Riverside Consulting

Avanta



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EN4 0DR

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W: avanta.uk.com

Tuesday, 25 March 2014

Dear Sirs

Avanta is a DWP Work Programme provider for the North East England contract package area. We have worked closely with Northumberland County Council and sub contract delivery of Work Programme to their employability service. Large numbers of our Work Programme customers live in South East Northumberland where there are low numbers of vacancies and a small private sector employer base. It is important for the success of Work Programme that customers can take up and sustain jobs in neighbouring areas. We recognise that poor transport links limit the opportunities of people in these areas to find accessible jobs in North Tyneside and Newcastle. There are also poor links between the major towns of south east Northumberland, preventing easy movement to local jobs.

The Northumberland Council Local Sustainable Transport Fund bid would improve the chances of our customers in these areas, allowing them to compete with other jobseekers residing closer to the larger employment sites. Travel planning and wheels to work schemes are acknowledged as valuable in terms of helping people to access and to sustain work. Many of our customers rely on public transport to reach these employment sites and an improvement in bus routes, and their frequency, would be a great benefit.

We fully support this bid as it will increase the job options open to our Work Programme customers and could help our performance, stimulating growth in an area of high unemployment and low levels of enterprise. We look forward to hearing the outcome of the assessment of the bid.

Karen Kenmare
Partnerships and Performance Manager
Avanta Enterprise Ltd

Delivering services on behalf of



European Union
European Social Fund
Investing in jobs and skills

This project is part-financed
by the European Social Fund



Department for
Work and Pensions

Company number 5722785
Registered in England and Wales

Registered Office:
2nd Floor
Churchwood House
116 Cockfosters
Hertfordshire
EN4 0DR

Cycle Experience



20 March 2014

Andy Chymera
Project Manager
Sustainable Transport
Northumberland County Council
County Hall
Morpeth
NE61 2EF

Dear Andy

Go Smarter Northumberland Local Sustainable Transport Grant 2015/16 Bid

TTC Group's Cycle Experience is delighted to offer its support to Northumberland's bid to the Local Sustainable Transport Fund, particularly the package of measures to support and promote cycling.

We believe the package of measures will significantly increase cycling levels in the target communities, thus reducing congestion and carbon emissions, improving access to employment and contributing to local economic growth.

Cycle Experience currently operates within Northumberland, delivering the Bikeability scheme to young people and we would be very pleased to have the opportunity to work with yourselves to deliver a number of the measures identified within the bid.

We wish Northumberland County Council every success with the bid and we look forward to working with you and the local communities within South East Northumberland to deliver it.

Yours sincerely

Graham Wynn OBE
Chairman
TTC Group
(T) 01952 602634

Part of the TTC Group



Web: www.cycleexperience.com • Tel: 0845 434 8451 • E-mail: info@cycleexperience.com

Registered Office: Hadley Park East, Telford, Shropshire, TF1 6GJ • Registered in England & Wales No. 03035573 • VAT Registration number: 927 4377 96

Go North East Ltd.



Andy Chymera
Go Smarter Northumberland Project Manager
Northumberland County Council
County Hall
Morpeth
NE61 2EF

117 Queen Street
Gateshead
Tyne and Wear
NE8 2UA
t: 0845 60 60 260
f: 0191 4200225
www.simplygo.com

Dear Andy,

Local Sustainable Transport Fund – Cobalt Connect

I am pleased to confirm Go North East's support for Northumberland County Council's bid to the Local Sustainable Transport Fund and full participation in the proposed extension of the Cobalt Connect bus service when the bid is successful.

The additional earlier and later journeys on the Cobalt Connect route will build on the success from the current service which is funded by the Local Sustainable Transport Fund. In offering both earlier and later journeys to/from Cobalt Business Park it will open up more links to employment for residents in South East Northumberland as the journeys will be timed to meet the shift patterns of businesses on Cobalt Business Park.

