



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

Guidance on the Application Process is available

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

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

Applicant Information

Local transport authority name(s):

Somerset County Council

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

Bid Manager Name and position:

Sunita Mills Transport Policy Manager

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

Contact telephone number: 01823 359763

Email address: smills@somerset.gov.uk

**Postal address: County Hall (B2S)
Taunton
Somerset
TA1 1AZ**

Website address for published bid: <http://www.somerset.gov.uk/policies-and-plans/policies/transport-policy/>

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

SECTION A - Project description and funding profile

A1. Project name: The Bridgwater Way 2016

A2. Headline description:

The Bridgwater Way 2016 (TBW 2016) seeks to build upon the successful work of the LSTF funded Bridgwater Way project. The Bridgwater Way 2016 has a simple aim, to take advantage of the new infrastructure, community and business links, research and data we already have from the original LSTF project to deliver an intensive behaviour change campaign across Bridgwater which will significantly increase the number of people cycling and walking for short trips. TBW 2016 will employ a range of established behaviour change measures including intensive support for residents, businesses and schools to identify and overcome barriers to active travel.

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

A3. Total package cost (£m): £385,000

A4. Total DfT revenue funding contribution sought (£m): £350,000

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

A5. Local contribution (£m): £35,000 provided by Somerset County Council's 2016/17 Public Health budget

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

A6. Equality Analysis

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

Yes No

A7. Partnership bodies:

Sedgemoor District Council – Sedgemoor District Council will provide support and advice to enable the project team to effectively and quickly access community

leaders and access to existing projects operating in the project area where joint working would deliver greater benefits.

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

SECTION B – The Business Case

You may find the following DfT tools helpful in preparing your business case:

- [Transport Business Case](#)
- [Behavioural Insights Toolkit](#)
- [Logic Mapping Hints and Tips](#)

B1. The Strategic Case

The primary strategic objective of this bid is to build upon the successes of the LSTF funded The Bridgwater Way (TBW) project using a behaviour change campaign which utilises existing TBW contacts and networks and takes advantage of the physical interventions delivered as part of the original TBW.

Bridgwater and its immediate surrounds has approximately 48,000 residents, around a third of the population of the district of Sedgemoor. Served by the M5, A38 and A39 and close to Taunton and Bristol, Bridgwater is extremely well connected. This has allowed the town to develop a strong manufacturing sector and become an increasingly important centre for distribution and logistics. Unfortunately the good transport links described above also combine with the town's topography to present a number of barriers and environmental issues. The A38, mainline railway, River Parrett and Bridgwater and Taunton Canal all act as significant barriers to easy movement across the town and result in severance between communities.

Unemployment levels in Bridgwater have been consistently higher than the Somerset average (ONS). Historically Bridgwater has, in some areas, suffered from lower than average educational attainment. To reduce unemployment and attract a diverse range of businesses local people need the skills the new jobs will demand. Somerset's Local Economic Assessment ('The State of the Somerset Economy' (Eco Gen, 2010)) showed that a lack of skilled and degree-qualified workers deters business from investing in the area. 17.7% of people in Bridgwater live in the most deprived 20% of wards in the country, compared with 4% in the whole of Somerset. We recognise that active and sustainable travel is not an end in itself but is an enabler. TBW 2016 will give local residents the confidence to pursue opportunities by making it easier to access jobs and education by affordable means.

Mortality and child obesity rates in Sedgemoor are higher than the rest of Somerset. Somerset's Public Health team has already placed Health Trainers in Hamp, Victoria and Sydenham, the most deprived wards, to work with these communities to tackle issues such as inactivity, unemployment and lifestyle-related ill health. TBW 2016 will work with the public health teams to ensure that our marketing and promotional programmes tackle cross cutting issues such as deprivation, ill health and access to jobs and education. Encouraging people to walk and cycle more is a cost effective way of helping people to address some of their health problems. Somerset County Council's Public Health Team is involved in various projects across the Bridgwater area. TBW 2016 will seek to work with these projects where appropriate to deliver greater benefits. Given the good work which is already

underway it is proposed to develop a community asset approach to delivering some elements of the programme. The community asset approach builds capacity within the local community to deliver change which is sustainable in the longer term.