We believe that this scheme will be successful because it will meet the demand for improved access to employment, education, shopping and leisure facilities in many parts of South East Northumberland and Tyne & Wear, including Cobalt Business Park. The additional journeys, supported by targeted marketing and promotional activity, will generate new bus journeys and encourage modal shift from private cars. It will also help to reduce social exclusion in some of the most deprived wards in Northumberland.

We expect that in one year the new service will carry an additional 7,500 passengers and require revenue support of **£29,824** from LSTF for a one year period to allow passenger numbers to grow to a sustainable level.

Working in partnership with Northumberland County Council and Highbridge Developments Ltd, we are confident that the Cobalt Connect scheme will be financially sustainable at the end of the Fund period.

Yours sincerely

Andrew Tylosley
Head of Commercial

Highbridge Business Parks Ltd (Cobalt Park)

Highbridge Business Park Limited

Our Ref: 0191

24th March 2014

Mr A Chymera
Travel Plan Co-ordinator
Northumberland County Council
Strategic Transportation
County Hall
Morpeth
Northumberland
NE61 2EF



Emailed to: Andy.Chymera@northumberland.gcsx.gov.uk

Dear Mr Chymera,

Go Smarter Northumberland Local Sustainable Transport Fund Revenue Grant 2015/16 Bid

I understand that Northumberland County Council are submitting a bid to obtain LSTF funding for the cycle path and bus link bid to promote sustainable travel between Ashington, Bedlington, Cramlington, Seaton Delaval and employment opportunities at Cobalt Business Park.

As the developers of Cobalt, we strongly support this bid as we believe that the measures proposed would provide an important link between a number of local communities in Northumberland and Cobalt.

During the 10 years since the first members of staff started work there, we have built over 1.6 million square feet of Grade A office space. Employment at Cobalt has grown steadily to approximately 10,000, these staff have been employed by major companies such as Proctor and Gamble, Orange, Santander and public bodies Northumbria NHS and North Tyneside Council who have demonstrated their commitment to the Park by signing 15 year leases without break. Many of the major employers have since leased a second building on the Park. We have also recently obtained a new occupier Accenture who move on site in March with initially 200 staff then looking to grow the business within 12 months. HP and Duco bringing an additional 300 jobs.

This growth of employment has been achieved through a combination of the provision of high quality office space, the availability of suitably qualified staff in the area and the effort that Northumberland County Council, North Tyneside Council, Nexus, Sustrans, the bus companies and ourselves have put in to enhance both the public transport network and other sustainable means of travelling to work. These initiatives, including the introduction and active promotion of convenient new cycling facilities locally and several new bus routes, such as the flagship 19 and 309 services, have helped to make the jobs available at Cobalt accessible to the many people in the surrounding areas who do not have access to a car. At the same time the share of single occupancy car use at Cobalt has fallen from 70% to 63% as

the public transport network has improved and our two onsite travel coordinators have increased awareness of the available services.



As Cobalt continues to develop it is expected the number of staff working there will increase to over 18,000. We are in regular discussions with both existing and potential new occupiers who are looking for additional space. However, this increase in employment will only be achieved if current and potential occupiers continue to be able to attract staff to fill vacancies as they occur and potential recruits can access the Park easily by providing the new cycle path and regular direct all day bus links between Cobalt and a number of local communities in Northumberland, the proposed enhanced transport options between Ashington and Cobalt in particular will:

- Help to increase the number of jobs available at Cobalt.
- Improve access to employment for staff based in a number of local communities.
- Increase the mode share of public transport (and thus reduce congestion) by providing more staff currently working at Cobalt with a direct bus service. This has proved to be an effective and popular alternative to single car use for a number of commuters when other new services have been introduced elsewhere in the region.

We are convinced of the importance of providing potential employees from key Northumberland communities with easy access to employment at times when work is available through the provision of the measures proposed in the LSTF bid. We are prepared to commit some funding towards the bus service during the LSTF period. We are also willing to continue to support it at a similar level thereafter. In addition, our dedicated travel co-ordinators will actively market and promote it at the park.

I very much hope that your bid will be successful.