Sedgemoor District Council's Local Plan has clear aspirations and plans for increasing job opportunities and accommodating significant housing growth across Bridgwater. One of the biggest opportunities in the area will be the construction of the nationally significant infrastructure project to build Hinkley Point C nuclear power station. The project will see up to 15,000 jobs created over the life of the project. As well as being a great opportunity HPC will result in a pressure being put on local services and infrastructure such as the highway network. TBW 2016 will support the delivery of HPC in two key ways 1. We will support local people to access opportunities by promoting cost effective and healthy travel choices. 2. We will maximise local highway capacity for construction traffic by increasing the number of people travelling by foot and by bike and other sustainable modes across the town. TBW 2016 will support the HPC behaviour change programme deliverables of:

- Reducing proportions of commuter travel to work by car into and out of Bridgwater
- Reducing proportions of lone driving to work for those living within the Bridgwater zone
- Promoting walking to work for those living closest to where they work, particularly from Sydenham, Newtown and Hamp
- Promoting cycling to the Bridgwater urban area from surrounding areas
- Reducing proportions of journeys to primary school by car, especially those in the west of Bridgwater

The Hinkley Point Project also includes investment in sustainable travel modes. TBW 2016 will enable the work of the original TBW project to be continued and provide a smooth transition into the HPC behaviour change programme. HPC will be a direct beneficiary of TBW 2016 because a sustained period of investment in sustainable travel, e.g. cycle demonstration towns, has been proven to increase levels of sustainable travel across an area. It will be important for both employees of HPC and local residents to travel sustainably whenever possible during the construction period to maximise highway capacity and also to improve journey time reliability for local trips.

The original Bridgwater Way project, and other local developments, have gone a long way to addressing the physical barriers to walking and cycling in Bridgwater, particularly across the south of the town. Over 7.5kms of new or improved cycleways and footways have been provided. TBW 2016 gives us the opportunity to really sell the benefits of the investment in these facilities; we now have a high quality offer that makes travelling by bike and by foot much more accessible to all residents. Recent analysis (using 2011 census data) of journey to work data suggest that there are large numbers of local residents who live and work within Bridgwater and who travel these relatively short distances by car. Over 1,150 people are recorded as starting and ending their commute by car within the same middle super output area. Almost 2000 people within the town boundary are driving to work in and around the town centre. A large proportion of these trips will be less than 1 mile in distance. By supporting people making these short trips to change travel mode to

walking and cycling we can realise multiple benefits. People will be healthier, economic benefits of a healthier population can be realised and highway capacity can be released.

Bridgwater also experiences significant numbers of trips associated with in and out commuting which involves travel distances which cannot be realistically undertaken by bike and by foot. Based upon analysis of available census data it is estimated that approximately 17,000 trips per day are generated through this commuting. TBW 2016 will tackle this issue through an incentivised behaviour change campaign with car sharing as its main focus.

By building upon the work that was undertaken by the TBW project this project will directly deliver against the primary and additional objectives of the Transition Fund. Now that significant sections of new and improved cycling and walking facilities are in place we have a genuine opportunity with the right marketing, promotion and incentives to deliver an increase in the number of people walking and cycling for short trips. This will

- Support the local economy by helping maintain journey time reliability across the highway network, release highway capacity for housing and business growth and improve access to employment and education (particularly for those on low incomes).
- By encouraging modal shift away from cars carbon emissions may be reduced
- LSTF funded cycle and walking network improvements reduces severance caused by main roads, the railway and rivers. TBW 2016 seeks to capitalise on this investment by encouraging, persuading and supporting people to cycle and walk more.
- The behaviour change campaign will be developed on the basis of best practice in both sustainable travel and public health to ensure benefits are maximised across policy areas.

As part of our original LSTF project we have amassed a wealth of information on data through social media, surveys, direct feedback and our business customer relationship management database. We propose to use this data and the knowledge and guidance contained with the Behavioural Insights Toolkit to develop a very focussed set of behaviour change methods and campaigns which will result in a measureable increase in the number of people cycling and walking in Bridgwater. The target audiences for our activity will be local businesses, education establishments and areas of multiple deprivation (working with Public Health). The programme will focus on attitudes, social and cultural norms and knowledge and awareness of travel options with a view to building up the skills, capability and self-efficacy of those targeted. The aim is to enable and support with a view to individuals, businesses and schools maintaining what we have instigated.

B2. The Economic Case – Value for Money

The project will utilise a wide range of smarter choices and behaviour change approaches to increase the number of people across the project area who are regularly cycling, walking and car sharing. The programme will be a mixture of

awareness raising, direct support and incentives and supporting local communities to develop their own solutions to their perceived barriers to active travel.