Yours sincerely,

Adrian Hill
Director

cc: Guy Marsden, Highbridge Business Park Ltd
Lynn Cramman, Cobalt Travel Co-ordinator

iBase Ltd.



The Rt Hon Patrick McLoughlin MP
The Secretary of State for Transport
Department for Transport

Dan Blanchet
Commercial Manager
iBase Systems Ltd
Southgate House
Stevenage
SG1 1HG

Date: 21/03/2014

Re: LSTF Bid proposal 2015/16 - Go Smarter Northumberland

Dear Secretary of State,

On behalf of iBase Systems Ltd I am pleased to confirm our continued support for this LSTF bid. It is reassuring to know that further funding for 2015/16 is available and I am certain it will give the dedicated individuals and organisations involved in the program the resources they need to build on the investment already made.

This bid will give longevity to the excellent sustainability and travel behaviour change initiatives targeted at improving access to jobs, particularly in more rural areas, the use of sustainable travel modes, extending job search horizons and supporting the local economy whilst reducing CO₂.

These initiatives will, I'm sure, deliver the required changes in travel behaviour and the Go Smarter Northumberland team will be able to confidently report on the outcomes of their efforts through our behaviour change and travel plan monitoring tool, iTRACE. iTRACE has been in use around the country to monitor the performance of travel behaviour change initiatives since 2006 and we are about to break the 500,000 personal travel survey response milestone which we believe makes it the largest data resource of this type anywhere. iTRACE is used by around 30% of UK local authorities, including around 20% of the LSTF funded ones, to monitor commuter CO₂ and actual travel behaviour.

With this extended funding, the Go Smarter Northumberland program will be a great success and continue to make its contribution in the areas of Ashington, Blyth & Cramlington and elsewhere. iBase Systems Ltd looks forward to working with the team on this important project through 2015/16 and beyond.

Yours sincerely

Dan Blanchet
iBase Systems Ltd

iBase Systems Ltd
Southgate House
Stevenage SG1 1HG

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Jambusters Ltd.



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25th March 2014

Heather Runnacles Goodridge
Workplace Travel Solutions Officer
Sustainable Transport
Northumberland County Council
County Hall
Morpeth
NE61 2EF

To whom it may concern:

Jambusters works with the Northumberland County Council on their **Go Smarter Northumberland Local Sustainable Transport** campaign to provide a car sharing service throughout the region.

The Go Smarter car share scheme assists organisations and employers wanting to make a positive contribution towards reducing their carbon footprint, reducing traffic congestion; reducing their on-site parking needs and promoting sustainable transport.

Go Smarter offers the scheme to any organisations that wish to join within the region, at no cost to the organisation, thereby reducing barriers to employers promoting the scheme to their employees.

It is also promoted to members of the general public and Go Smarter have added specific functionality aimed at improving access to jobs using sustainable travel modes, thus addressing issues associated with travel to work from isolated rural areas of the County.

We look forward to working with Northumberland County Council on an ongoing basis to build on their initial successes.

Yours sincerely

A handwritten signature in blue ink that reads "Janet M Hodgkinson". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Janet M Hodgkinson
Projects Director MSc MBCS

North Eastern LEP

Rt Hon Patrick McLoughlin MP
Secretary of State
Department for Transport
Great Minster House
33 Horse Ferry Road
London
SR1P 4DR

North East
Local Enterprise
Partnership



25th March 2014

Dear Secretary of State

**Northumberland Local Sustainable Transport Fund: South East Northumberland-
Go Smarter Northumberland**

I write in support of Northumberland County Council's bid to the Local Sustainable Transport Fund on behalf of the North East Local Enterprise Partnership. The importance which the Enterprise Partnership attaches to transport is evident by its inclusion as one of the four strategic economic priorities which guides our work.

The Enterprise Partnership believes that this bid will be an opportunity to build on the impressive work which has already been undertaken by Northumberland County Council to improve the economy, in without it leading to increases in carbon emissions, which might normally result from high levels of activity.

The bid is consistent with the North East Strategic Economic Plan which places a high importance on transport and connectivity and the role sustainable transport can play in creating jobs, improving skills and securing the economic future of the area. Policy input from the Enterprise Partnership has ensured that the needs of the private sector have been taken into account when developing the proposal.

I commend the merits of the bid to you and look forward to a positive decision in due course.

Yours Sincerely

Mark Wilson

Principal Regional Transport Advisor

The Stamp Exchange, Westgate Road, Newcastle upon Tyne, NE1 1SA
www.nelep.co.uk

Sustrans



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Andy Chymera
Go Smarter Northumberland Project Manager
Sustainable Transport Projects
Northumberland County Council
County Hall
Morpeth
NE61 2EF

28 March 2014

Dear Andy,

Bid to Local Sustainable Transport Fund (2015-16)

Sustrans is pleased to support Northumberland Council's bid to the Local Sustainable Transport Fund for 2015-16. We have been working in partnership with you on your current LSTF programme for over 2 years now and there are great prospects for delivering significant modal shift in the south east of the County with on-going investment.

We have supported you in the preparation of this bid, which includes tried and tested Sustrans interventions that are already embedded within local workplaces and schools delivering significant and demonstrable behaviour change. Alongside other measures contained within the bid, we are confident this will achieve a significant change in local travel to more active and sustainable modes. They will help ease peak hour congestion and free up road capacity which is essential for the local economy to prosper. They will offer affordable and healthy travel options for local employees offering their employers a more productive workforce with a reduced instance of absenteeism. This can make a huge difference to businesses both large and small when the economy is still trying to recover from a major recession.

We look forward to working in partnership with Northumberland Council to support the delivery of this programme and wish you every success with your bid.

Yours sincerely

Registered Office, Sustrans, 2 Cathedral Square, College Green, Bristol BS1 3DD. T: 0117 926 3393
Belfast T: 028 9045 4569 / Cardiff/Cerediff T: 029 2065 0602 / Edinburgh T: 0131 559 3122

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Bryn Dowson
Regional Director

NHS

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Our Ref: BB/SY

28th March 2014

Andy Chymera
Go Smarter Northumberland Project Manager
Sustainable Transport Projects
Northumberland County Council
County Hall
Morpeth
NE61 2EF

Go Smarter Northumberland Local Sustainable Transport Fund 2015/16 Revenue Application

I am writing to offer my support to the Go Smarter Northumberland project bid.

Northumbria Healthcare NHS Foundation Trust provides health services for the population of Northumberland and North Tyneside – approximately 500,000 people across an urban and rural environment.

We operate three general hospitals in Ashington, Hexham and North Shields together with providing a wide range of community based and social care services. In June 2015 the Trust will be opening a brand new, state of the art, specialist emergency care hospital in Cramlington which will deliver the highest level of care to our sickest patients.

Our staff, patients and visitors tell us how important it is to be able to access our hospitals easily and we are keen to ensure that sustainable transport forms a fundamental aspect of our plan for opening our new facility, but also for our existing sites.

We employ around 10,000 staff and the options outlined in Northumberland County Council bid not only support our efforts in encouraging health and wellbeing within our employees through cycling and walking initiatives, but also offers the opportunity to improve access to work using sustainable travel modes, extend job horizons and to support the local community.

The team at Northumberland County Council have been extremely supportive of our need to improve travel options across our catchment area and we hope to continue to build on a very successful partnership.

We hope that the Go Smarter project will be successful in its application.

Yours sincerely



BIRJU BARTOLI
Director of Performance and Governance

Health Watch

Healthwatch Northumberland
Adapt (North East)
Burn Lane
Hexham
Northumberland
NE46 3HN
Tel 03332 408 468
Fax 01434 605251
Email info@healthwatchnorthumberland.co.uk
Web www.healthwatchnorthumberland.co.uk



Mr. Andy Chymera
Go Smarter Northumberland Project Manager
Sustainable Transport Projects
Northumberland County Council
County Hall
Morpeth
NE61 2EF

Thursday 27th March 2014

Dear Andy,

Re: Local Sustainable Transport Fund 2015/16 Revenue Application

We are writing to offer support to the Go Smarter Northumberland bid. Healthwatch Northumberland is the local consumer champion for health and social care established through the Health and Social Care Act 2012.