Marketing and promotion and social marketing:

Working with third party suppliers we will develop a marketing and promotion campaign based upon the data we have available from the original Bridgwater Way project. Through the TBW we had 4000 people signed up through social media and several hundred more through our work with businesses. We will focus our research and planning on understanding what we can do to encourage them to walk and cycle more but also how we can use them as project ambassadors to bring other people on board with the project. Behaviour change literature is clear that the communicator is as important as the message; by delivering engaging communications and incentives we will increase the base of TBW supporters.

Travel behaviour change support to business:

In TBW we worked quite intensively with businesses across Bridgwater to get them to encourage their staff to travel differently. This was a challenging project but by the end of TBW we were working with employees of 37 local businesses employing over 5000 people and built up a detailed database of employees issues, barriers and drivers for change. We will use this intelligence to develop a suite of support activities and incentives to get people to travel differently. We will explore with external suppliers ways of employees gaining rewards for travelling sustainably possibly through a web based system.

Travel behaviour change support to individuals:

A high intensity programme of support delivered to individuals within the local community. Based upon a conventional personalised travel planning approach we will identify the most suitable areas for intervention and offer support and incentives to people who are interested in cycling and walking more. This will build upon the legacy of the original TBW project by raising awareness of the extended cycle network and helping to remove psychological barriers to behaviour change.

Travel action plan development within schools:

Our original TBW project worked intensively with 20 schools across Bridgwater and built up strong support for sustainable travel. TBW 2016 will revisit each of these schools and support them to reinvigorate the drive to increase the number of children walking, cycling and scooting to school. Schools will be offered support to develop or update their travel action plans and given help to promote and raise awareness amongst pupils, teachers and parents.

Community asset development:

The community asset approach is a Public Health based approach to engaging communities to become meaningfully involved in a project by offering clear community incentives. The Somerset 'Community Pounds' pilot project encouraged people to lose weight by offering financial incentives for the community. For each pound in weight someone lost the project provided a cash sum towards a community fund for use on local projects. This pilot project was regarded as very successful and we propose to adapt it to suit sustainable travel. The appropriate incentives and model will be agreed by working with the Public Health Team, the local community and external suppliers. One example may be that once X number

of members have cycled or walked a certain number of times the project will offer a Doctor Bike session for local residents.

The benefits of the approaches set out above are not easy to quantify but extensive research exists to support the case for investment in smarter choices measures.

The main benefits of this project will be:

An increase in the number of people cycling for short trips

An increase in the number of people walking for short trips

An increase in the number of businesses actively promoting sustainable travel to staff

An increase in the number of active car sharers

Freeing up of highway capacity by encouraging modal switch enabling economic growth to continue.

We believe that the combination of measures and the fact that they will be building upon the work of the Bridgwater Way will result in an uplift in the number of people walking cycling and car sharing. For example Cairns et al. (2004a) provide an evaluation of the reduction in traffic arising from a combination of smarter choices interventions. Figures for high intensity implementations of relevant interventions were combined to provide a percentage reduction. In this study it was concluded that as much as an 8.5% reduction in annual vehicle kilometres was achievable. We do not predict a significant reduction in annual vehicle kilometres, this is primarily due to the timescale involved and the fact that we are not proposing measures to actively inhibit car use e.g. higher parking charges. We believe that studies such as Cairns show that with the right combination of smarter choices measures significant change is achievable. TBW 2016 will release highway capacity to enable Bridgwater to continue to grow and realise the economic benefits of housing and employment growth.

Soft Measures Hard Facts – The value for money of transport measures which change travel behaviour (2011) undertook an extensive analysis of 16 smarter choices approaches to behaviour change and assessed them for impact and value for money. Intensive personal travel planning approaches showed a cost benefit return of for every £1 spent £7 of benefits were realised. Encouraging more pupils to cycle and walk to school was deemed to offer benefits in the rand of 4.5:1. The report suggests that successful car share schemes can have a return on investment as high as 72:1. Cycle demonstration town project evaluations consistently showed high levels of behaviour change as a result of the sustained investment. Provision of this funding will ensure sustained investment and continued support for sustainable travel across Bridgwater for a period of 4 years and will lead into a further period of investment from the Hinkley Point C travel behaviour change programme.

B3. The Financial Case – Project Costs

Before preparing a scheme proposal for submission, bid promoters should ensure they understand the financial implications of developing the scheme (including any implications for future spend and ongoing maintenance and operating costs), and

the need to secure and underwrite any necessary funding outside the Department's maximum contribution.