Healthwatch Northumberland works with and for individuals and communities across Northumberland and is acutely aware of the transport challenges faced by residents within the county.

It is crucial bespoke services such as those offered through the Go Smarter project are available to support employment across the health and social care sector. It is equally important new services developed are also able to support access to local health care for residents.

We hope that the LSTF Go Smarter application will be successful and wish the team every success.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Liz Prudhoe".

Liz Prudhoe
Strategic Lead



Northumberland Sport



26th March 2014

Andy Chymera
Go Smarter Northumberland Project Manager
Sustainable Transport Projects
Northumberland County Council
County Hall
Morpeth
NE61 2EF

Dear Andy,

Go Smarter Northumberland Local Sustainable Transport Fund Revenue Grant 2015/16 Bid

We have been working with the Go Smarter Northumberland Team during the last 4 years and on behalf of Northumberland Sport County Sports Partnership, I am writing to offer our support for the above project.

Northumberland Sport is leading the development of a physical activity strategy for the county. The 'Get Active Northumberland: Physical Activity Plan 2010-2015' identifies walking and cycling as priority objectives to encourage the population of Northumberland to be more active as part of a healthy lifestyle. As a mode of transport, walking and cycling involve physical activity which is beneficial to health, reducing all-cause mortality and improving life expectancy. In the UK, physical inactivity is the fourth leading cause of non-communicable diseases and is responsible for one in ten premature deaths, costing the economy £7.5 billion.

We are working closely with Public Health in Northumberland to support initiatives that encourage our population to achieve the Chief Medical Officer's Physical Activity guidelines for adults by undertaking 150 minutes of activity during the week to benefit their health. The proposals in this scheme will contribute to the targets and therefore be an important part of a wider health strategy for Northumberland.

The project has identified South East Northumberland as the area of greatest need. This is also supported by Sport England's Active People survey and market segmentation tool that highlight the lower levels of participation in the area and identify walking and cycling as two activities with the broadest appeal.

Go Smarter Northumberland have also identified workplaces in Northumberland as a key target audience to work with. This complements our existing Workplace Activity project (www.workplacechallenge.org.uk) and we have already worked in partnership to promote Go Smarter initiatives to businesses in Northumberland. We look forward to continuing this relationship.

We are committed to working in partnership with Go Smarter Northumberland, Public Health and the sporting and leisure providers to develop cycling and walking programmes. We want to encourage the adult population to take up cycling and to sustain their involvement, through the use of cycling both as a form of travel and also for physical activity purposes, such as outside their working day or with their families.

Northumberland Sport
Main Building
Hepscott Park
Morpeth
Northumberland
NE61 6NF

www.northumberlandsport.co.uk Tel: 01670 623515

Northumberland Health

NORTHUMBERLAND

Northumberland County Council

County Hall, Morpeth, Northumberland, NE61 2EF

Web: www.northumberland.gov.uk

27 March 2014

Andy Chymera
Go Smarter Northumberland Project Manager
Sustainable Transport Projects
Northumberland County Council
County Hall
Morpeth
NE61 2EF

Our Ref: LSTF14-15
Your Ref:
Contact: Kerry Lynch
Direct Line: 01670 620144
Fax:
Email:
Kerry.Lynch@northumberland.qcsx.gov.uk

Dear Andy,

Re: Local Sustainable Transport Fund 2015/16 Revenue Application

I am writing to offer my support to the Go Smarter Northumberland project and bid. Since our transition to the county council, the Public Health team has played a key advisory role in the development of links between public health and transport colleagues and programmes.

There is a strong evidence base showing that work is generally good for physical and mental health and well-being. One of the indicators we are also keen to address from the public health outcomes framework relates to the numbers of people who are physically inactive. We know that this inactivity leads to premature deaths. Regular physical activity is a key contributor to energy balance, helping to prevent obesity and overweight. It also reduces the risk of many chronic conditions including coronary heart disease, stroke, type 2 diabetes, cancer, mental health problems and musculoskeletal conditions.