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

Table A: Funding profile (Nominal terms)

£000s	2016-17
DfT funding sought	£350
Local Authority contribution	£35
Third Party contribution including LGF	/
TOTAL	£385

Notes:

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

B4. Management Case - Delivery

The approach to management and delivery of this bid has taken particular account of a) the short timescale within which the funding must be used and b) the limited in-house staff resource that Somerset CC currently has. What is proposed is a lean client model with responsibility for planning, project management and delivery of the programme commissioned out to a suitably qualified third party through the use of the SCC framework contract for The Provision of Conceptual Design and Development of Non-engineered Solutions in Travel and Transportation.

The basis of the proposed approach will be the existing Bridgwater Way website, social media communications channels and using the business customer relationship management (CRM) database. Through the website, social media and CRM over 4000 people are linked to the project. The information and contacts we already have will be analysed in detail by the eventual supplier to ensure that the behaviour change campaign is targeted and focussed on the needs of Bridgwater residents and employers to ensure success of the chosen measures.

Outline Programme	2016/17												2017/18			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Funding Decision	■															
Project / ITT scoping and definition	■															
Procurement / Contract award		■	■													
Social media campaign / project launch				■												
Social media campaigning					■	■	■	■	■	■	■	■	■	■	■	■
Workstream planning business / schools / community				■												
Intensive business engagement					■					■					■	
Intensive schools engagement					■	■										■
Intensive community engagement					■	■										■
Marketing and communications campaign push								■			■		■			■

Table C: Construction milestones

N/A

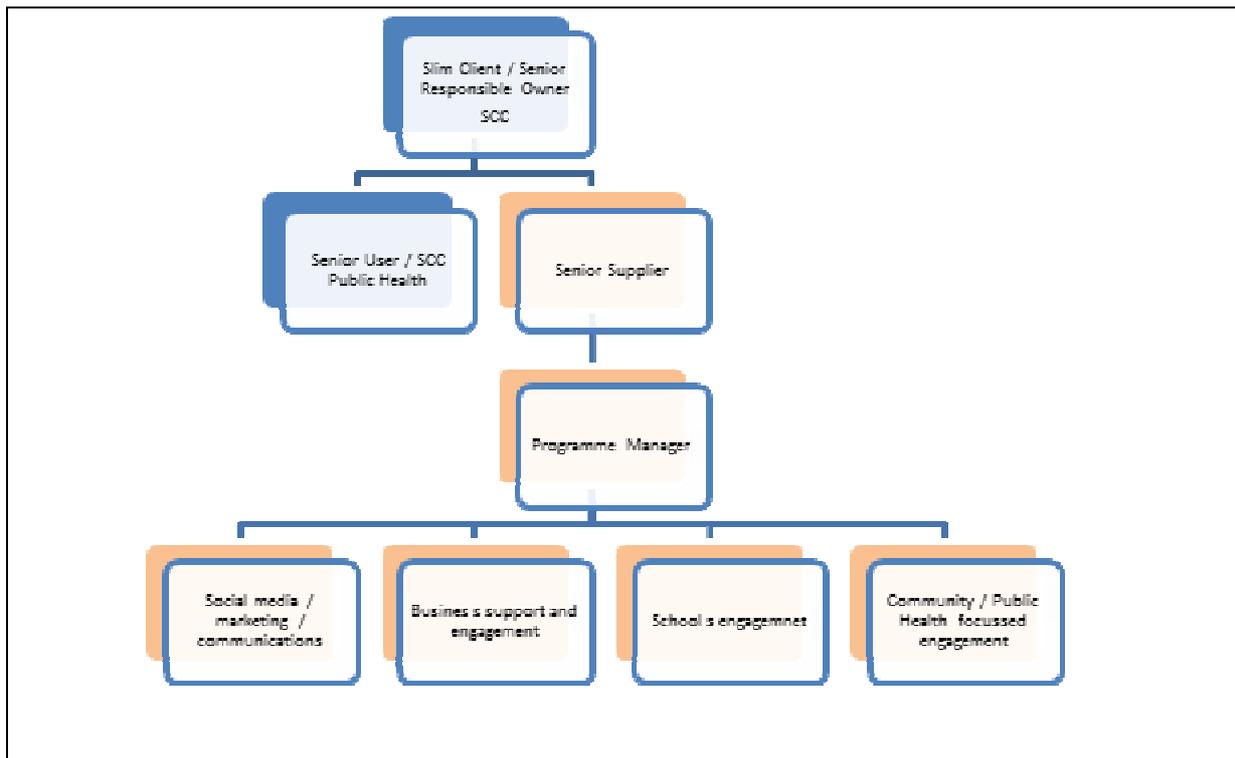
B5. Management Case – Statutory Powers and Consents