Creating an environment where people actively choose to walk and cycle as part of everyday life can have a significant impact on public health and may reduce inequalities in health. It is an essential component of our strategic approach to increasing physical activity - the 'Get Active Northumberland: Physical Activity Plan 2010-2015' identifies walking and cycling as priority objectives to encourage the population of Northumberland to be more active as part of a healthy lifestyle. The Go Smarter Northumberland project links with much of public health's current projects and services such as the Better Health at Work Award, Exercise on Referral programmes and our partnership with Northumberland Sport for the coordination of the strategic plan.

We hope that the LSTF Go Smarter project will be beneficial in many ways, including from an access to work and increasing physical activity viewpoint. We wish the team every success and look forward to continuing to strengthen our partnership with them.

Yours sincerely,



Kerry Lynch
Public Health Specialist



Northumberland Adult Learning Service

NORTHUMBERLAND

Northumberland County Council

Tweed House • Hepscoth Park • Stannington • Morpeth • Northumberland • NE61 6NF

Telephone: (01670) 624878 • Fax: (01670) 625535

Adult Learning Service



Andy Chymera
Go Smarter Northumberland Project
Manager
Sustainable Transport Projects
County Hall
Morpeth
Northumberland
NE61 2EF

Our Ref: LSTFCycleAsh
Your Ref:

Contact: Heather Thomas
Direct Line: 01670 622107
Fax:

E-mail: Heather.Thomas@northumberland.gov.uk
Date: 31 March, 2014

Dear Andy

RE: Letter of Support for Ashington and Blyth Cycle Maintenance LSTF Projects

NALS has been delighted to be involved in the LSTF Go Smarter projects to date and is excited to continue to lend its support to the work.

I fully support the application for the Go Smarter Northumberland Local Sustainable Transport Fund Revenue Grant for 2015/16.

NALS is keen to support the bid overall; but particularly the application for the delivery of the Ashington Cycle Maintenance Project to add to the provision for communities in South East Northumberland.

Our proposals add value to our current activity in the key employment areas of Ashington, Blyth and Cramlington by offering additional activity for young people and adults to gain new skills and employment through Apprenticeships.

We are seeking to deliver the following outputs during the lifetime of the project

- 200 community learning learners undertaking non-accredited skills training predominantly at entry level
- 40 learners undertaking formal skills training to achieve nationally recognised qualifications at Level 1 from City and Guilds
- 10 learners undertaking formal skills training to achieve nationally recognised qualifications at Level 2 from City and Guilds
- 20 Apprenticeship starts that will lead to framework achievement in cycle maintenance and engineering at intermediate apprenticeship level.

To this end, NALS is seeking £48851 to support the new developments of skills training and Apprenticeship provision at a new workshop for the Ashington area, and we will commit to match funding the value of £69,926 in Education Funding Agency and Skills Funding Agency funding to the project. In addition we also commit to the continuation of the skills offer from the Blyth Cycle Maintenance workshop which was started under the current grant arrangements.

If I can offer any other information in support of the project please do not hesitate to contact me. I wish you and the team very good luck with the application.

Yours Sincerely

Heather Thomas
Senior Manager
Northumberland Adult Learning Service (NALS)



Asda

Diane Barnes
Community colleague
Asda Blyth
Cowpen Road
Blyth
NE22 5EF

28.03.2014



ASDA Blyth
Cowpen Road
Blyth
NE24 5TS

To whom it may concern,

I have worked with Heather Goodridge for Go smarter Northumberland for the past year. We have worked many projects together and she has been a fantastic support. Through her support and incentives we have really made a difference in how colleagues are travelling to work at Asda and possibly the wider community. Since Heather has been involved with the store the number of colleagues travelling to work on a bike has tripled. She has also been an invaluable in support of my launching a car share scheme amongst colleagues.

It is only by making the importance of smarter travel options visible that we will encourage people to change their mode of transport. Go smarter Northumberland plays a vital role in educating people about the benefits of making these changes.

Regards

A handwritten signature in black ink that reads "D-Barnes".

Diane Barnes
Community Life Colleague
Asda Blyth

Tyne and Wear Integrated Transport Authority



Go Smarter Team
c/o Newcastle City Council
10th Floor
Civic Centre
Barras Bridge
Newcastle Upon Tyne
NE1 8PR

Dear Andy,

Northumberland County Council LSTF Revenue Grant 2015/16 Bid

Tyne and Wear Integrated Transport Authority is thrilled to offer support to Northumberland's LSTF revenue bid for 2015/16. We are encouraged to find that Northumberland hope to continue the Go Smarter Northumberland programme that is currently in implementation with a focus on the communities of south east Northumberland. We currently work closely with the Northumberland team, particularly around developing the Go smarter brand and delivering robust, coordinated marketing campaigns and would relish the opportunity to continue sharing and learning best practice in changing travel behaviour.

We feel that the funding for 2015/16 will help Northumberland enhance the already established Go Smarter Northumberland to its full potential and will complement the sustainable transport programme included in the "More & Better Jobs" North East LEP draft Strategic Economic Plan. The programme already has proven successful measures and we truly feel that this funding will be an excellent opportunity to continue to improve access to jobs using sustainable travel modes, extending job search horizons and supporting the local economy whilst contributing to an increasingly low-carbon travel culture.

We are also fully supportive of the targeted work with young people gaining new skills and to addressing issues associated with travel to work from isolated rural areas of the extensive County.

We wish the Northumberland County Council every success with the bid.

Yours faithfully

Melanie Carls

Melanie Carls
Go Smarter Programme Manager
Tyne and Wear Integrated Transport Authority

Northumberland Clinical Commissioning Group



Northumberland County Council
County Hall
Morpeth
Northumberland
NE61 2EF

County Hall
Morpeth
Northumberland
NE61 2EF

28 March 2014

Tel: (01670)
Fax: (01670) 335 189
Email:

Dear Sirs

Northumberland CCC Support for the Go Smarter Northumberland application for L STF revenue grant 2015/16

Northumberland CCG congratulates Northumberland County Council's vision of supporting the local economy; facilitating economic development and reducing carbon emissions through the proposals for the Go Smarter Northumberland application.

From a health commissioning perspective, the CCG is well aware that some of the most significant gains to the health of the population comes from outside of the NHS; and access to sustainable, affordable and active transport is a perfect example of this.

Active travel

Collaboration between health and transport sectors to increase walking and cycling in conjunction with public transport has been recommended by many health advocates because of the substantial health benefits associated with active travel. There is significant evidence that interventions that promote active travel have the potential to bring health, environmental and economic benefits.

Access to services, employment and the reduction of social isolation

The focus on school age children, adult learners, job seekers, employees; and also other sections of the population who will need access to the Emergency Care Hospital evidences a whole system focus on the Northumberland population. Northumberland CCG also takes a whole system view and is delighted that the transport solutions address the changing health environment, a focus on enabling people to actively travel to work or seek employment; the prevention agenda and sustainability. Social isolation is also a major concern and the transport solutions seek to address this need too.

Northumberland CCG wishes the Council every success with this bid and is committed to continuing to work in partnership for the people of Northumberland.

Yours sincerely

A handwritten signature in black ink, appearing to read "Siobhan Brown". The signature is written in a cursive style and is contained within a thin black rectangular border.

Siobhan Brown
Transformation Director
NHS Northumberland Clinical Commissioning Group

Job Centre



Department for
Work and Pensions

Andy Chymera
Northumberland County Council
County Hall
Morpeth
NE61 2EF

Jobcentre Plus
Reiverdale Road
Ashington
NE63 9YY

Date 01 April 2014

Tel: 01670 395 272
www.dwp.gov.uk

Dear Andy

Local Sustainable Transport Fund

This letter is to express support for Northumberland County Council's bid for funding through the Local Sustainable Transport Fund (LSTF).