N/A

B6. Management Case – Governance

The project will follow Somerset County Council’s Project Management Office (PMO) guidance and procedures for managing projects (based upon Prince 2). Outline management chart below. The senior responsible owner will be the Strategic Commissioning Manager for Highways and Transport. The PMO has a clear set of processes for monitoring projects and programmes. The programme manager will report to the project board on a monthly basis and will operate by exception to ensure the flexibility to progress the project at speed. Where necessary issues can be escalated to the Highways Improvement Schemes Programme (HISP) Board for action; Directors and Cabinet Members are represented on HISP.

It is anticipated that everything other than the client role and senior user will be commissioned via external suppliers.



B7. Management Case - Risk Management

Key risks are set out below:

Risk	Likelihood	Impact	Score	Mitigation
Lack of resources to deliver project	2	4	8	Programme delivery will be commissioned out to external supplier
Project goes over budget	1	5	5	Contract will be for a fixed amount. Cost over run will be suppliers risk.
Unable to commission suppliers in time	1	4	4	Framework contract is already in place to be called off against
Contractual dispute with supplier	2	4	8	Ensure outcomes and outputs are clearly defined in the ITT and accepted by the supplier in advance of signing contract
Desired outcomes not realised	2	5	10	Outcomes and outputs have been defined with reference to limited timescale to ensure they are realistic and deliverable.

B8. Management Case - Stakeholder Management

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

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

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

Yes No

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

B9. The Commercial Case

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

Somerset County Council's Framework Contract for the Provision of Conceptual Design and Development of Non-Engineered Solutions in Travel and Transport has been designed specifically for the commissioning and delivery of smarter choices / behaviour change type activities. The contract is set up under the NEC Professional Services Contract Definitions. The contract was set up in accordance with the requirements of the Public Contracts Regulations 2006 (SI 2006/5) for the purpose of procuring the Services described in the Specification. A contract notice published on OJEU reference number 2013/S 211-366283 was dispatched on 28/10/2013.

The framework has on it 10 suppliers. Contracts will be awarded via a mini competition. It is anticipated that the procurement will take the form of offering 5 lots covering each of the key work streams shown below. Suppliers will be able to tender for as many or as few lots as they wish.

Programme management
Marketing and communications
Business Engagement and support
Schools Engagement and support
Community Engagement and support

As the contract is already in place the procurement process can be undertaken quickly. We propose to issue the ITT and make the contract award decision within 10 weeks of funding being approved.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

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

Success of the project will be monitored using various methods:

Increase in cycle trips will be monitored using an existing network of 10 Automatic Cycle Counters. These will be monitored for an overall increase during the project and also be used to compare cycling activity in different areas of the town to understand if specific interventions are more effective in one area than another.

Success of the social media and other campaigns will be assessed by monitoring the growth in the number of hits on the TBW website and sign ups to social media.

A broader understanding of behaviour change across the area will be monitored by repeating the detailed quantitative survey that was commissioned at the start and end of the LSTF project. This survey, amongst other things, monitored brand awareness, number of residents who had changed behaviour in the last 6 months and number of residents who planned to change their behaviour in the next 6 months.

The success of business engagement will be undertaken using our Customer Relationship Management database which not only captures the number of employees we have worked with but also whether they have changed their behaviour.

Car sharing will be monitored through measuring the increase in the number of car share sign ups and car kms saved during the campaign period. This can be monitored through the car share website.

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

Yes No

SECTION D - Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for [*scheme name*] I hereby submit this request for approval to DfT on behalf of [*name of authority*] and confirm that I have the necessary authority to do so.

I confirm that [*name of authority*] will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name:

Signed:

Position:

D2. Section 151 Officer Declaration

As Section 151 Officer for [*name of authority**] I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that [*name of authority*]

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2016/17;
- Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name:

Signed:

**This is only required from the lead authority in joint bids*

Submission of Bids

The deadline for bids is:

29th March 6pm 2016

An electronic copy should be submitted to sat.programmes@dft.gsi.gov.uk

We prefer electronic copies. However, if you must send hard copies of papers, please provide 3 copies to:

Sustainable Travel Transition Year 16/17 Bids
Rabina Nawaz
Zone 2/14
Department for Transport
Great Minster House
33 Horseferry Road
London
SW1P 4DR