One of Jobcentre Plus' key priorities is to move people on working age benefits into work. It is acknowledged that one of the main barriers preventing people taking up employment and training opportunities in Northumberland is the need for people to widen their travel to work journey and have good accessibility to transport links.

This bid goes some way to help address these barriers and success of this bid will greatly benefit Jobcentre Plus and other employability partners to help support people access work and training opportunities.

In principle, Jobcentre Plus supports this bid and if successful, looks forward to working with yourselves in the future.

Yours sincerely

Julia Knox
Local Partnership Manager

Email: Julia.knox@dwp.gsi.gov.uk
Direct line: 01665 395 272



Riverside Consulting

**Riverside Consulting CIC
17 Frederick Street
Sunderland, SR1 1LT**

Company number 06468639

Working for a better community

Andy Chymera
Go Smarter Northumberland Project Manager
County Hall, Morpeth
Northumberland
NE61 2EF

25th March 2014

**Go Smarter Northumberland Local Sustainable Transport Fund
Revenue Grant 2015/16 Bid**

Dear Andy

I am writing in support of the above proposal put forward by the County Council to submit a bid to the Department for Transport's Local Sustainable Transport Fund to continue the Go Smarter Northumberland programme that is currently in implementation with a focus on the communities of south east Northumberland.

This new funding for 2015/16 will help enhance and promote programmes such as sustainable travel to work and Go Smarter Northumberland to their full potential and to complement the sustainable transport programme included in "More & Better Jobs" the North East LEP draft Strategic Economic Plan .

The bid builds upon the current package of proven measures, targeted on improving access to jobs using sustainable travel modes, extending job search horizons and supporting the local economy whilst contributing to an increasingly low –carbon travel culture in the County.

I am sure that the proposals will add value to current activity in the key employment areas of Ashington, Blyth & Cramlington but will also offer additional activity, centred around extending opportunities for young people to gain new skills and to address issues associated with travel to work from isolated rural areas of the County.

I hope that your bid proves successful.

Yours faithfully,



Iain Kay, Director

Appendix 8: Application Form Checklist
Local Sustainable Transport Fund 15/16 Revenue
Application Form Checklist



Department
for Transport

Lead authority: Northumberland County Council
 Project Name: Go Smarter Northumberland

SECTION A

Under section/page please identify where in your bid we can locate the following information (if supplied)

Item	Section / page
A3. Have you appended a map?	Fig 1, p 2
A6. Have you enclosed a letter confirming the commitment of external sources to contribute to the cost of a specific package element(s)?	Appendix 7
A8. Have you included supporting evidence of partnership bodies' willingness to participate in delivering the bid proposals?	Appendix 7
A9. Have you appended a letter from the relevant LEP(s) supporting the proposed scheme?	Appendix 7

SECTION B

B3: Economic Case Assessment

Item	Section / Page
Assessment of Economic impacts	B3, p 15 Appendix 6
Assessment of Environmental impacts	B3, p 15 Appendix 6
Assessment of the Social and Distributional Impacts	n/a
Have you provided a completed Scheme Impacts Pro Forma?	Appendix 5

B5 - B9: Management Case Assessment

Item	Section / Page
Has a Project Plan been provided?	Appendix 3
Has a letter relating to land acquisition been appended to your bid (if required)?	n/a
Assessment of Statutory Powers and Consents (if required)	n/a
Has an organogram been appended to your bid?	Table 8 p17
Has a Risk Management Strategy been provided?	Appendix 4
Assessment of Stakeholder Management	B9, p17

B10: Commercial Case Assessment

Item	Section / Page
Have you attached a joint letter from the local authority's Section 151 Officer and Head of Procurement confirming that a procurement strategy is in place that is legally compliant and is likely to achieve the best value for money outcome?	P 18
Have you provided evidence that you are able to begin delivery at the start of the funding period?	Table 10 p 18 Appendix 3

SECTION D

Item	Section / page
D1. Has the SRO declaration been signed?	p 20
D2. Has the Section 151 Officer declaration been signed?	p 20

